

BodhTree in JV with APTS Launch "Happy Village" to Create Rural Employment in IT

Hyderabad based Bodhtree Consulting in JV with Andhra Pradesh Technology Services (APTS) has launched '**Happy Village**' a unique rural empowerment and employment scheme in Pochampally Village, in Andhra Pradesh. The first 'Happy Village Center' under the scheme was inaugurated today by Shri. R Damodar Reddy, Hon'ble Minister for Information Technology & Communications, Youth Services & Sports Festivities, Government of Andhra Pradesh in the presence of local leaders and 1000's of villagers.

The first phase of the 'Happy Village Center' will employ the services of 15 rural youth trained by Bodhtree that is expected to grow to 50 shortly. The Happy Village project is aimed to provide employment opportunities for the youth in their villages which involves setting up of a facility with essential IT infrastructure besides providing coaching and training for the youth to handle data management projects by BodhTree Consulting.

Speaking at the inaugural ceremony the Hon'ble Minister Shri. Damodar Reddy appreciated the concept of rural development by empowering people with technical skills and further extending employment to them. He promised all possible support on behalf of the Government of Andhra Pradesh for the benefit of rural communities.

'We are delighted to co-partner with APTS in the Happy Village initiative' Sanjeev Gupta, CEO, BodhTree Consulting, said. 'This initiative will not only help penetration of IT in rural villages and create employment opportunities for the rural youth, who has little access to formal education yet, have the desire to perform if given the right opportunity and training to handle IT related projects which do not necessitate formal education, but also to the enterprise as it lowers employee attrition and reduces cost of operations.' 'It also serves the larger goal of bridging the divide between the rural and the urban people, by enriching rural capability and bringing them on par with the major Indian cities.'

Speaking on the occasion, Shri. Praveen Kumar, Managing Director, APTS, said 'We are delighted by the response we received for our first Happy Village Center in Pochampally,' 'As part of our expansion plan APTS is gearing up for a statewide roll out of Happy Village project in three phases. The first phase would cover 306 Talukas. The second phase is expected to cover 1,123 Mandals and the third phase would encompass 25,000 villages.'

Bodhtree believes that initiatives like 'Happy Village' are mutually beneficial to the rural population as well as the enterprise. For BodhTree the vision of rural development and the goals that drive our efforts in the rural villages is to increase economic opportunities in rural villages by improving the flow of capital, stepping up the use of technology services, expanding the benefits IT knowledge and creating the right infrastructure, which will create employment opportunities.

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