

# Introduction to IT-ITeS Industry

Class IX , Ch-1( IT #402)  
Period 2

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## BPM industry in India

- The IT BPM (Business Process Management) industry has been fueling India's growth. In addition to contributing towards the country's Gross Domestic Product (GDP) and exports.
- The growth of the IT BPM industry has provided India with a wide range of economic and social benefits which includes creating employment, raising income levels, and promoting exports.
- It has placed India on the world map with an image of a technologically advanced and knowledge-based economy
- The IT-BPM industry has almost doubled in terms of revenue and contribution to India's GDP over the last decade (2008–18).

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# ADVANTAGES OF BPO SERVICE

- BPO Service Industry is doing exceptionally well in India because of the following advantages:
- (a) BPO service providers in India invest in hi-tech hardware and software to deliver the best of services. They follow quality checks to ensure error free and exceptional service.
- (b) Government of India is encouraging the BPO Industry in India by providing necessary infrastructure and logistical support.
- (c) BPO Industry in India is highly developed and capable of delivering numerous types of BPO services in exceptional quality.

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## Structure of the IT-BPM industry

The organisations within the IT-BPM industry are categorised along the following parameters:

- Sector the organisation is serving

Type as well as range of offering the organisation provides

- Geographic spread of operations
- Revenues and size of operations

**(a) Multinational Companies (MNCs):** MNCs have their headquarters outside India but operate in multiple locations worldwide including those in India. They cater to external clients (both domestic and/or global).

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**(b) Indian Service Providers (ISPs):** ISPs started with their operations in India. Most of these organisations have their headquarters in India while having offices in many international locations.

- While most have a client base, which is global as well as domestic, there are some that have focussed on serving only the Indian clients.

**(c) Global In-house Centers (GIC):** GIC organisations cater to the needs of their parent company only and do not serve external clients.

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# Home Assignment

1. What are the advantages of growth of IT BMP industries in India ?
2. What are the reason for BPO doing exceptionally well in India ?
3. What are parameters of IT-BPM industry are categorised ?
4. What is MNCs ?
5. What is ) **Indian Service Providers (ISPs)** ?
6. What is **Global In-house Centers (GIC)** ?

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# THANKING YOU

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