PROMINENCE OF TRAINING AND DEVELOPMENT IN INDIAN IT/ITES INDUSTRY

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India has climbed to countless pinnacles, an absolute Everest, in the software business. Software books for 25% of the total Indian trades. From a bare minimum of $2 billion industry in 1994-95, the Indian IT (Information Technology)/ITES (Information Technology Enabled Services) industry has grown phenomenally over the years. (NASSCOM, 2009)

The Indian information technology part has been contributory in pouring the nation’s economy onto the rapid growth curve. According to the Nasscom-Deloitte study, the IT/ITES industry’s contribution to the country’s GDP has increased to a share of 5.2% per cent in 2007, as against 1.2% per cent in 1998.

Industries are considered to be the engines of economic growth. This is more so in the case of the developing countries like India which aims at achieving faster economic growth. However, with the poor capital formation, the objective of achieving a higher economic growth could be achieved only through the development of small scale and medium scale industries. The IT and ITES industries are playing a multifaceted role in the economy of India like the creation of employment, contributing to export earnings and eventually to the state and the national income of the economy.

With such an immense role being played by the IT and ITES, the major problem confronting the industries is their poor output and high average cost of production. With the important characteristics of such industries being the labour intensive units, an important cause of such a poor performance is their poor labour productivity. Most employees have one or the other weaknesses in their skills necessary at the workplace. A training program allows you to strengthen those skills that each employee needs to improve. An employee who receives the right type and necessary training required for his or her job is able to perform the job better.

A training program allows one to strengthen those skills that each employee needs to improve. More specifically, a well-structured training and development program organized by the firm ensures the employees to upgrade and update his skills and knowledge constantly and consistently. Providing the necessary training creates an overall well-informed staff with employees who can take possession of for one another as needed, work on teams or work independently without continuous help and administration from others. A development program brings all employees to a higher level so they all have similar skills and knowledge.

The Indian software industry has grown from $150 million in 1991-92 to a staggering $ 5.7 billion (including over $ 4 billion worth of software exports) in 1999-2000. With the industry’s annual growth rate dipping to 16-17% in 2008 from about 30% in 2004, the aggregate revenues were $ 60 billion, including export revenues of $47 billion in 2008.

Training can be defined as the systematic development of the knowledge, skills and attitudes required by an individual to perform adequately a given task or job. (Armstrong, 2006) It can also be defined as the act of increasing knowledge and skills of an employee for doing a particular job. (Filipp, 1993)

Training and development of workforces is precarious in businesses in this epoch of antagonism due to the point that organizations need to endure, cultivate and progress. Inevitably, training and development has turn out to be an issue of strategic prominence. According to (Baensch, 2004; Palo S., Padhi, 2003; Wills, 1994) Training is deliberate as the procedure for elevation of the knowledge, increasing skills, stimulation of attitude and behavioural changes, and enlightening the capability of the learner to accomplish responsibilities meritoriously and resourcefully in organisations. (Stewart, 1996) syndicates the two notions of training and development and gives an organisation meaning which has the conclusion of safeguarding that the involvement of personalities and crowds in accomplishing the organisational goals through the development of applicable awareness, skills and attitude of the employees. The support and enhancement of organisational enactment is principally over and done with expansion of individuals as personalities, work groups and as associates of the comprehensive establishment. Furthermore training and development of workers is a organized process that intends to ensure that the organisation has effective employees to meet the exigencies of its dynamic environment.

While knowledge management activities has been concentrating on collection of documents and their storage, in the past couple of years companies had realised the fact that employees are the real knowledge and asset of a company and that real knowledge management is by supporting the communication and networking among the employees. Cohen and Prusak have highlighted the high potential of networked employees by increasing the productivity and speed of innovations in a company.

Even though the use of administration records, auxiliary diagrams, business trips for newly employed graduates, job alternation packages and boundless sequence of official sequences have characterized training and development as a motorized procedure. It must be celebrated that organizations have initiated to appreciate that it is not satisfactory to consent everything to unintended and natural mixture and experimental and mistake henceforth, the propagation of training and development in organisations.

Organisations have long back realised the importance of training and have started adopting various means of training. (Hallaran & Wiggins, 2010; Summers, 2012) has tried out innovative methods of training for armed forces to better understand their roles and responsibilities. This is now emulated in the IT and ITES industries and innovative techniques of training need to be introduced to have a lifelong learning programme.

The purpose of this study is to find out the importance of training and development program in IT and ITES industries and the ways in which they are used as a tool for increasing the organisational efficiency. The study will also analyse the perception of various training programmes in the mind of the trainees, also to analyse the attitude towards various training programme, measure the influence of training and also to evaluate the prominence of feedback and models of evaluation.

It was decided that the US governments’ would offer annual tax shield of $5000 per employee per year to companies that keep jobs in the US. Indian software and outsourcing industry depends on the US markets for 65% of its revenues. President Obama’s proposal aims to alter that to raise the revenues of the US government. Senior executives at several corporations now touring India also say that the anti-outsourcing policies are impractical and could adversely impact world trade.

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The Indian IT industry is classified into three, they are, software industry, IT industry and ITES i.e., the BPO industry. The software segment of the industry consists of software products and engineering & research and development services. The software products are demanded largely by all level of companies from small and medium enterprise to large listed companies because software makes their tough jobs easier. The software are of two types, they are infrastructure software and enterprise application software. The infrastructure software is the one which makes the people life easy in the business process and functions. In an organization the people and the system are connected with this infrastructure software. Security software, business intelligence tool, application development and operating system are some of the infrastructure software. Enterprise application software is used to make the enterprise works easy. It is used for easy accounting of business financial transaction, production and resource allocation planning, customer relationship management, enterprise resource planning, etc. Engineering & research and development is new to the Indian IT industry and many market players are exploring it. The industry if IT and ITES also includes IT services

The IT services is one of the major services provided by the Indian IT industry and the IT companies in India is one of the leading providers of the same. Offshoring is one of the basic models adopted by the Indian companies to serve their clients with good quality and executed with effective skills. The IT services component comprises of IT outsourcing, project oriented services and training and support. The project oriented services includes services like system integration, IT consultation, CADM, software testing, network integration and consulting, IT consulting is a service provided by the Indian IT companies to other to include information technology into their business operation which makes their functioning more smooth and easy. They help the companies in devising, planning and implementing IT system in their company. Major players of Indian IT industry are providing this service to their clients.

System integration is the next service which comes under the project oriented services. This is a service which is focused on specific requirement of the users. The services include planning and implementing enterprise resource planning, supply chain and customer relationship management level services are integrated with computer and IT systems. The system integration service is also extended to database management and maintenance system, integrating business process and logistics, software and hardware assistance to the existing system. The service provided by the IT companies in maintaining, upgrading and designing software to suit the business requirements of the client is known as CADM. The IT companies in India are providing this service to the overseas client and that makes the export market more vibrant and the same is dominated by this service. Network integration and consulting is also a part of project oriented service of Indian IT companies. Designing of computer networks and architecture, management of systems and projects using networks, connectivity and maintenance of systems are the service ranges of network integration and consulting. Examining the quality of a software product or a software service is called as software testing. It is a basic examining process to ensure the maximum quality and zero error. It includes the testing of response, security and load. In the response testing, the response and feedback of the users of the software is evaluated and checked whether it is up to the set standards. In the testing of security, the evaluation is made to ensure the safety and security parameters of the software. Load testing is done to check the density of the load the software can handle.

The process of outsourcing is the one in which an organization will help the other by doing their process of their behalf. Indian IT companies are acting as IT outsourcing companies for many organizations. The IT companies take the contract of system maintenance, deployment of software and integration of IT. This is a service which is focused on specific requirement of the users. The IT services is one of the major services provided by the Indian IT industry. The IT enabled services are also provided by the IT enabled services companies in India and India is the second largest exporters in this segment as well. IT enabled services is also used in human resource services. All the human resource management functions are carried out by the IT enabled services companies. The IT enabled services also involves services like customer information services which is used to manage and maintain the customer relationship by maintaining the customer information. Financial and accounting services are also provided by the IT enabled services companies in India and India is the second largest exporters in this segment as well. IT enabled services is also used in human resource services. All the human resource management functions are made easy with the help of information system and software. Knowledge process outsourcing provides plenty of information like market analysis, strategy, content management, medical transcription, business and research.

The Indian software industry has grown from $150 million in 1991-92 to a staggering $5.7 billion in 1999-2000. With the industry’s annual growth rate dipping to 16-17% in 2004 from about 30% in 2004, the aggregate revenues were $6 billion in 2005. The IT/ITES industry has proven to be the major growth pole in the service sectors, which in turn, drives the country’s GDP growth. The software industry is one of the major contributors to India’s GDP growth. The IT/ITES industry has contributed to India’s GDP growth by about 5%.

One of the large market players has a training program and it has structured training and development program across all groups and business support and lines of business. The training programs of the academy is mixed with internal and external training programs. The selection of training programs is decided by the trainees and they choose the training program based on technical and personal and managerial skills and soft skills. One of the leading IT companies, Tech Mahindra has its own exclusive training program. Mahindra group of companies has its own training and development center named Bodhivriksha. It is a management development center in house. Bodhivriksha, the in house management development center of Mahindra is established in the year 1999. The center is a dedicated training center for the management staff of Mahindra group of companies. The center is established to promote leadership skills and business values among the management staff of the group. The training center in built in a campus with acres of land with excellent infrastructure and modern type and rustic construction of building. The fully residential training offers residential management program blend with classroom lecturing session and action learning. The training center is an ideal place for the employees to get trained and the training center has a limitless potential for learning.

Information Technology Enabled Services (ITES) are the services which are produced or made with the help of software and transmitted to the user through internet. India plays a major role in the global IT enabled services. India is one of the world’s largest exporters of software and IT services. The Indian IT industry is classified into three, they are software, IT services and the IT enabled services. Offshoring is one of the basic models adopted by the Indian companies to serve their clients with good quality and executed with effective skills. The IT services component comprises of IT outsourcing, project oriented services and training and support. The project oriented services includes services like system integration, IT consultation, CADM, software testing, network integration and consulting, IT consulting is a service provided by the Indian IT companies to other to include information technology into their business operation which makes their functioning more smooth and easy. They help the companies in devising, planning and implementing IT system in their company. Major players of Indian IT industry are providing this service to their clients.
Training is a learning situation aimed at imparting knowledge or competencies to the employee. There are certain conditions in which learning is effective. The training environment should be designed to maximize learning. This can be achieved by incorporating principles of learning in the training programme. The success or failure of a training programme is linked to these learning principles.

Increasing number of IT/ITES industry in US, UK, Canada, EU and Australia prefer BPO from low-cost countries like India. It evidences that IT/ITES industry has been struggling with several issues concerning availability and quality of talent. The growing debate over the equality of wages and other benefits is yet another reason to be aware of vendors’ HR issues. Several human rights associations advocate comparable wages and benefits for the outsourcing employees in the developing countries, but vendors looking for short-term profits exploit their employees financially as well as physically. In a high performance driven industry like IT, it is important that people have to be groomed to get in tune with the performance culture. Creating an environment that stimulates the creation of knowledge, its sustenance and its dissipation throughout the organization, will be a challenge for organisations in the future.

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The design of any training programme can be undertaken only when a clear training objective has been set. The training objective focuses on the goal that has to be achieved by the end of the training programme i.e. what the trainees are expected to do at the end of their training. Training objectives assist trainers to design a realistic training programme. The following aspects are considered as the outcome of effective T&D programmes:

- Productivity: Increase the productivity of employees and help the organization further to achieve its long-term goal. Team spirit: Inculcate in the employees a sense of team work, morale, and team spirit and inter-team collaborations. Motivate Learning: Initiate and encourage a learning culture within the organisation. Organisational Culture: Develop and improve the organisational health, culture and effectiveness. Organisational Climate: Build a positive perception and feeling about the organisation. Employees may get these feelings from leaders, subordinates and peers. Sometimes external trainers may also succeed in generating loyalty and commitment. Quality: Improve the quality of work and work-life. Health and Safety: Improve the health and safety of the organisation by preventing obsolescence. Morale: T&D help in improving the morale of the work force. Image: A positive corporate image makes a positive impression on a new employee. Profitability: Improve profitability and create more positive attitudes towards growth and sophistication.

Training is a process of tuning the employees in such a way that they cope better with the company demands and fulfill them in a more satisfactory manner. The training portfolios that are followed currently need to be modified for better moulding of the employees. Hence, T&D play a vital role in any organisation to transform employees with best abilities where their contribution leads the organisation towards achieving the objective. The ultimate aim of T&D is to increase job satisfaction and morale among employees. Only when this scenario is achieved the organisation will reach its goal. The juvenile nature of IT/ITES industry makes the T&D needs as volatile and to be addressed with personal touch. The executives in these firms are so promising in excellence. These situations force the respondents to be objectivistic, but neglected area.

In the present scenario, most of the countries around the world have relied upon Indian software industry for their software needs. India possesses global competency in the IT sector. With job potential of 2.2 million, IT-enabled job roles require creativity, problem-solving, technical skills and good communication skills.
try makes only 25% of the technical graduates and 10-15% of other graduates suitable for hiring in IT and BPO industries. Hardware and Software areas in this sector require science background and mathematical skills for the technical work. The busy corporates are more time-conscious and sometimes it is impossible for them to match the skills with job requirements and frame effective training schedules. Therefore, academics on the other hand fill this void by taking upon themselves to conduct empirical research on the existing training mechanisms and their impacts. The outcomes of these researches could very well be put to use by these IT industry which are on a perpetual roller-coaster ride. This research study is one such attempt to throw some light on the status of training in the IT/ITES industry.

The current study will be useful to a large spectrum of stakeholders in the field of IT and research, because training is important to develop the employees and make them competent in the job. Nature of jobs and organisational requirements are not static. They change for the development in time in view of technological advancement, changing client expectations and job specifications. Trained employees would be valuable assets to an organisation. Organisational efficiency, productivity, morale, motivation, employee satisfaction, EQ (Employability Quotient) progress and develop to a great extent by training. Training is an important, though expensive as it constitutes, part of productivity management.

The growing need for highly talented and competent people in IT field makes it compulsory to train and mould an employee to become more efficient. Factors like stiff competition, pay hike, high attrition rates etc, make it very difficult to maintain and retain talented workforce. Hence, to attract and keep such employees, they have to be trained and retrained intensively. The employees of IT/ITES field have to meet and discuss with domestic and foreign clients frequently. So, they have to be trained in software, hardware, project specs, communication, cross-cultural implications, crisis management and time management. Attrition also is one of the major factors which may be reduced by proper training methods. The following surprising attrition rates in IT giants make them think on various training programmes: Microsoft India-7.2%, Infosys Technologies-13.75%, TCS-13.36%, Accenture-18%, Honeywell Technology Solutions Lab-12%, Mind Tree Consulting-15.7%, Agilent Technologies-14.60%, HCL-13.89% and Covansys India-18.25% etc.20 Hence the software and ITES firms have to employ some sophisticated methods of training in order to keep their volatile work force at par with international firms.

This comprehensive study will benefit a plethora of IT professionals both at managerial and executive cadre. A clear understanding on T&D, may help the IT firms to bridge the existing gap between the organisational vision and execution. On the other hand, the objectives of training and its outcome can be easily met in a cohesive manner provided the HR department and the other leaders get a clear picture of the existing state of their training programmes. The present study has taken a cross section of the employees from IT/ITES industry to gather their feedback through a structured questionnaire on the current status of T&D in their organisation. These data are analysed by using SPSS and inferences that may help to streamline the training efforts of these industries, were drawn.

The major cities of the country where IT/ITES organisations have significant presence were considered to decide the population for the study. The index published in 2009 October is the primary source of population. The following table indicates the major cities in India which employ technical and non-technical professionals:

<table>
<thead>
<tr>
<th>Location</th>
<th>Technical</th>
<th>Non-Technical</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cochin</td>
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<td>11052</td>
<td>36500</td>
<td>5.76</td>
</tr>
<tr>
<td>Trivandrum</td>
<td>76343</td>
<td>33157</td>
<td>109500</td>
<td>17.29</td>
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<tr>
<td>Chennai</td>
<td>35627</td>
<td>15473</td>
<td>51100</td>
<td>8.07</td>
</tr>
<tr>
<td>Coimbatore</td>
<td>100565</td>
<td>49085</td>
<td>149650</td>
<td>23.63</td>
</tr>
<tr>
<td>Bangalore</td>
<td>234543</td>
<td>52096</td>
<td>286639</td>
<td>45.25</td>
</tr>
<tr>
<td>Total</td>
<td>472526</td>
<td>160863</td>
<td>633389</td>
<td>100</td>
</tr>
</tbody>
</table>

(Attheye, 2005; NASSCOM, 2009a, 2009b)

There were totally around 633389 employees are employed in technical and non-technical fields. The researchers have adopted area sampling method by which the cities are selected. Based on the number of employees in IT/ITES industry of various cities the data were collected in a purposive sampling method for the current research by administering a structured questionnaire.

Out of the 59 CMM level 5 IT/ITES companies in India 6 CMM Level 5 IT/ITES Companies from different location of India. Out of the 1000 questionnaire that was distributed i.e., 200 for each location only 585 was filled up and received. Out of the 585, 200 of them were incomplete and 385 was only complete. These incomplete questionnaires were deleted from the sample and only 385 was taken for the study. Thus the sample was restricted to 385 IT professionals across the selected cities in India.
In March 1990, the Government of Kerala visualized Thiruvananthapuram as a destination to promote the development of high-tech industries in the state. The concept of IT paves way for Techno Park. It is the largest IT facility in India in terms of built up area. It is the greenest IT park too. As of now, Techno park is on an expansion spree with construction of Phase 1V building underway. The park is throbbing with IT ventures. With its inception in 1996, Techno park received 9.33 million square feet of built-up area, and encompasses over 300 companies, and is the job provider to nearly 46,000 employees. It has ambitious plans of creating another 45000 jobs by 2016 and it has charted out the roadmap to achieve the same. The economic liberalisation policy initiated by the government of India in 1991 and the tremendous growth of the global software industry during the 1990s accelerated its growth. The establishment of the Techno park has further escalated the growth of the software business thereby crediting Thiruvananthapuram the best 2nd tier metro with IT/ITES infrastructure. The city has seen phenomenal growth in its economy after the Techno park was set up. Thiruvananthapuram was ranked the best city by India Today in the category of “Housing and Transport”.

Techno park strives to provide all the infrastructure and support facilities needed for IT/ITES and electronics companies to function. In addition to office space, it also provides all utilities as well as the connectivity. Thiruvananthapuram has huge opportunities for the growth of IT. The state government has shown keen interest to speed up IT infrastructure development projects that will further encourage IT players to set up their businesses in the city.

Thiruvananthapuram can be named as the “Silicon Valley of Kerala” because of its massive contribution of nearly 80 percent of the total software export from the state. The city has ample human talent and employable youth. A big portion of highly qualified IT professionals in Kerala comes from Thiruvananthapuram. Thiruvananthapuram is also a well known academic hub having fifteen engineering colleges, medical colleges Ayurveda colleges, Homeopathy colleges, and two law colleges in the city and its suburbs. Knight Frank, U.K has ranked Thiruvananthapuram as the No.1 upcoming city for IT/ITES ventures. NASSCOM has identified two major cities as “Challengers” – Thiruvananthapuram being one.

The state that is home to over five hundred IT/ITES companies churns out 50,000 Engineers every year. Offering the best access to the Middle East and the rest of the world Thiruvananthapuram is where software business endeavour is supposed to be. Thiruvananthapuram is taking giant leaps to develop itself into a competitive IT centre. Thiruvananthapuram has made steady progress in IT field and can be said to have established a strong foothold, thanks to the initiatives taken by the state government. Growth was planned in a phased manner. Economy received a major boost from contributions received from IT professionals. Thiruvananthapuram houses leading science, technology and research institutions and we need to wait and watch if it can steer the companies away from cities like Bangalore and Coimbatore.

Key driving factors that make Thiruvananthapuram a hot IT destination are: the capital city of the state and has all the facilities like residential accommodation, educational institutions, healthcare facilities, domestic and international airports, entertainment avenues, etc., Stable infrastructure plus provision and maintenance of the same, Uninterrupted power and water supply, Employable youth having sound technical expertise, Robust support facilities, Lesser operating cost of office space, Excellent data connectivity, Excellent location accessible to major cities by road and by air. The government is planning to commence the construction of light metros in the city to ease commutation. The airport is also of much importance because it is the southernmost airport in India and is the closest option to neighbouring of Sri Lanka and the only option to Maldives.

Coimbatore, also known as “Manchester of South India”, is slowly emerging as the IT hub in South India next to Chennai, Bangalore and Hyderabad. Coimbatore is considered one of the most industrialized districts of South India and is the second most industrialized city of Tamil Nadu after Chennai. It is shedding its image from a traditional textile manufacturing city to software manufacturer. IT/ITES is all the charms of the city. With opportunities for investment and quality interest of the investors, IT market of Chennai is witnessing a rush in demand and a big turnover in economic growth.

What makes Coimbatore a promising destination for IT and ITES activities is the availability of fresh talents. With around 75 engineering colleges in the district and around 60 arts and science colleges it churns out thousands of fresh, talented graduates every year. Many of these graduates find employment. Coimbatore is home to all the leading industries of the country by road, rail and rail. Coimbatore airport is the 15th largest airport in India. Coimbatore being situated in the rain shadow region of Western Ghats, enjoys pleasant climate round the year. Also it gains prominence as one of the lesser polluted cities of India inspite of a bustling industrial base. Coimbatore was ranked as the best emerging city for IT for 2014 and CII has ranked it fourth in cities having favourable investment climate.

Coimbatore fulfills IT/ITES business factor requirements by two standpoints. Firstly it Utilize existing knowledge base in IT related fields. There has to be expansion of knowledge to IT from manufacturing and this area remains largely but the attitude of the locals is slowly gearing up to modernity.

Chennai ranked on top in the best overall city for 2014 in a survey conducted by India Today and the established companies have begun to leverage on the expertise that the city offers. That is why big companies have their enterprise operated from Chennai. The IT corridor in Chennai is being promoted as a world class technology destination. Analysts say that Chennai has all the ingredients to beat all other cities in terms of infrastructure, skilled HR and proactive government policies. Chennai is a reasonable and viable outsourcing avenue for IT, health care and life-sciences. Companies have rightly positioned their development centres in the city to exploit the potential and earn a fair share of income. With Chennai having the reputation as a strong industrial base, it is evident can it provide an ambient atmosphere to set up IT centres in the vicinity. Chennai is India’s second largest exportor of BPO and IT services as on 2012. According to Confederation of Indian Industries (CII), Chennai is estimated to grow to $US 100 billion economy.

Apart from the government promoted IT parks, several private buildings have come up in different parts of the city. With widespread penetration of IT into all spheres, there is immense potential for further growth. Taking up the economic growth, the state government has formulated exclusive IT policy.

The highlight of the same are to remove constraints in starting and running IT business, Government sops and tax benefits to attract companies, Continuous power supply to all IT parks, Market and promote IT and IT services in the state, attract inward investment, promote R &D and encourage technology tie-up with foreign counterparts.

What attracts IT businesses to Chennai are a well-connected road and rail infrastructure. Even without a metro, the city is well connected by local trains, the cost of living is also surprisingly low compared to other metros, lesser hustle and bustle compared to other metros, Good student community in the IT corridor belt, Bangalore’s crumbling infrastructure and its inability to handle unprecedented demand for IT development paved way for economies to look for greener pastures like Chennai, International connectivity- Chennai is connected to many major cities of the world by air. For telecommunication connectivity, Chennai is one of the four Indian cities which is connected to the rest of the world through underwater submarine optic cable, other cities being Cochin, Mumbai and Tuticorin. Lower attrition rate among IT workforce compared to other metros and IT hubs.

The areas being developed for IT parks are Siruseri and Perungudi- both suburbs of Chennai along the IT corridor of Old Mahabalipuram Road. There was a significant growth in real estate in these previously uncharted regions after it began housing IT majors. Real estate prices grew exponentially due to the availability of prominent schools, residential complexes and entertainment centres. Chennai is the automobile hub of India. Chennai thrives on the economic activities like automobile, computer, technology software and hardware manufacturing and health care sectors.

However the dampeners of the city are its hot and humid weather conditions. The hot climate turns off many employees and investors. There is also a language barrier that turns of many. One may seem totally lost without the knowledge of the local language. Sometimes the initiatives taken by the state government. Growth was planned in a phased manner. Economy received a major boost from contributions received from IT professionals. Thiruvananthapuram houses leading science, technology and research institutions and we need to wait and watch if it can steer the companies away from cities like Bangalore and Coimbatore.
The company leverages on its experience of being an IT hub for multinational clients and its history of working with some of the world's largest companies. This has helped the company in building a strong client base and reputation in the industry.

Despite the challenges, the company remains optimistic about its future prospects. The company believes that with the right strategy and execution, it can overcome the current challenges and achieve its long-term goals. The company is currently exploring various options to diversify its revenue streams and reduce its dependence on the IT outsourcing market.

In conclusion, while the IT outsourcing market faces several challenges, the company remains committed to providing high-quality services to its clients. With a strong focus on innovation and customer satisfaction, the company is well-positioned to weather the current challenges and emerge stronger in the future.
Majority of the respondents 75.3% are males and only 24.7% are females. This proportion is purely incidental and not intended. The reason for a male-dominant atmosphere could be the inconvenient / unsafe shift system practiced in these industries. The perception difference of both gender is considered for this study.

The minimum qualification is found to be Graduation. IT/ITES industry requires a minimum of a graduate degree. This study considers B.Sc.(IT), B.Sc.(CS), BCA, B.Com(CA), B.Com degree holders as Graduates, M.Sc., M.Com(IT), M.Com(CA), MIB, MFC, MSW degree holders as Post Graduates and MBA, MCA, BE, B.TECH as Professionals. IT being a sophisticated knowledge industry attracts more Professional degree holders. In the present study, 41.3% of the respondents are Professionals, 21.6% are Graduates and 37.1% are Post Graduates. This clearly shows the level of interest the IT jobs have created in the minds of professional degree holders.

Age of the respondent’s ranges from less than 25 years to more than 46 years which has been divided into four groups such as below 25, 26-35, 36-45, above 46 and 19.2% of the respondents are less than 25 years old. Only 12.5% of them are in the age group of above 46 years. If this study was done 10 years back we could see a big difference in the number of people in both the age groups listed above. But since the IT is here for some time it is observed that the people in the age group of 46 and above are not that low when compared to the people in the age group below 25.

Income of the respondent’s ranges from less than 2.5 lakhs to above 4 lakhs. It was observed that the majority of the people where in the income level of above 4 lakhs which constituted to 32.7%. The figure when compared to the experience and length of association in the company it was clear that those people who have more experience were paid more. IT industry is providing good platforms for IT professionals by offering more attractive salary packages than the other industries. The recent depression led to a series of reverse negotiations and displacement among these employees. Fortunately the recovery was quick and it has again become the usual business.

It is very typical in the IT/ITES industry for employees to switch jobs in short time spans. This is so because it is a budding sunrise industry which seems to be growing fast. But it was observed that these people who belong to the CMM level 5 companies had a good collection of people who have been working for more than 5 years. Almost 70.1% of the people where working for more than 5 years. This might because of a god environment which is as a result of the standards of operation of the CMM level 5 companies.

REFERENCE