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**Middle School: 2nd place  
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## **IndiaFEST 2010– Essay Contest**

### **Call Centers In India**

Just one of the reasons why foreign companies are setting up their call centers in India is because of the high rate of literacy in India. The educated population of India has been one of the main attractions for these international companies to outsource and open call centers there. The overall literacy rate in India is over 50%. In the big cities like Kerala, Bangalore (which is where call centers originated) literacy rate is more than 90%. Bangalore's technology is so advanced that Bill Gates had gone to Bangalore India to meet up with the technology genius.

India has the second largest English speaking population. India's large and well-educated workforce has been one of India's main advantages over other countries. India will continue to have a well-educated and large workforce, because India has an ever increasing number of college graduates and a large number of successful training industries. Therefore it ensures that India's resources will keep growing.

India's time zone differences is a big advantage. Because the twelve hour time difference lets organizations to provide their customers with 24x7x365 days services. By taking advantage of India's time difference, companies in the U.S have been able to ensure that their customers receive round-the-clock customer support.. But usually the nights are busier because night in India is, morning in America and most of call centers for the U.S are in India.

Call centers in India use the latest technology. They have the best technology, the best software and high-end infrastructure. India has no taxing of internet services, telecom, cellular services and paging services. This has given India an advantage over other locations, in terms of infrastructure which gives great quality customer services. India has the largest number of state-of-the-art call centers in the whole world.

Another reason why the call centers are increasing by the day in India is also because the Indian government is building software technology parks with the latest telecommunication facilities. It is attracting international companies by offering easy import-export and duty free policies.

The call centers handle credit card problems, computer issues, customer satisfaction surveys, debt collection, insurance coverage, billing, telemarketing, customer service, medical coding etc. These call centers are saving thousands of dollars of these international companies just by outsourcing all this work to India. The cost of labor in India is cheap compared to USA and UK. With huge population in India these international companies get employees very easily. Matter in fact more and more jobs are being moved to India. This way they are making their products more affordable and their services and business more profitable.

Although international companies find labor cheap in India. Indian population find these wages very good. Within the past decade, high salaries for the call centers have drawn attention to thousands of applicants. Fixed breaks, good pay, transportation facilities provided by these international companies is drawing Indians to work in these call centers.

These call centers have helped better the economy in India. It has raised the standard of living and has given the younger population jobs and money that they can save up and use it for the betterment of them and their families.

The global organizations are very pleased with the outsourcing because it is bringing all the countries closer. The global economy has improved many folds due to this outsourcing. Outsourcing has become bread winner job opportunity for many of youth of major cities like Bangalore, Mumbai, Chennai recognition of call center is so ever noticeable along main stream media and currently it was under the lime light of an Academy award movie SLUMDOG MILLIONARE was nominated for ten Academy awards movie in 2009 and won eight, the most for any film of 2008, including best picture and best director.

Call centers as a whole have created many jobs for the future generations of India. Many people now have the opportunity to hold a decent middle class job. The call centers allow many other new service jobs to be opened near the facility. Many vendors set up their shop in these “technological parks” which are created by the government. This lets a market to flourish, because the people working in the call centers now have enough money to buy things they like; since they are doing that they can buy many of the products of the vendors which lets a market to be created.

Due to all of the call centers much of the Indian youth is becoming more and more westernized. This may be a down side to the new call centers but it is a necessary evil. A lot of the kids in India are listening to many of the pop sensations in the United States as well as wearing many of the same clothing lines are the kids in the United States do.

All together, call centers have let the Indian youth grow and progress. They have also let many new job opportunities be available in the call center as long as around the call center. A lot of the world has recognized India as a new world power due to many of these call centers. They have created much more money to be spent which is making the economy work. Not only do all of these services create a monetary gain it also shows the

world how well Indians do their work. The services which are provided by the call centers cannot not be compared to any other group of people in the world. Indians are allowed to have a sense of pride for knowing they are helping the world, one person at a time. These call centers have been so widely accepted that they made an Oscar Winning movie with the main character working in a call center, Slum dog Millionaire. India has been the only country in the world which can provide such great services are a fraction of the wage which the companies pay to the other workers around the world. One would think with all of the low wages there would be a lack of workplace quality, but it is not so in this instance; Indian call centers have well adjusted break cycles and food services during all of the working hours. Indian call centers have benefited India and the world.