Part B: Subject Specific Skill
Unit 1: Introduction to IT-ITES Industry

1. Introduction to IT-ITES Industry

Information and Communication Technology (ICT)

- Essential in today's digital age.
- IT is a fast-growing sector, enhancing services, speed, and global connectivity.
- T-Enabling Services (ITeS) improve efficiency and provide employment.
- Significant contributor to India's economy (expected to reach USD 100 billion by 2025).

2. Information Technology (IT): Covers design, development, implementation, and management of computer-based info systems.

Forms of IT Communication: Phone, video calls, Skype, emails, chats, etc.

Opportunities in ITS Industries

- **IT Services:** Custom software, web/mobile app development.
- **ITES:** Services delivered over telecom/internet (e.g., BPO).

3. Information Technology Enabled Services (ITES)

- Use IT to deliver services in various business domains.

Functions Include:

- **Customer Support:** Call centres, CRM.
- **Administrative Services:** Payroll, logistics.
- **Medical Services:** Medical billing, transcription.
- **Legal & Data Management:** Legal databases.
- **Software Development:** GIS, IT help desk.
- **Business Operations:** Outsourcing operations in finance, HR, etc.

4. Business Process Outsourcing (BPO): Contracting a business task to a third party.

Types of BPO Services

1) **Customer Support:** Assisting customers with queries and complaints through various communication channels.
2) **Technical Support:** Providing help to resolve technical issues related to products or services.
3) **Data Entry Services:** Entering and managing data quickly and accurately into digital systems.
4) **Account Services:** Managing billing, payments, and financial records for clients.
5) **Online Services:** Offering services like banking, shopping, and support through internet platforms.

5. Business Process Management (BPM) in India: Improves business performance via process optimization.

Benefits:

- Drives GDP growth.
- Provides employment.
- Attracts foreign investments.

Growth and Economic Impact

- Fast-growing industry (2018–2021).
- Government support and digital services boost BPM.

Structure of IT-BPM Industry

Difference between MNCs, ISPs, and GICs

Category	Multinational Companies (MNCs)	Indian Service Providers (ISPs)	Global In-House Centers (GICs)
1. Ownership	Foreign-based companies with operations in multiple countries.	Indian-owned companies serving domestic and international clients.	Captive units set up by foreign companies in India.
2. Purpose	Offer global products/services and expand market presence.	Provide IT, BPO, and consulting services to other organizations.	Support internal business functions of the parent company.
3. Client Focus	Serve external clients worldwide.	Serve multiple external clients globally.	Do not serve external clients; only parent company.
4. Example	IBM, Microsoft, Accenture.	Infosys, TCS, Wipro.	HSBC Global Technology, Shell Business Operations.

6. Applications of Information Technology (IT)

Area	Applications
Home Computing	- Personal computers for internet access, multimedia, e-commerce, education, communication.
Everyday Life	- Smart appliances (washing machines, microwaves, etc.) - Online bookings, shopping, payments, remote controls.
Education	- Smart classes, online exams, digital content delivery. - Use of e-learning platforms, video lessons, and assessments.
ICT in Classrooms	- E-learning tools, smartboards, animations, educational videos. - CD-ROMs, LMS, Web-based Training (WBT).
Healthcare	- Hospital Management Systems (appointments, records, diagnostics). - Lab automation, online consultations, medicine tracking.
Medical Diagnosis	- CAT, MRI, ECG, EEG, Blood Pressure & Sugar testing machines, Cardiac screening devices.
Workplace	- Automation of tasks, data storage, remote work, video meetings, improved efficiency.
Science & Engineering	- CAD/CAM tools, simulations, robotics, automation, 3D printing.
Research	- Data analysis, modelling, AI simulations, publication tools, knowledge sharing platforms.
Marketing	- Digital marketing, CRM, customer analytics, social media promotions, personalized advertising.
Business	- Automation of payroll, communication (email, video conferencing), HRMS, ERP systems.
Entertainment	- Streaming platforms, digital games, music & video downloads, AR/VR experiences.
Library	- Digital catalogs, e-books, search systems, online reservations.
Government & Public Service	- e-Governance, online forms and payments, service delivery portals (e.g., DigiLocker, tax filing, ID services).
Communication	- Email, online chat, video conferencing, FTP, intranet, VoIP.
News & Broadcasting	- Online journalism, video news, real-time news updates, blogs, citizen journalism.
Social Networking	- Platforms like Facebook, WhatsApp, Instagram for social interaction, messaging, content sharing.
Banking	- Online banking, digital payments, fund transfers (NEFT, RTGS), ATM services, e-statements, investment tools.