



*A worker with words, in short a wordsmith*

**Wordsmith Communication** is a Language Service provider and Cultural Consulting Agency with a special focus on Tele-Communication Technologies and Social Networking – traditional and modern.

WC is one of the few Agencies of its kind in India, founded and managed by linguists. Founded in 2006, WC dreams to be the most loved Language and Cross-Cultural Consulting Company in the world. Our core competence is the power to combine the *awareness* of linguistic and cultural diversity of Indic Civilization along with her IT competence and competitiveness.

We deal in 160 languages and around 25 cultural zones around the world. You can see the sweep of our Linguistic and Cultural Arc here at <http://www.sylheti.org/translation.htm>

### **Business Philosophy**

Our core business philosophy is to *invest* money, attention, care and respect on people rather than only on process and technology. With 4000 odd linguists and 50+ clients worldwide, we are born of the dust of the world-languages and bits of Internet. Our vision is to grow naturally – as natural as a two year toddler can be and not through some greed and mania driven senseless growth.

We understand and respect the common sense but profound business logic: *Market was created for Society and not vice versa.*

We are being told that we are a KPO, a Language Company, a start-up company, an Internet-based Company, New Age Company. But we would like to call our Company – *A Multi-linguistic and Multi-cultural Neighborhood.*

### **Services**

We provide services, roughly under the following verticals:

1. Plain Old Language Services ( POLS) in Indic and non-Indic Languages
2. Cross-Cultural Consulting
3. Brand-Name Evaluation and Analysis
4. Localization for IT/Telecom/Pharmaceutical/Legal Domain
5. Transcription
6. Editing Services
7. Voice-Over and Sub-titling in our own Studio for Bengali, Sylheti and Assamese and in other pan-Indic languages (in partnership)

### **Clients**

Ethnicity Online and NHS had been our first clients for Sylheti while our Founder and Chief wordsmith Pritam Bhattacharyya was studying his MBA in UK as British Chevening Scholar. Then we started working for Nokia, Motorola, Erickson and Google for Bengali – India and Bangladesh. We became preferred Language Vendors for Lionbridge Technologies. We have worked for Diversity Commission, UK and for some hotel groups in US, mainly Hiton, HEI and Tecton. From sunny California to misty Scotland – we worked for Scottish Law Board and Scottish Court. In Canada, we worked for few schools. We worked for McGraw Hill for

a Multi-lingual Mathematics book. We are also Concept and Content Consultant for *Resurgent India*, a movement spearheaded by *Divya Jeevan Foundation* and *The Art of Living*. We are in discussion with TCS and Wipro for Central and East European market.

In addition but not less important, we have been considered trustworthy by many agencies and individuals for projects – large and small. We stand thankful to all of them.

### **Core Values and Value-Add**

We have a cardinal and non-negotiable value for our entire team – A competent linguist is a gifted individual. His or her skills shine best when the entire person – the individual shines in his or her best, not only intellectually or emotionally or in some fragmented way. Language is not some set of mere symbols – but as in Sanskrit – *a-kshar* – that is which does not erode over Time. We respect that aspect in our linguists – the urge to communicate and the in artistry to use the tool most effectively.

We have no other value add other than this sense of holiness for languages and spiritual respect for our linguists. But we are convinced that we have told all the value-add that we are supposed to deliver.

In more mundane level, please see our 10 point Quality Model (WQM-10) here at <http://www.syhletti.org/consulting.htm>

### **The Rainbow Team**

We have presence in Silchar, Shillong, Sylhet (Bangladesh), Calcutta and Sales presence in Coventry, UK and North Carolina, US.

We have developed two working models with regards to handling projects and improving growth and diversity in capacity increase, namely **Reviewer Network** and **Reverse Franchisee Model**. Using the association (alumni and colleague network) and network of our core members and Reviewers, we have a network of language and domain experts who review each and every project we deliver. Our Reviewer map includes alumnus from institutions like IIT, Strathclyde Business School, Jadavpur University, National Institution of Technology, Manchester Business School, University of Delhi, Assam University.. In Corporate side, we have Reviewers with work experience in Tata, Reliance, BT, Infosys, Nokia, BSNL, Tech Mahindra, Verizon, and Motorola.

The **Reverse franchisee model** means that we support small teams of people, especially in small towns and semi-rural areas in India. Once we identify quality resources, we provide them with projects and also the freedom to work autonomously. We would like to see them as well-wishers and partners – part of the wordsmith family. Many of our teams have grown and replicated this down chain. This gives us the advantage of growing with people without major capital investment, stress for return on investment and eliminates many vices of such model. Most important: not culminating into a joyless, stressful and soul-crushing daily grind.

WC in its design of ownership is like a Rainbow. It does not have the traditional owner-employee model. WC is a fractal representation of the nourishing fluid on which it is growing – the multi-lingual and multi-cultural sky of Internet. It is de-localized, without any central command and control, without any centralized value-concentration. WC is collaborative, (Project Managers are autonomous) voluntary, anticipatory, replicable without high cost (linguistic skills plus localized work experience and wordsmith gene in the code), knowledge and experience based, trust-based rather than coercion based.

WC is a business that dares to experiment with a new way of doing business – a way, born out of the pain and angst of the corporate world which is increasingly

granulizing individual for process and structures and re-structures. We will not only endure but will prevail because, under the blue-sky, we all are after all, wordsmiths.

### A short bio of our Founder and Chief Wordsmith

---

For WC, the midwife's role was played by Pritam Bhattacharyya in 2006. Pritam has worked in VSNL / Tata Indicom for eight years in various senior capacities. He has been India's representative on-board the ship that laid the undersea optical cable across 35 countries of the globe – a role that needed extensive interaction with cross-cultural teams. WC was conceived, sometime during this voyage in some place in Central Indian Ocean.

In 2005-2006, Pritam was in UK studying his MCM (Master in Communication Management) in Strathclyde Business School, Glasgow as a British Chevening Scholar and also worked as a translator and cultural consultant. On his return to Calcutta in 2006, the blueprint of WC was ready.

He holds his B.Tech *summa cum laude* from National Institute of Technology, Calicut, Kerala in Electronics and Communication Engineering.

He is the Founder and Editor-at-Large of [www.syhletti.org](http://www.syhletti.org) – Global portal on Sylhetis, one of the communities of Greater Bengal. Under this portal he edits the first Contributory History Writing project on Bengal entitled **An Intimate History of Bengal (AIHB)** here at <http://personal.vsnl.com/syhletti/aihbpreface.htm>. He is a Consulting Member for Sylheti / Bengali community of Diversity Commission, UK.

His creative works as a critic, writer and traveler can be seen here at <http://personal.vsnl.com/syhletti/essay.htm>

He is a visiting Faculty of Globsyn, Sikkim and advises various engineering and management institutions on the employability and career growth of its graduates in the Contemporary world of Jobs, Career, Industry Dynamics and Core Skills.

He lives in Calcutta, his city by adoption, assisted by his wife Chandrani and his son Priyam – three year old. He can be contacted at [wordsmith.bengal@gmail.com](mailto:wordsmith.bengal@gmail.com) or in his mobile at [91.94.326.49.580](tel:91.94.326.49.580)

