

Digital India Programme: IT for Jobs: BPO Promotion Scheme

Objectives:

- ❖ Employment generation through BPO/ITES operations.
- ❖ Balanced regional growth of IT-ITES sector across the country

1. India BPO Promotion Scheme (IBPS)	–	48,300 seats
❖ Seats Allocated	–	31,732 seats
❖ Employment opportunities for ~1, 45, 000 persons.		
❖ Outlay – Rs. 493 Crore.		
❖ Support – Upto ₹ 1 lakh / BPO Seat		
❖ Online bid submission process		
❖ www.meity.gov.in/ibps , https://ibps.stpi.in		

2. North East BPO Promotion Scheme (NEBPS)	–	5, 000 seats
❖ Seats Allocated	–	2,060 seats
❖ Employment opportunities for ~15, 000 persons in NER.		
❖ Outlay – Rs. 50 Crore.		
❖ Support – Upto ₹ 1 lakh / BPO Seat		
❖ Online bid submission		
❖ www.meity.gov.in/nebps		

- **~85% of IT revenue generated by Leader cities:** Bengaluru, Chennai, NCR, Hyderabad, Kolkata, Mumbai, and Pune.
- Over 200 IT-SEZs operational across the country, revenue statistics point to a highly skewed distribution of IT Industry.
- Increasing BPO operations cost in Leader cities.
- BPO Companies could migrate to Smaller Cities/Towns for
 - ✓ cost benefits upto 10-25%,
 - ✓ availability of talent pool,
 - ✓ higher retention rate, and
 - ✓ distributed delivery model.

■ Location of BPO/ITES operations: Critical Factors

1. Availability of local talent pool

(Education facilities, communication skills)

2. Infrastructure

(Connectivity, 24X7 Power Supply, Broadband)

3. Government Support

(Government focus on IT-BPO sector, infrastructure)

4. Enabling Business Environment

(Business environment in State / location)

5. Social and Living Environment

(Quality and cost of living, Health and Entertainment facilities)

IT enabled Services/BPO Segments

ITES Sector has emerged with penetration of IT in various sectors, like:

- **Banking, Finance and Insurance**
- **Telecom**
- **E-commerce**
- **Healthcare**
- **E-Governance Initiatives etc.**



Example of BPO/ IT enables Services:

1. Back office operations
2. Call Centres (e.g. Customer Interaction and Support)
3. Content Development or Animation
4. Data Processing (e.g. Debit/Credit Card)
5. Geographic Information System Services
6. Human Resource Services
7. Insurance Claim processing
8. Legal Databases
9. Medical Transcription
10. Payroll
11. Remote Maintenance
12. Revenue Accounting
13. Support Centres (e.g. Utility Billing service, Cable TV)
14. Website services



BPO Promotion Schemes

❖ Objectives

- Creation of employment opportunities for youth
- Promotion of investment in IT/ITES Sector across the country

❖ Salient Features

- Total BPO/ITES seats: 48,300 + 5,000
- Financial Support: Upto Rs. 1 Lakh/seat
- Scheme Outlay: Rs. 493 crore + Rs. 50 crore.
- Employment opportunities: ~1,60,000 persons.
- Online Bidding (eprocure.gov.in)

Details at www.meity.gov.in/ibps ,
www.meity.gov.in/nebps , www.stpi.in

❖ Financial supports under IBPS

- | | |
|----------------------|---|
| ✓ Financial Support | 50% of actual expenditure with cap of Rs. 1 Lakh/seat |
| ✓ Special Incentives | Percentage of eligible financial support, within cap of Rs. 1 Lakh/seat |
- (a) 5% for promoting local entrepreneur
 - (b) 5% for providing employment to women
 - (c) 2% for providing employment to persons with disability
 - (d) Upto 10% for providing employment beyond target
 - (e) 5% for setting up operations other than State Capital

IBPS: Eligibility Criteria

- 1. Any Company, Any Sector, registered Anywhere under The Companies Act, 1956 or 2013.**
- 2. Minimum 100 seats with avg. annual turnover of Rs.2 Crore for last 3 FYs. (Min. 50 seats with Rs. 1 crore turnover for HP, J&K and U.K.)**

OR

An entity [company or entrepreneur or Society] may form a consortium with eligible Indian company (with minimum 26% equity).

- 3. Eligible Indian Company should have positive net worth.**
- 4. To achieve employment target of 1.5X number of seats.**
- 5. To operate the unit for at least 3 years.**

Recent Amendments *(Admin Approval issued on 16.08.17)*

1. Performance Based Model:

- Operational Expenditure (OpEx) covered
- Outsourcing of operations is allowed
- Bank Guarantee reduced to 10% from 100%
- 10% Advance On Commencement plus 3 Yearly installments of 30% each

2. Increase in allotted seats for States/UTs in case of demand

3. Removal of cap on number of seats per bidder in a State

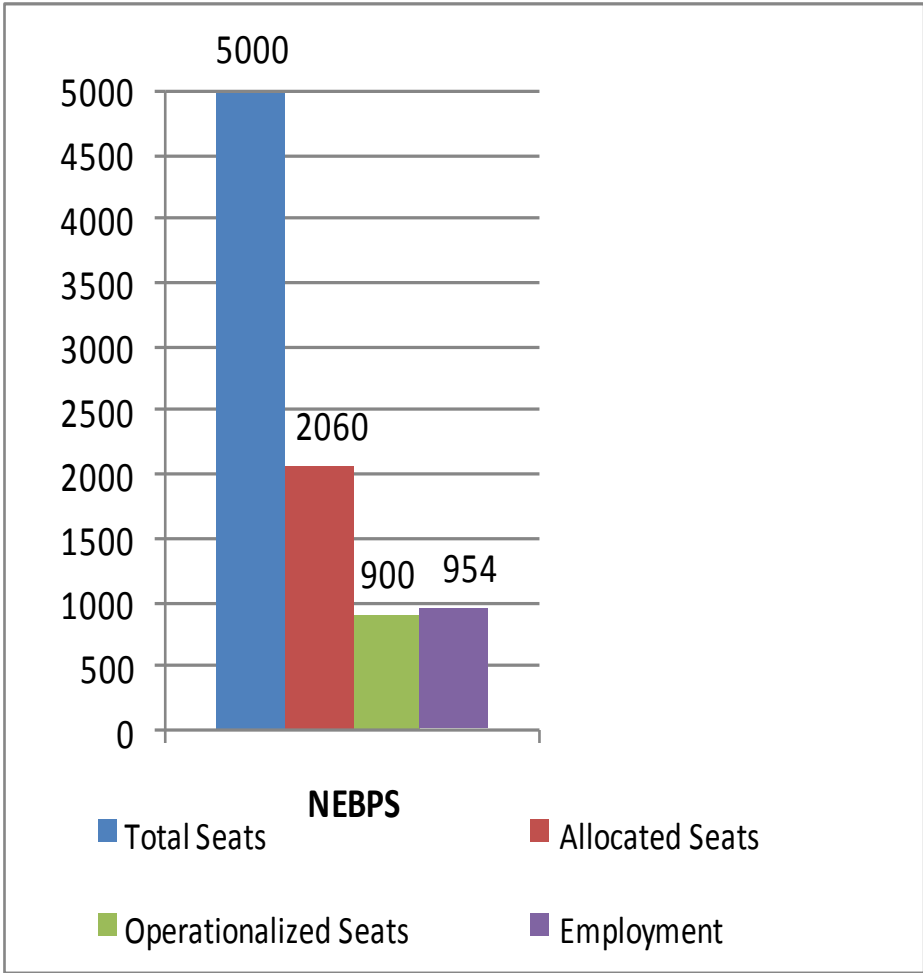
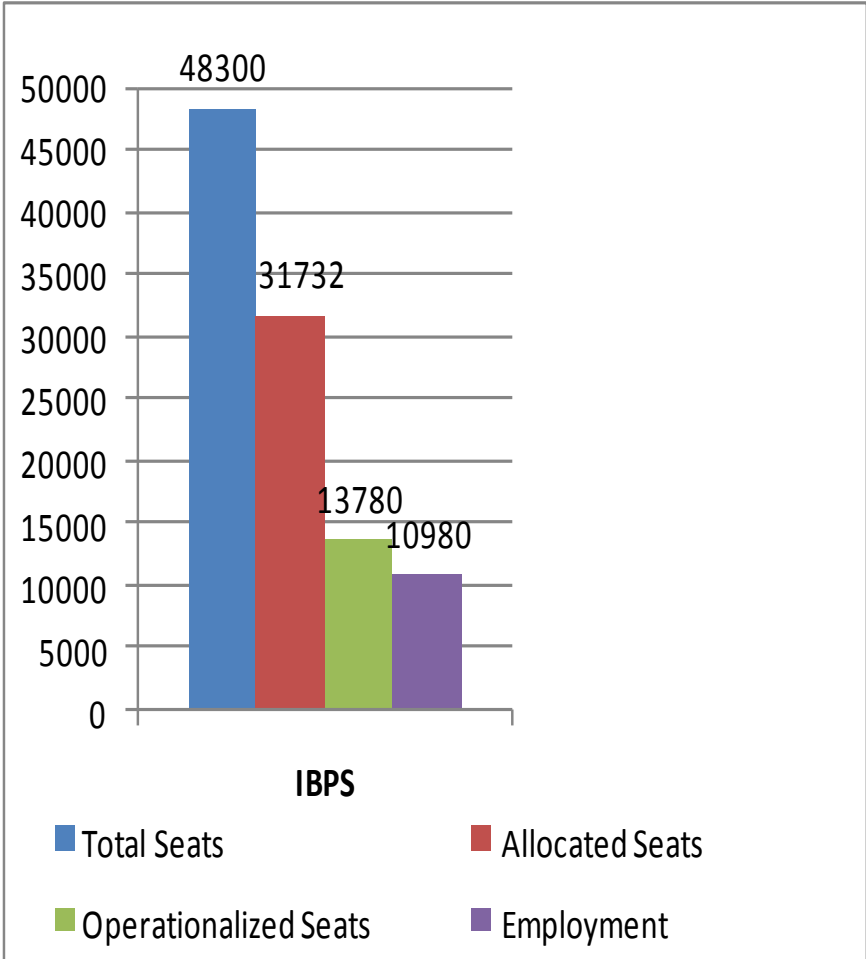
4. Scheme Open for 365 days

5. Minimum 50 Seats/ location

Key amendments *proposed*

- 1. Further relaxation in seats per State based on demand .**
- 2. Allowing setting up of small BPOs (25 seater) in North East Region.**
- 3. Limited Liability Partnership eligible.**
- 4. 3 Months waiver to claim first disbursement considering initial challenges to establish operation and generate employment.**

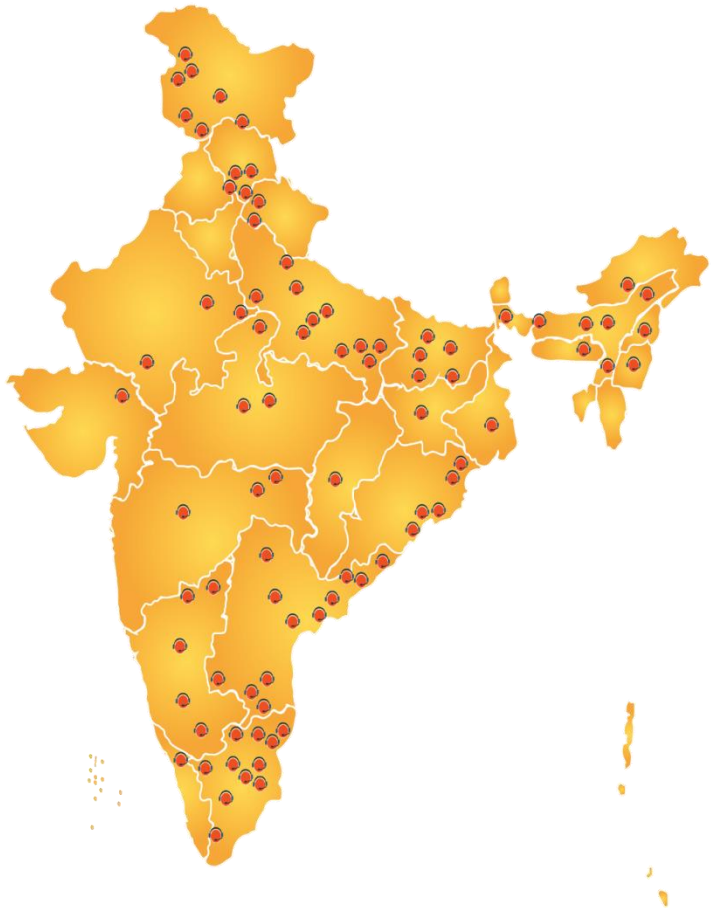
Status: BPO Promotion Scheme



Status: BPO Promotion Scheme

Overall Status	
Total Seats in IBPS and NEBPS	53300
Total Seats - Allocated	33792
Total Employment Reported	11557
Total Units	200
Unique Bidder	140
Unique City	103
Total Seats – Operation Started	14680
Total Units – Operation Started	86
Total Seats - Funding Applied for	2310

Location of BPO/ITeS Units



IBPS: State-wise status

S. No.	State	Statewise Allocation	Seats Allocated	Locations
1	Andhra Pradesh	2200	6460	Rajamundry, Bhimavaram, Kurnool, Amaravati, Vishakhapatnam, Vijaywada, Chittoor, Gajuwaka, Guntur,
2	Bihar	4600	2410	Patna, Muzaffarpur, Dal Singh Sarai
3	Chhattishgarh	1100	800	Raipur
4	Goa	100	0	
5	Gujarat	2700	600	Ahmedabad
6	Haryana	1000	500	Panchkula
7	Himachal Pradesh	300	250	Shimla, Baddi
8	Jammu & Kashmir	600	400	Jammu, Srinagar, Sopore, Baderwah, Badgam,
9	Jharkhand	1500	1700	
10	Karnataka	2300	1200	Mysore, Mangalore, Gulbarga
11	Kerala	1500	200	Pallakad, Kohzikode
12	Madhya Pradesh	3200	900	Sagar

IBPS: State-wise status

13	Maharashtra	3900	2840	Nagpur, Nashik, Wardha, Amaravati, Bhiwandi, Sangli, Dhule, Aurangabad
14	Odisha	1900	2222	Bhubneshwar, Jaleswar, Cuttak
15	Punjab	1200	2000	Mohali
16	Rajasthan	3000	400	Jaipur
17	Tamil Nadu	2800	2700	Coimbatore, Auroville, Tiruchirapalli, Mayiladuthurai, Hosur, Tirupatture, Madurai, Kottukuppam, Mannargudi
18	Telangana	1200	520	Karimnagar
19	Uttar Pradesh	8800	3680	Lucknow, Bareilly, Varanasi, Kanpur, Unnao, Jhansi, Ghazipur, Allahabad
20	Uttarakhand	400	350	Dehradun
21	West Bengal	3400	200	Siliguri
23	Chandigarh	100	100	Chandigarh
24	Puducherry	100	100	Puducherry
24	Other UTs	100 each	0	
	Total Locations	48300	31732	94

NEBPS: State-wise status (5000 seats in NER)

S. No.	State	Seats Allocated	Locations
1	Assam	1110	Guwahati, Jorhat, Kalibor/Nowgaon
2	Meghalaya	200	Shillong
3	Nagaland	450	Kohima
4	Manipur	250	Imphal
5	Arunachal Pradesh	50	Itanagar
6	Sikkim	0	
7	Tripura	0	
8	Mizoram	0	
	Total	2060	12

Services delivered by BPO/ITeS units under IBPS and NEBPS

IBPS	NEBPS
<ul style="list-style-type: none">▪Financial accounting and Data punching▪IT Recruitment & IT Security▪E-Commerce, Insurance, E-Learning▪Education, tech support▪Data Entry, Outbounds sales▪Call Centre▪Data Conversion▪Back office BPO support services for Financial Services and Banking and Taxation process.▪Data Processing▪Data Conversion, XML Conversion and eBook Conversion▪Recruitment Process Outsourcing▪Journals, Project Management, Copy Editing,▪Call Centre, Help desk for PDS operations▪Hardware and Networking Support, Data migration▪Medical coding services▪Medical transcription, Digital marketing▪Healthcare BPO & KPO services	<ul style="list-style-type: none">▪BPO/Data Entry▪ E-Governance Support▪Inbound/outbound process for BPO▪IT & ITES Services▪Form processing, Quality Check, Tele Marketing

GeM: Integration of BPO/IT enabled Services

- 1. We are working on Integration of BPO/IT enabled Services on Government e-Market place (GeM).**
- 2. Scanning and Digitisation service is available on GeM portal.**
- 3. Availability of ITeS services on GeM may act as the aggregator of various ITeS needs of Central and State Govt. Departments.**
- 4. In first phase of implementation two services have been chosen to be made available of GeM portal:**
 - (a) Call Centre Service**
 - (b) Data Updation service**
- 5. All necessary inputs and guidance have been provided to GeM-SPV Team, which is working to make these two services live on GeM within next 2 months.**

Common Service Centre: Rural BPOs

❖ Services Offered

- **Data based services:**
Digitization, Data Entry, Scanning.
- **Voice Based Services:**
Tele-Sales, Outbound Calls, Tele-marketing, Customer care in local languages.

❖ CSC Rural BPO Model

- Should be 10 nos. of work-station in each BPO
- Separate telephone connection
- Each work-station must be handle by separate BPO STAFF
- Only female operators will work
- Owner of the BPO must be a VLE(MALE/FEMALE)

❖ Active CSC Rural BPOs

✓ Total 30 Rural BPOs across 9 States at present.

SN	State	Active BPOs
1.	BIHAR	1
2.	JHARKHAND	16
3.	MADHYA PRADESH	2
4.	UTTAR PRADESH	1
5.	CHHATTISGARH	1
6.	RAJASTHAN	2
7.	PUNJAB	1
8.	ODISHA	3
9.	Uttarakhand	3
Total		30

Impact : Bringing ITeS/BPO ecosystem in small towns and cities

- 1. Lower cost of operations**
- 2. Generate direct employment opportunities**
- 3. Skill development of employees**
- 4. Positive impact on socioeconomic environment and generate indirect employment**
- 5. Reduction in attrition rates**
- 6. Enabling inclusion of women in workforce**
- 7. Better living conditions in terms of increase in personal spending capacity , medical infrastructure and benefits**
- 8. Up scaling of local SME sector**

State IT Depts.: Role & Expectations towards BPO schemes

- 1. Promotion of BPO schemes through combined package of State IT Policy & BPO schemes to attract investment in the State, through conferences, seminars etc.**
- 2. Bringing investors from IT and Non-IT field into BPO/ITES operations.**
- 3. Improving upon critical factors for deciding location of BPO/ITES operations by the industry.**
- 4. Update salient features of State IT policies on IBPS web portal viz. <https://ibps.stpi.in> (*login credentials shared*)**
- 5. Share with us the details of beneficiaries of State IT policy.**
- 6. Facilitate successful bidders to setup operations in the State**
- 7. Designating a nodal officer in State IT departments for BPO schemes.**

Thank You 😊

List of admissible items for Financial Support

S. No.	Item Description
1	Servers with OS
2	Software and Hardware per license cost for BPO/ITES operations
3	Networking Equipments (Switches, Routers, Firewalls, Voice/Video Conferencing Gateways)
4	Workstations (Desktop, Laptop, Tablets, IP phones, Headsets)
5	Data Storage
6	Structured Cabling
7	UPS
8	Printer, Copier, Scanner & Projector
9	Refrigerator & Water Purifier
10	Fire & Security systems
11	Computer Furniture
12	Central Air-conditioning equipment, air-conditioning System
13	Captive Diesel Generating Set and transformer of capacity commensurate with the actual requirement of the unit, solar power / Non conventional Energy Generation Set (OPTIONAL)*
14	Fax Machine
15	Private automatic branch exchange
16	Training
17	Data Communication
18	Premise Rental
19	Electricity Charges
20	Travelling Allowances for employees
21	Research and Innovation
22	Other misc. goods and services not exceeding 5 % of the total cost of above items including canteen setup, tools, kits and spares etc.

Status: BPO Promotion Scheme

IBPS								
State/UT	Total Seats	Allocated			Operation Started			Employment Reported
		Seats	Number of Cities	Number of Units	Seats	Number of Cities	Number of Units	
Andaman & Nicobar	100	0	0	0	0	0	0	0
Andhra Pradesh	2200	6460	10	26	2450	5	13	2814
Bihar	4600	2410	4	13	1610	2	7	665
Chandigarh	100	100	1	1	100	1	1	33
Chhattisgarh	1100	800	1	4	100	1	1	105
Dadar and Nagar Haweli	100	0	0	0	0	0	0	0
Daman and Diu	100	0	0	0	0	0	0	0
Goa	100	0	0	0	0	0	0	0
Gujarat	2700	600	1	2	500	1	1	268

Status: BPO Promotion Scheme

IBPS								
State/UT	Total Seats	Allocated			Operation Started			Employment Reported
		Seats	Number of Cities	Number of Units	Seats	Number of Cities	Number of Units	
Haryana	1000	300	1	1	0	0	0	0
Himachal Pradesh	300	250	2	3	250	2	3	34
Jammu and Kashmir	600	500	5	9	350	5	7	401
Jharkhand	1500	1700	3	9	0	0	0	0
Karnataka	2300	1200	12	13	100	1	1	235
Kerala	1500	200	2	2	100	1	1	86
Lakshadweep U.T.	100	0	0	0	0	0	0	0
Madhya Pradesh	3200	900	3	3	100	1	1	75
Maharashtra	3900	2840	8	13	2310	7	8	853
Odisha	1900	2222	6	18	1000	4	8	1250

Status: BPO Promotion Scheme

IBPS								
State/UT	Total Seats	Allocated			Operation Started			Employment Reported
		Seats	Number of Cities	Number of Units	Seats	Number of Cities	Number of Units	
Puducherry U.T.	100	100	1	1	100	1	1	101
Punjab	1200	2000	3	9	100	1	1	69
Rajasthan	3000	400	2	3	300	1	2	239
Tamil Nadu	2800	4000	14	26	2100	9	16	2413
Telangana	1200	520	3	3	200	1	1	90
Uttar Pradesh	8800	3680	9	15	1960	4	5	828
Uttarakhand	400	350	1	4	50	1	1	44
West Bengal	3400	200	2	2	0	0	0	0
Total	48300	31732	94	180	13780	49	79	10603

Status: BPO Promotion Scheme

NEBPS								
State/UT	Total Seats	Allocated			Operation Started			Employment Reported
		Seats	Number of Cities	Number of Units	Seats	Number of Cities	Number of Units	
Arunachal Pradesh	5000	50	1	1	0	0	0	0
Assam		1110	7	13	350	2	4	337
Manipur		250	1	3	150	1	2	137
Meghalaya		200	1	1	0	0	0	0
Mizoram		0	0	0	0	0	0	0
Nagaland		450	2	2	400	1	1	480
Sikkim		0	0	0	0	0	0	0
Tripura		0	0	0	0	0	0	0
Total		5000	2060	12	20	900	4	7