



**AT THE HELM:** Ganesh Natarajan (centre), who has been appointed Chairman of Nasscom, with Lakshmi Narayanan (right), the outgoing chairman, and Vice-Chairman, Cognizant, at a function in Chennai on Monday. Som Mittal, President, Nasscom, looks on. — PHOTO: S. R. RAGHUNATHAN

# Ganesh Natarajan new Nasscom chief

## Pramod Bhasin elected Vice-Chairman

**MUMBAI:** The National Association of Software and Service Companies (Nasscom), the premier trade body representing the Indian IT-BPO industry, on Monday appointed Ganesh Natarajan, Deputy Chairman and Managing Director, Zensar, as the Chairman of the association for 2008-09. Pramod Bhasin, President and CEO, Genpact, has been elected Vice Chairman.

Announcing this, Som Mittal, President, Nasscom, in a statement, said, "Mr. Ganesh Natarajan has been associated with Nasscom for a num-

ber of years and has helped in setting up several initiatives focussed on innovation as well as for the small and medium enterprises. We welcome Mr. Pramod Bhasin as the Vice Chairman. He has been leading our BPO Forum and, we believe, with his vast experience he will add immense value to the entire industry which will bring a sharper focus on the BPO segment."

"It is an honour to be the Chairman of Nasscom at a critical time for the industry. Creativity, community and collaboration would help sus-

tain the growth momentum of the industry. The inherent creativity of this industry's people can be translated into commercial innovations to keep our leadership position intact and unleashing the power of community within and across industry segments will ensure that we remain buoyant in all market segments and geographies," said Mr. Ganesh Natarajan. Mr. Pramod Bhasin said, "It is an honour to be elected as the Vice Chairman of Nasscom at the time when the IT-BPO industry is entering its next growth phase."