

Introduction to IT-ITeS Industry

Class IX , Introduction to IT-ITeS Industry(IT
#402)

By : Gitashree Nayak

Mob No. : 9439656911

CHANGING YOUR TOMORROW

Learning Outcome of this Session

- Students will be able to learn definition of IT and ITeS
- Students will be aware of areas where IT is used and IT jobs are available.
- They will learn what is BPO(Business Processing Outsourcing)
- Students learn the various BPO services

CHANGING YOUR TOMORROW

Introduction

- Information and Communication Technology (ICT) has become one of the basic requirements of the modern society.
- In today's digital era, we use mobile devices to perform the tasks of our daily life. It is difficult to think of any event without the use of digital devices.
- Information Technology (IT) is one of the world's fastest growing economic activities.
- The Information Technology enabled Services (ITeS) sector has not only changed the way the world looks at our country but has also made significant contributions to the Indian economy.
- **This session will introduce the basic concepts and ideas related to Information Technology (IT) and IT enabled Services (ITeS).**

CHANGING YOUR TOMORROW

Information Technology

- **Information Technology (IT) means creating, managing, storing and exchanging information.**
- IT includes all types of technology used to deal with information, such as computer hardware and software technology
- IT has several benefits for a business, such as it helps in reaching more potential customers, developing a business relationship with potential customers, streamlining operations, reducing costs, improving efficiency, maximising profit, minimising waste, providing better service to customers.

CHANGING YOUR TOMORROW

Information Technology enabled services(ITeS)

- Information Technology that enables the business by improving the quality of service is Information Technology enabled Services (ITeS).
- ITeS is also called web-enabled services or remote services .
- These services provide a wide range of career options that include opportunities in all offices like *call centres, payrolls, logistics management, revenue claims processing, medical billing, coding, medical transcription, legal databases, back office operations, content development, GIS (geographical information system), web services and Human Resource (HR) services, etc.*
- Its diverse areas like finance, HR, administration, health care, telecommunication, manufacturing, etc.
- E-enabled services radically reduce costs and improve service standards. In short, Internet service provider aims to provide **B2B e-commerce** solutions.
- ITeS offers different services integrated in a single delivery mechanism to end users.

CHANGING YOUR TOMORROW

BPO Services

- Business Process Outsourcing (BPO) services means performing business operations through an outside service provider.
- BPO also comes under IT services as it plays a very useful role in optimising the business performance.
- India has the expertise in reducing costs with firm control on the quality of the service.
- Some of the BPO services are as follows:
 - a) Financial and Accounting Services
 - b) Taxation and Insurance Services
 - c) E-Publishing and Web Promotion
 - d) Legal Services and Content Writing
 - e) Multimedia and Design Services
 - f) Document Management Services
 - g) Software Testing Services
 - h) Health Care Services

CHANGING YOUR TOMORROW

Home Assignment

1. What do you understand by the term IT and ITeS?
2. What are the career provided by IT-eS ?
3. What is BPO ,How it is helpful in todays World?
4. What are the BPO services.

CHANGING YOUR TOMORROW

THANKING YOU

ODM EDUCATIONAL GROUP