

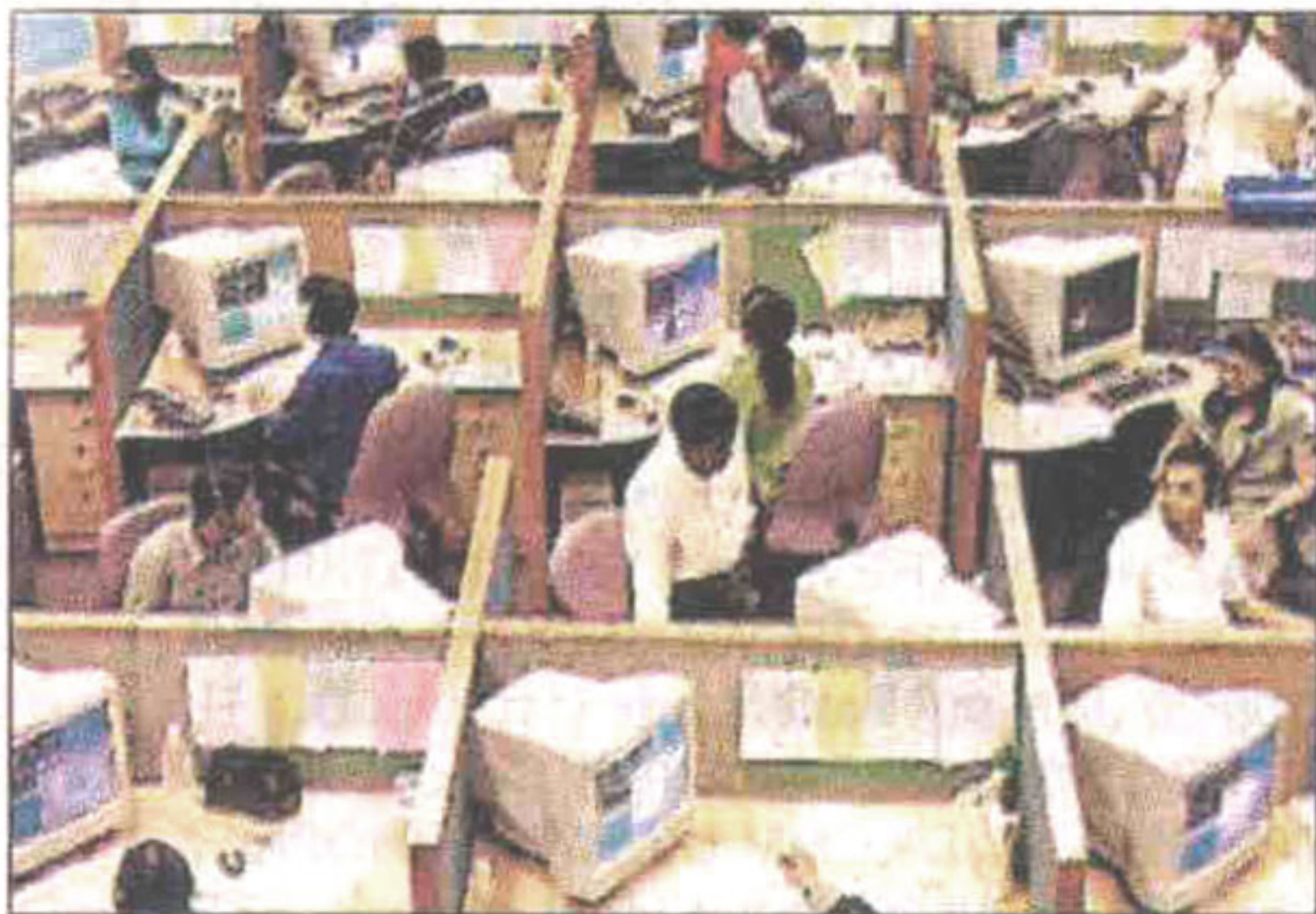
Outsourcing race grows, but India still hot

HT Correspondent

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THE WORLD seems to be catching up with India's IT and off-shoring prowess. In the last one year, several countries have grown and consolidated their position as alternative offshore destination.

While India topped Gartner Inc 'Top 30' destinations for offshore services, the study spoke of countries such as Mexico, Poland and Vietnam strengthening their position. "These countries will be seeking to take advantage of the opportunity created by the increased focus that many organisations now have on cost optimisation, as a result of the current economic crisis," said Ian Mar-



riott, research vice president at Gartner.

Reacting to the study, Raj Bowen, managing director (India) of Personnel Decisions International, an international HR consultancy company said, "The US, Europe and Japan are facing

the major brunt of recession. They have no choice but to cut cost and send jobs offshore to be more cost affective."

Lot more jobs will get outsourced to India, as the country is better positioned to handle it. India has cost advantage, in addition to a huge pool of IT talent who are fluent in English. There is also the benefit of having had a headstart and a sound infrastructure.

"Given the current financial turmoil, cost will remain an important factor. However having the right balance between lower cost and higher risks, and lower risks and higher costs will be critical in times of recession and uncertainty," said Marriott.

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