

QASource CEO Prefaces Business Panel on Digital Transformation with Plea to Business Leaders to Use Their Influence to Effect World Transformation

QASource Sponsored North American Bengali Conference

PLEASANTON, California, July 8, 2017 - Rajeev Rai, CEO of [QASource](#), one of the world's leading software QA services providers, today urged fellow Indian-American business leaders to join him in making a difference in people's lives, saying that one does not need to be Bill Gates or Warren Buffett in order to start working toward a better world.

Rai's comments came during introductory remarks at the [North American Bengali Conference 2017 Business Forum](#) in Silicon Valley - an occasion when the panel of five business leaders were meant to discuss their business services before the approximately 250-member audience before moving on to the subject of the session, "Digital Transformation Implemented By Service Provider."

Instead of introducing the audience to QASource and how it achieves digital transformation, however, Rai announced his intention to discuss how the audience could work toward world transformation. He introduced QASource's small but impactful philanthropic initiative, [Gift Of Shiksha](#), then exhorted the panel and audience to exert their own influence and resources to undertake initiatives of their own.

"I believe this audience is perfectly poised to transform how we think of business," Rai said on Saturday. "We at QASource have found a way to make a measurable difference in people's lives. Often, we in business have good intentions and want to build social programs that work. My hope is to rekindle that desire, spark ideas, and provide a template for others to use."

Rai said his intention was to inspire others at the conference to think differently about philanthropy and their role as leaders in the business world and Silicon Valley. For those unsure about how to get started, he offered a report with suggestions available at the [Gift Of Shiksha website](#), or by contacting csr@qasource.com.

Gift Of Shiksha was founded by Rajeev and Sonia Rai through QASource nearly a decade ago. The program gifts employees who earn below a certain threshold with tuition, books, uniforms and transportation to school for two of their children. Shiksha is a Sanskrit word that means "education" or "learning".

Over 40 children have benefitted from Gift Of Shiksha so far; Rai hopes that they are helping these children and their families break the cycle of poverty that affects so many Indians. Education is widely seen as an important factor to achieving individual economic opportunity and gender equality, in a country where quality educational opportunity is not available to all - particularly the half a billion people who live below the poverty line.

"If we can't directly help these team members rise out of poverty, we can affect the next generation and those who follow," Rai said.

Rai says he plans to keep calling on those in a position to help others in upcoming meetings with business leaders in both Silicon Valley and India. If every business made a small but similar effort to impact people, it would have huge results, he said.

QASource is a business sponsor of [NABC2017](#), held at the Santa Clara Convention Center in Silicon Valley. Rai was a panelist at the conference's popular Business Forum, held Saturday, July 8 at the Hyatt Regency adjacent to the convention center.

The Business Forum featured discussions from CXOs from some of the world's largest technology companies and digital service providers, university researchers, government leaders, startup founders and Silicon Valley venture capitalists.

"Rajeev is the perfect person to discuss digital transformation and leadership. He and QASource have been at the forefront of leveraging digital technologies to be more innovative, customer-centric and efficient," said Rick Rampton, Head of Client Success at QASource. "It's a bonus that he was able to speak about Gift Of Shiksha here at NABC in front of such a large and distinguished group."

Rai has more than 20 years' experience in software QA, and is widely regarded as an expert in building, managing, and retaining high-performing engineering teams. Prior to founding market leader QASource, he led initiatives at Apple, Informix and Macromedia/Adobe, and has founded and sold other successful companies.

NABC 2017 is in its 37th year. Organized by [Bay Area Prabasi](#), the event is billed as a forum connecting more than 8,000 attendees from East and West, and as a place where ideas and experiences can be shared. Largely a three-day cultural program, it also hosts seminars and forums where issues affecting South Asians can be discussed.

About QASource

Headquartered in Pleasanton, California, with an office in Chandigarh, India, QASource is one of the world's leading software QA providers. Since it was founded in 2002, QASource has grown to become an international organization of nearly 700 professionals servicing a variety of clients ranging from VC-funded startups to Fortune 500 companies. QASource has demonstrated a growth rate of 20% to 50% annually, and is a market leader in test automation services. QASource customers have had successful exits exceeding \$11 billion in M&A transactions, leading to the company's tagline, "Quality That Creates Value." For more information, visit the QASource website at <https://www.qasource.com>.

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