

Project Drishti receives Pилоo Dorab Khambatta memorial award

Project Drishti celebrates its first successful year, Awards Drishti employees for their commitment, hard-work and sincerity, Plans are to take this project to other cities too.

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Tata Teleservices and **National Association for Blind (NAB)** initiated **Project Drishti**, in partnership to provide viable employment opportunities to disabled and visually challenged youth. Initiated last year in 2007, the call centre was inaugurated by Honb'le President of India, Mrs. Pratibha Patil and Mr. Navin Chadha, CIO, Tata Teleservices was the Guest of Honor. As it successfully completes a year, **Tata Teleservices** and **NAB** today organized an award function to felicitate all the employees for their commitment, hard work and sincerity.

Mr. Doongaji, MD, Tata Services, and Guest of Honor for today's felicitation program said, 'I feel privileged to be part of such a noble activity and would like to congratulate the winners for their outstanding performance! Tata Indicom's support for Drishti is critical to helping people with disabilities achieve success and reach their full potential. So noble is the cause that Drishti call centre this year received Pилоo Dorab Khambatta memorial award.'

Mr. Doongaji further added that Tata Teleservices's continued generosity and commitment to adopt train and compete in a dynamic BPO industry is dream come true for so many visually blind people who will now be given the opportunity to succeed.

Mr. Navin, Chadha, CIO, Tata Teleservices & Project Manager for Drishti said, 'Our partnership with NAB will bring more awareness to this important issue. It will bring new hope and opportunities to thousands of people who live with visual disabilities. The success of 'Project Drishti' has set a road map for implementing many such centers at a national level.'

About Project Drishti:

The first pilot project was set up in Mumbai with 10 visually challenged individuals making outbound calls to Tata Teleservices customers and educating them on various schemes, offers and promotions. Today there are 20 agents working at the call center and plans are on the anvil to add 10 more. With its growing popularity and demand, Tata Teleservices also plans to initiate this project in New Delhi soon.

How does the centre function?

The initiative functions on the basis of an internally developed software Interactive Voice Response (IVR). This software records customer updates in specific formats as it identifies errors and omissions made by the agents, thereby, taking up the responsibilities of a supervisor. It enables visually disabled agents to work as efficiently as a promising customer service agent providing complete guidance and required help to the caller.

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About Tata Teleservices:

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For more information, Please contact:

Johnny Gomes

Senior Account Executive - Vaishnavi Corporate Communications

66568787