

## Creating Employability Through BPO Sector - the Case of Rural Youth In India- Emerging Opportunities And Challenges

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**Abstract:** This paper examines the issues relating to creating opportunities for employability of rural youth in BPO sector. The article focuses on India has workforce bordering 47.41 crore according to a survey conducted by National Sample Survey (NSSO) in 2011-2012. There is a huge pool of young pool of young rural workforce which is potentially employable but not employed. Millions of aspiring and educated rural youth are migrating to urban areas in search of employment & sustainable future. They suffer from socio-cultural constraints, economic constraints, family constraints, and personal constraints, hence rural youth need vocational skill to get employability. But BPO sector has wide angled broad spectrum opportunities for rural youth. BPO sector is the fastest growing sector in India with a contribution of 8.1% of the country's GDP This sector is witnessing progressive expansion. Export sector contribution to GDP is 67%. Government thus focuses on digital India , make in India, initiatives. BPO firms are spread across India

**Keywords:** Rural Youth, BPO Sector, Employability, Emerging Opportunities & Challenges

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### I. Introduction

India has workforce bordering 47.41 crore according to a survey conducted by National Sample Survey (NSSO) in 2011-2012. As shown in this table (1)

total work force	47.41crore
rural workforce	33.69 crore
causal laborers	35.03%

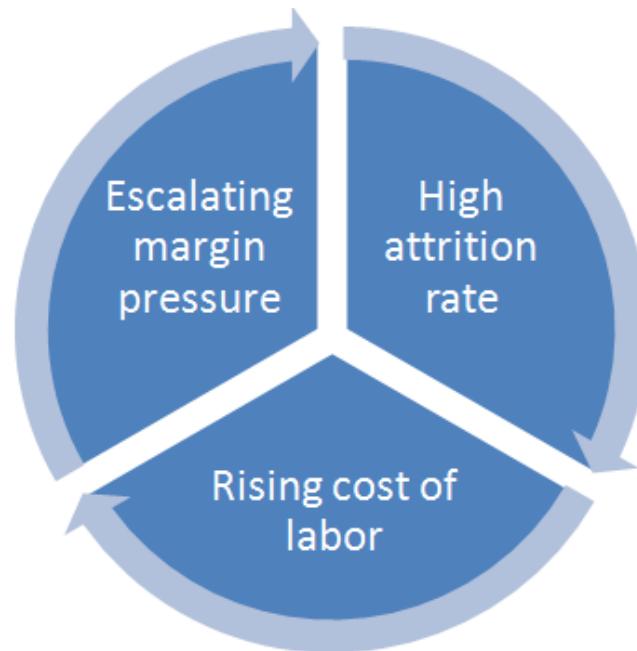
**Source :** National Sample Survey (NSSO) in 2011-2012.

There is a huge pool of young pool of young rural workforce which is potentially employable but not employed. Millions of aspiring and educated rural youth are migrating to urban areas in search of employment & sustainable future. They suffer from socio cultural constraints, economic constraints, family constraints, personal constraints, Hence rural youth need a planned vocational skill training to get employability and to own a sustainable career. The vocational skills will add to the economic progression of the country as well as the overall development of the individual.

### BPO sector & rural youth employment

BPO sector is the fastest growing sector in India with a contribution of 8.1% of the country's GDP This sector is witnessing progressive expansion. Export sector contribution to GDP is 67%. Government thus focuses on digital India , make in India, initiatives. BPO firms are spread across India There are challenges

1. High attrition rate
2. Rising cost of labor
3. Escalating margin pressure



But BPOs are spread only in urban centers but there is a need to spread them into rural centers as well. This will balance equal opportunities to tap the potential of the rural youth. Gram Panchayats are now being connected through optical fiber cable. But the important challenge is to create industry ready workforce and skilled workforce they need training and skill development initiatives. A large agricultural economy of rural India will venture into service sector providing employment opportunities to rural youth for Profit BPO firms thus created will be sustainable in the long term due to a number of reasons.

**The infrastructure cost** - The administration expenses are significantly lower in rural India. The cost of setting up office is very less. The cost of office equipments & space is very less compared to urban India. Workforce availability is high hence the cost of infrastructure is less.

**The delivery cost** - Cost of production is low business can deliver their services at a much lower cost as compared to their urban counterparts. Low cost of production is attributed to low operational expenses like office rent, utility bills, staff salary etc.

Rural BPO have tremendous opportunity to grow. They can build domain specific competencies especially in publishing legal finance and accounting and web research.

1.	E -book creation ,
2.	Digitalization ,
3.	Data conversion ,
4.	Xml tagging,

The financial services include financial data review and processing new customer account set up on the other hand web research data management may include services like product classification retail data extraction backend support for MIS generation back office procurement services and so on Rural BPOs can ensure high operational efficiencies through process ownership and decentralization structure.

**Scope for Individual management** - Rural BPOs can operate as hub through establishment of small delivery centers which can be individually managed. These small delivery centers can be inter connected geographically dispersed BPO centers as well. As the rural BPO suffers from availability of trained workforce, the strategy of employability creation needs to involve training facilities. Rural BPO needs to collaborate with local NGOs and agencies for training & hiring youth. There is a need to establish training centers. The training infrastructure has to be developed in rural India. Industry ready work force have to be prepared through vocational and supportive trainings. Training infrastructure needs to be prioritized in rural India. BPO infrastructure creation and support should be facilitated in collaboration to produce industry-ready rural workforce.

Education system in rural India lacks vocational training. Training organizations find it tough to penetrate remote areas and train youth. Lack of resources and infrastructure becomes a challenge for many business owners. However, easy availability of SME bank loan is helping rural business owners to have an easy access to funds. Apart from that, rural youth tends to train in irrelevant skills by going to cities due to lack of

awareness and again left unemployable. This causes training fatigue in them and it becomes challenging to bring them under training space. While the idea of creating employment by opening rural BPOs looks exciting, there are some challenges which can be overcome through systematic and inclusive approach.

Customers should in no way feel threatened due to the quality of service delivery through rural BPO centers. Centers must keep a check on the quality of service delivery on regular basis and insist customers to frequently inspect the work-in-progress to ensure customer satisfaction. Work sample delivery also induces confidence in customers. A regular feedback and tracking system should be in place where customers can comment on the quality of work and track the progress of work done to meet delivery schedules respectively. Creating employment in rural areas is a big step towards inclusive development. It encourages women empowerment, improves youth image, assists in community development and creates indirect business impact. BPO is the most promising service sector to help realize that dream. BPO careers are associated with growth of emerging India inside the global pattern. It has helped to modernize its infrastructure, enabled energy generation, supported health care support systems. It has made new avenues open up for Indian youth towards better communication, language learning and mass leadership. They have played a greater role in creating Indian youth for a global job market and helped India to gain a sustainable future for the country. World class technologies have entered Indian markets. BPO careers have touched several million of youth in India, Youth from diverse background have found jobs with BPO and found international career opportunities.

#### **Challenges for Indian youth with BPO careers-**

BPO employees work for global customers which means the Indian youth need to be well versed in several global languages. Almost of the BPO companies work for American customers the Fluency in English language is mandatory. There is a difference in Indian English accent and American English accent. Indian BPO employees are to polish their vernacular abilities besides working for long distance customers in night shifts. Sometimes Indian youth fail to come up with learning English fluency and western accent. Many of them change their jobs immediately after joining. Several of them find it difficult to cope up with night shifts. All these are directly influencing their life styles, health aspects and living styles. Change in sleep patterns change in resting patterns change in physical activities are costing these youth and they have become very lethargic to health physical practices such as sports and physical fitness. Besides working for multinational companies outside the Indian boundaries always has the risk of staking nation's brain drain and intellectual property rights. Out sourcing work passes through several intellectual sources and these will be influencing

## **II. Conclusion**

Hence there is a huge pool of young rural workforce which is potentially employable but not employed. Millions of aspiring and educated rural youth are migrating to urban areas in search of employment & sustainable future. They suffer from socio cultural constraints, economic constraints, family constraints, personal constraints, Hence rural youth need vocational skill to get employability

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