

Employment in IT-BPO expected to grow four-fold

Our Bureau

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Direct employment in the IT-BPO industry is expected to grow four-fold to touch one crore by the year 2020 from about 23 lakh now, according to Nasscom, the apex body for the IT industry. Of this, 41 lakh would be based in semi-urban and rural locations and 50 lakh would be women. This momentum would add another 20 million indirect jobs by that time.

Asked if the supply of quality manpower isn't more the challenge even now, compared to the availability of business, Mr Som Mittal, President, Nasscom, told *Business Line*, "Today, large companies deliver 100 per cent of projects themselves. This is not sustainable. They have to move to a partnership model."

According to him, managing a company that is one-lakh strong is very different from managing one with a headcount of five lakh. Large vendors would have to share their margins with smaller vendors in the interests of quality execution, he said.

He cited the example of the Unique Identification Authority awarding Application Development to Mindtree Consulting. "This would be ex-

NASSCOM Top 20 IT-BPO Employers in India

| | 2009-10 | 2008-09 |
|--------------------------------------|---------|---------|
| Tata Consultancy Services | 1 | 1 |
| Infosys Technologies Ltd | 2 | 2 |
| Wipro Ltd | 3 | 3 |
| Cognizant Technology Solutions India | 4 | 4 |
| HCL Technologies Ltd | 5 | 5 |
| Genpact Limited | 6 | 10 |
| MphasiS Ltd | 7 | 7 |
| Intelenet Global Services Ltd* | 8 | 8 |
| Tech Mahindra Ltd | 9 | 11 |
| Aegis Ltd | 10 | 12 |
| Capgemini Consulting India Pvt Ltd. | 11 | - |
| WNS Global Services (P) Ltd* | 12 | 13 |
| Firstsource Solutions Ltd* | 13 | 14 |
| CSC India Pvt Ltd | 14 | 15 |
| 3i Infotech Ltd | 15 | - |
| Hinduja Global Solutions Ltd* | 16 | 18 |
| L&T Infotech | 17 | 17 |
| Patni Computer Systems Ltd | 18 | 16 |
| Exl Service.com (India) Pvt Ltd* | 19 | - |
| Aditya Birla Minacs Worldwide Ltd* | 20 | - |

* - Pure-play BPO cos

Accenture and IBM did not participate in the Nasscom survey.

Cos in last year's list but missing in this year's include HP India, Oracle Financial Services and Convergys India

ecuted under the partnership model."

Hardware companies, he said, have succeeded in the partnership model for distribution of products. "Software services firms will get there."

WAR FOR TALENT

Commenting on the aggressive hiring plans of IT companies, he said the industry hadn't built enough of a pipeline during the slowdown, resulting in the demand for experienced hands.

This has resulted in a round-robin environment (where one company loses experienced people to competition and hires more experienced from the same industry pool,) he said. "That would get sorted out by December this year," according to Mr Mittal.

He also clarified that IT companies would largely keep to their commitment of visiting engineering campuses for recruitment only in the eighth semester and not earlier. This helps colleges retain students' interest in studies till they complete their education. The instance of Accenture visiting a campus earlier than the eighth semester was an "aberration," he said. "This was in one out of 1,000 colleges. They have reiterated their commitment to keep with the guidelines."

According to Mr Mittal, the industry would adopt best practices such as insisting that prospects produce relieving letters from their former employers; making background checks mandatory (from the National Skills Registry database of about 7 lakh entries); and discouraging frequent job-hoppers (less than six months with an employer).

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