

Introduction to IT-ITeS Industry

Class IX , Ch-1(IT #402)
Period 2

CHANGING YOUR TOMORROW

BPM industry in India

- The IT BPM (Business Process Management) industry has been fueling India's growth. In addition to contributing towards the country's Gross Domestic Product (GDP) and exports.
- The growth of the IT BPM industry has provided India with a wide range of economic and social benefits which includes creating employment, raising income levels, and promoting exports.
- It has placed India on the world map with an image of a technologically advanced and knowledge-based economy
- The IT-BPM industry has almost doubled in terms of revenue and contribution to India's GDP over the last decade (2008–18).

ADVANTAGES OF BPO SERVICE

- BPO Service Industry is doing exceptionally well in India because of the following advantages:
- (a) BPO service providers in India invest in hi-tech hardware and software to deliver the best of services. They follow quality checks to ensure error free and exceptional service.
- (b) Government of India is encouraging the BPO Industry in India by providing necessary infrastructure and logistical support.
- (c) BPO Industry in India is highly developed and capable of delivering numerous types of BPO services in exceptional quality.

Structure of the IT-BPM industry

The organisations within the IT-BPM industry are categorised along the following parameters:

- Sector the organisation is serving
- Type as well as range of offering the organisation provides
- Geographic spread of operations
- Revenues and size of operations

(a) Multinational Companies (MNCs): MNCs have their headquarters outside India but operate in multiple locations worldwide including those in India. They cater to external clients (both domestic and/or global).

(b) Indian Service Providers (ISPs): ISPs started with their operations in India. Most of these organisations have their headquarters in India while having offices in many international locations.

- While most have a client base, which is global as well as domestic, there are some that have focussed on serving only the Indian clients.

(c) Global In-house Centers (GIC): GIC organisations cater to the needs of their parent company only and do not serve external clients.

Home Assignment

1. What are the advantages of growth of IT BMP industries in India ?
2. What are the reason for BPO doing exceptionally well in India ?
3. What are parameters of IT-BPM industry are categorised ?
4. What is MNCs ?
5. What is **Indian Service Providers (ISPs)** ?
6. What is **Global In-house Centers (GIC)** ?

THANKING YOU
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