FUTURE OF RURAL BPO IN RAJASTHAN
(Policy and Governance Structure for Rural BPO in Rajasthan)

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Abstract

The act of obtaining services from an external source. Business process outsourcing (BPO). Outsourcing as referred to in the corporate environment. BPO occurs when an organization turns over the management of a particular business process (such as accounting or payroll) to a third party that specializes in that process. The underlying theory is that the BPO firm can complete the process more efficiently, leaving the original firm free to concentrate on its core competency. Outsourcing is essentially a basic definition of the corporation around core competencies and long-term outside relationships. In this paper we are making efforts to open BPO in rural areas of Rajasthan. Rajasthan is a globally famous tourist destination. Efforts are continuously being made by the State Government to improve urban infrastructure like roads, sanitation, availability of drinking water, connectivity, etc. Rajasthan can also boast of a relatively good law and order situation. Recent efforts of the State Government to improve the urban infrastructure of Jaipur and other major cities of the State have been instrumental in IT Majors investing in the State. An IT SEZ has been set up in Jaipur where companies like Infosys, Wipro and Genpact are setting up their BPO operations and Development Centers.

Keywords: NeGP, BPO, SEZ, Outsourcing, Corporate Environment, e-Governance.

Introduction

India has rapidly achieved the status of being the most preferred destination for business process outsourcing for companies located in the US and Europe. The availability of low cost skilled manpower, a huge English speaking population, low cost and appropriate infrastructure have been the main reasons for these companies outsourcing their operations to India. With the Business Processing Outsourcing (BPO) industry flourishing in India, more and more companies began establishing operations in the metropolitan cities to capitalize on the available human resource talent and physical infrastructure.

This frequent poaching and high attrition resulted in increased recruitment and training costs. Given this situation, some BPO companies have started operations in smaller towns and even villages. Initially, these companies are outsourcing low-skilled work such as data entry, scanning, formatting, etc. to the village BPO. The establishment of BPO in villages is expected to result in the development of rural infrastructure, increase in standard of living, and generation of sufficient employment opportunities at the village level. All this could effectively address the problem of people migrating from the villages to cities in search of work. But rural areas are dogged by problems such as under-developed infrastructure, lack of basic amenities, and low-skilled workforce. Both the private sector and Indian Government are taking initiatives to remove these deficiencies in a gradual and phased manner.

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