

# CADABAM'S BPO

A RESOURCE POOL OF  
UNTAPPED  
MAN HOURS ..... OUR WISH IS  
YET TO MATURE IN THE  
EXPRESSION OF THIS FACT



## The way we understand ourselves

Cadabam's is a centre for psychological and neuropsychiatric services situated in Bangalore. It has been incubated and conceived as a one-stop hub, as something that has never been seen or heard before. It is ranked as the number one in Asia. A very crucial rehabilitation process has recently been launched by branching further by setting up a BPO centre. Our product that is Team BPO is researching and developing our focal points as enunciated later. Our objective is to bring out our strengths together to deliver our forte as our productive analysis The BPO provides vocational therapy to residents who have proved that besides being on the road to recovery, it is to tap their latent potential and prove their mettle. The process is reinforced by providing many diversified projects. Many other schemes are emerging to fill up vacancies for other residents. Thus, paving the path for what is said is also well done.

# A Word from member of Management

I, Sandesh R. Cadabam Director, Cadabam'S Group joined the family business of mental healthcare services formally in the year 2009, having successfully completed my Masters in business from Manchester business school U. K. I have never had to look back at the tasks that have come up for my consideration. Cadabam'S BPO being the most recent of them and as challenging as it has an international orientation. I have a bright vision for Cadabam'S and Cadabam'S BPO & have a different vision in my perceptions in engaging the talents that are there in our residents. All this journey started off mid 2010, it started off as a small data-entry unit when, I would proudly say our residents from the time till now, has been able to contribute over 2000 hours of work. The 'untapped man hours' as mentioned earlier are being the focal at this point in time.

Everything that has a start has humble beginnings I request each of you as the readers of this brochure to give it your best consideration.

The sun always sets on the horizon and that's what I want for my team - Radiance, Brightness & Healthy Glow...

## Our perception:

We promise a smooth sailing passion for exploring new horizons under the expertise of the senior management The emphasis is on discipline to mould the individual for future challenges in working life. In the process of self training, the individual is offered opportunities in matching his interests to develop his potentialities. This structured format is to help usher in, from the beginning itself, the process of decisive planning for further challenges in life. This package of ideas and ordeals set by the top management is all the more a beautiful experience as it is on a congenial environment. We occupy a space of 1200 square feet in a total built up area of 16000 square feet state of the art facility.



## What's in it for us - Our Goals:

- Skill enhancement
- Confidence building
- Morale booster

## Mission Statement - Our cultural orientation:

In a multi division product market mix as an emerging BPO wish to specialize in the selected non-voice process to enable the providing of occupational therapy to residents while producing efficient services matching industry standards with future customers specially in the SME segment with our matchless culture.

## What you can expect from us:

- Cost competitive due to multi functional team
- Minimal attrition rate
- Urban base but advantages of rural setting
- Easy adaptability and quick response to training
- Ability to take up cross functional work
- Time horizon medium to long term with increasing volume of work

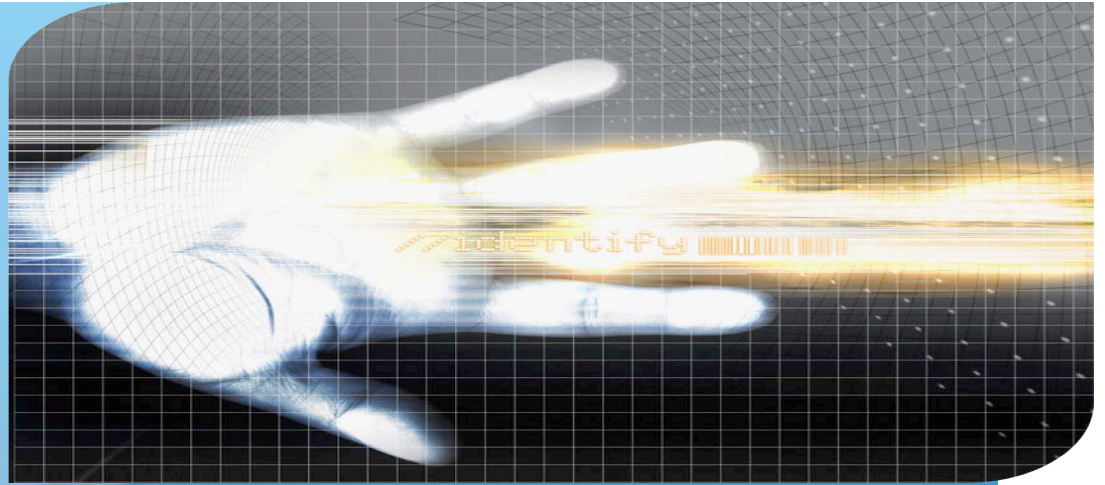
## Our Unique Selling Proposition - Features

Located in a rehab centre whose manpower potential remains untapped globally

- Varied occupational expertise
- In the low technology base of the pie
- Fewer working hours but a six day week
- Exposure to a very wide theme of work done
- Fiercely competitive market with the best talent in the country

TO SEE US  
JUST AS A  
REHAB  
WOULD BE  
UNJUST.

Our team profile  
shows the  
uniqueness of our  
composition and  
variety of  
experience.



## What makes us what we are:

- Have delivered quality to all our clients and rated well
- Negligible record keeping
- Commitment and guidance of our senior management
- State of the art hardware and software
- Shown firm response to changes in processes

## Our concern areas:

- Away from local competition
- Inability to sue a tight agreement being in a nascent growth stage.
- Shortcomings due to being situated in a rehab centre

## How you can assist us:

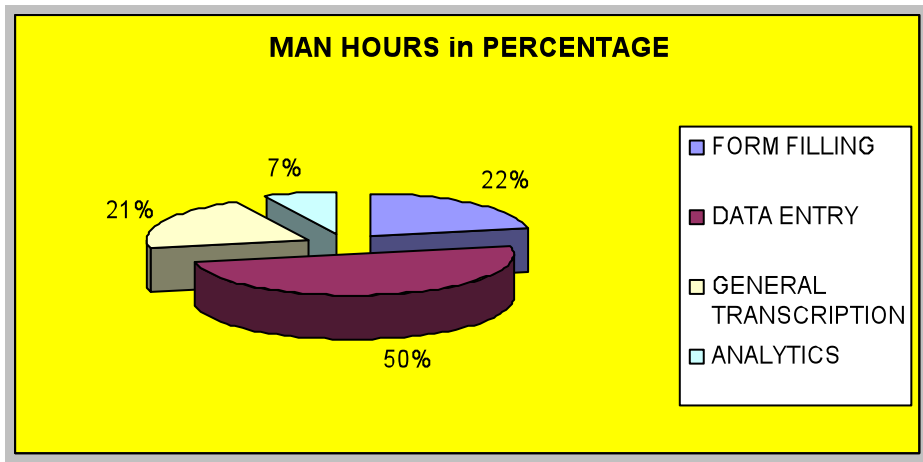
- Building a healthy pool of talent from available reserve
- Firm commitment from clients over the medium and long term
- Up gradation of technical support

## Conclusion:

- Despite our limitations by synergizing our plus's wish to supply

## quality services

matching industry standards on contracted processes



ENGAGING WORK WITH QUALITY CONTROLS FROM WITHIN THE SYSTEM. UPDATING SKILLS WITH ASSURED JOB SATISFACTION.

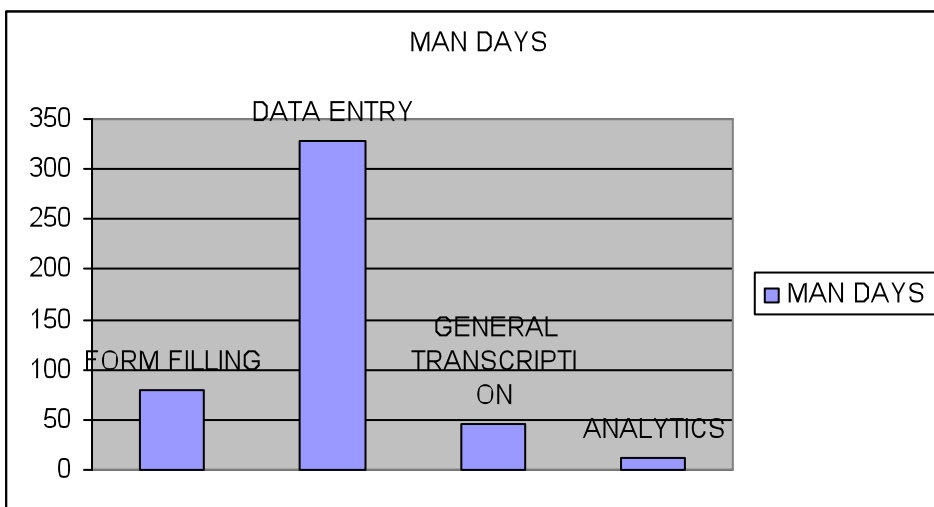
### OUR OBSERVATIONS

Data entry is top heavy with 71% of man days (328) but accounts for only 50% of Man Hours. Diverse work including Rounds book, Parliamentary details, Inventory verification, Bills Reconciliation and Small works of miscellaneous nature all focused on in-house initiatives, spread over one and a half year.

The growth sector is General Transcription with 45 Man Days and accounting for 21% of Man Hours. All together 20 A V files were taken up under this process varying in theme, time duration, subject matter, country of origin etc.

Form Filling which is 22% of Man Hours is what we term our 'Bread and Butter' segment. It accounts for eighty Man Days. It is essentially business card oriented with approximately 24 fields.

7% of Man Hours is in Analytics comprising photo scanning and editing for our ResiBase software.



*DESIGN IS PART OF ENGINEERING OF OBJECT / DATA, THE PRESENTATION AND THE PACKAGING: BEING IN A PSYCHO-SOCIAL CENTRE WITH AN ALTERNATIVE THINKING PROCESS, OUR DESIGN COULD BE OF A DIFFERENT TAKE - A MORE DETACHED AND UNIQUE PROPOSITION GIVING OUR SOLUTION A BETTER FIT IN YOUR ORGANIZATION.*



#### DEVENDRANATH

A Graduate in Economics Honours from St. Stephen's College, Delhi; Master's in International Relations from J.N.U., Delhi; and a P.G. D. in International Management from I.M.I., Delhi. Have over 17 years of work-experience in Sales, After-Sales and Marketing, and Materials Management . Post-Work functioned as a Retail Investor. Companies worked for include Dunlop India plc, Reckitt & Colemann, Eicher Goodyear Ltd. & Tata Steel. Interests include playing Bridge, chess and dabbled in Student Politics, and project report writing. Meritorious Scholarships after school performance and for pursuing research in J.N.U. Have been working in the Main Office of Cadabam's Group and since its inception as Project-In charge of Cadabam's B.P.O.

#### AHMED

An airline employee, a model Co-ordinator and a Journalist springing up from the fountain of committed cause to my Work-Experience for more than three decades; upstaging my Resume for which there is no pause. Getting upfront and personal, the BPO experience is therapy and challenging being unexposed to this culture ever before. A man of ideas helps in exploring new avenues and horizons. My keen Interests are Reading, Writing and Interacting with People from various walks of life. Incognito!



#### SHANKAR

Graduated out of Delhi University in Commerce, In addition have completed In-house Hotel-Management Training Programme with Taj Group of Hotels and Worked in Pepsico, U.S.A. for two decades which sharpened my analytical skills and team building ability by turning around non-profitable restaurants. Special Interests are Travelling and Cooking special multi-cuisine. Helped in forming B.P.O. at Cadabam's.

#### SUMIT

Have done Two years of Engineering from Canada, Having a Vast Computer Knowledge of Hardware & Software Applications. Have worked as an Office-Assistant in a Furniture Showroom, Also as a Manager in a Cyber-Café. I have been involved with Data-Entry at Cadabam's since its inception. To our existing BPO contribute on task achievement by speed and accuracy. Interests include Internet, Music & Watching Movies.



# IN JUST FOUR MONTHS OF EXISTENCE HAVE EXECUTED FOUR COMMERCIAL PROJECTS SUCCESSFULLY.

## SUGAM SUNDER (NAME CHANGED)

Graduated in Civil Engineering from J.N.T. University, Hyderabad. Worked as a Supervisor in a Consulting Firm, and Having Knowledge of Computer Software. The team views him as task oriented and a go-getter. Interests in playing games like Volley-ball, Soccer, Cricket, traveling and reading books.



## KANNAN

M.Tech in Computer Science from IIT Madras; Worked as a Software Professional for a decade in Robert Bosch and INFOSYS, particularly in the Computer Graphics domain; also worked in Banking applications and Telecom domain. Interests include Playing table-tennis, Carrom, shuttle-Badminton, Watching Cricket & News on B.B.C.

## VIVEK

Diploma in Industrial Electronics. Post-Diploma in Computer Hardware, Assembly Maintenance & Networking. Worked in Diamond Cutting C.N.C. Machine factory, Bombay, Trainee Engineer in Siemen's, Marketing Executive, Global Vacations., Bangalore. With the above in mind he emerges in the team as work oriented. Hobbies include Travelling, Stamp collecting, Coin Collecting and Interacting with Various Personalities and Listening to good music.



## SACHIN

Have completed my S.Y. B.S.C. from Bombay University and have knowledge in Basic Computers. Involved in the Family Garments Company for tenure of Five Years as an Administrator. Have Participated in Data-Entry with Cadabam's Group. With experience in this field emerge as someone loyal and dependable. Have Hobbies such as Music, Travelling and Watching Movies.

### CONTACT DETAILS

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