

Ites in Service Industry

P. Pramilamani

Assistant Professor, Spurthy college of science and management studies
Bangalore 562106

ABSTRACT

Service sector is one of the leading industries in India. A Service provider plays a vital role in all areas like manufacturing, marketing, sales, education, research, management etc. Many companies in India are service providers (including IT sectors). Generally a service sector not only provides job opportunities and also helps Indian economy by increasing its GDP and GNP. There are various types of services provided by different service organizations. Among that ITES plays a major role in the service industry.

This paper mainly focuses ITES and the benefits of the KPO and BPO to the society.

In this competitive world choosing career which is associated to specialization is complicated. The main purpose of the paper is to create awareness about ITES and job opportunities available in ITES.

Key words: Employment, student benefits, Society welfare, Industries, KPO, BPO etc.,

1. INTRODUCTION

In India service industry is considered to be one of the most important sector that generate more income for the development of the country and also one of the criteria that increases the GDP. Indian Government takes various steps to promote the service industry. Among various service sectors ITES (Information Technology Enabled Services) plays an important role in the society. In this paper it is discussed more about ITES which generates more employment opportunities to the young graduates. ITES eradicate the unemployment in the society. Moreover ITES sector is one of the profitable sector which gives hand to all the other industries especially to the multinational companies. Further it is more useful in the manufacturing industry to ease the work of the manufacturers. Furthermore this paper will make everyone understand the future scope of the industry. Also to know the limitations of ITES industry.

2. REVIEW OF LITERATURE

1. THE ECONOMIC TIMES: Sep 22, 2019

Indian IT firms pay better than local companies in US. Report says average wage paid by Indian cos 2% higher than median wage of \$94,800.

2. TELENGANA TODAY: 2 JULY 2018

IT sector ranks 3rd in India's FDI

The country's cost competitiveness in providing Information Technology (IT) services, which approximately 3-4 times cheaper than the US, continues to be selling Unique Selling proposition (USP).

3. PREMILLA D'CRUZ, CHARLOTTE RAYNOR: AUG 29 2012

This article reports on an empirical enquiry undertaken in India's ITES-BPO (Off shoring-Outsourcing) sector to ascertain the presence of workplace bullying, the influence of sociocultural factors, the nature of bullying categories and the availability and use of extra-organizational redressal options.

Meaning of service: Service is an act or performance offered by one party to another that is intangible.

Definition of Service: "An activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything".

Service Management: A System of supply chain management that actual company sales and the customer. The goal of service management is to maximize service supply chains as they are typically more complex than the supply chain of finished goods.

ITES: Information Technology Enabled Service is outsourcing of processes that can be enabled with information technology and covers diverse areas like finance, HR, Telecommunication etc. Armed with technology and manpower these services are provided with e-enabled locations. This reduces cost and improves service standards.

WHAT IS ITES?

ITES includes Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO) provided from a distant location and delivered over telecom networks. It is customer interaction services including call center facilities with adequate telecom infrastructure, trained consultants, internet and other online information infrastructure to provide information and support customers 24X7.

WHY IS ITES IMPORTANT?

- In India outsourcing is helpful for both the service providers and the clients. Clients get benefits by getting their work done on the accurate time. For the service providers, they create more employment opportunities for the people of India by providing services to the clients.
- The growth of Indian economy is reaching peak and the technology revolution also takes an important role even in small towns are connected through internet broadband and telephones.
- The government of India also takes initiatives by allocating sufficient funds to the ITES sector and has announced new schemes like internet enabled common service centers in rural areas and state wide networks with central assistance. Also government allocate money for the development of the state data centres.
- Now in India spending on education is more to hire some good quality jobs. Highly qualified technical graduates are more in India compared to other countries. Because of that industries can hire large number of talent pool professionals.
- In organization perspective ITES helps companies in achieving the goals with low cost and also work will be done in short period of time. Eg., job consultancies
- And also the Government get a sufficient revenue in the form of taxes from the ITES employees.
- Employment in this sector is also expected to increase more than 3.5 million direct employees and more than 10 million indirect employees.

- India continuous to maintain a leading position In the global sourcing market.
- Indias IT industry amounts to 7% of the global share market.
- The FDI in India increases for the reason that the ITES sector grows day by day.
- Along with ITES sector the other sectors also grows like Real estate, educational institutions etc.

4. INDIAN COMPANIES THAT INVOLVED IN ITES

- TCS
- Infosys
- Wipro
- Accenture etc.,

5. LIMITATIONS

- As many number of people involve in ITES there is a threat that the information cannot be secretly maintained.
- Managing the employees in ITES sector is a challenge for the organisations, that results in poor service management.
- Due to time variations and the cultural differences some countries may hesitate to invest in Indian ITES sector.
- Job security is not guaranteed for the employees who work in ITES sector is considered one of the major constraint.

6. SCOPE FOR FURTHER RESEARCH

Untill the existence of IT sector and other manufacturing organisations the presence of the service industry also exist. Particularly the ITES sector. Many research can be done like the Job satisfaction of ITES employees, Employee turnover in ITES sector, FDI in ITES etc. Consequently the scope for doing further research is more in the ITES sector.

7. CONCLUSION

We may think why service sector is so important or why should we focus more towards it. But service industry is the one which provides more GDP compared to other sectors. Also it helps students in finding new job opportunities. In this competitive world grabbing new opportunities are difficult. But by getting awareness regarding the job availabilities will make finding jobs easy. In ITES job opportunities are more. Creating awareness regarding ITES will help people to eradicate unemployment in the society.

8. REFERENCES

- [1] S.M.Jha: Services Marketing, HPH
- [2] Dutta : Service Management, I.K. International
- [3] [https://cio-wiki.org/wiki/Information_Technology_Enabled_Services_\(ITES\)](https://cio-wiki.org/wiki/Information_Technology_Enabled_Services_(ITES))