INTRODUCTION TO IT-ITES INDUSTRY

I AM SENDING SOME OF THE TOPIC RELATED TO YOUR SYLLABUS THAT YOU WERE GIVEN AGAIN TODAY, YOU MUST READ IT SO THAT YOU HAVE NO PROBLEM WITH THE EXAMNINATION

BPM INDUSTRY IN INDIA

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-BPM industry has almost doubled in terms of revenue and contribution to India's GDP over the last decade (2008-18). Bpo service industry is doing exceptionally well in India because of the following advantages.

- ❖ 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.
- ❖ Government of India is encouraging the BPO Industry in India by providing necessary infrastructure and logistical support.
- ❖ BPO Industry in India is highly developed and capable of delivering numerous types of BPO services in exceptional quality.

STRUCTURE OF THE IT-BPM INDUSTRY

The organizations within the IT-BPM industry are categorized along the following parameters:

- ❖ Sector the organization is serving
- ❖ Type as well as range of offering the organization provides.
- ❖ Geographic spread of operations
- ❖ Revenues and size of operations

1. Multinational Companies (MNCs) MNCs have their headquarters outside India but operate in multiple locations worldwide including in India.
2. Indian service Providers (ISPs) : ISPs started with their operations in India. Most of these organizations have their headquarters in India while having offices in many international location

IT IN EDUCATION

Computers and Information Technology are extensively are used in education for teaching-learning and assessment. The software and hardware technology is used for creation and transmission of information in various forms including still pictures, audio, video, and animation. The learning becomes easy and accessible through IT. A lot of teaching resources are available for teachers to each in a better way.

❖ **ICT in the classroom**
   There are many ways in which the ICT is used for education in the classroom, such as
   - E-learning classrooms;
   - Smart-board presentations;
   - Videos on experiments;
   - Creation of images and video;
   - Desktop publishing of magazines, letters and documents;
   - Educational games;
   - Learning using the CD-ROM media; and
   - Gathering educational information on the Internet

❖ **Education – anywhere anytime**
   Any student in India can access the NCERT book online through the website www.epathsaala.nic.in or mobile app. There are a variety of websites and mobile apps to access educational resources on any topic.

❖ **Teaching aids and media**
   ICT is used mostly as a teaching aid in schools to
   - Use pictures, animations and audio-visuals to explain subjects that are difficult to explain.
   - Make the lessons interesting using presentations.
   - Organize lessons using the computer.
   - Obtain the information relevant to the subjects.

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