



Paroma Sen

Host organization: B2R Technologies (India)

ICats role: Marketing Manager

ICats duration: Sep – Dec 2013 (full-time)

Degree: MBA (UC Berkeley), MA Advertising, MS Comp Engg

Professional experience: 8 years of professional experience in technology product marketing at Dolby Laboratories and National Semiconductor

Summary

Paroma applied her expertise in technology marketing to prepare B2R Technologies for the next stage of its growth. By defining new services that would enable B2R to move up the value chain, Paroma helped B2R put together a roadmap toward sustainable livelihood creation in rural Uttarakhand, India. She also helped the company to increase its visibility through outbound marketing channels.

The problem B2R aims to tackle

There is significant educated talent in rural India which is largely untapped due to lack of local employment opportunities. This either results in unemployment, or for a few, migration to urban locations creating social pressures. Those that remain in the rural milieu have to depend on agriculture which hardly suffices for economic sustenance.



B2R's solution

- Sustainable livelihood creation for rural youth by bringing work to where people are.
- BPO services for a worldwide clientele are brought in to rural Uttarakhand where youth are trained to deliver gold class quality. Economic trickledown effects are felt by the entire community.

B2R's challenges

Currently operating in 6 centers with 350+ employees, B2R is experiencing growing pains with the need to move up the value chain in services while expanding its geographic market reach.



Opportunity for an ICats Fellow

There was an opportunity for an ICats Fellow with experience in technology marketing to define new value added services for B2R to help them expand overseas as well as move up the value chain.

“2013 has been the culmination of different kinds of experience for me. Working in India, working with a startup, working in the growing BPO sector. All new experiences and challenges. What a ride it has been. I wouldn't give up this experience for anything.”

Paroma

Paroma's achievements ...



- Defining new services in the domains of BPaaS and micro-tasking to improve B2R's service offerings
- Creating new marketing function and associated processes (eg. content sourcing process, lead handling process) and policies (eg. social media usage policy)
- Revamping and modernizing B2R's channels of communication including website and social media
- Revamping and modernizing B2R's collateral and messaging documents including presentations, brochures, etc

Paroma's next challenge

She is staying in India and joined Karbonn Mobiles (an Indian mobile phone company) heading Digital Marketing, PR and Corporate Strategy.

...contributing to B2R's impact



- B2R now has a defined marketing function with associated processes and strategy
- New approach to communication channels and messaging will help to reach new markets like the US
- New service definitions and go-to-market will help reach revenue goals with higher margins, making the livelihood generation ecosystem stronger for all
- B2R recently opened its 6th center and has gone up to 350+ employees

"I really liked the fact that despite all her experience Paroma did not bring any baggage to this role. She was always open to learn new perspectives and was great at connecting back to the organizational level."

Mohit Suri, Business Development Manager, B2R