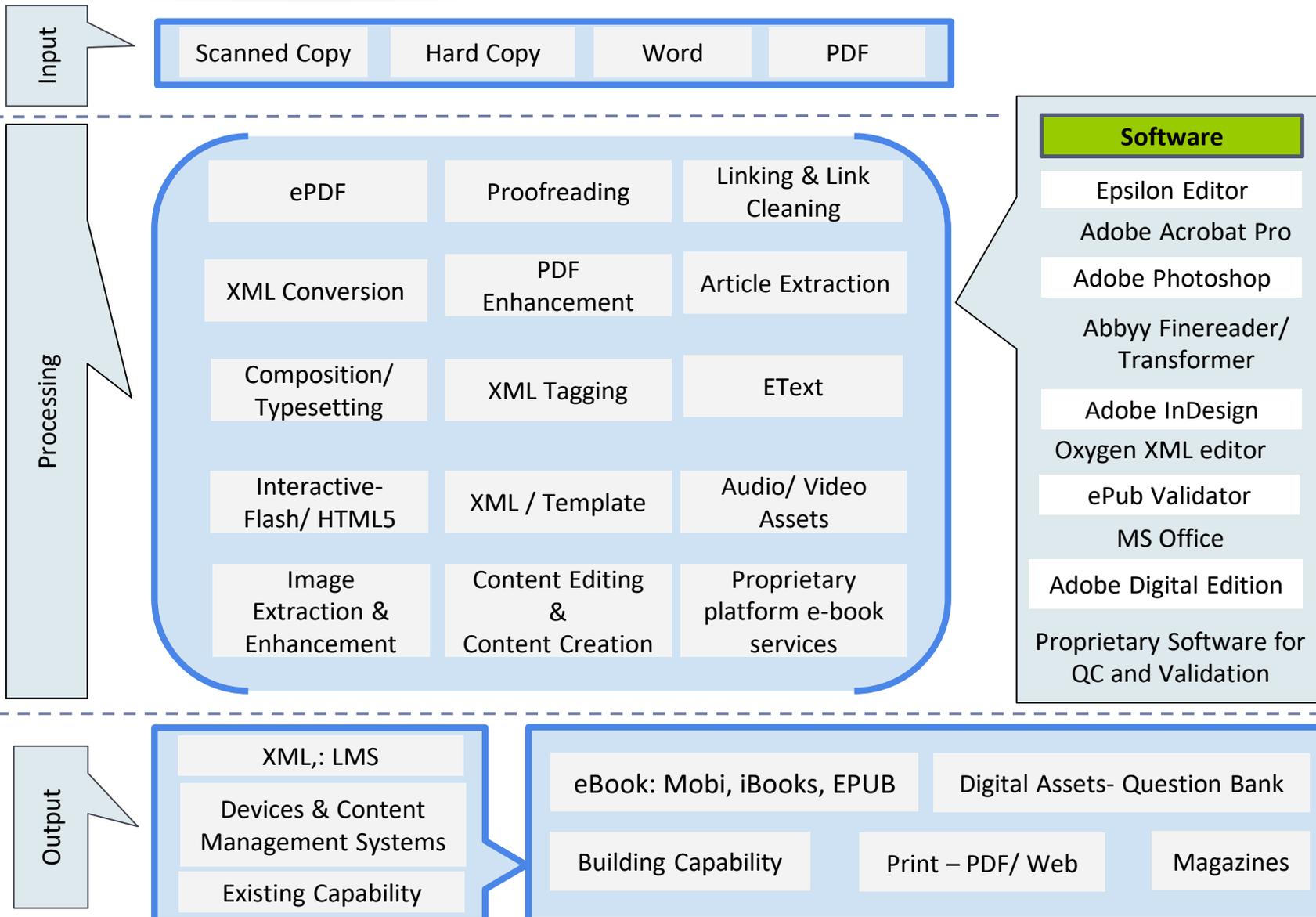


Content Transformation Services





We Fit into your Existing Solution



Case 1



Institute of Social Security, State Government of Yucatan, Mexico

About the Client

BUSINESS AREA and SERVICE SEGMENT

ISSTEY, the Social Security Institute of the Workers which aims to guarantee social security benefits that contribute to improving the quality of life of public servants, retirees, and their economic dependents, through the protection of livelihoods, medical assistance.

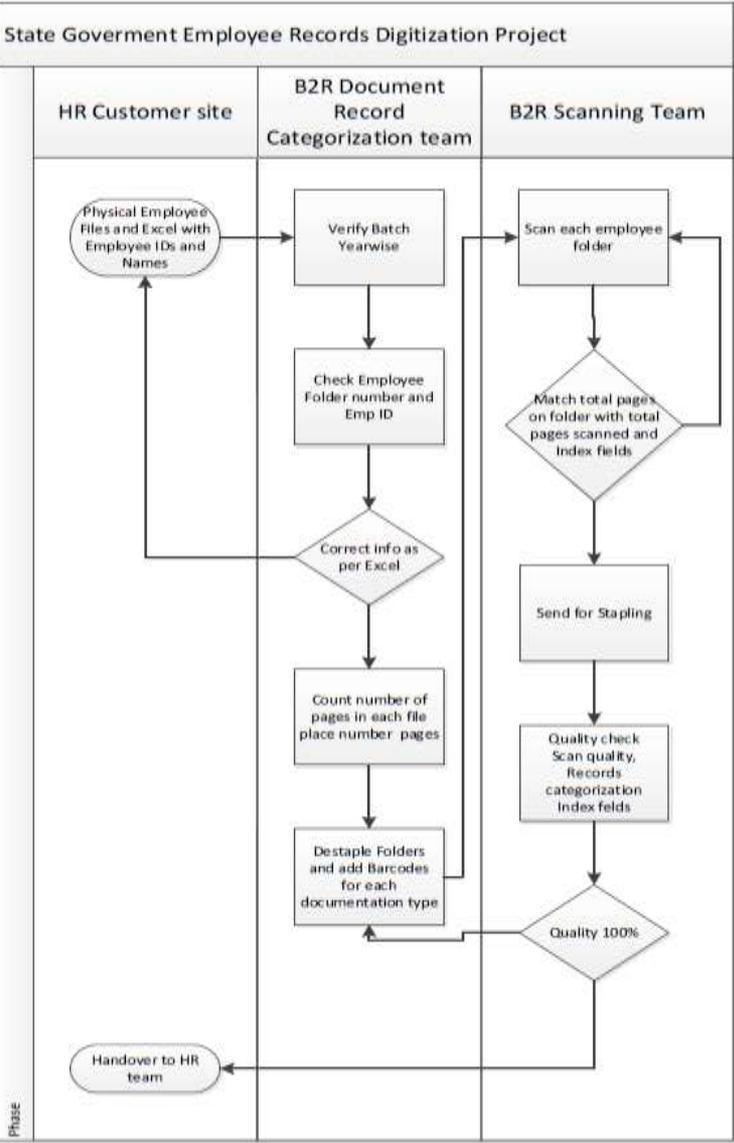
PROJECT SCOPE

Digitization of Personnel files including HR records, Pension and credit documents. Easy access of these documents through NAS^{#1} drive.

Problem of maintaining information in physical form and risk of loss of documents in transportation between departments from physical locker.

#1 - Network Attached Storage

WorkFlow



Input - Physical Files since 1940 till date

Output – Create E-cabinet of personnel as per records in PDF with Defined Indexed fields

Document Scanned

- Appointment letter
- Residence proof
- Education Certificates
- ID proof
- Employee Benefits card
- Loan Documents
- Social Security
- Year of Separation
- Pensions/Claims

Indexing Hierarchy

- Fields per Employee
- Employee Folder number
- Employee Name
- Year of Employment

The documents scanned were automatically categorized^{#2} into each folder.

#2 - barcoded

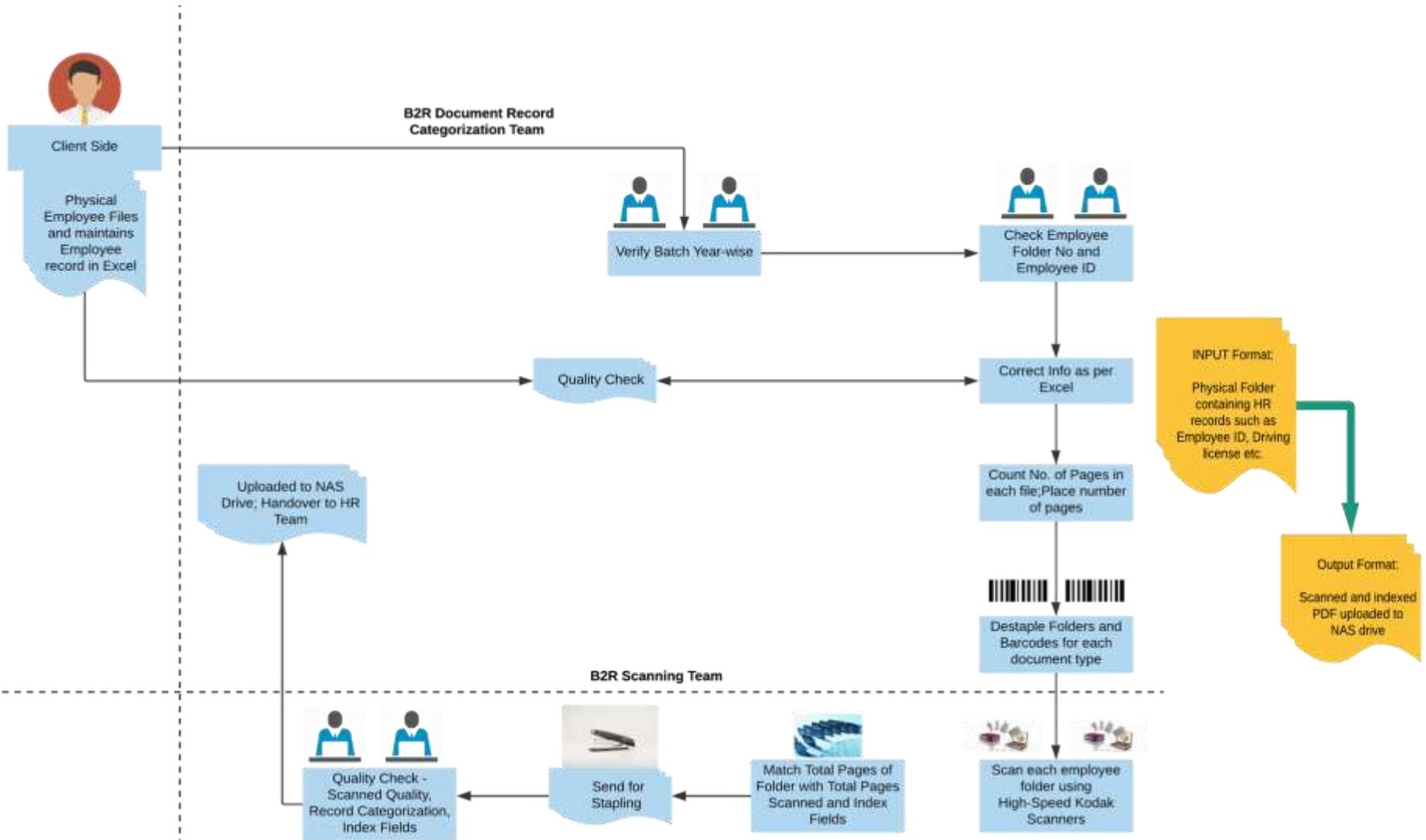
Hardware and Software

- High Speed Kodak Scanners with Barcode recognition
- Kodak Proprietary Server Software to handle multipoint scan and store
- Barcode Generators
- NAS Drive Implementation for easy storage and retrieval

Highlights

- 12K pages scanned and delivered per day with target timeline of 4 months
- More than 80,000 employee (Since 1940 till date) folders scanned across all departments
- Design transitioned to client as BoT model to the Govt. office for future use.

Process Workflow



Case 2



India's intellectual Giant in Indian law Publishing

About the Client

BUSINESS AREA and SERVICE SEGMENT

Publication of wide range of legal commentaries and judgements, Articles, law reports and digests in the print and electronic medium.

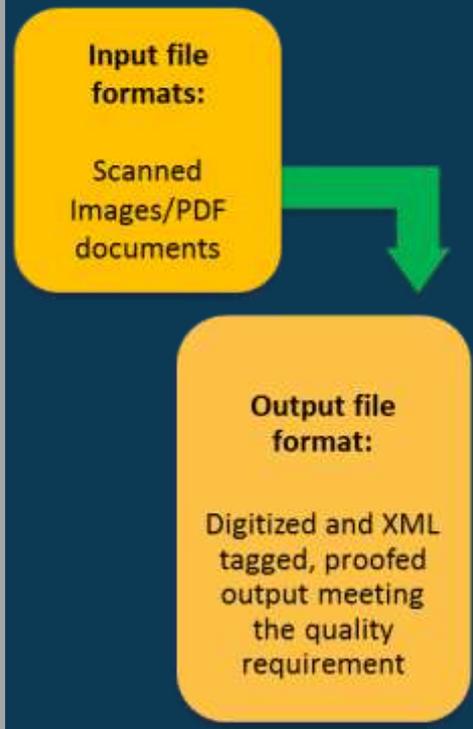
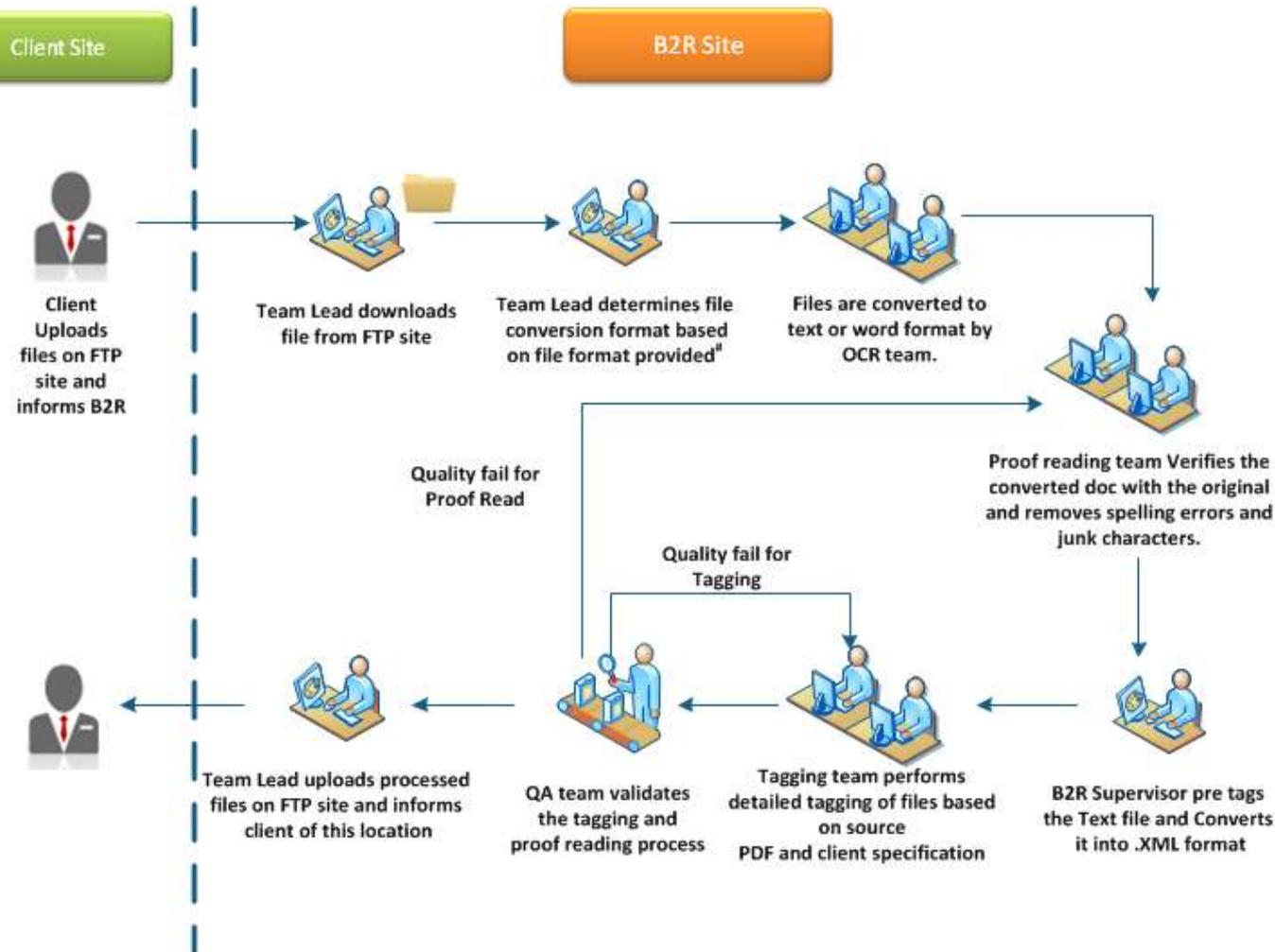
One of the leading publications includes law report of Supreme Court Cases, started in 1969 and now running into over 260 volumes

PROJECT SCOPE

Digitizing of backlists legal case-reports, case-law precedents to create Information Database accessible online for students, learners and other members of the legal fraternity with aim of :

- quick and easy retrieval of information
- increased penetration and
- improved user experience

WorkFlow



- Accuracy of 99.95%
- Daily Capacity - 4500 pages

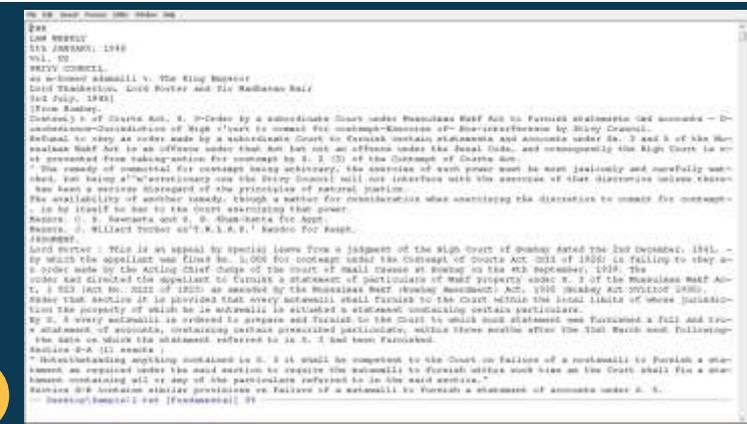
- Monthly Target - 1.2L pages

Since 2010 Approximate
32 Million pages digitized

Visual Flow



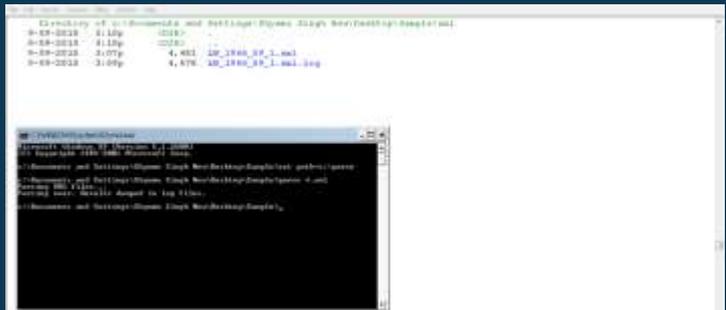
Case Identification -1946 59					PR-Tag		Final QC	
Sl. No.	Start Page	Page No	End Page No	Name	Status	Name	Status	
1	1	1	5	abc	comp	xyz	comp	
2	6	6	13	abc	comp	xyz	comp	
3	13	13	19	abc	comp	xyz	comp	
4	19	19	22	abc	comp	xyz	comp	
5	22	22	24	abc	comp	xyz	comp	
6	24	24	25	abc	comp	xyz	comp	
7	26	26	36	abc	comp	xyz	comp	
8	36	36	41	abc	comp	xyz	comp	
9	41	41	46	abc	comp	xyz	comp	
10	46	46	47	abc	comp	xyz	comp	
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								



Images are then categorized as per page numbers into cases 2

Once case numbers are identified, Images are processed and converted into text files with help of OCR software. After OCR, Text files are proofread against the raw text with the image and errors if any are removed. 3

Image received in TIFF format 1



Text files are saved as xml files and are validated with help of a parser 5



Text files are sent to XML Tagging team, text files are coded as per specification shared by Client (In-house style) and DTD 4

Visual OutPut



<title>Lakshmidhar Misra v. Rangalal</title>

<citation>(1950) 63 LW 1</citation>

<date>20/10/1949</date>

<endpage>6</endpage>

(1950) 63 LW 1
Lakshmidhar Misra v. Rangalal
PRIVY COUNCIL

LAKSHMIDHAR MISRA and others

RANGALAL and others

LORD BRINDS, LORD RADCLIFFE AND SIR MALCOLM MACNAGHTEN,
20th October, 1949.] [From Patna.

C.P.C., S. 100—Conclusion from the facts found—Its soundness is a matter of law—Right of the inhabitants of a village to the user of land as cremation ground—Basis of such right lies in custom—Principles of dedication and lost grant, inapplicable to such claim—Inference of village custom in favour of such user—Question of law, to open in second appeal.

The proper legal effect of a proved fact or the soundness of the conclusion from the facts found, is a question of law. The question whether the inhabitants of a village have established their customary right to the user of a particular land as cremation ground is a question of law on which the High Court in second appeal can interfere with the decision of the lower appellate Court. The real basis of the said right lies in custom, and neither the principles of dedication nor the doctrine of lost grant would apply to the case.

The words "dedication" and "lost grant" are words of art in English law and are inapplicable in the case of a suit which is essentially one to establish the rights of the villagers to a disputed area. Dedication of a piece of land to a limited section of the public such as the inhabitants of a village, is a claim unknown in law and evidence limited to such special user would not justify a finding of dedication, though much the same result might well be achieved by the creation of a charitable trust binding the land. So also, the doctrine of lost grant has an application since a right claimed on the basis of it has to be attached to and descend with an estate, and besides its users must be capable of being the recipients of a grant under English law. A right exercisable by the inhabitants of a village from time to time is neither attached to any estate in land nor is it such a right as is capable of being made the subject of a grant. There are no admissible grants. In fact the doctrine of lost grant has an application to such rights as those of the inhabitants of a particular locality to continue an ancient and established user of some piece of land. As in England, so in India, the true legal basis of such right lies in custom.

A.I.R. 1957 Cal. 244: Approved.

Case-law discussed.

JUDGMENT

Lord Radcliffe.—This appeal is concerned with the legal status of two parcels of land comprising 3.90 acres in all in the village of Byree, Killa Darpan, District Cuttack, Orissa. These two parcels, which may conveniently be

Case-law discussed.

JUDGMENT

Lord Radcliffe.—This appeal is concerned with the legal status of two parcels of land comprising 3.90 acres in all in the village of Byree, Killa Darpan, District Cuttack, Orissa. These two parcels, which may conveniently be referred to as "the disputed area," are themselves part of a Plot No. 1950-2401 in the same village, the plot lying to the west of the Bengal-Nagpur Railway line which intersects the village. The documents in this case, not excluding the judgments, do not make it always an easy task to determine whether the whole Plot No. 1950-2401 is not more properly the subject of dispute than that portion of it which is described as the disputed area. In fact all the relevant evidence bears as much upon the status of the larger as of the smaller area. However that may be, the appellants' case is that the disputed area must be recognised in law as a cremation ground of the village and that, it being so, no part of the site can be made available for the purposes of private industry. The respondents Rangalal, Lachmanarayan and Balu Ram, on the other hand, maintain that the disputed area has been validly granted to them or some of them by the Zamindar of the Killa Darpan estate and that they are entitled to occupy the site for the purposes of a rice mill which at the date of the institution of the suit they were proceeding to erect upon it.

In the first Court, the Court of the Munsif of Jajpur, questions were raised as to the form of the suit and as to whether the necessary parties were before the Court. Issues were framed with regard to these points. The learned Munsif decided these issues in favour of the appellants, who were plaintiffs in the suit. Neither of the intervening Courts expressed any disagreement with his holding on these issues, and no point with regard to them was pressed in argument before their Lordships. It may be taken, therefore, that the appellants of whom the third is in fact the owner of an existing rice mill in the same village, are entitled to maintain the suit in a representative capacity on behalf of the villagers and that the suit is not defective in form by reason of the non-joinder of the Zamindar or of the Collector.

The important issue for the purposes of the appeal, therefore, is that which was No. 5 of the issues framed by the trial Judge. It was expressed as follows:

"Is the disputed land a *Sarbaradhikaran* cremation ground?"

This question, which can hardly be regarded as other than a mixed question of law and fact, received a diversity of answers in the Courts below. The appellants, as they were entitled to, confined their plea to the allegation of fact that "the said plot has been reserved from time immemorial and the people of the locality are using it for the said purpose from generation to generation," without pleading any special legal conclusion from these facts. At the trial their Advocate disclaimed any intention of basing his case on an easement or prescriptive right, and the Munsif, treating the claim as one of an alleged customary right, held that the evidence was insufficient to establish the existence of such a right. He further held that a claim based on a presumption of lost grant must necessarily fail, since no such presumption could be made in favour of villagers "who constitute a fluctuating and unascertained body of persons." The additional Subordinate Judge before whom the case went on first appeal, while noting that the appellants did not depend on any right of easement, held that on the evidence there had been a "dedication" of the land for use as cremation or burial ground. He rejected the view that the appellants' case was based upon "any customary right of user" and expressed his final conclusion on a review of the evidence with the words: "In my opinion the reservation of the lands ... amounts to dedication or a regrant by the landlord." On second appeal in the High Court of Patna the Judge, Mr. Justice Shearer, held that it was impossible to say that anything amounting to a dedication of the land had occurred in this case and, so holding, reversed the judgment of the Additional Subordinate Judge on first appeal and dismissed the appellants' suit. It will be seen that in the course of these various hearings the original basis of the claim, that of customary right, appears to have become obscured by other and more complicated legal conceptions. The words of Lord Macnaghten, when delivering the judgment of this Board in *Bhojanath Nandi v. Mishupore Zemindari Co., Ltd.* (1885) 12 B.L.R. 1001 are singularly apposite to the present case:

"It appears to their Lordships that on proof of the fact of enjoyment from time immemorial there could be no difficulty in the way of the Court finding a legal origin for the right claimed. Unfortunately, however (in the lower Courts) the question was overlaid, and in some measure obscured, by copious references to English authorities and by the application of principles or doctrine, more or less refined, founded on legal conceptions not altogether in harmony with Eastern notions."

It is necessary at this stage to notice the primary submission that was made to their Lordships on behalf of the appellants. This was founded on the well-known S. 100 of the Civil Procedure Code which prohibits a second appeal on questions of fact. The Subordinate Judge on first appeal had found that there had been a dedication or lost grant of the disputed area for the purposes claimed and this, it was said, was a finding of fact that could not be disturbed on second appeal. Therefore, the judgment of the Subordinate Judge had been wrongly reversed and ought now to be restored. Their Lordships regard it as impossible to treat this appeal in this way. There is more than one objection to doing so. Issue No. 5 is essentially a mixed question of law and fact. There are findings of fact by the Subordinate Judge which must indeed be accepted as binding in any consideration of this matter on further appeal, but his actual conclusion that there had been a dedication or lost grant, is more properly regarded as a proposition of law derived from those facts than as a finding of fact itself. There is an abundance of reported authority

Case 3



B2B - A Global Fortune 500 Services Company

About the Client & Project Scope

BUSINESS AREA and SERVICE SEGMENT

- Global Fortune 500 company providing commercial printing and information services. The company provides products and solutions in commercial printing, direct mail, financial printing, labels, forms, online services, digital photography, print fulfillment and management, color services, and content and database management.

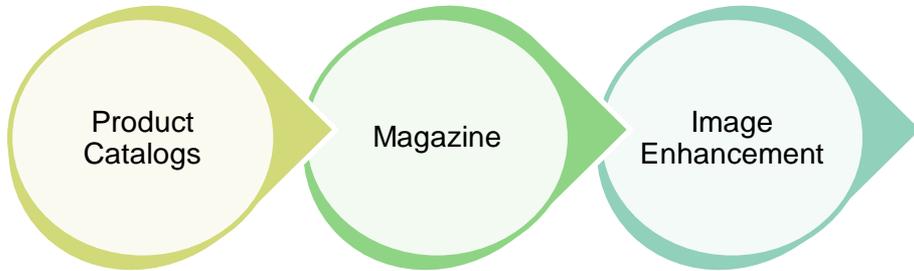
PROJECT SCOPE

Image processing services for 23 different customers in the US -

Services include:

- Silo Work and Masking
- Cloning and Retouch
- Color Correction
- Photo Restoration

Project Scope Details



- ▶ **Dedicated Subject Matter Expert and Core team member with Publishing background**
- ▶ **ISO 27001 certified centers**
- ▶ **Capability to interpret and implement solutions**
- ▶ **123339 Images Enhanced till date in 18 Months**

Silo and Masking

- Silo work
- Overall Masking
- Color wise Masking
- Channel Masking
- Hair Masking

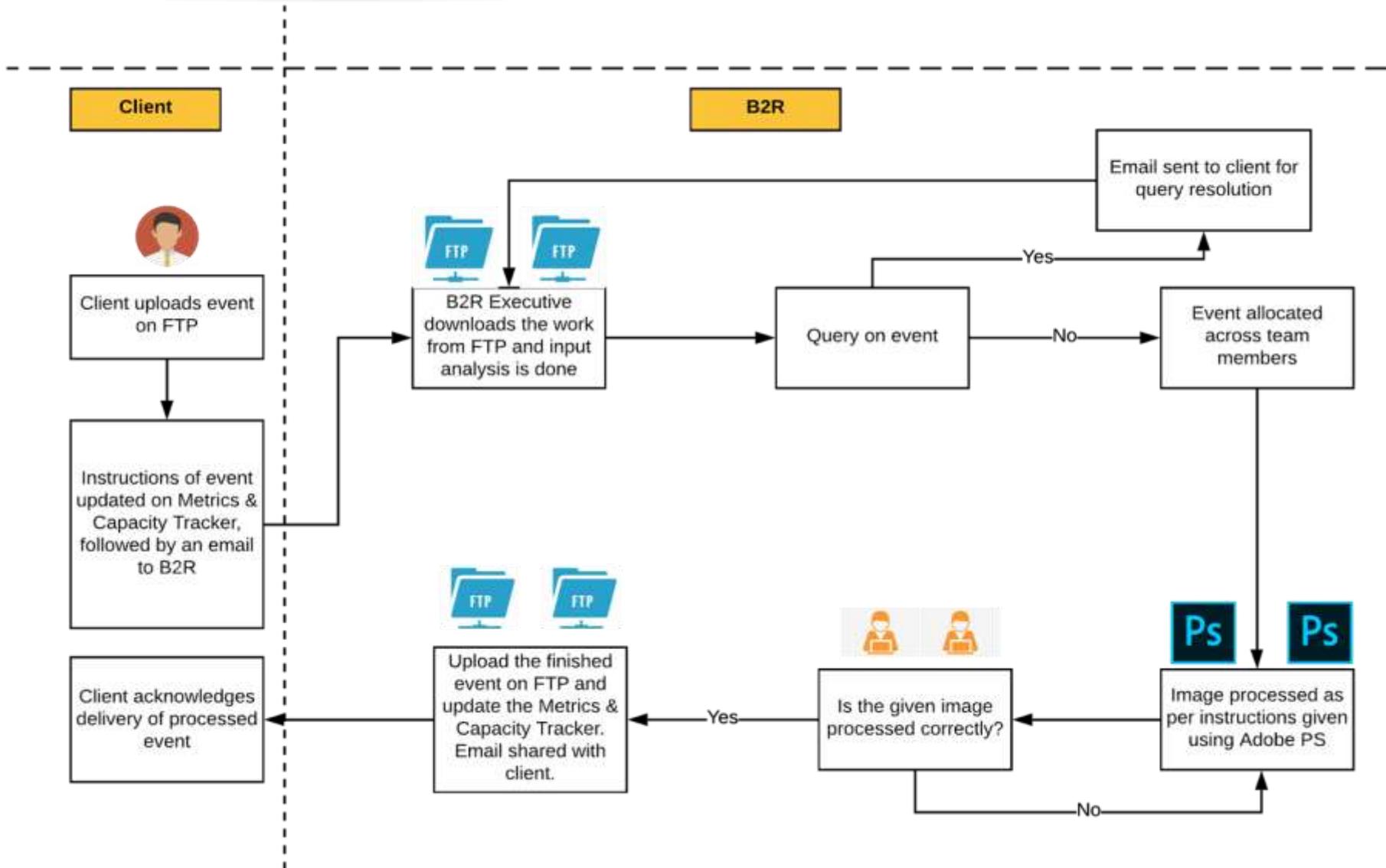
Color Correction and Retouch

- Color Correction work
- Cloning
- Retouch

Shadow and Return

- Shadow creation
- Return Creation

Process Workflow



Processed Sample



Back ground removal and product shadow



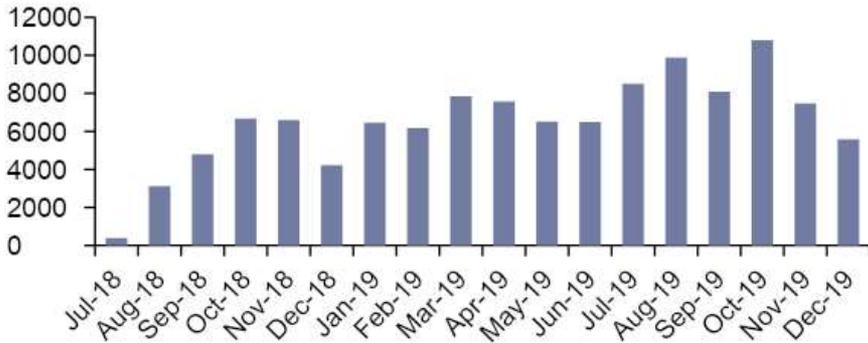
Color Change



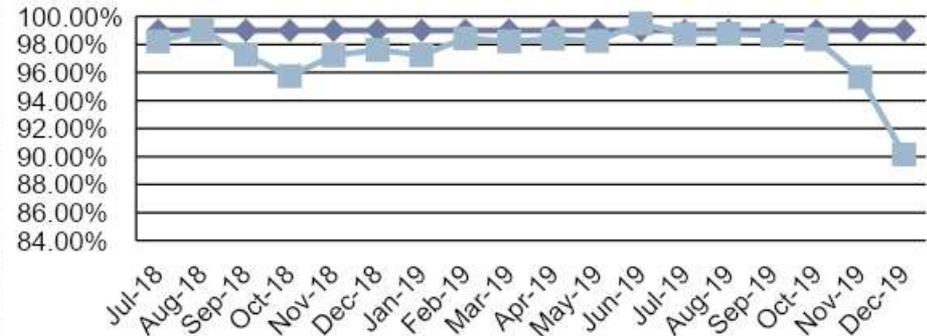
Hair Masking

Quality and TAT

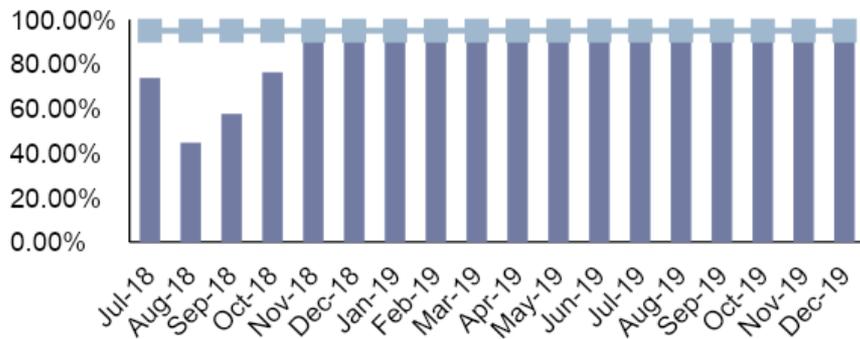
Volumes



Quality



TAT



Productivity



HIGHLIGHTS

- Multi level Complexity customers migrated in Parallel
- Successfully transitioned 23 Customers/projects in 6 months
- Consistent quality for all projects

VALUE ADD

- Video SOP in Hindi for training to reduce learning curve.
- Technology interventions(Adobe Actions) to increase productivity and quality checks (Automated File Checks).



Other Publishing Cases - Summary

Success Stories: Publishing



ePub/mobi Services –

- **Input**- Word/PDF/InDesign file
- **Output** - ePub((2.0/3.0) - Reflowable, Mobi, KF8
- **Output device** – Adobe Digital Edition, Radium, iPad, Kindle, Android Tablets, Proprietary platform
- **Volume** – Started in 2011 ~ 150K pgs/yr

Clients –

- UK and US - Leading International Educational Publishing company
- US Based Publishing Company
- US based Major Multinational Mass Media and Information Firm

Digital Content Enhancement (XML/HTML/HTML5)–

- **Input** - Hard Copy/scanned images/PDF
- **Output** – XML/ HTML5 files for Books/Journals/Articles/Magazine
- **Output device** – Proprietary platform, Browser
- **Volume** – Started in 2009 ~ 400K pgs/yr

Clients –

- US Based Publishing Company
- US Partner - SMB in Publishing
- US Based Print and Digital Magazine Co
- US Based Publishing and Digital Media company (among world's top 100)
- India's leading law publisher

Print-Digital Workflow–

- **Input**- Hard Copy/Scanned Images/Word/PDF)
- **Output** – Web-PDF, Print PDF, InDesign file, XML, ePub.
- End to end service including Proofreading, Typesetting, tagging), XML Conversion
- **Output device** – iPad, Proprietary platform
- **Volume** – Started in 2015 -150K pgs/year

Client–

- India's leading (trade/fiction book) publisher

Success Stories: Publishing



Financial Print

- **Input** - PDF/Word **Output** – Quarterly/Annual Financial Reports for SEC Filing (SEC platform format) reports with Customer defined styled HTML/ Print Ready PDF Reports.
- Word file is converted into HTML, formatting and page breaks applied and converted into XML format to be ready for coding. XBRL tags applied in coding, source checked with output for content and formatting/alignment match.
- **TAT** - Turnaround time from 2 hours to 24 hours.
- **Tools** - Client Proprietary tools to apply customized customer specific styles and formats to customer content
- **Volume** – Started in 2014 ~ 168K pages/year

Client – US
Fortune 500
Company
Providing Print &
Financial Services

PDF Enhancement –

- **Input** - PDF
- **Output** – Web-PDF
- **Output device** – Proprietary platform
- **Volume** – Started in 2010 ~ 504K pages/year

Client – US - Leading International
Educational Publishing company

Composition/Typesetting Services

- **Input** - PDF
- **Output** – Typeset InDesign File
- **Volume** - Started in 2015 ~ 60K Pages/year

Client – US Based Publishing
Company



Services: Existing Portfolio

Legal	Accounting & Financial Services	Print and Publishing
Contract Abstraction: Extraction of key fields from legal documents	<ul style="list-style-type: none">• Accounts Payable• Payroll• Bookkeeping (Voucher, Journal)• Bank reconciliation, Data reconciliation & reporting• Mutual fund investment transactions	<ul style="list-style-type: none">• Layout & Composition<ul style="list-style-type: none">• Composition & pagination• Proofreading• Photo Management<ul style="list-style-type: none">• Photo/Image Extraction & Enhancement• Images alteration as per user specs• Photo clipping• Photo Restoration• Photo Stitching• Image Manipulation• Product Photo Retouching• Conversion and Digitization<ul style="list-style-type: none">• XML/HTML Solutions• Magazine Article Extraction• New Media<ul style="list-style-type: none">• eBooks: Mobi, iBooks, EPUB• Web/Online• Rich Interactive Content• Digital, Print, Blended Deliverables<ul style="list-style-type: none">• PDF enhancement• Link validation, Bookmarking
WEB RESEARCH, DATA MINING, DATA SCRUBBING, DATA MANAGEMENT	Call Center	
<ul style="list-style-type: none">• Product classification and mapping• Wide & deep web scan/ research, tracked in client database• Track real-time product prices for sales promotion campaigns• Pre-analytics: review of video content, data extraction, outdoor media audit	<ul style="list-style-type: none">• Helpline for reproductive health counseling• Helpline for citizen support services• Outbound calls to sales/field staff to educate/train on various consumer durable products, services and applications/portals• Data verification campaign for hyper-local e-commerce provider• Mutual fund investment support	
Human Resource		
Recruitment back office support		

- Ability to Provide Integrated Solutions; Wide Spectrum of Service Offerings
- Demonstrated capability in different **Publishing** streams & in **Accounting & Financial Services**
- Grown from 1 to 6 centers

Quality First

- Just want to thank you all for doing such a great job! Looking forward in doing more books with you. Our Process really improved a lot, Specially the validation and error corrections part. All the books are now confirmed free of errors.
Project Manager – US Based Publishing Company

- This is to inform you that following are the accuracy for XX Extraction delivered by Team B2R for last 3 months, based on the accuracy effective today we will stop review of financial reports reports.

@ DPO	July'15	Aug'15	Sept'15	Average
Quality	99.69%	99.81%	99.89%	99.80%

Manager - India's Leading KPO (for US SME clients)

- Thank you for the corrected files. This is what we were going for. Everything looked great. We would like this to become standard practice when we ask for Fractional Ad extraction.

Division Head - US Based Print and Digital Magazine

"On Time" Delivery

- I appreciate the fast work, I am in touch with several publishers to get additional files to you soon.
US partner-Web based ebook conversion services platform

- Thank you team and Harish for yesterday support to completed WSR, It was very urgent and you guys did great job and support.

AM Operations- India's Leading KPO (for US SME clients)

- Thanks for everyone's effort for delivering the stores over the weekend including SUNDAY. When the month started I was not sure that we would be able to meet the 1000+ magical number, but it was your effort & dedication that has resulted in achieving both the numbers & also meeting the GC deadline.

AVP Operations - India's Leading KPO (for US SME clients)

"Flexibility" to Meet Customer Timelines

- Excellent work in achieving a new milestone for team. Congratulations and keep it up! Please pass our sincere thanks to the team to have contributed when we need the most.
Delivery Manager-Financial Print
- I would like to take this time to thank you and your team for the great job of ramping up to the increased workflow seamlessly.

Division Head - US Based Print and Digital Magazine

Teamwork

- Excellent teamwork. Appreciate your effort.
General Manager -Operations, India's Leading KPO (for US SME clients)
- Thanks Tarun, Actually you guys are doing a great job with good communication.
Manager Operations - India's Leading KPO (for US SME clients)

Track Record: Awards and Recognition



 **NASSCOM® Social Innovation Honours 2014**
Finalist



Emerge "League of 10" for the year 2012



Nationals : Semi Finalist
NORTH Zone : Winner



NHRD *"Social Entrepreneurship Award" 2012*

WINNERS 2011



LUMIS PARTNERS

ENTREPRENEURIAL EXCELLENCE AWARD 2010



presented by the students of Harvard Business School and Harvard Kennedy School of Government

In the News



B2R in NASSCOM EMERGE 10 Companies Coverage in ePaper Lite - TOI ET Delhi (9th Nov 2012) - [View pdf](#)



Associated Press Covers B2R in 6th Oct 2012. [Click here to open the link](#)



B2R coverage in D+C German Magazine in Oct 2012 on page -8. View pdf (English) | (German)



Business Economics magazine Jan 16-31 Cover story [Click here to open the link](#)



ET Delhi (Aug-4) pg 8 [Click here to open the link](#)



NASSCOM Newsline - June 2012 Coverage on B2R on page 10/11. [Click here to open the link](#)



Outlook India (12-22 Aug-2011) Cover Story 52 [Click here to open the link](#)



ET Delhi (18-Nov-2010) pg 8 [Click here to open the link](#)



Money Mantra hosted by Pankaj Pachauri aired on NDTV Profit on 19-Jul-2010



Aavishkaar Invests in Rural BPO - Feb 23 2010 [Click here to open the link](#)



Call from Mountains - May 21 2010 - ET Delhi - pg 17 [Click here to open the link](#)



Rural BPO, Social Media and Impact Sourcing www.youtube.com

An interview with Dhiraj Dilwani about his impact sourcing service provider, B2R in India. He's keen on making social media





Can a
Business
Create Happiness?



Can a
Business
Provide Freedom?



Can a
Business
Transform Society?



and yet
make Profits

Watch [Moments at B2R](#) to see the all around YES!

Thank You!