

# Business Process Outsourcing in India

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***Abstract- This paper is concerned with business process outsourcing (BPO) in India which is the fastest growing industry today. It started to increase its pace in India after liberalisation. Business process outsourcing is the delegation of one or more of the business process to an external provider, which in turn owns, manage and control the selected process based on some specific standard.***

***With low-end data process BPO started in India, but in the present scenario it is dealing in the core business process. In India both voice and non-voice BPO industry exists which is attracting large numbers of youth today, and it is likely to be the next big thing for services in this decade.***

***However along with the phenomenal increase in BPO to India there has been a backlash against outsourcing. Even after anti-outsourcing movement it is important to understand the long-term benefit of outsourcing to India.***

***This research paper will give us an overview of BPO industry in India.***

## I. INTRODUCTION

Business process outsourcing is a contract of a company to an outside provider of services or business process. It is a cost saving measure that allows companies to outsource the non-core functions of the organization.

In other words, we can say that it is a business practice in which one organization hire another company to perform a process task that hiring organization requires for its own business to operate successfully.

With time BPO has been adopted by almost every industry and organizations. Today BPO is used by all kind of profit business, non-profit and even government offices and agencies.

## II. ELABORATIVE APPROACH

Services offered by Indian BPO companies

1. IT help desk: - It helps in system problem resolutions as well as technical problem resolutions.
2. Data entry and processing: - It helps in providing services such as e books, websites, software applications and mailing list.
3. Book keeping and accounting services: - It helps in identifying, analyzing summarizing and interpreting the financial statements.
4. Customer support service: -It provides 24x7 inbound and outbound call center services for customer's queries through emails, phone and live chat.
5. Online research: - It helps in market research, product research and web research.

Some interesting facts about BPO in Indian industries

- Outsourcing to India- According to reports by NASSCOM, the IT and BPO industry in India has amassed a whopping revenue of \$154billion in the year of 2019. Over the next five years 40% of India's workforce is expected to augment their skills in order to meet the requirement of outsourcers.
- Cloud technology in outsourcing- As per reports by outsourcing insights the cloud industry reached up to \$200 billion in value in 2019. The revenue of global cloud infrastructure has catapulted from \$717 million in 2010 to \$26 billion in 2019.
- Popularly outsourced services- The most popularly outsourced services in 2018 and 2019 were mobile application development, data entry, BPO, customer support, datacenter operation, web hosting and web operations.

Reason for joining BPO industry

- Good opportunity

- Level of education does not matters.
- Better working environment
- Flexible Timing
- Better lifestyle
- Transport facilities

Reasons for leaving BPO industry

- Lack of promotion and growth
- For hike in salary
- Policies and procedures are not well
- Personal life problems
- Physical Strains

### CONCLUSION

BPO plays a very significant role in telecom sector. Today BPO firm provides many services to the telecom sector as well as many sector i.e retail or e-retail, insurance, healthcare, telecommunication, and banking etc. It has enhanced the employment generation. In this report we have tried to cover almost everything related to BPO industry in brief. So we can conclude that this study is a warning signal to BPO's to take immediate actions to tackle the problems of their existing employees and provide them a good work life. Because we can find that they are dissatisfied with their policies and provisions which are followed in their organization

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### ACKNOWLEDGMENT

I would like to show my gratitude and thank Prof. Prathamesh Nadkarni for motivating, guiding and mentoring me for writing this research paper. He is a warm hearted and a fun-loving person with concrete values and ethics. Sir you have been our inspiration. Thank you very much sir!