

# Centre for Contemporary Studies

Cordially invites you to the screening of

## CODING CULTURE

A series of two films of Bangalore's Software Industry



JULY BOYS (30 MINS)

&

FUN @ SUN (32 MINS)

by

*Gautam Sonti*

in collaboration with *Carol Upadhyia*

Produced by National Institute of Advanced Studies, Bangalore, India

Supported by Indo-Dutch Programme for Alternatives in Development, the Netherlands

**On Thursday, 31st Aug'06, at 6 pm**

**Venue: Physics lecture Hall, IISc**

**Tea/Coffee will be served at 5:30 pm**

**July Boys** focuses on a small 'startup' company in Bangalore that designs and produces software products for cellular service providers in Europe and the U.S. Turning the tables on the usual outsourcing story, July Systems has leveraged U.S.-based venture capital and Indian technical expertise to break into the latest high-tech markets. The film explores the creation of a Silicon Valley-style work culture within this 'cross-border' company that has one leg in Bangalore and the other in Santa Clara, California.

**Fun @ Sun** is an inside look at work and work culture in the software development centre of a large American multinational company, Sun Microsystems, located in Bangalore (Indian Engineering Centre, or IEC). The film highlights the multiple ways in which 'culture' operates as a management tool in the new global economy. In offshore centres such as IEC, work is organised through 'virtual teams' comprised of software engineers and managers located in Bangalore and Santa Clara, U.S.A. To integrate their employees and sites across cultural and geographical space, Sun attempts to initiate the Indian software engineers into Sun's corporate culture. The film depicts the techniques through which this American-style work culture is transplanted into the Indian subsidiary, such as induction programmes and 'soft skills' training programmes.