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# Pink City emerging as outsourcing hub

**In the next two years there would be 20,000 new jobs in the sector in Jaipur, say experts**

Special Correspondent

**JAIPUR:** Global melt down or not there are jobs waiting out there for those adequately trained in Information Technology (IT) and Information Technology enabled services (ITes) in the Pink City.

Jaipur is fast emerging as an outsourcing hub and if the industry experts are to be believed, in the next two years there would be 20,000 new jobs in the sector. More than 100 IT and ITes companies have set up shops in the city.

Over the past three years, the total exports from the city rose by 40 per cent, touching about \$100 million in the last

fiscal. Leading companies such as Wipro, Tech Mahindra, Nucleus Software, Nagarro Software, Truworth, Connexions will be starting operations here shortly.

One came across these rather heart-warming pieces of information at a seminar on "Emerging career opportunities in BPO and ITes Sector", organized by NIIT Uniqua-Centre for Process Excellence, an NIIT-Genpact venture here this weekend. World Chess Champion and NIIT Mind Champion, Viswanathan Anand also was present.

The seminar was held to discuss the growing opportu-

nities in the BPO/ITes sector and how to create a talent pool for this industry. Experts from Genpact, Infosys and Deutsche Bank attended the seminar.

### Skill upgradation

The seminar served as a forum to address the ever increasing demand for skilled workers in the BPO and ITes sector which till recently Rajasthan and Jaipur lacked. The experts were emphatic about the need to upgrade skills and get to areas of value addition instead of retaining the notion that "BPO is all about making and receiving calls".

Though the industry continued its strong growth trajectory to become the 'nerve centre' for global outsourcing, the demand-supply gap in skilled manpower resources remained, the experts pointed out. Anand too highlighted the need for "up-skilling" to increase employability.

"Our education system offers a rigid and inflexible course curriculum which leads to constrained development of skill sets in our society. Hence, acquisition of additional skills becomes imperative to help increase one's employability. Just like a game of chess contributes

significantly towards intellectual development, up-skilling helps you to have an edge over others," Anand said.

NIIT Uniqua President Chockalingam Murugan too focused on employability. "The important issue that needs immediate attention is employability of the potential workforce. Most of the graduates who aspire to be employed in this sector remain unemployed for want of right skills to excel in the BPO environment. ITes-BPO industry is growing at over 50 per cent, providing an ever-expanding opportunity to create more jobs than any other sector," he pointed out.