



CII Eastern Region, Second Edition

July, 2009

**Overview of the Affirmative Action Initiatives among CII Members**

Till early 2007 private sector Indian Industry was caste blind, unlike the public sector which had job reservations for SC/ST youth. Several Indian companies had a significant number of employees from the SC/ST communities but there were no figures as industry had no data on the casts affiliation of its employees.

However after Prime Minister Manmohan Singh’s call to CII in 2006 to pro-actively adopt an Affirmative Agenda to obviate the need for legislation CII set up a Task Force a National Council and companies began implementing their Affirmative Action from January, 2007.

Indian industry had assured Prime Minister Manmohan Singh that it would draw up a robust Affirmative Action plan and two years later, it is Indian industry contention that an encouraging beginning has been made. Awareness has been created in Industry of the importance of Affirmative Action to further social stability and cohesion, so necessary for business. A beginning has been made in many companies to embed Affirmative Action for the SC/ST communicates in the HR and business processes.

Nearly 100 CII member companies have drawn to Affirmative Action agencies for SC/ST youth under four heads **Employability, Entrepreneurship, Education** and **Employment** already making a difference to the lives of over 28222 SC/ST youth in all regions of Indian.

**A Success Story**  
**Mjunction Service Limited**



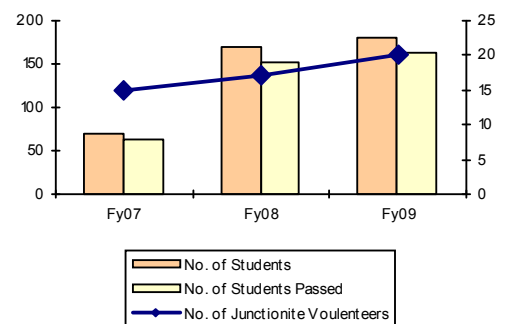
**ejunction...empowering lives**

mjunction services limited firmly believes that it has an important role to play in corporate citizenship. As a market leader, it believes that it must set the pace with its own actions in the sphere of promoting corporate social responsibility. Part of its affirmative game plan is ejunction – a trust to spread basic computer education.

ejunction was started in May 2007 with the motive of empowering people by encouraging self-sufficiency and the growth of their communities. One of the main objectives of the trust is to promote e-education among the underprivileged, both among our stakeholders and the society as a whole.

The initiative had begun with a batch of 20 students. **Within the past one and half years, 11 batches with over 500 students have successfully completed the Basic Course in Computer education out of which 65 (or 13%) have been SC/ST youth.**

People who have been trained include drivers, security guards, peons etc whose skills are being upgraded so that they can take on higher responsibilities at no financial cost. Executives of the company on a voluntary basis train these students. The infrastructure is provided free by the company which among other things consists of computers with internet connection, workstations and conference rooms and snacks. The first batch mainly consisted of mjunction support staff and security personnel. However, after its resounding success, the initiative was extended to the staff of promoter companies, customers, suppliers and the society at large.



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Batch XI was special, being exclusively for the support staff at different Tata Steel departments. Twenty six students from the legal, medical, administration, accounts, long products, flat products, IB departments, among others successfully completed the training programme. The batch was then divided into five groups, which made Power Point presentations on current topics. Some of the students are reported to have been promoted after successful completion of this course.

Based on the feedback of the participants, separate batches were also conducted for improving spoken English and communication skills. More than 50 students benefited from this new module.

Till date, the beneficiaries of the ejunction initiative have been:

- Support Staff working at mjunction
- Staff of service providers
- General students

The company has plans to extend this service to:

- Support staff of TATA Steel, SAIL and other group companies
- Staff of bidders and suppliers

The company also tries to help find suitable employment for the trained personnel. Many such students have been recommended and found new jobs. mjunction itself has used the services of more than 10 students for various data entry jobs.

The course structure – which has been drafted in-house – was updated in 2008. The course has now been extended by one month to incorporate a communication skills module. The current batch consists of 30 students, mostly nominees from the bidder community and other corporate houses.

The company is planning to extend this initiative and combine it with the Affirmative Action Commitment of the Indian industry. ejunction – in collaboration with the Confederation of Indian Industry (CII) – is planning to conduct a special batch for SC/ST candidates soon. This professional computer training would help them with their careers.



#### **About mjunction services limited ([www.mjunction.in](http://www.mjunction.in))**

ejunction is powered by mjunction. Founded in February 2001, mjunction offers a wide range of eSelling, eSourcing, eFinance and Knowledge services across diverse industry verticals that empower businesses with greater process efficiencies. mjunction is today not only India's largest eCommerce company (having eTransacted worth over Rs.45,193 crores till date) but also runs the world's largest eMarketplace for steel. Business volume of the company in terms of Transaction Value has soared from Rs 94.35 crores in FY'02 to Rs 14,393 crores in FY'09, registering a spectacular CAGR of 105%.

mjunction has service offerings spanning the entire eCommerce spectrum and operates through – metaljunction.in, buyjunction.in, coaljunction.in, valuejunction.in, financejunction.in, autojunction.in, straightline.in, and mjunctionedge.

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