

NASSCOM's 10,000 Start-ups program aims at nurturing innovative women entrepreneurs in India

- *Launches 'Girls in Technology' program to enhance women representation in the IT-BPM industry*

New Delhi 07th March 2014: As part of the '10,000 start-ups' program launched last year, **National Association of Software and Services Companies (NASSCOM)** introduced 'The Girls in Technology' (GIT) program, an innovative format to evangelize the women entrepreneur landscape in India. Aimed at encouraging and promoting women entrepreneurs in the country, this initiative aims to bring more girls into the technology ecosystem by conducting Technical Workshops, Tech Talks and Hackathons.

In 2013, NASSCOM launched the 10,000 Start-ups program for incubating, funding and supporting 10,000 technology start-ups in India over the next ten years. The program over the last one year has significantly scaled up the startup ecosystem in the country through multifold activities aimed at fostering entrepreneurship and providing robust early stage support. To encourage the women in the country to 'Start-up', the program recently organized a workshop on 'GIT Version Control' in partnership with **Thought Works & Google Developers Group** and received an overwhelming response from over 40 women entrepreneurs. In the coming months, NASSCOM plans to organize various workshops on HTML5 Coding, Python, Ruby and other technical topics that require continuous guidance and mentorship. These workshops will serve as platforms for knowledge sharing and bring together diverse women teams, enabling them to take better decisions, achieve higher ROIs, and greater IPOs.

Expressing her views on the women entrepreneur ecosystem, **Ms. Sangeeta Gupta, Senior Vice President, NASSCOM**, said, "*Women have always been a significant part of the Indian IT-BPM industry. With the launch of the GIT initiative we hope to inspire more women to join the tech community, utilize their creative technical expertise and encourage them to join other active women leaders in creating unique solutions and technologies. We are also organizing an event "Tech Makers" in partnership with Google to sustain the momentum on empowering startups and have already received great response from women entrepreneurs across different cities in India.*"

NASSCOM 10000 Startups is also proud to be part of the Google for Entrepreneurs #40Forward challenge. It is amongst the forty startup Communities that are actively working to create new approaches for increasing the representation of women in the technology community by 25% in 2014. With the milestones the program has achieved and the planned roadmap, 10,000 Startups aims to catalyze the technology start-up ecosystem and enable thousands of entrepreneur's setup and grow their businesses and in the process further propel India's economy.

NASSCOM commenced the 10,000 Start-ups program with the support of Google, Kotak, Microsoft and Verisign in March 2013. Zinnov is the consulting partner of 10,000Start-ups.



10 000
S T A R T - U P S
A NASSCOM initiative



About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industry in India. NASSCOM is a global trade body with more than 1400 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPM, e-commerce and web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs about 3 million professionals.

Genesis B-M for NASSCOM

Rudra Bose | Aprajita Saxena | Nitin Shukla

Genesis B-M for NASSCOM

rudra.bose@bm.com | aprajita.saxena@bm.com | nitin.shukla@bm.com

+91 9811626585 | +91 7838348339 | + 91 9873985197