

Developing Skills to Improve Employability in IT Industry- A Study of NASSCOM and BPO

Basavaraj^[a]

Anjaneya B^[b]

Abstract

Now a day the Information Technology -Business Processing Outsourcing industry requires multi-skilled professionals because of in recent times talent management has become crucial role. It is also very essential for organisations to implement industry best practices and policies for employee recruitment and retention like skill up gradation, attrition management, employee engagement, global integration, leadership and career development etc. Many Indian IT-BPO industries are already in this way and have achieved a lot in this direction. Talent management is always remained on the radar of NASSCOM and owing to the people-intensive Indian IT-BPO organisation has a huge employer of skilled manpower and providing jobs to nearly 2.5 million people directly. NASSCOM has undertaken some initiatives regarding setting up the Sector Skills and Council under National Skill Development Council initiatives aiming to development of talent programmes in the industry with focus on standards and practices in an organization National skill development corporation acts as a stimulant in skill development by providing fund to enterprises, companies and organisations and it provides skill training also. It will also develop appropriate models to enhance; support and co-ordinate private sector initiatives. The study is descriptive and analytical in nature and used secondary data analysis to attain its objectives.

Key Words: IT, BPO, Employability skills, NASSCOM, NSDC

<p>^[a]Basavaraj Research Scholar, Department of Commerce, SBS, Central University of Karnataka, Gulbarga. Email: bmgudadur81@rediffmail.com Mob: +917411133</p>	<p>^[b]Anjaneya B Guest Lecturer, Govt Degree College Basavapattana, Chennagiri Email: anju9850@gmail.com Mob: +919538009003</p>
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1. Introduction

Today, a lot of Employees in IT industry have not had very diverse experiences. So they do not have enough knowledge to connect proper solution of problem and they end up with very linear solutions without a broad perspective on the particular problem. Broader one understand the human experience and the better design when they will have good knowledge about particular problem. Now days the IT-BPO industry requires more multi-skilled professionals because of in recent times talent management has vital role. It is also imperative for organisations to implement industry best practices for employee recruitment retention and skill ÿup gradation, attrition management, employee engagement, global integration and also leadership/career development etc. Many of Indian IT BPO industries are already in this direction and have been achieved a lot in this way. Talent management has always remained on the radar of NASSCOM is owing to its criticality to the people-intensive in Indian IT-BPO industry. The sector has a huge employer of skilled manpower and providing jobs to nearly million people directly. NASSCOM is undertaking some unique initiatives - setting up the Sector Skills Council under National Skill Development Council and introducing the Exemplary Talent (Next) Practices Awards 2011. Initiatives are aiming at enhance the talent pool in the industry with focus on policies and practices. NSDC acts as a catalyst for skill development by providing funding to the enterprises, IT companies and some other organisations that provides effective skill training programmes. It will also develop appropriate model to enhance, support and coordinate the private sector initiatives

2. Literature Review

Mr. Manish Sabharwal, Chairman, Team Lease Services speaking on 'Employment to Employability', at the CII Global Summit on Skills Development, held in New Delhi on September 17-18, 2008 said, "Success comes from three Es, they are 'Education', 'Employability' and 'Employment'. As per Nasscom From India's young demographic profile which is an ÿinherent advantage, to its vast network of academic Infrastructure that provides out million graduates annually, to its English speaking workforce, the country offers an unmatched mix of human -power benefits to organizations Despite the strong fundamentals, there are already growing concerns about parts of the existing available talent pool being unsuitable for employment due to a skill gap. ÿAnother survey of employers shows that only a handful of the 1400 engineering

schools in India are recognized as class education with graduates worthy of consideration for employment (Globalization of Engineering Services, 2006). National Knowledge report holds "command over the English language is perhaps the most important determinant of access to higher education, employment.

3. Objectives

- To throw light on the employability skills required for Information Technology Industries
- To know the developing skills taken by the NASSCOM and BPO towards to improve employability of technical employers.
- To explore how soft skills can be integrated with IT services thereby grooming the professional employers for employment

4. Methodology

This study is analytical and descriptive in nature. It is based on secondary data, It is collected from books and periodicals, journals, literature review and content analysis, Websites of www.nasscom.in and newspapers.

5. The IT-BPO Sector Skills Council under National Skill Development Council in India (NSDC)

National Skill Development Council is one type of Public Private Partnership (PPP) in India set up to facilitate the development and up grading of the skills of the growing Indian workforce through skill training programs. The large parts of the organisation's efforts are directed at the private sector and towards to develop the skills in the unorganised sector in India. NSDC supports skill development efforts, mainly focusing on unorganised sector in India by providing skill training and development programmes. It has also engages in advocacy and training programmes, in-depth research to discover skill gaps in the Indian workforce and developing accreditation norms.

A growing economy like India requires a large and skilled workforce. However, the lack of quality trainers and training institutes has created roadblocks to growth. Skills shortage is evident in every sector of the economy. NSDC seeks to fill the gap between the growing demand and the scarce supply of skilled personnel all over sectors by funding skill

training programmes. IT and BPO Industries primary goal is to foster private sector and industry participation in skill training programmes and development of the talent. NSDC is a not-for-profit company set up by the Ministry of Finance, under Section 25 of the Companies Act. It has an equity base of Rs 10 crore, of which the private sector holds 51%, while the Government of India controls 49%. so that NSDC is called as a public private partnership in education in India.

NSDC is a Public Private Partnership (PPP) and is managed by a team of experienced professionals. It has a team of professionals and an end-to-end decision-making process in place. A tiered decision-making structure - a Board, Board Sub-Committees and the Executive Council - helps the organisation formulate strategies and run it effectively. NSDC is focusing on 20 high priority sectors and the unorganized sector. However our focus is not limited to these sectors alone

NSDC is focusing on 20 high priority sectors and the unorganized sector. However our focus is not limited to these sectors alone. Automobile / auto components, Electronics hardware, Textiles and garments, Leather and leather goods, Chemicals and pharmaceuticals Gems and jewellery Building and construction, Food processing Handlooms and handicrafts Building hardware and home furnishings, IT or software ITES-BPO Tourism, hospitality and travel Transportation/ logistics/ warehousing and packaging Organised retail Real estate Media, entertainment, broadcasting, content creation, animation Healthcare Banking/ insurance and finance Education/ skill development Unorganised sector. NSDC's key roles are: Funding and incentivising, Enabling support services Shaping/creating. The NSDC provides skill development funding either as loans or equity, and supports financial incentives to select private sector initiatives to improve financial viability through tax breaks etc. NSDC's financing initiatives provide funding through: Loans, Equity and Grants.

6. Developing Skills to Improve Employability in NASSCOM and BPO Spotlights

(A).NASSCOM Exemplary Talent (Next) Practices at the conclave Sets up Information Technology and Business Processing Outline Sector Skills Council Announced 'Top 20 IT-BPO Employers in India' ranking. Spotlights NASSCOM Exemplary Talent (Next) Practice sat the conclave NASSCOM's annual Human resource conclave that brings under one roof the best of the best from the Human Resource world have seen in the delegates such new ideas, identifying challenges and innovative policies to work with Next

generation employees and build them into leaders of Talent Management has always remained on the radar of NASSCOM is owing to the people intensive and the sector has a huge of skilled manpower and providing jobs to them directly

Sr. No.	Category	Organisation Name
01	Next Practices Award for Partnering with Academia	Tata Consultancy Services Ltd.
02	Next Practices Award for Technology in HR	Infosys Ltd.
03	Next Practices Award for Promoting Innovation & Entrepreneurship	Anthelio Business of private technology.
04	Next Practices Award for Talent Sourcing	Aegis Ltd.
05	Next Practices Award for Skills Enhancement	CRISIL
06	Special Recognition	Maveric Systems Ltd.

NASSCOM decided to host its first-ever Nasscom Exemplary Talent (Next) Practices Awards 2011 and partnership with the Mercer and a leading global provider of consulting, outsourcing and also investment services. Six winners were across five categories and organisations such as Tata Consultancy Services, Infosys, CRISIL, Maveric Systems, Anthelio Business Technologies and Aegis Ltd.

B).The Information Technology and BPO section skill council the conclave also serving as a platform for the setting up of its IT-BPO section skill like National Skill Development Corporation (NSDC). The council has focused on identifying and validating skills gaps and build the occupational standards for different job profiles in the sector and also created such programmes for developing foundation and specialised skills and up-skill faculty through faculty development programmes like use metrics (such as the NAC and NAC Tech tests) to measure entry-level employability and build a collaborative ecosystem with industry and training.

C).Top 20 Information Technology and BPO employers in India another high point of the Human Resource Summit was the announcement of the annual rankings of the Top 20 IT-BPO employers in India in the Financial Year 2010-11. It is based

on a survey conducted by NASSCOM and the identified in the IT-BPO organisations that were the preferred destinations for career seekers. Tata Consultancy Services emerged as the largest recruiter over the last year and followed by Infosys and Wipro Technologies. The rankings are in hiring and with the almost one-third of the industry are aiming to grow by 25 per cent and a little over two-third of the industry planning to increase its employee base by 10 per cent in year. According to the NASSCOM has renewed focus on increasing the number of women the workforce and with women as a percentage of total new hires reaching more than 40 per cent over the last three years. The cost of hiring for half of the industry had declined that over the last three years even though as a result of increased in the industry that has campus placements and internal job postings. It is Hiring from tier-III cities also increased over the last year and organisations that were sourcing talent from tier-III locations reported a higher manpower fulfilment ratio. The survey additionally showing that the industry was investing in a number of initiatives to build a trainable talent pool making available industry ready professionals and imparting specialised training to create more domain experts. According to the research almost all IT-BPO organisations were sponsoring certification programmes for employees while 83 per cent were conducting the programmes internally Almost 70 per cent that they sponsored higher education for their employees.

Top 20 IT-BPO Employers in India 2010-11

S/n	Company Name	S/n	Company Name
01	Tata Consultancy Services Ltd	11	Mahindra Satyam 1
02	Infosys Limited	12	Intelenet Global Services Ltd*
03	Wipro Technologies Ltd.	13	Firstsource Solutions Ltd*
04	Cognizant Technology Solutions India Pvt. Ltd.	14	CSC, India
05	HCL Technologies Ltd	15	WNS Global Services (P) Ltd
06	Mphasis Ltd	16	Syntel Ltd
07	Genpact Ltd	17	Patni Computer Systems Limited 2
08	Capgemini India Pvt Ltd	18	Hinduja Global Solutions Ltd
09	Tech Mahindra Ltd 1	19	Exl Service.com (India) Pvt Ltd*
10	Aegis Ltd	20	L&T Infotech

7. NASSCOM's Human Resource survey indicated the following

Women constitute 37% per cent of the total workforce and One-third of the current employee base is less than 25-years-old; 55 per cent is 26-35 years per cent is 36-45years;is 45+ and Differently-abled employees constitute only 0.2 per cent of the workforce and even though 90 percent organisations surveyed reported an increase in employee referrals whereas 75 per cent reported an increase in campus hiring and internal job in an organisation finally it will the offer acceptance ratio has estimated per cent.

8. Focus areas for skill enhancement Domains

BFSI, Telecom Service Lines IT Services and Engineering Services: Application Development and Maintenance; BPO Voice: Six sigma BPO Non-Voice Business research & analytics Other Specialised Skills: Cross-platform skills like SAP, Oracle, Java emerging technologies: Cloud, Virtualisation SOA, SaaS Geo-specific: Languageskills

9. Findings

Nasscom industry has implemented best practices on employee recruitment/retention, skill up gradation, attrition management, employee engagement global integration, leadership/career development, etc National Skill Development Council has provided fund to enterprises, companies and organisations for develop skill training programme NSDL has focused on identifying and validating skills gaps and build the occupational standards for different job profiles in the sector Nasscom has introduced Nasscom Exemplary Talent (Next) Practices Awards in the year Nasscom has focused on increasing the number of women the workforce and with women as a percentage of total new hires reaching more than 40 the last three years Nasscom has focused on IT service areas for skill enhancement Domains

10. Suggestions

Nasscom and BPO industry should have been new Technology because of that contributes to the effective carrying the tasks IT industry should be having effective Planning and organising in sense of managing time and priorities - setting proper time and coordinating tasks

Nasscom industry should be more concentrate on build the teamwork that contributes to productive working relationship about outcomes IT Industry should be take continuously assessing candidates on key skills. Employee should been new ideas, challenges and innovative.

11. Conclusion

NASSCOM various initiatives are aiming to create a good knowledge and continuously link between the talent and also continuously candidates on key skills and provide them with effective training-need-analysis. Employability has set of achievements skills, understandings and personal attributes – that make graduates more likely to gain employment and be successful in their chosen occupations and which themselves as well as the workforce, the community and the economy of the country

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