

BUSINESS PROCESS OUTSOURCING IN INDIA

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1. Introduction

It all started at the BPO Industry Call Center in India, where people used American names, spoke American, and tried to sell credit cards or insurance in Western countries. Today, however, the industrial call center is not limited to business; For English learners, the industry has evolved from an employer to a full-service provider. "Industrial prices have risen; economic growth has had a major impact on economic growth and employment." This chapter discusses the BPO industry in India. The chapter begins with an overview of the international foreign trade system, including the BPO section and the business model. Finally, the chapter focuses on the development / history of foreign trade processes in industries around the world and the Indian foreign trade system. This section discusses the BPO-ITES capital and key players in the region, and shows the origin and growth of the global sector. Also check out the best services offered by Indian companies BPO. The impact of India's export-export economy and sector development in recent years has been highlighted in the final section, including the future of the country's foreign trade system. Finally, the chapter discusses the challenges facing the BPO industry in India.

2. Concept and development of international foreign trade processes

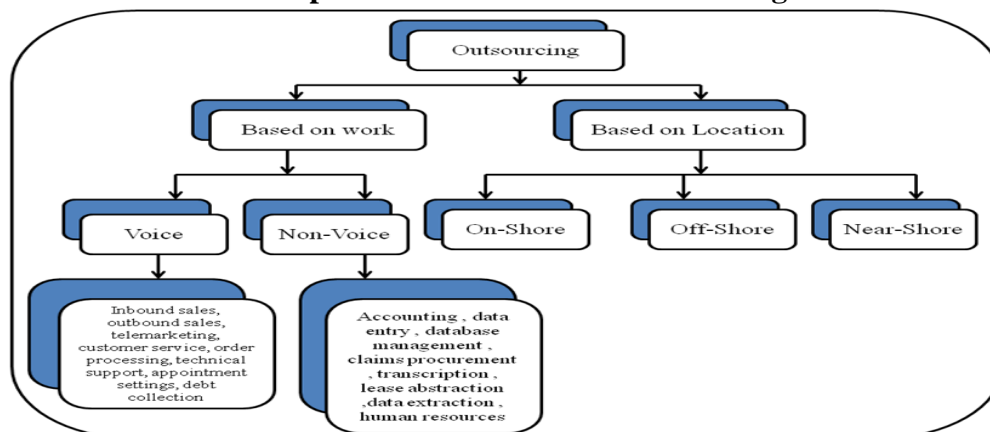
Outsourcing Business or BPO is an export company. It is a type of export where the company provides business methods that are not required by subcontractors of another company. BPO is the most open source of exports and involves the close relationship between the client and the external provider. The BPO service provider typically manages and manages a unique business model for another company. It can be defined as a company contracted with third party services to maintain the back office. In an endless global economy, BPO is a proven management strategy that helps companies survive and grow. The BPO service provider is different from the standard third-party application (ASP) service provider which incorporates new technologies or uses existing technologies to improve business processes. The use of BPO often transmits risk to suppliers to the company through procedural steps. The main goal of an overseas business venture is to invest a lot of time, money and assets together without losing value or prestige. The goal of the BPO is to reduce transaction costs, improve system transparency, and provide the quantity and scale needed to streamline large-scale transactions. People are the biggest player in the BPO category

Meanwhile, outsourcing the front office or voice processing needs to be addressed through customer-related services such as corporate clients and customer issues, complaints or other telephone or email issues. Telephone answers, customer service and technical

support; Language management for ordering orders, promotions, writing books, etc. It is divided into 2 parts: i) The following support and ii) The support provided. Inbound outsourcing, employees respond to customer calls from companies or customers to resolve customer issues. Outside, employees go to clients for sales or fundraising, telephone marketing, accounting or research, contact list updates, and so on. Before you start the process, the training will focus on the correct communication method and grammar and everyday language.

Figure No -1.

Concept of Business Process Outsourcing



Source: <http://docshare01.docshare.tips/files/30228/302286517.pdf>

Restore can be divided into east, near and coast depending on location. Offshoring means exporting business activities to other companies with very different languages and cultures. Outsourcing can save a lot of money and provide benefits such as hiring highly skilled workers. This allows the company to dedicate time to key business processes and balance the workload during peak hours. Coastal workers often think differently, which means project management and project management skills to support short-term projects. Thanks to a large number of foreign experts, the company has become very flexible and has an hourly team, which allows you to quickly start and complete projects.

1. Major Components of BPO

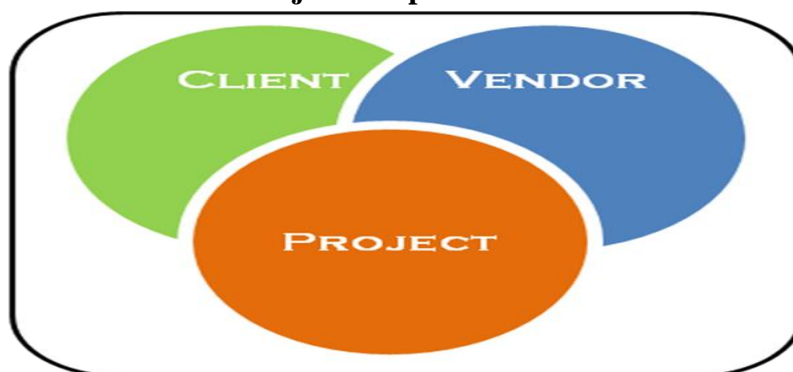
The business model recovery process involves 3 components: customers, suppliers and projects.

Client: A client is a person or organization that you want to participate in a particular project. The organization often wants to use it for strategic outsourcing. The client can be an organization or an organization within an organization. But if we get HR pay, the customer is HR, even if indirectly the whole company.

Contractor: A contractor is a service provider that carries out external activities. Vendors come in many shapes and sizes, for example, the supplier can be an external company, which is normal. The supplier can also be the company's representative. Distributors can be distributed on site. Some suppliers are located on site or in the same

customer area. Like other potential companies, they are based overseas, where Canadian companies serve US customers. Finally, service providers may be present on beaches, such as Indian companies serving UK customers.

Figure No -2.
The Major Components of BPO



Source: Mark J Power; Kevin C Desouza and Carlo Bonifaci, 2006.

Project: The third part is the export of the work itself. In the past, construction projects or civil engineering was the most common form of work, but today there is a shift away from complex tasks such as software development or research and development.

2. **BPO Business Models**

According to Outsourcing to India,¹ the BPO industry has five types of business:

1. **The global delivery model** - also called **blended outsourcing**, indoor, sea, outdoor, and beyond pools. International providers provide this framework where they can operate at the highest cost and performance through “best support” or “multiple sites” with a pre-defined performance scale. In the event of an accident in one area, the work can be quickly transferred to another location to ensure a stable and uninterrupted business process.
2. **The offshore multi-sourcing model or hub-and-spoke model** uses multiple offshore suppliers to offset the risk of a single monopoly supplier. The international supplier team will work with the local customer team to complete 20% of the work, while the local team works outside 80% to save cost, labor and time, to attract customers. Material placement, subcontractors
3. **The offshore multi-sourcing model or hub-and-spoke model-** uses multiple foreign suppliers to avoid the risk associated with single-source suppliers. In this way, clients often have their own external office, as well as an external provider for three or more partners with whom they work. Partners receive basic training on how external companies manage their facilities and apply the knowledge gained from the facility.

¹ Outsource2india is a premium outsourcing company located in Bangalore. Established over a decade ago, the company offers a wide range of outsourcing services including Data Entry, Call Center services, Engineering services, Web Analytics, healthcare BPO, Software Development, Photo Editing, Creative services and Research and Analysis (https://www.outsource2india.com/why_india/why_india.asp).

4. **The build-operate-transfer or BOT model-** to open and operate an outsourced company, the client works with a coastal company which can transfer ownership of the client company after a certain period of time. The partner takes all the costs of building a third party outsourced until the new company takes over the costs and ownership until the client decides to acquire it.
5. **The global shared services model-** The Global Shared Services Center, also known as a home or marine supply center, provides a wide range of services through the company's internal services. They have also found a market for their services these centers operate as independent companies and can benefit from the same corporate culture with less legal issues than BPOs.

Outsourcing is not a new concept Ancient economist Adam Smith discusses the output of his book Wealth. Also, Michael Porter's views on the "value chain" and "utility of value" contributed to the development of the BPO concept. The concept of outdoor was used until the 20th century, when Henry Ford, an American factory and founder of Ford Motor Company, decided to eliminate tire production instead of planting trees. The idea of protest originated in 1962 with the creation of electronic computer systems by American businessman and Chanakya Henry Ross Perot.² Export production focused on the 1st century as large corporations became less efficient, a trend that accelerated the beginning of the global recession until the 1980s. In addition, there was a point in the 198s when business model changes were designed to reduce workload. As a result, managers create erroneous independent companies that redefine the core functions of an organization.

The following table describes the time and scope of the International Foreign Trade Process - 3.1:

Table No - 1.
Evolution of Global Business Process Outsourcing

Period	Event
1776	Adam Smith's Wealth of Nations propagates competitive advantage through outsourcing. Though the term outsourcing 'itself was not used then.
18th –19 th Centuries	With whaling fleets and floating factory ships, the concept of offshore manufacturing gets a fillip.
Early 20 th Century	Companies like Ford Motors own everything, even forests to make rubber for car tires. General Motors runs a 2,000 people HR and travel desk to cater to its employee needs.
1940s	ADP starts with handling payroll outside companies. Today the \$8 billion, 41,000 employee payroll expert handles payrolls for one in six US workers and recently opened office in India.
1960s	EDS develops an integrated system to process health insurance claims, accelerates growth of transaction processing business.

² Electronic Data Systems was an American multinational information technology equipment and services company founded by Henry Ross Perot. EDS headquartered in Plano, Texas. Henry Ross Perot sold this company twenty years later for \$2.4 billion.

1970s-1980s	Hundreds of call centre's spring up in the US and the UK Convergys, the largest call centre company (70,000 employees today) started as a captive unit of Cincinnati Bell. US companies from oil majors, telecom operators, pharmacy firms to FMCG firms outsource customer care, telemarketing, payroll and other functions
1980-1990	WE and European companies start shifting work to Ireland, Israel and Canada. Ireland particularly benefits as costs are lower and it offers Multilanguage capability. At their peak the over 100 call centers in Ireland employ over 300,000 staff.
1990-1999	C.K. Prahlad's core competency theory expounded in a Harvard Business School paper caught the imagination of big corporations around the world. The basic lessons of the theory – identify your core competencies, focus on them and get out of everything else. American Express, Swissair, British Airways and General Electric (GE) start captive units in India.
1999	The New Telecom Policy of 1999 ended the state monopoly on international calling facilities. This heralded the growth of inbound/outbound call centers and data processing centers. One of the first outsourced services to third party players was medical transcription. Though outsourcing of business processes like data processing, billing, and customer support began towards the end of the 1990s when MNCs established wholly owned subsidiaries.
2000	Third party players spring up in India. By 2005 end, over 300 open shop in India and beyond. Some of them even set up operations outside. About 45 global destination BPO bandwagon is now competing to get a slice of the annual \$300 billion outsourcing pie.
(Source: Business World-BPO Industry Report, 2008)	

The National Association of Software and Services Companies (NASSCOM)³ divide the BPO industry into three growth phases. Pioneer (1996-2000) This stage is usually in the adult form Most companies have their own call center Phase II (2000-2003) External service providers growth These systems are assigned to many service providers, which and earlier. Worked on behalf of the company (customers). In the third phase (since 2003), consumer warnings remain in effect. Vendors may face stiff competition, which could lower prices and lead to “customer satisfaction”.

³ The National Association of Software and Services Companies (NASSCOM) is a trade association of Indian Information Technology (IT) and Business Process Outsourcing (BPO) industry. Established in 1988, Nasscom is a non-profit organisation. Nasscom is a global trade body with over 1500 members, of which, over 250 are companies from the United States, UK, EU, Japan and China (Czinkota, 2016).

BPO Industry in India

As of February 2015, there are more than 16,000 IT and Indian business models outsourced to industrial companies, including 3,000 software developers and the US, which account for more than 90% of global growth. At 12 billion, this was 8.1% of India's GDP. As such, it is a global organization with US \$ 125 billion in sales, US \$ 100 billion in exports and US \$ 3.5 billion in labor force. Life in India has evolved into the development of information technology and foreign trade system. It has changed a whole generation over the past decade, the foreign trade system has changed its global trade policy towards the IT sectors in less than a decade and more than 20 years, the business model is the fastest growing department of ITS industry in India. For almost two decades, India has been recognized as a source of knowledge and expertise abroad. BPO is based on comparison skills and capabilities of a large, highly educated, and English-speaking computer team in India.

Best BPO ITES Center in India

Hyderabad, Delhi, Bangalore, Mumbai, Chennai and Kolkata were the Tier I⁴ cities to focus on the BPO sector in India. Many BPOs are moving to Nashik, Pune, Chandigarh, Srinagar, Mangalore, Bhopal, Lucknow, Dehradun, Ahmedabad, Faridabad, Belgaum, Mysore, Thiruvananthapuram, Kochi and Indore due to the cost of infrastructure in these cities. . And others at Pondicherry and others

Second-tier⁵ cities pay lower operating costs than first-class cities, and second-tier cities have less reliable infrastructure, making it difficult for them to operate normally. The Government is partnering with the Association of Private Infrastructure Companies to achieve broad-based growth and reliable infrastructure across the country.

Table No - 2
IT-BPO Landscape of Key Indian Cities

City	Focus	Prominent Firms
Delhi (includes Gurgaon and Noida)	Call centres, transaction processing, chip design, software	GE, American Express, STMicroelectronics, Wipro, Spectramind, Convergys, Daksh, ExL

⁴ Tier I cities have a developed, established real estate market. These cities tend to be highly commercialized and developed with desirable schools, facilities, and businesses. These cities have the most expensive real estate (<http://www.investopedia.com/terms/r/real-estate-tier-classifications-tier-1-tier-2-and-tier-3.asp>).

⁵ Tier II cities are the next level down from Tier I, and are basically smaller cities, statistically 1 million in population and are usually regional hubs such as state capitals or industrialized centres. (<http://blogs.siliconindia.com/facilitymanagementservices/Miscellaneous/What-are-Tier-II-and-Tier-III-Cities-bid-52pLs73x43343767.html>). Tier II cities are in the process of developing their real estate markets. These cities tend to be up-and-coming and many companies have invested in these areas, but they haven't yet reached their peak. Real estate is usually relatively inexpensive here; however, if growth continues, prices will rise (<http://www.investopedia.com/terms/r/real-estate-tier-classifications-tier-1-tier-2-and-tier-3.asp>).

Mumbai	Financial research, back office, software	TCS, Mphasis, i-flex, Morgan Stanley, Citigroup
Bangalore	Chip design, software, bio-informatics, call centres, IT consulting, tax processing	Infosys, Wipro, Intel, IBM, SAP, Dell, Tisco, TI, Motorola, HP, Oracle, Yahoo, AOL, E&Y, Accenture
Hyderabad	Software, back office, product design	HSBC, Satyam, Microsoft
Chennai	Software, transaction processing, animation	Cognizant, World Bank, Standard Chartered, Polaris, EDS, Pentamedia
Kolkata	Consulting, software	PwC, IBM, ITC InfoTech, TCS
Pune	Call centres, chip design, embedded software	Msource, C-DAC, Persistent Systems, Zensar

Source: Impact of Globalization on BPO Industry in India by B. Sathish Kumar and A. Elgin, 2007.

Major Players in BPO Sector in India

Based on an annual survey conducted by all NASSCOM members, the top 20 IT business processes for exporters, the top 15 of the export business process, and the top 20 IT business processes foreign owners. In this survey, NASSCOM collects financial and other information from member companies and redistributes data to member companies.⁶

In terms of the number of employees in India, NASSCOM has released its annual ranking of the top 20 IT BPO employers for 2015-2016 (see Table 3.3). The top 20 employers make up 1.34 million workers in India; About 40% of the total; A good mix of employers in India, MNC, IT and BPO represents 1.34 million workers in India; About 40% of the total; In 2016, a good mix of Indian, international, IT and BPO companies accounted for more than 50% of net work; Same price 2015. Each of the 4 companies has more than 100,000 employees; about 20% of the total is in the top 20. 14 companies have increased their workforce while 6 companies have reduced their workforce compared to last year.

Table No - 3
Top 20 IT-BPO Employers in India, 2016 (Nasscom)

	Company Name	Rank	Company Name
1	Tata Consultancy Services Ltd.	11	Hinduja Global Solutions Ltd*

⁶ There are four parameters on the basis of which Nasscom prepares the annual rankings of top 20 IT-BPO Employers. Those parameters are 1. Revenue of the organisation 2. Y-o-Y growth of the organisation 3. Total number of employees in the organisation 4. Number of added employees in current year in compare to the previous year (Paresh Degaonkar, Nasscom 2013).

2	Infosys Limited	12	CSC, India
3	Cognizant Technology Solutions India Pvt. Ltd.	13	WNS Global Services (P) Ltd*
4	Wipro Ltd.	14	Syntel Ltd.
5	Capgemini India Pvt Ltd.	15	Mphasis Ltd.
6	HCL Technologies Ltd.	16	EXL*
7	Tech Mahindra Ltd.	17	L&T Infotech
8	Genpact Ltd.	18	First source Solutions Ltd*
9	Intelenet Global Services*	19	MindTree Ltd.
10	Aegis Ltd.	20	CGI

Source: Top 20 IT-BPO Industry Employers, Sangeeta Gupta, Nasscom, 2016

Nascom said in its annual review that the list is based on the number of ETP companies in India, including IT overseas business activities in India. Other international companies such as Accenture, HP India, Convergys and IBM are also on the list, according to public data. However, because they did not respond to a request for comment, NASSCOM did not have all the information they needed and could not evaluate it. Most of the companies on this list work in IT and the business model of overseas manufacturing.⁷

Major Services Offered by Indian BPO Companies

Indian companies BPO offer job opportunities in several places such as:

- A) **Data Entry and Data Processing:** Data collection is a complex administrative task. Manage activities such as paper notes, books, pictures, e-books, yellow pages, websites, business cards, printed documents, software applications, receipts, accounts, folders, and mailing lists. It is part of the whole company. Every entrepreneur produces data. This information must be entered into the system for storage to be processed and used. This method of entering data into a computer database or spreadsheet was called data entry. Data entry can be done by human typing on a computer or electronically typed into a computer. This is an important feature of BPO. You need accuracy and a slow process
- B) **Form Processing Services⁸:** Special services for editing an imported form can be stored in a database to allow easy access and quick retrieval of data by filling, copying and editing the client full data. The form editing service is the service that runs and manages all the raw data and manages the system well. Form processing services include online form management, payroll, medical bills, insurance form adjustment, and health form adjustment.
- C) **Insurance Processing:** BPOs include general data entry, billing, pricing, application verification and MVR for insurance management, reporting claims, distribution of

⁷ Pure-play BPO firms are companies that generate all of their revenue from BPO. This is in contrast to a host of IT services organizations that may have some measure of BPO competency as a part of their services portfolio (for example, Braxton, IBM and EDS) but do not solely focus on process outsourcing (<http://www.bus.umich.edu/KresgePublic/Journals/Gartner/research/113500/113528/11352html>).

⁸ <http://www.bpodataentryhelp.com/content/services/form-processing>

insurance premiums. To take advantage of this, the insurer dedicates BPO talent to assess risk management and internal work, which requires a high level of personal competence.

- D) **Telemarketing Services⁹**: Telecommunication refers to the marketing of telephone goods or services. These are phone sales or the sale of a product or a potential customer method. Telecommunications is the use of people trained in telecommunications skills to promote sales, introduce new products, and inform customers of existing services. And in some cases, automakers use recorded sales calls, known as cell phone marketing. Thus, outsourced marketing services increase corporate profits by employing the best developers, methods, and technologies.
- E) **Bookkeeping and Accounting Services**: Accounting is a way of regularly recording daily transactions and is essential for running a successful and prosperous business. Accounts include: financial transaction accounts, debit and credit accounts, invoices, administrative and partner accounts, general lease and historical calculations, and payroll. Good laser protection is an important part of accounting; regular rent is a basic lease document in which the auditor records the amount of income and expenses from the sale. Accounting is an advanced process of taking financial information from an accountant or business owner and creating a financial model that uses that information. The booking process is more personal than promising, which is often based on exchange. Reforming accounts (total expenditures not yet included in the accounting system), preparing company accounts, analyzing operating expenses, filing tax returns and understanding the consequences of financial changes Governance (ibid.)
- F) **Debt Collection¹⁰**: This is one of the repayment methods that helps regulate and guarantee the repayment of loans to individuals or businesses. Debt collection methods are common in debt, insurance and financial markets. This saves companies money and time abroad. Agents ensure that lenders pay their bills and not in unfair practices.
- G) **Customer Support Services**: Customer service is the name given to customer satisfaction. It is easy to serve customers before and after buying a product or service to make sure they are satisfied. For all companies, customer service is important because of the interaction, you have a good customer relationship and you get the customer back (customer return). Call center agents are well-trained in caring for customers, dealing with complaints about products and bugs, and taking immediate action to resolve their issues. Good customer service attracts good customers and ultimately benefits the company.
- H) **Technical Trouble shooting**: B Lack of technical means to solve computer problems by telephone or customer advice. The roles of telecommunications support, product support, technical and application support, network support, site support, remote support, administrative services, and remote computer infrastructure have been

⁹ <http://www.infosearchbpo.com/outbound-inbound-callcenter-services.php>

¹⁰ <http://www.infosearchbpo.com/outbound-inbound-callcenter-services.php>

expanded. The purpose of the technical support call center is to provide product information and technical support.

- I) **Help Desk:** Help Desk is a service provided by agents who provide support, advice, trolling and trolling, and computer hardware. The service desk has many areas of responsibility and accountability. They provide customers with important information about computer problems and issues. The call center support service not only provides technical answers, but also assesses the problem. Of course, the help desk is an important part of any business as it is important to give the client all the help and support possible. Customer satisfaction is one of the most important goals of a company, the first step in maintaining the integrity of the company is to have a high quality support team that can answer all your questions.
- J) **Order taking:** Receiving orders service helps the customer to submit orders directly when receiving orders. Agents process orders and answer all customer inquiries about the product. On-demand services have become an integral part of incoming call center services as they offer many benefits and more than all increase product sales. The verification service includes ordering and submitting information, which greatly simplifies the task and thus increases the sales and profits of the company.

Impact of IT-BPO Industry in Indian Economy

The IT-BPO industry in India, which has been around for thirty years, has had a huge impact on the Indian economy and society, as well as other sectors in a very short time. In addition to helping India build its industry and gain international power, it has greatly contributed to the country's development by helping to fill various "gaps" that divide its society. To understand the impact of the IT business model on the export of Indian history, Nascom is conducting a special study to investigate how its role is changing. Overall, studies have shown that India's overseas IT business process has consistently contributed to the country's economy over the past decade. In addition to promoting balanced development in the region, the region has strengthened its diverse human resources, created a new platform, and, most importantly, made India famous. India expects the external IT business model to play a major role in balanced, socially responsible for inclusive growth in India.

Growth of IT-BPO Sector in India

Despite the unprecedented demand of Western companies for overseas employment in India, BPOs have contributed significantly to economic growth and employment in India. The BPO wants to make the country more profitable and create more intellectual property rights. According to NASSCOM, there have been several positive criticisms of the growth of the IT business process outside the industry over the past three years:

"The industry has maintained its innovation potential and growth this year," said Rajendra Pawar, Chairman of Nasscom, at a press conference on IT BPO in India in 2011.

More importantly, the industry has expanded significantly new geographical areas where 1.4 growth is faster than adult markets.

Future Outlook of the BPO Industry in India

Sangeet Gupta, Vice President, and Nasscom (Financial) Chronicles, 2015, said: "The service sector will generate US \$ 300 billion by 2020 and will make a significant contribution estimated to reach US \$ 200-225 billion by 2020. 2025 and \$ 350-400 billion by 2025. 23% by 2020, 38% 20% and 38% by 2020.:

- a. Represents 10% of India's GDP and 14% of gross domestic product.
- b. It is estimated that approximately 18-20% of India's exports are in the IT distribution business.
- c. The department will create 10 million direct jobs and 20 million indirect jobs.
- d. 4,000 people working directly in the IT department BPO 2/3
- e. The department employs 5,000 women with a site-based approach, and the industry offers high-quality job opportunities worldwide.
- f. ICTs provide some solutions to the costs of traditional solutions and can reduce government costs in this regard (health, education, financial services and public services).
- g. BPO industries generate an additional \$ 50-80 billion in creative revenue with an additional contribution of GDP of 1.5% -2%.

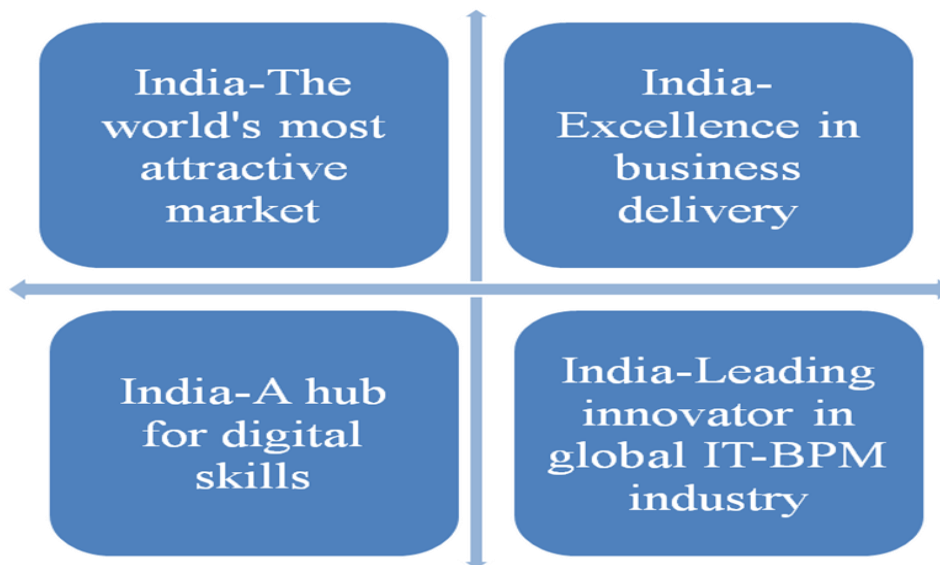
India is the only country that is trying to strengthen its position. This price commitment is behind four strong growth pillars (Figure 3.3) that make it attractive as its top target.

India has a high level of power at the Indian level and offers many opportunities for unmet needs. India also has the second most populous population in the world (1.2 billion) and has a large and growing retail market. Also, with 937 million mobile customers, 278 million internet users, \$ 14 billion in e-commerce and economic growth ahead of China, India is ready to jump on the bandwagon. Digital India and Make India Government aims to accelerate the deep integration of India's only digital connected world.

India's position as one of the world's most competitive retail outlets has strengthened over the past year, although inflation and volatility have been boosted. Tier I cities like Bangalore in India are 8-10 times cheaper than the rest of the country and much cheaper than other cheap places. Customers are offered extra value through higher wage inflation, automation of labor cost controls, introduction of non-profit models, introduction of new skills and balanced trading pyramids.

India is one of the most talented and upcoming centers in the world. India is expected to have an estimated 5.8 million graduates and diplomas in 2015, of which 1.5 million will work in various industries and work groups. At the same time, external IT business processes are being developed to scale, scale, maturity and industry vision and focus on meeting the needs of business customers. The industry has led the business transformation of customers around the world with the well-established 640 Oracle Developer Cloud Services (ODC) supply chain in 78 countries, attracting local quality through customer language skills and cultural excellence.

Figure No -3
Fundamental Growth Pillars



Source: The IT-BPO Sector in India: Strategic Review (Nasscom, 2015)

On the other hand, diversity and integration in India allows for different types of collaboration, this unique diversity gives suppliers many opportunities to choose the size of their organization, the business model used and the type of partnership. The country's evolving start-up environment (more than 3,100 companies) has also affected large companies: the need for activity has allowed many large companies to rethink their structure and make informed decisions, Arrived with the help of a small company.

Government Initiatives in Indian BPO Sector

Recently, the BPO industry in India has seen unprecedented growth. The Government of India has recognized India's growing demand as the BPO's choice in India and has introduced several policies and incentives to expand its IT overseas market. In recent years, NASSCOM has successfully established itself as a "Made in India" brand in the international overseas market. Sandeep Sen, general manager of AGIS, one of India's BPOs with 25,000 employees across the country, said "Digital India" and "Made in India" are widely discussed. Paradip changed the Indian way of doing business. We serve India and India. We are working closely with NASSC to provide better services, industry benefits, grants, and development grants.

The following are some of the steps taken by the government and industry in the ITES / BPO category:

- In May 2002, the Indonesian government approved the recommendations of NASSCOM and eliminated a number of political barriers to industrial development in the Indian call center.
- The Government of India has approved a full tax exemption for export IT services for IT services under Section 10A / 10B of the Revenue Tax Act 1961.

- c. 100% FDI is allowed in BPO companies. The rules of Indian companies promoting foreign capital have also been simplified. BPOs can import tax-exempt capital goods (under the Capital Export Assistance Scheme).
- d. A five-year tax exemption has been paid to telecommunications service providers including internet and telecommunications networks. In addition, revenue decreased by 30% in the first ten years over the next five years.
- e. Companies engaged in the development or maintenance of infrastructure has been given a tax exemption for ten years. Ten-year tax exemption also applies to companies that produce or distribute electricity.
- f. The government has supported several software technology packages (STPs) that provide key IT infrastructure and communications. STPs are beginning to address all compliance issues in one place. Recently, many STPs have been established, including many major cities in India.

Challenges before Indian BPO Sector

India, the Philippines, Brazil, Russia, Fiji, South Africa, Mauritius, New Zealand, China, Malaysia, Ireland and Poland face stiff competition from many of the new Foreign Service providers. , Ghana In recent years, etc. Although the Chinese are facing difficulties, they continue to pose a threat to India as they invest heavily in the development of their English language skills. In the Philippines, meanwhile, it focuses on voice services and also plays a key role in call centers due to the traditional exchange of voice services in the United States at the expense of managers. Not in India He came for the first time closing the wage gap between India and other western countries is also a problem. Journalist Mohandas Pai, former Director of Human Resources at Infosys Technology, said, "In the last five years, India has lost 1,000 consumer jobs like the Philippines.

Conclusion

The BPO industry is the fastest growing industry with plenty of growth potential now and in the future. Fifteen years ago, there was nothing wrong with calling these industries in our country "amazing" compared to India and India today. The industry is paving the way for the proper use of millions of workers, which was a hot topic several years ago. This place alone does not reduce unemployment; But it also offers a fantastic opportunity, offers a good job prospect, and is the best place to learn the right skills without taking a knowledgeable, smart, industry-leading course. The industry benefits from a large number of English talents coming from middle class families in India. The BPO department, this is a "miracle", have the opportunity to showcase their skills, learn new and exciting new things at the same time and make money. It is noteworthy that the valuable skills and technicians were attracted by these leaders who transformed the people into quality workshops; the world is ready to take on the challenge

In order to sustain and increase the growth rate of the offshore trading system and reduce international competition, the Indian export business process has started to consider various strategies such as: strategies. Creation and Impact of BPO (IS) in Rural Areas (Economic Time, 2014). According to BPO, electricity production can be classified as rural

BPO, which encourages large companies to provide company jobs and create unique BPOs in vulnerable areas for people with disabilities.

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