



A BHARAT VIKAS GROUP COMPANY

BVG INDIA LTD.

India's Largest Integrated Services Company



Presentation at:

World Forum Lille

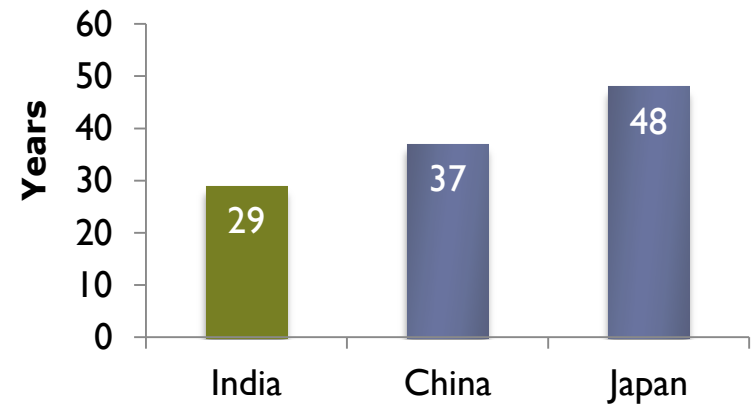
24th October 2013

1 in every **5** youths
in this world is an Indian

50%
population below the age of
25
years

Country of young people

69%
of the population lives in rural
India



Average age of population by 2020

One of the
Fastest
growing economy

MNCs
Establishing their base in India &
Indian
Companies becoming MNCs

Increasing demand for
Cleaner and
greener
Buildings and facilities

**Increasing demand for trained manpower
@
Bottom of Pyramid**

50% of total unemployed people in India are young

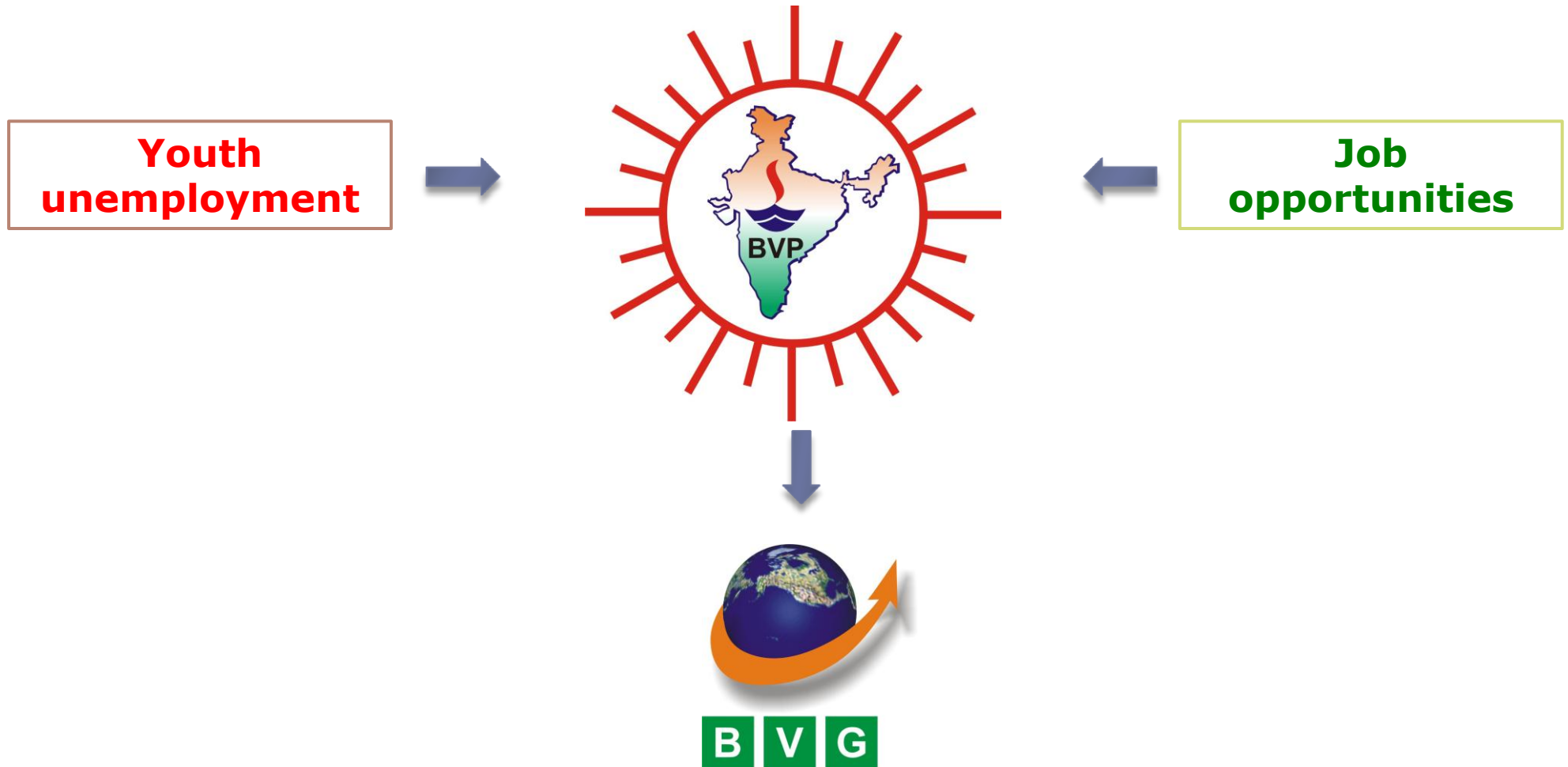
Total unemployed youth in India increased from 6.5 mn in 1993-94 to 9.5 mn in 2005-05

61% of total unemployed youth are from rural India

Lack of awareness, job opportunities and finance make the situation even worse for the young

Danger of converting **Demographic Dividend** to
Demographic Disaster

Bridging the gap...



Let me share story of this journey, in brief



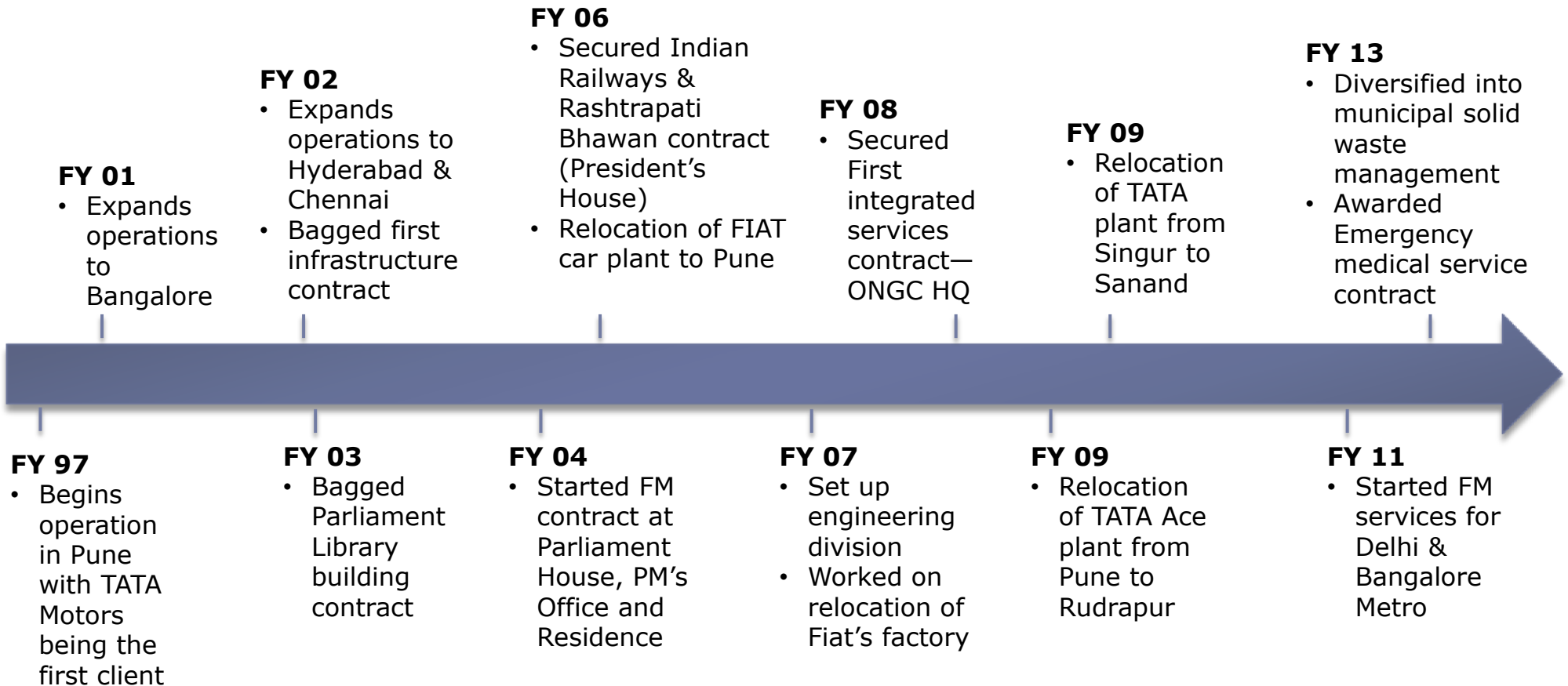
Swami Vivekananda

Take up one idea. Make that idea your life.
Think of it, dream of it, live on that idea.
This is the way to success!

BVG's Story

- ▶ I started career as a Graduate Engineer Trainee in TATA Motors Ltd (TML) in 1994
- ▶ TML provided first opportunity to BVG for a facility management contract through which, **BVG could give employment to a team of 8 rural youth**
- ▶ With this, I, Mr. Umesh Mane and associates started BVG in 1997, in a 10 X 10 area of a cowshed in our backyard.
- ▶ With first contract of 8 people, BVG now has 35,000+ employees working with 300+ clients across 575+ sites
- ▶ Most of these employees are recruited from the rural India.
- ▶ India faces large challenge of unemployed youth. It is even more disturbing in the rural parts, as they are poor and not sufficiently educated. It is these people that were brought together, trained and deployed across the organization.

Key Events and Milestones



Services Offered by BVG

I. Soft Services

- ▶ Mechanized housekeeping: Industries, offices, schools, auditorium, hospitals
- ▶ Mechanized road sweeping
- ▶ Paint shop cleaning in engineering and automobile industries
- ▶ Landscaping & gardening:
 - ▶ Lawn plantation, Garden development & maintenance, Amusement parks Tree plantation,
 - ▶ Road development, beautification & maintenance
- ▶ Attendant services
- ▶ Municipal Solid Waste (MSW) management: Waste collection, transportation, mechanical composting, sanitary landfill, dumping ground capping

Services Offered by BVG

II. Hard (Technical) Services:

- ▶ Electronic surveillance systems
- ▶ HVAC Unit maintenance
- ▶ Elevator maintenance
- ▶ Production support services
- ▶ Maintenance & contractor services for commercial establishments: [Electrical & Civil](#)
- ▶ Domestic services: [Plumbing, electrical, carpentry, AC maintenance, etc.](#)
- ▶ Civil engineering services
 - ▶ Land development
 - ▶ Civil construction
 - ▶ Fabrication

Services Offered by BVG

III. Logistics & plant shifting:

- ▶ Relocation of Fiat Palio plant to Pune (entire Palnt)
- ▶ Tata ACE (engine & transmission shop)
- ▶ Nano (engine & transmission shop) 2416 BIW line
- ▶ Mahindra R&D Centre from Kandivali and Nashik to Chennai

IV. Electrical infrastructure projects:

- ▶ Rural electrification
- ▶ Electrical infrastructure of power distribution networks

V. Emergency Medical Services (EMS) in Maharashtra State

- ▶ BVG bagged World's biggest EMS contract
- ▶ 950 Ambulance with Advanced Life Support System
- ▶ Ambulances equipped with doctors, defibrillators, etc
- ▶ Planning to expand in other states across India

Esteemed Customers

Private Sector

- ▶ Mahindra & Mahindra
- ▶ ITC
- ▶ Tata Motors (all 5 plants)
- ▶ Hyundai
- ▶ Whirlpool
- ▶ Volks Wagon
- ▶ Bajaj Auto
- ▶ Wipro
- ▶ Fiat
- ▶ Yamaha
- ▶ Accenture

Public Sector

- ▶ Indian Navy
- ▶ Rastrapati Bhavan (President's house)
- ▶ Indian Railways
- ▶ Hon. Prime Minister's House & Office
- ▶ Municipal Corporations
- ▶ Parliament House
- ▶ Public Sector Units: ONGC, NPCIL
- ▶ Secretariats of states
- ▶ IIT - Delhi, IIM - Ahmedabad
- ▶ Delhi & Mumbai High Court

300+ customers spread across the country

BVG's best practice

BVG India Ltd on a mission to bringing ordinary people together to deliver extra ordinary results for India, a developing country

Objective:

- ▶ **Employment opportunities** for rural unemployable youth, widows and socio-economically marginalized sections of the society

Approach:

- ▶ Most of these people are **recruited** through acquaintances and references.
- ▶ **State of the art equipment** were ordered from Europe and other countries
- ▶ Recruits are **trained** as this is providing quality service to the client. it is also helping reduce use of excessive human labor.
- ▶ This approach requires special 'human touch' to provide the rural youth an environment of **hope, trust and confidence.**

BVG's best practice---Encouraging Outcomes

Benefits to

- ▶ **Employees**
- ▶ **Organisation**
- ▶ **Environment and Society**

BVG's best practice---Encouraging Outcomes

Outcome >> Benefits to Employees:

- ▶ **Economic benefits:** Sustainable salary, insurance including Medicare,
- ▶ **Social benefits:** Trained and employed in a large organization. Association with these organizations has given a social status to our employees and
- ▶ **Moral benefits:** Pride in contributing to make 'cleaner and greener India'.

BVG's best practice---Encouraging Outcomes

Outcome---Benefits to Organisation

The organization has seen:

- ▶ Exceptional **client retention**---95%+
- ▶ **Low Employee attrition** in key role---less than 10% (Loyal, productive, healthy and happy workforce)
- ▶ High organizational growth---CAGR of 45%
- ▶ And now part funded by one of Europe's largest PE firm---3i

BVG's best practice---Encouraging Outcomes

Outcome---Environmental, Social and Governance Benefits

- ▶ In a developing country, while systems, processes and compliances are still maturing, BVG India Ltd has leap frog on many of the compliance, e.g. every employee is put through a training, every employee is paid retentions and insurance, every employee is given uniforms.
- ▶ This environment has won BVG India Ltd many admirers among potential recruits, government agencies and NGOs.
- ▶ BVG India Ltd and Mr. Gaikwad as its Chairman has won many national and international awards for contributing to a cleaner and greener India in a sustainable way by employing the unemployable rural youth.
- ▶ BVG India family feels proud to have delivered such a '**positive externality**'

Awards and recognitions



Global Trust Business Excellence Award

Saturday Club



Rural Rockstars

India Today



India's largest housekeeping firm

Forbes Magazine



Maharashtrian of the Year Award

Lokmat Group



Rural Liberators

Business Today



Cleanical Precision

Economic Times

Accreditations

- ISO 9001:2008
- OHSAS 18001:2007: Occupational Health & Safety Management Systems
- SA 8000:2001: Social Accountability Standards
- ISO 14001: Environment Management Systems

Affiliations

- Cleaning Management Institute (CMI), the US
- British Institute of Cleaning Sciences (BICS), the UK
- British Institute of Facility Management (BIFM), the UK
- International Facility Management Association (IFMA)

Awards and recognitions



Hon. President of India, Mrs. Pratibhatai Patil

Bollywood actor Amitabh Bacchan

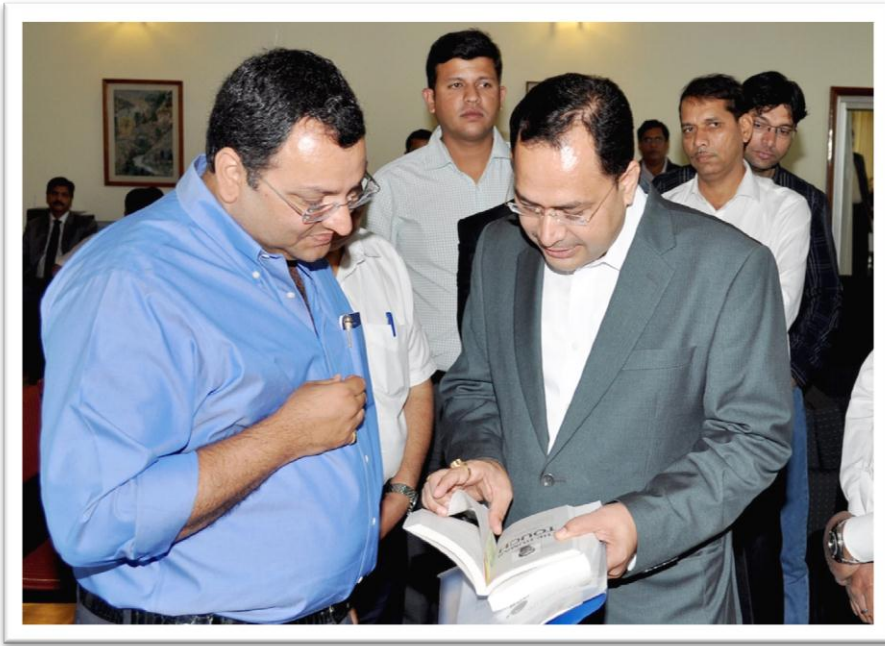


Awards and recognitions



Sri Sri Ravishankarji

Awards and recognitions



Hon. Shri. Cyrus Mistry
Chairman, TATA Group



I believe, I am.....rather 'we are', what we are, thanks to everyone else.....in the same spirit....would be glad to share best practices of providing employment to unemployable in a developing country to one and all.

You all are welcome to India and visit us!



BVG INDIA LTD.



A BHARAT VIKAS GROUP COMPANY

India's Largest Integrated Services Company

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