The Growth of IT & BPM Industry Services and its Journey towards 'Make in India' – A Case Study

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ABSTRACT

Background/Purpose: *Information Technology and Business Process Management (IT & BPM) Industry is considered to be one of the topmost service sectors in India with respect to the economic growth of the country, the job opportunities created and various other factors. With the changing scenario in the digital world, there is a need for the IT & BPM Industry to enhance its capabilities and take this sector forward to sustain the existing economy of the country and also increase employment opportunities. After being identified as one of the sectors to come under the 'Make in India' mission proposed by Prime minister Mr. Narendra Modi, this concern has taken a big leap towards improvement.*
Objective: *To study the growth and contribution of the IT & BPM Industry towards realizing 'Make in India' proposed by the Hon'ble Prime Minister of India, Sri Narendra Modi.*
Design/Methodology/Approach: *Presentation of information collected from various scholarly articles, web articles and also and analysis using SWOC framework.*
Findings/Result: *Based on the analysis of facts and figures and also by looking at the various scenarios of expansion of IT & BPM industry in India, it is seen that this industry has seen considerable growth and progress in various avenues such as creating employment opportunities and country's economy. Few recommendations are also suggested to take the concept further.*
Research limitations/implications: *The study is limited to the IT & BPM Industry, though a total of 25 Industry sectors have been identified under 'Make in India'.*
Originality/Value: *This paper focuses on the growth of the IT & BPM Industry and the factors that helped towards making 'Make in India' a reality. It also tells about the support given by Government to achieve the same.*
Paper Type: *A Research Case study paper on the growth of the IT & BPM Industry and realization of the 'Make in India' concept.*

Keywords: IT & BPM, Make in India, Indian Economy, digital talent, Industry giants, Multi-National Companies, Women Entrepreneurship**.**

1. INTRODUCTION :

Indian Economy has seen a great setback in 2020-21 due to open reasons known. It has been more than a year of struggle and setbacks for the whole country in almost all sectors except for the IT & BPM industry. Hence, IT & BPM can also be considered as a lifesaver for the Indian Economy with Government expecting it to further grow at 8.4% in the current financial year [1]. Not only in terms of economy, but this Industry has also gone a step ahead in the creation of employment opportunities. It is calculated that 75% of the world's digital talent is present in India. With this India is surely moving towards becoming the world leader and in due course of time, the IT & BPM Industry will be one of the pioneer industries.

This paper consists of 14 sections. The first few sections give information about the IT & BPM Industry and the remaining sections talks about the 'Make in India' concept and its implications on IT & BPM. Section 1 gives a brief introduction to the case study. In the second section, we present the objectives of the case study. Section 3 specifies the methodology followed for the analysis and presentation of facts in this paper. Section 4 includes the journey of the IT & BPM industry in India. The fifth section presents the structure of the industry. Section 6 gives information about factors that have helped the IT & BPM Industry to progress. In section 7, various sub-sectors of this Industry are discussed. Various employability opportunities in the IT & BPM industry are discussed in section 8. Section 9 includes a brief introduction of 'Make in India' and how it has made an impact on the country. The tenth section consists of a discussion on opportunities and support given by the Indian Government to the IT & BPM industry towards achieving 'Make in India'. Section 11 has details about the various companies in this sector and the domain area of service that they provide. Section 12 consists of a brief discussion about foreign collaborations done to achieve 'Make in India'. The thirteenth section is dedicated to a SWOC analysis on this industry and the last and final section number 14 gives the conclusion of this case study and also a discussion on observation.

2. OBJECTIVES :

(1) To study the journey of the IT & BPM Industry and its structure and services in India
(2) To understand the various factors that helped the IT & BPM Industry's growth in India.
(3) To study the sub-sectors of the IT & BPM Industry and the various employability options in each sub-sector
(4) To study the concept of 'Make in India' and its impact on the country
(5) To study the various opportunities and support given by the Government of India to the IT & BPM Industry towards 'Make in India'
(6) Industry Giants and their support towards IT & BPM
(7) SWOC analysis of IT & BPM Industry in India

3. METHODOLOGY :

The information required for this case study is collected through various secondary sources such as journals, published papers, archived newspaper articles and websites of the Government of India's IT & BPM Industry. One of the important sources of information is the annual report of NASSCOM which gives detailed insight into the IT & BPM Industry.

4. THE GROWTH OF THE IT & BPM INDUSTRY IN INDIA :

The IT & BPM industry in India began its journey in the mid-80s. The journey of growth of the IT & BPM Industry has been very interesting and promising. The following is the summary of this journey of the IT & BPM Industry in achieving spectacular growth as seen now [2].

Table 1: Growth history of IT & BPM Industry in India

Year	Milestones
The early 90s till 1995	Labour cost was low in India. Hence most of the US companies were outsourcing their work to India as there were skilled people in India and it was very advantageous.
1995-2005	Many IT companies emerged during this time. It was considered a privilege by the people to work in these companies. Many western countries too started IT firms in India.
2005 to 2014	The IT companies started earlier and some of the new firms turned into Multinational companies, thereby offering their services across the globe. This increased the revenue generated and also the economy of the country grew higher and higher, Job opportunities also increased.

2014 onwards	The government of India has included IT & BPM as one of the 25 sectors in the list of sectors identified by it during the launch of 'Make in India'

5. IT & BPM INDUSTRY AND ITS STRUCTURE :

IT & BPM Industry is considered as one of Industries in India which has been contributing to the Indian Economy to the maximum without any break or interruption. The following parameters are considered to categorise the IT & BPM Industry [3].

(i) The sector in which the organisation is placed into
(ii) The type of offering and range of offers
(iii) Operations spread geographically
(iv) Amount of revenue generated and size of operations

Based on the above-mentioned parameters, the structure of the IT & BPM Industry is as follows:

(a) Multinational Companies (MNCs): MNCs are the companies that have their headquarters in some other country outside India but operate in multiple locations throughout the world. They have their assets and other facilities and operations in at least one more country other than their country of origin or home country. Examples: IBM, Convergys and so on.

(b) Indian Service Providers (ISPs): The companies that started their operations in India are called Indian Service Providers. The headquarters of these organisations are in India, but they have branches all over the world. Examples: TCS, Infosys and so on.

(c) Global In-house Centres (GICs): The concept of GIC has evolved considerably over two decades. GIC primarily serves its parent company's needs and does not represent any external clients. In other words, these are In house centres of big organizations providing technical solutions for all their business operations. Examples: EMC, Honeywell etc.

6. FACTORS THAT HAS BEEN HELPING IT & BPM INDUSTRY'S GROWTH IN INDIA :

If we take the whole country's GDP and analyse it, we find that the IT and BPM industries have contributed about 7.7 per cent of the country's GDP. It is also predicted that by 2025, it will contribute 10 per cent of India's GDP [7]. Let us see the various factors that have helped and contributed to this growth in the IT and BPM sector.

- Increasing and encouraging demand for Indian IT services from other countries
- Emerging trends in IT such as healthcare, finance, big data, etc.
- Adoption of ICT technologies in all verticals including Government sectors and projects such as Atma Nirbhar Bharath, The National Optic Fibre Network, Digital India Campaign, Software Technology Parks, etc [4].
- Support and encouragement for startups in India including tax advantage policies.
- The SMAC (social, mobility, analytics, cloud) market future in India [5].
- The growing Research and Development in the IT sector in the fields of Artificial Intelligence, Big Data, Cloud Computing.
- The existence of technically skilled manpower in India

All the above factors have made it possible to see spectacular growth for the IT & BPM Industry in India. If observed properly, it gives us an insight into the rich and traditional resources in India such as skilled manpower, technology at its peak, future market, innovative schemes, emerging trends and technologies etc [6].

7. SUB SECTORS OF IT & BPM INDUSTRY :

According to studies and research, the IT and BPM industry is divided into four distinct sub-sectors. They are:

- Information Technology Services
- Business Process Management (BPM)
- Engineering Research and Development (E R&D)
- Software Products (SPD)

(a) Information Technology Services (ITS): This sub-sector involves a range of application types that contribute towards a specific IT Service. This includes areas such as
   (i) Custom Application Development
   (ii) Hardware Deployment and Support
   (iii) Software Deployment and Support
   (iv) IT Consulting
   (v) System Integration
   (vi) Information Systems Outsourcing
   (vii) Software Testing
   (viii) Network Consultation and Integration
   (ix) Education and Training

(b) Business Process Management (BPM): This sub-sector is concerned with an external agency/organisation managing one or more business processes. BPM is the area of service in which various methods such as discover, model, analyze, measure, improve, optimize are used to automate business processes. [8] These techniques can be combined in various ways to handle a company's business processes and that constitutes BPM [8]. Some of the examples are:
   (i) Customer Interaction and Support
   (ii) Finance and Accounting (F&A)
   (iii) Human Resource Management
   (iv) Knowledge Services
   (v) Procurement and Logistics

(c) Software Products: The sector of the IT & BPM Industry that provides various services in the area of software products is called the Software Products (SPD) sub-sector. The following areas come under this sub-sector.
   (i) Product Development happening in other countries (Offshore)
   (ii) Product Development happening within the country (Onshore)

(d) Engineering Research and Development (ERD): Services that help to improve or manage processes related to the production of a product or service are called Engineering Research and Development. This includes:
   (i) Embedded Service/Software Development
   (ii) Engineering Services/Maintenance

8. EMPLOYABILITY OPTIONS AND JOBS CREATED BY THE IT & BPM INDUSTRY :

One of the major highlights and encouraging developments with the IT & BPM Industry is the number of jobs that it has created for the people of the country. The jobs that were otherwise thought of as only being created in foreign countries are now seen in India. Two types of jobs are created through the IT & BPM Industry- Direct jobs and Indirect jobs. Direct employment includes the job profiles related to software development. Indirect employment includes other services such as catering, transport, security, etc.

The IT & BPM industry of India has created over 4 million employments during the year 2020. With this India has the honour of being called the ‘largest offshoring destination for IT companies across the world’. This industry has expanded to an extent that it now accounts for more than 30 per cent of the global outsourced market [9].

The following graph shows the employability statistics of the IT & BPM Industry over the years

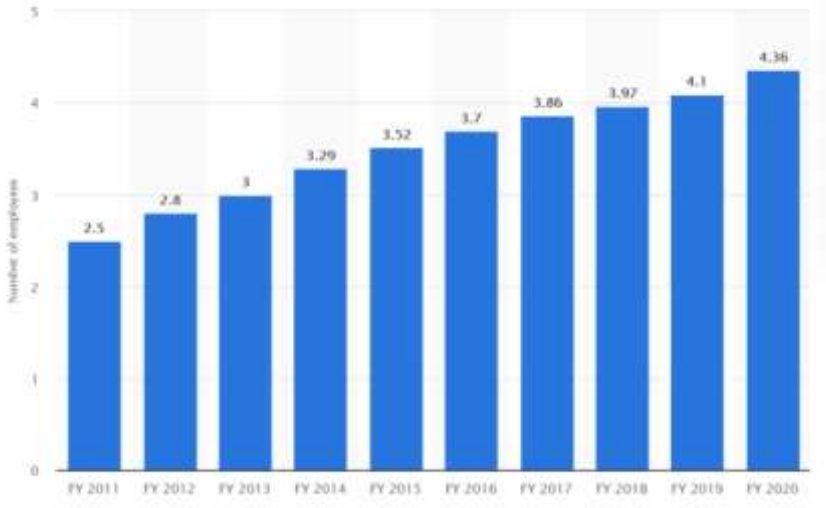

Fig. 1: Graph showing employability statistics of the IT & BPM Industry in India [9]

We observe that during the year 2019 around 4.1 million employment opportunities were created and in 2020 4.36 million people were employed in various sectors of IT & BPM. Hence, it is evident that the IT & BPM Industry is one such industry in India that has seen consistent growth.
The following are the various Employability areas of the IT & BPM Industry.

Fig. 2: Various Employability areas of IT & BPM Industry in India
(Source: https://pursuite-production.s3.amazonaws. com/)

9. CONCEPT OF 'MAKE IN INDIA' AND THE IMPACT OF IT ON THE COUNTRY :

The 'Make in India' concept was floated by Hon'ble Prime Minister Sri Narendra Modi in September 2014. In 2013, India's growth rate had fallen to a great extent. It was then that 'Make in India' was

introduced in the country. The main intention of this was to promote India as a manufacturing hub among the other countries. The second aim was to increase job opportunities within the country and also restrict people from migrating to other countries. The other focus was to increase our country's economy. The traditional Indian manufacturing industry is estimated to contribute slightly above 15% to the national GDP. Hence the goal of this 'Make in India' concept is to take this to somewhere around 25% [10]. 25 sectors were identified and chosen to be a part of this mission. This mission had few preliminary campaigning and convincing to be done. Firstly, other countries and industries of our country had to be convinced about the quality of the products manufactured in India. Secondly, people should be made aware of such opportunities and job openings. All these were achieved by the Department for Promotion of Industry and Internal Trade (DPIIT). DPIIT along with some specialised agencies built the required infrastructure such as a dedicated help desk, a website to name a few through which publicity of 'Make in India' could be done. This concept is based on four columns namely New Processes, New infrastructure, New sectors, New mindset [11].

The World Trade Organization's Information Technology Agreement (ITA), signed in 1996 [12] at the Singapore Ministerial Conference, is regarded as one of the most significant tariff-cutting agreements because it abolishes all customs-related duties on the exportation of certain categories of information technology products to a country. As a result, it chose to focus on its national policy effort, the "Make-in-India" project, which aims to promote domestic manufacturing [12].

10. OPPORTUNITIES AND SUPPORT GIVEN BY THE GOVERNMENT OF INDIA TO IT & BPM :

As mentioned earlier, IT & BPM has played a key role in the overall development of the country. The government of India has been constantly supporting the IT & BPM industry towards achieving 'Make in India' through many of its policies, schemes and awards. Some of the worthiest ones to make a mention are:

(a) National Policy on Software Products was approved by the Union Cabinet chaired by Hon'ble Prime minister of India Sri Narendra Modi on February 28, 2019. This policy aims to support many of the Government initiatives including Make in India, Skill India, Digital India etc. Through this policy, a sustainable Indian Software product industry can be created including 10,000 technology start-ups. An upskilling of 1,000,000 IT professionals and the development of 20 software product development clusters is also proposed [13].

(b) Indian Software Product Registry (ISPR) is created and launched by MeitY (Ministry of Electronics and Information Technology) which provides a complete database of Software Products Companies and the products developed in India along with details of domains, sectors, regions currently serviced and its features etc. Apart from this it also gives information regarding annual turnover, export and domestic revenue, location, type of the company, etc [13].

(c) MeitY – NASSCOM Startup Women Entrepreneur Award 2019 was installed to recognise, honour and encourage Women Entrepreneurs and their start-ups. Through this scheme, 7 women entrepreneurs have been awarded Rs. 2,00,000 each in six different categories [13].

(d) Software Technology Parks Scheme was set up in 1991 as an autonomous body under the Ministry of Electronics and Information Technology [13]. Through this scheme 60 STPI (Software Technology Parks of India) operational centres are set up among which 51 of them are in Tier II and Tier III cities. Through this scheme software companies can set up their operations and business in convenient locations with minimal investments. Other benefits include exemptions from Custom duty, Excise duty, Central Sales Tax, Corporate tax on 90% export turnover as per Section 10A of Income Tax Act. It has also permitted Sales in the Domestic Tariff Area (DTA) and many more.

(e) Domain-Specific Centres of Excellence are set up by Software Technology Parks of India to ensure the building of expertise in the emerging fields such as IoT, Blockchain, AI, Medical Informatics, Health Informatics, Machine Learning, Data Science, etc [13].

Other important initiatives are taken up by the Indian Government to promote the IT & BPM industry towards promoting 'Make in India' are as follows: [14]

- 'Simplified Other Service Provider' (OSP) guidelines was put forth in 2020 to enhance the way of doing business in all IT related fields.

- Information Technology has been considered as one of 12 prominent and promising service sectors and the Government has set up a Rupees Five thousand crore fund for executing and bringing up the potential of these champion service sectors.
- Make-in-India as a movement has created the significant potential for new women entrepreneurs to invest in both innovative and core sectors, boosting the economy and offering employment chances to educated individuals in a populous country like India [16].
- India is becoming an attractive place for MNCs due to the policies put forth as a part of 'Make in India' to invest and hence are showing interest in the Indian IT industry [17].

11. INDUSTRY GIANTS AND THEIR SUPPORT TOWARDS IT & BPM :

Leading Industry Giants have always been supportive in every Government initiative including 'Make in India'. The following are some of the leading Indian IT companies that have contributed significantly towards IT & BPM Industry growth in India. The following table also provides information regarding the various services offered by them [18].

Table 2: List of Indian IT companies offering IT & BPM services along with the domain areas of service [18]

	Finance & Accounting	HR	IT Services	CRM	Data Analytics	Legal processing	Procurement
Wipro BPO	✓	✓	✓	✓	✓		
Infosys BPO	✓	✓	✓	✓		✓	✓
TCS Ltd	✓	✓	✓	✓	✓		✓
Aegis Ltd	✓	✓		✓			
Genpact Ltd	✓	✓	✓			✓	✓
WNS Global Services	✓		✓	✓	✓	✓	✓

In addition, big giants such as Infosys, Wipro, and TCS are using their innovation hubs and research and development centres to develop new inventions and concepts in various emerging technologies in support of the 'Make in India' initiative [14]. Infosys has the credit for employing the highest number of Indians in India and also in other countries [15]. Some of the notable developments in the year 2020 are as follows:

- Tata Consultancy Services (TCS) has partnered with Star Alliance in providing predictive and real-time business analytics, enhance customer experience and speed up digital transformation.
- Infosys has entered into a partnership with Rolls-Royce in the area of Aerospace engineering in India.
- Wipro has tied up with VeriFone for a contract with cloud service offerings.
- RBL Bank and Infosys Finacle have partnered to shift the bank's on-premise deployment to a containerized environment operated by Kubernetes and accredited by the Cloud Native Computing Foundation (CNCF).
- Infosys Modernization Suite' is a recent launch by Infosys to help organizations float their cloud modernization needs.

12. FOREIGN COLLABORATION/INVESTORS IN INDIA :

The Ministry of Electronics and Information Technology has introduced International Cooperation Division (ICD) [13] to expand IT & BPM and other related sectors to provide an opportunity for mutual partnership and collaboration between countries for overall technical growth. Through ICD, the Government aims to align foreign collaboration activities to achieve activities such as 'Make in India'. The following chart throws light on IT companies from other countries that have come forward to invest in India towards realizing 'Make in India' [18].

USA	France	Other countries
•HP •IBM •Microsoft •Intel •Oracle •Dell •Qualcomm	•Steria •Capgemini •Atos	•Accenture from Ireland •Ricon from Japan •Philips from Netherlands

Fig. 3: List of companies offering service in India towards 'Make in India' [4]

13. SWOC ANALYSIS OF CONTRIBUTION MADE BY IT & BPM INDUSTRY IN INDIA TOWARDS 'MAKE IN INDIA':

SWOC analysis [20] is considered to be a strategic planning technique for investigating and analyzing various external and internal elements that influence a company's success and growth [21]. The following SWOC analysis is done for the IT & BPM Industry's role towards achieving and realizing 'Make in India'.

Strengths:

(1) Average age of the population in India: The average of Indians is between 24.5 to 29 years. This is very less compared to other countries like China and Japan. Hence this number becomes a strength towards making India achieve greater heights in IT & BPM and eventually achieve 'Make in India'.

(2) Low cost of labour: Low labour cost helps to get more people into work by paying them fewer perks. Hence productivity will increase.

(3) High Market value for products: Indian products – be it an IT product or any other, enjoys high market value in terms of features and quality

(4) Good support by the Government: Government has been very supportive through its policies, benefits and other subsidies.

(5) Entrepreneurial encouragement: The highly sought-after schemes for self-employment and Entrepreneurship makes it very encouraging for IT & BPM start-ups.

Weakness:

(1) Poor or underdeveloped R & D: Though India has got good Government support and other favouring factors, R&D facilities are still lacking

(2) Lack of proper infrastructure: In terms of infrastructure, India is still lagging behind

(3) Lack of skillset, skill development and competency: Despite the average age of the Indian population is young, there is a major setback when it comes to skill set development and competency among them.

Opportunities:

(1) Revenue generation: IT & BPM Industry has strongly proved itself as the revenue generation sector of the country from the statistics provided

(2) Economic stability: Through appropriate and stable revenue generation, a country can become economically stable too.

(3) Employment opportunities and job creation: This is one of the most sought opportunities that people look after. Through the increase in employment opportunities, a country like India will be able to tackle the unemployment problem to a greater extent.

(4) Can lead to an increase in R&D: Since India lags in R&D, IT & BPM can contribute a lot towards making India move towards R &D.

(5) FDI (Foreign Direct Investment): 'Make in India' along with IT & BPM opens up FDI because

of which many beneficial things can happen such as an increase in exports, improved capital flow, Stability of exchange rates to name a few.
(6) Leads to IPR/Copyright filing: Worthwhile products developed or manufactured can invite IPR or Copyright filing.
(7) Enhances creativity: Such schemes from the Government enhances creativity among people thus making them confident to take up opportunities and schemes [22].

Challenges:
(1) High level of competition: When there is an increase in setting up of IT & BPM companies, there will be a high level of competition which might lead to unhealthy circumstances
(2) Financial support: Getting financial support for starting the IT & BPM industry is a challenge in its way [23]
(3) Market dominance by some developed countries: Some countries like China have already identified themselves as dominant and leaders when it comes to marketing the end products.
(4) Corruption: Corruption can bring in more challenges as this would not promote growth.
(5) Environment factors: This is the last and least deciding factor for the success of any industry, but worth to be mentioned.
(6) Reduction or decrease in Natural resources: Because of building infrastructure for the growing Industry, we may lose some of the Natural Resources such as forests/lands, etc [24].

14. RECOMMENDATION :

A Roaring lion symbolically puts forward 'Make in India'. It is high time that this Roaring lion is put in action. The following have to be immediately implemented or considered to achieve the desired success [25].
(1) The infrastructure required to produce products/services and finished goods in India has to be made available to everyone desiring to contribute to 'Make in India'.
(2) The Government has to set up skill centres/Institutes which will impart the required skills to the youth of the country and also elaborate the necessity and benefits of 'Make in India'.
(3) Self Confidence and Self-motivation are the two factors that have to be developed by every individual to create and build trust in the manufacturing capabilities of Indians and also on products and services.

15. CONCLUSION :

'Make in India' is one of the dream projects of Hon'ble Prime Minister Sri Narendra Modi. With the IT & BPM Industry being identified as one of the 25 sectors in making the mission possible, it becomes the primary responsibility and task of this Industry to strive and achieve the goal. More Employment avenues, rise in the economy are the primary issues to be considered. With all the strengths discussed above, it is evident that the day is not far when the goal will be achieved to the fullest. The challenges in front of IT & BPM towards realizing 'Make in India' are very few which can be solved and addressed easily. By adopting 'Make in India', the IT & BTM industry can also see that ICT facilities reach every nook and corner of the country and almost everyone can use and enjoy the digital world to bring in transparency in all Government transactions too.

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