

Genpact and Not Impossible Join Forces, Leveraging Technology to Fight Food Insecurity at Scale



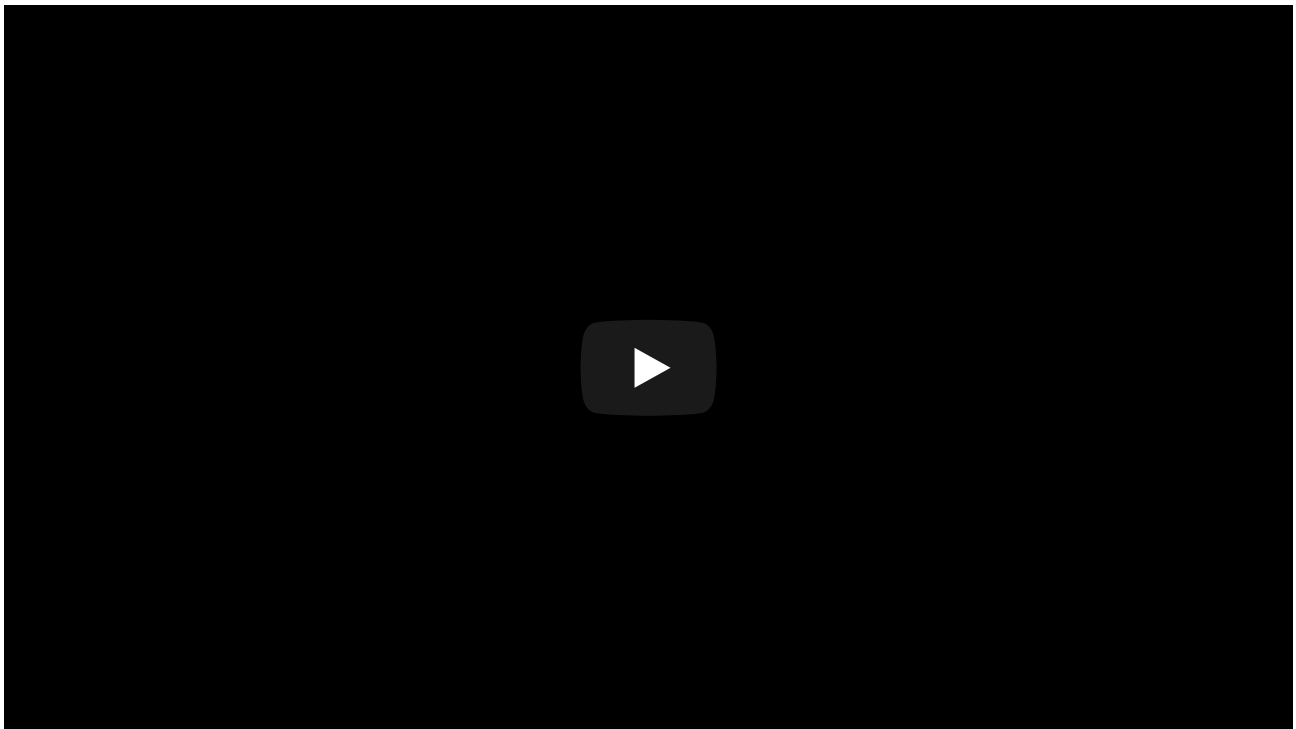
YourUpdate TV features Genpact Not Impossible Foundation collaboration to fight food insecurity

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A video accompanying this announcement is available at:

<https://youtu.be/0ZgGIMRoOnk>



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No family should have to choose between feeding their children and paying their rent, but that's the exact choice millions of families are forced to make each day. Efforts to address this problem are time-consuming and difficult, and often come at the expense of personal dignity – from long lines at food pantries, to food stamps at grocery stores.

The Not Impossible Foundation has joined forces with digital transformation firm Genpact (NYSE: G) to grow and improve its ability to confront food insecurity using “Technology for the Sake of Humanity.” The program will leverage the best of technology to create

real-time transparency and increased connectedness so donors can see the direct impact of their compassionate giving. It's an approach that could help non-profit and mutual aid efforts in your community understand their human impact and meet their goals.

One key technology leveraged by the Not Impossible Foundation to combat hunger is Bento, a community-engagement platform that uses SMS text messaging to connect at-risk populations with convenient, nutritious, pre-paid meals from local restaurants. The process is stigma free for participants because meals are provided through existing online ordering systems. It also supports restaurants, many of which struggled during the pandemic.

"We are a country with tremendous resources, yet food insecurity – the constant struggle to find enough to eat – is still a major social problem," said Mick Ebeling, founder and chief executive officer of Bento and Not Impossible Labs. "The problem isn't about the lack of food. It's the lack of connectivity. Technology can connect people who can help to those who need help. Genpact will be instrumental in helping us do that at scale. Their innovative digital transformation has the potential to revolutionize charitable giving, while retaining the human element of social impact"

This first of its kind platform will create insights and transparency into donations that will enable individuals to see where funds go, be alerted in real time of the impact of their generosity on individuals, and create a richer end-to-end experience that fuels philanthropic engagement, retention, and commitment. To do this, Genpact will leverage its deep process and technology expertise, including user experience, machine learning, analytics, and automation.

"No family should have to choose between feeding their children and paying their rent, but that's the exact choice millions of families are forced to make each day," said Stacy Simpson, chief marketing officer, global leader of corporate responsibility and diversity, equity, and inclusion, Genpact. "Contributing the best of our technology, humanity, and innovation to help eradicate hunger in America speaks directly to Genpact's purpose: the relentless pursuit of a world that works better for people."

To bring additional awareness to this critical issue, Genpact leveraged its **partnership with Envision Virgin Racing** to add the Not Impossible Bento logo (NI Labs Bento) to its all-electric race cars during Formula E's **2021 ABB New York City E-Prix**.

"Solving some of the world's seemingly unsolvable problems requires all of us to step up and do something," added Simpson. "Formula E fans are among the most engaged, passionate, and socially motivated audiences. Securing logo space on Envision Virgin Racing's car for Not Impossible is about deliberately giving critical exposure to ending hunger, which is both a humanitarian and environmental issue."

For more information on this partnership or to donate, visit www.Genpact.com/NotImpossible.

About Genpact:

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. Led by our purpose -- the relentless pursuit of a world that works better for people -- we drive digital-led innovation and digitally enabled intelligent operations for our clients. Guided by our experience reinventing and running thousands of processes for hundreds of clients, many of them Global Fortune 500 companies, we drive real-world transformation at scale. We think with design, dream in digital, and solve problems with data and analytics. Combining our expertise in end-to-end operations and our AI-based platform, Genpact Cora, we focus on the details - all 90,000+ of us. From New York to New Delhi, and more than 30 countries in between, we connect every dot, reimagine every process, and reinvent the ways companies work. We know that reimagining each step from start to finish creates better business outcomes. Whatever it is, we'll be there with you - accelerating digital transformation to create bold, lasting results - because transformation happens here. Get to know us at Genpact.com and on LinkedIn, Twitter, YouTube, and Facebook.

About Not Impossible Foundation:

Not Impossible Foundation DEFIES the IMPOSSIBLE by creating access to POSSIBILITIES for those in need through technology-based solutions. The Not Impossible Foundation was born from the Not Impossible Lab's belief in tackling the absurd through technology solutions for the sake of humanity. Harnessing the power of open-source thinking to unite great ideas with the people that need them, The Not Impossible Foundation is dedicated to scaling technology-based solutions and helping people in need. The Foundation strives to help the "many" from Not Impossible Labs motto of "help one, help many." Through corporate support and personal donations, the Foundation is passionate about scaling solutions and expanding possibilities. For more information, please visit <https://www.notimpossible.com/foundation>

MEDIA CONTACTS:

Genpact

Michael Schneider

+1 (217) 260-5041

michael.schneider@genpact.com

Not Impossible/Bento

Susan Williams

+1 (646) 753-0336

susan@gobento.com

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Contact Details

YourUpdateTV

+1 212-736-2727

yourupdatetv@gmail.com

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