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Impact Of Digital Transformation To Enhance Employability In India

(With special reference to The North East BPO Promotion Scheme NEBPS of Software Technology Parks of India)

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Abstract

The word "transformation" states new types of innovation and creativity. In other words, digitalization means the utilization of more IT and taking advantage of digital technology. Digital Transformation is the moderation for updating the current operational planning and strategies to reconstruct the objectives for appropriate marketing approaches by adopting digital technologies.. It tends to maintain relevance and competitiveness in the digital world.

Software Technology Parks of India (STPI) is a premier software and technology organization under the Ministry of Electronics and Information Technology (MeitY). The organization works for the promotion of IT/ITES Industry, innovation, R&D, start-ups, product/IP creation in the field of emerging technologies like IoT, Blockchain, Artificial Intelligence (AI), Machine Learning (ML), Computer Vision, Robotics, etc. STPI is working to establish Technology incubators in the above mentioned technology areas across the country in a collaborative manner. STPI has launched 13 Centres of Entrepreneurships (CoEs) till date.

In this paper, the North East BPO Promotion Scheme (NEBPS) has been discussed and analyzed which is under the Digital India Program to promote, BPO sector as the main aim of the scheme is to provide employment to the youth of northeastern cities of the nation without being migrated to other cities in search of employment. This paper is completely based on secondary data and its nature is descriptive. The objective of the paper is to depict the NEBPS promotion schemes to generate employment in India. For the analytical interpretation, Correlation analysis would be used as a statistical tool in this paper.

Keywords: Digital Transformation, Information Technology, Promotion, Correlation, NEBPS.

Introduction-

The "Digital transformation" means digital usage which is essential for new types of innovation and creativity in spite of supporting traditional methods. A common misconception about digitalization is the usage of more IT in order to take advantage of digital technology and data. Digital transformation expresses the more holistic concept over business development and in the field of IT. It includes the principle of "paperless" to reaching true "digital business maturity" which affects individual organizations, government, ecosystems, and the whole global economy.

India needs more than 100 million jobs every year and the jobs are generated mostly from startups and not through big enterprises. Startups are like to develop entrepreneurship skills which are important to bring new innovations, new career prospects, and a competitive business environment for young entrepreneurs. To enhance today's world economic prosperity it is vital to promote and develop startups schemes in India. One of the main dominance of startups is that they can create new jobs and generate employability; it is clearly observed by global data of industries that startups are creating more jobs prospect in our nation than large companies or enterprises.

As per the World Economic Forum

"We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society."

We all know that entrepreneurship is a pillar for the economic prosperity of a nation because it leads to take step towards the generation of employment along with contribution in national income. It is possible through the path of rural development, industrialization, technological development, export promotion, etc. Today many startups have introduced and facilitated the latest technology like Artificial Intelligence, Robotics, etc. which will be helpful in automation of business leading to increase the cash flow and generation of profitability. The aim of this paper is to investigate how the concept of digital transformation has the potential to generate future employability and its impact on the economy of India.

This research paper would definitely make a clear picture about the impact of start-ups, growth index of startups along with its impact on employment generation in India. This paper emphasizes on North East BPO Promotion Scheme (NEBPS) that is implemented by Software Technology Parks of India to generate employability. Behind the scheme the motive is supporting and encouraging more startups schemes which would create more revenue domestically and to increase consumer's capital flow around the Indian economy with the development of entrepreneur skills.

Company Profile:

India is one of the growing countries in the field of Information Technology and it is looking forward to becoming a superpower. Software Technology Parks of India has played an important role to maintain this status in the field of IT. Today, Software Technology Parks of India has become the world's premier infrastructure and statutory services provider with the purpose to develop the field of information technology on a global scale. Software Technology Parks of India was established Under the Ministry of Electronics & Information Technology and registered as an Autonomous Society under the Societies Registration Act 1860. On 5th June 1991 Government of India decided to promote IT exports from the country and implement STP Scheme, set up and manage infrastructure facilities and provide other services like technology assessment and professional training.

It is a premier software and technology organization under the Ministry of Electronics and Information Technology (MeitY) and it is involved in the promotions of IT/ITES Industry, innovations, R&D, start-ups, product/IP creation in the field of emerging and supporting to develop technologies like IoT, Block chain, Artificial Intelligence (AI), Machine Learning (ML), Computer Vision, Robotics, etc. STPI is also working to establish Technology incubators centers to generate career opportunities for entrepreneurs across the country in a collaborative manner. STPI has launched 13 Centres of Entrepreneurship (CoEs) till date.

The North East BPO Promotion Scheme (NEBPS) was launched with 5000 seats in respect of BPO/ITES operations in the North Eastern Region of India. The budgeted amount sanctioned was Rs. 50 Crore. This scheme proved to be helpful for capacity building in the region in terms of infra & manpower and will become the prime track for the next wave of IT/ITES led growth in the nation.

Functions of STPI (Software Technology Parks of India)

- To perform all functions in the capacity of the successor to the erstwhile Software Technology Park Complex which were taken over by the Software Technology Parks of India.
- To establish and manage the infrastructural resources such as integrated infrastructure including International communication / Data center / Incubating facilities etc. for 100% export oriented units and to render similar services to the users other than exporters.
- To undertake other export promotional activities such as technology assessments, market analysis, market segmentation as also to organize workshops/exhibitions/seminars/conferences etc.
- To Promote secondary and tertiary locations by establishing Software Technology Parks of India presence to promote Software Technology Park / Electronics Hardware Technology Park Scheme, and promotional schemes announced by Government.
- To promote entrepreneurship through incubation programmes / seed funds / IP development and other awareness programmes.

Source: <https://www.stpi.in/about-stpi>

Objectives of the study:

1. To measure the impact of Northeast BPO Promotion Scheme (NEBPS) in the employment generation in north east cities across the country.
2. To find out the extent of success of the scheme in the North-eastern part of the nation.
3. To analyze the coefficient of correlation (r) between the seats allotted to create employment and total operational seats in the NEBPS scheme.

Justification of research:

This research paper is titled “Impact of Digital Transformation to enhance employability in India” (With special reference to NEBPS (North East BPO Promotion Scheme)). So, that it would be helpful to the organization to realize the actual position and of their schemes towards the growth of employment generation in India.

It will be helpful to predict the future and make further policies and planning for the success of the NEBPS schemes for further development. The overall study would be supportive to depict the true picture towards the digital transformation success rate in the employment generation in India. Correlation analysis would be used to identify the relationship between variables related to the NEBPS schemes which can measure the degree of progress of the scheme. The overall impact of this study would be positive to depict the true picture of growth of employment generation in India through digital transformation. Correlation analysis is used to identify the relationship between the two variables related to the NEBPS schemes one variable is seat allotted by STPI in North East Region to generate employment through BPO promotions and second variable is how much seats are operational or used in North East Region to generate employment through the scheme. The overall study would be supportive to depict at what extent the digital transformation is important to generate employability in India. Correlation analysis works as a supportive tool of data analysis to identify the relationship between variables related to the NEBPS schemes which can measure the degree of progress of the scheme with respect to the employment generation in the North East Region of the country.

Limitations of Research Study:

1. This study is completely based on secondary data which is gathered from the website of Software Technology Parks of India (STPI). So the reliability of data is totally depended on the company.
2. This study has covered the two project of STPI which includes budgeted figures and planning of future regarding employment generation schemes. No financial data is available for the analysis of success of the schemes.
3. Somewhere published data is insufficient to achieve the satisfactory results.

Expected outcome of the Research:

This paper titled “Impact of Digital Transformation and Startup Ecosystem to enhance employability in India”(With special reference to NEBPS (North East BPO Promotion Scheme) of Software Technology Parks of India) is not only useful for STPI to know the soundness of their performance regarding the NEBPS scheme but it is also useful for other similar types companies or those companies which are engaged in the BPO industries. Management, employees, stakeholders, Government, creditors, debenture holders, public are also interested to understand the trend of the performance growth in employment generation through IBPS to create employment for youth in all the states of India. Correlation analysis would be used to identify the relationship between variables related to the NEBPS schemes which can measure the degree of progress of the scheme. To develop the business of IT towards developing employability and through the detailed study of NEBPS not only STPI but all interested parties can identify the progress of the scheme to encourage startups and to promote entrepreneurship.

In this study, Correlation analysis would be used to know the degree of correlation between the Seats allotted and Total seats used for operation for the purpose of employment generation in the north east cities all over the country. The correlation coefficient(r) would be useful to identify the degree whether it is high, moderate or low with positive or negative scale. The Evaluation of coefficient of correlation would be helpful to explain the actual authenticity and actual utilization of NBPS scheme towards employment generation in India.

Methodology:-

Impact of Digital Transformation and Startup Ecosystem to enhance employability in India (With special reference to NEBPS (The North East BPO Promotion Scheme) and NGIS (Next Generation Incubation Scheme) of Software Technology Parks of India) to depict the role of NEBPS promotion scheme in the employment generation in the states north east cities across the country and to analyze the coefficient of correlation (r) between the seats allotted to create employment under IBPS and operational seats through this scheme. The study is completely descriptive in nature and is purely based on already published secondary data. The data has been collected by readily available sources and other published data is available on STPI and STPI official websites. Secondary data will also be gathered from the Ministry of Electronics and Telecommunication website, Journals, Magazines and it depends on reviewed published research papers. The basic statistical tool would be correlation analysis.

The North East BPO Promotion Scheme (NEBPS),

The Indian IT/ITES industries are matured enough to forward the value chain of information technology to achieve job oriented ideas since the last decades. It is clear that the IT/ITES industries have been contributing immensely to the growth of GDP and is responsible to employ various career opportunities.

Software Technology Parks of India (STPI) is contributing towards the success of the IT/ITES industry and in generating India as a preferred IT destination. Now it builds a strong foundation of the IT sector and its primary motive is to develop the job opportunities in small towns for their all-inclusive growth. This demographic advancement is the need of the hour and it can also help in reducing the digital divide through the North East BPO Promotion Scheme (NEBPS).

This scheme is visualized under Digital India Programs developed to incentivize the establishment of 5000 seats in respect of BPO/ITES operations, especially in North Eastern Region. The budget outlay determined for the scheme is Rs. 50 Crore. This would be helpful to extend the building in the region in terms of infra & manpower and it is a base for the next wave of IT/ITES led growth. NEBPS having Financial support with Capital Expenditure as well as Operational Expenditure of up to 50% of expenditure per seat, up to Rs 1 Lakh per seat.

Special incentives for:

- **Play a vital role to generating employment beyond target:** Ministry of IT has launched the India North East BPO Promotion Scheme (NEBPS). The objectives of this scheme are to create employment with around 1.5 lakh job opportunities for the local youths of smaller/ new towns and also used to attract investments in the respective regions for the overall development of the state.
- **Beneficial for Small and Local entrepreneurs:** This scheme would help to develop the right ecosystem that is required for the growth of small entrepreneurs and for under developed towns to bring prosperity. This scheme has various positive effects on the economy in near future.
- **Helpful to employ Women and specially enabled person:** This scheme is mature enough to create employment opportunities as around 15000 direct jobs especially skilled and trained people for three-shift operations. It may also accommodate to create a good number of indirect jobs as well. It emphasizes on the women empowerment and motivates women to take part in this scheme under Digital India Initiative.
- **Training incentive is main motivation towards employees:** Implementation of the North East BPO Promotion Scheme (NEBPS) under the Digital India Initiative which is designed for all-inclusive growth across the country. It is helpful to maintain its professionalism, along with encouraging smart digital enterprises across the country to create employment opportunities for

youth by promoting investments in BPO/IT sectors through proper training impulses to the employees. With this thought they can encourage them to get benefited jobs and took step in the mission of employment generation in India.

State Wise Details of Seats Allocated in the States to start for Business Process Outsourcing in North east region till date

Table-1.1

State/UTs	Total Seats Allocated till date
Arunachal Pradesh	50
Assam	500
Manipur	275
Meghalaya	150
Mizoram	0
Nagaland	400
Sikkim	0
Tripura	126
Total	1,501

Source: <https://nebps.stpi.in/>

Table-1.2

State wise unit details						
S.N.	State/UTs	Unit Name	Location	Seats	IPA Date	Status
1	Arunachal Pradesh	Access Edutech Pvt Ltd	Itanagar	50	25-10-2018	Operation Started
(A) Sub Total				50		
2	Assam	Anjaybee Infotech Private Limited	Majuli	50	4/1/2018	Operation Started
3		Thredz Information Technology Pvt. Ltd.	Guwahati	50	29-07-2016	Operation Started
4		Tatwa Technologies Ltd	Guwahati	150	2/6/2017	Operation Started
5		D.T. Infocomm Pvt. Ltd.	Barpeta	50	11/10/2018	Operation Started
6		Mobisoft Technology India Pvt. Ltd.	Guwahati	50	27-05-2019	Operation Started
7		Malpani Tea Company Private Limited	Jorhat	25	18-12-2019	Operation not started
8		Malpani Tea Company Private Limited	Guwahati	25	18-12-2019	Operation not started
9		Viblin India Private Limited	Guwahati	100	18-12-2019	Operation not started
(B) Sub Total				500		

10	Manipur	UNI Trans Solution Pvt. Ltd.	Imphal	100	29-07-2016	Operation Started
11		CubeTen Technologies Pvt. Ltd.	Imphal	50	9/8/2016	Operation Started
12		Vendor Plus Consultants Private Limited	Thoubal	25	18-12-2019	Operation not started
13		Vendor Plus Consultants Private Limited	Imphal	25	18-12-2019	Operation not started
14		Vendor Plus Consultants Private Limited	Imphal	25	18-12-2019	Operation not started
15		KGI Mercantile Private Limited	Bishnupur	50	3/3/2020	Operation not started
(C) Sub Total				275		
16	Meghalaya	Imerit Technology Services Pvt Ltd	Shilong	50	25-06-2018	Operation Started
17		S10 HEALTHCARE SOLUTIONS PRIVATE LIMITED	Shillong	100	25-10-2018	Operation Started
(D) Sub Total				150		
18	Nagaland	Infinity Infomatic Pvt. Ltd.	Kohima	400	29-07-2016	Operation Started
(E) Sub Total				400		
19	Tripura	Xlayer Technologies Private Limited	Agartala	25	25-06-2018	Operation Started
20		RT Network Solutions Pvt ltd	Agartala	101	18-12-2019	Operation Started
(F) Sub Total				126		
(A)+(B)+(C)+(D)+(E)+ (F) Total seats allocated				1501		

Source: <https://nebps.stpi.in/unitlists.phd>

Correlation Analysis:

Correlation Analysis is used to find out the relationship between two variables. Correlation Coefficient is helpful to determine the level of correlation between the allotted seats under NEBPS scheme and the operated seats under NEBPS scheme for the employment generation for youth in the states across the country. The correlation coefficient is used as a statistical measure of the strength of the relationship between the relative movements of two variables. The correlation coefficient is designated by the letter “r” and it is also called as Karl Pearson’s Coefficient of Correlation which is calculated by the following formula:

Correlation Coefficient Formula

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

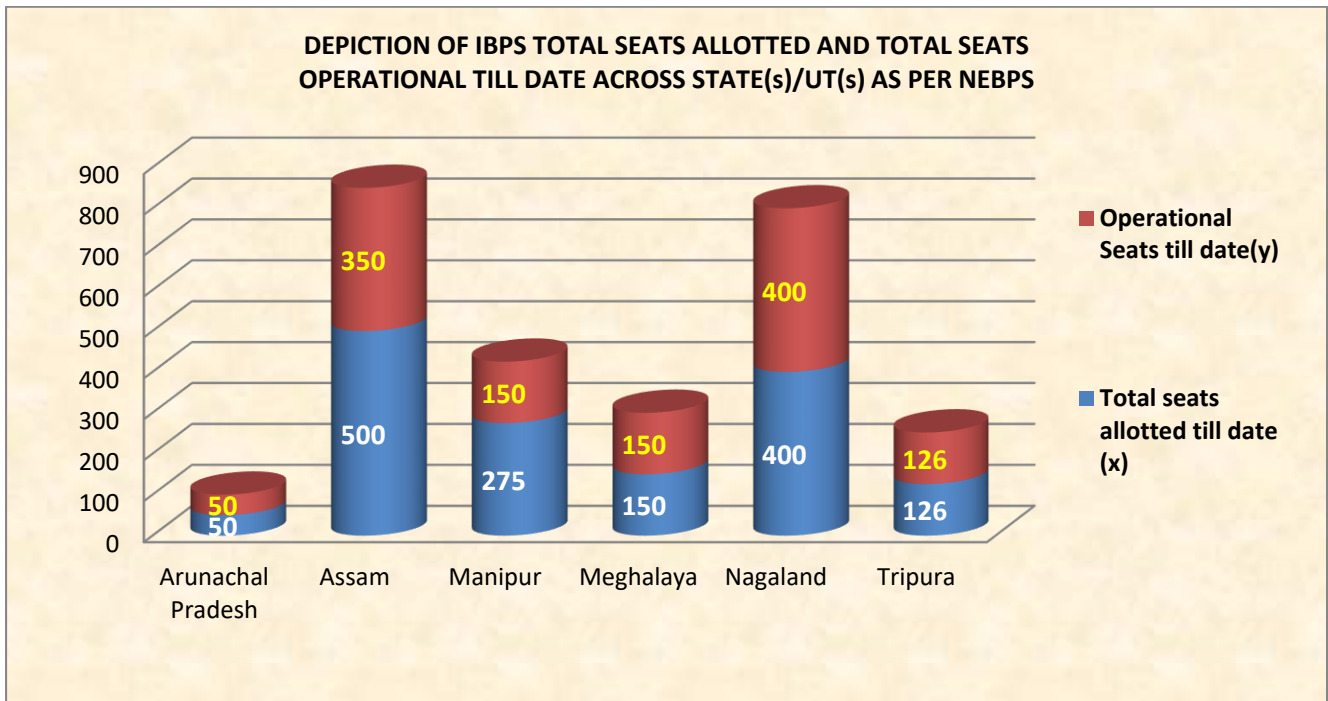
The values range of r lies between -1 to 1. If a calculated number lies beyond the limit of 1.0 or less than -1.0 that shows there was an error in the correlation measurement. A correlation of -1 represents a perfect negative correlation, while a correlation of 1 shows a perfect positive correlation. A correlation of 0 expresses no linear relationship between two variables. Two variables of the study are Total seats allotted to date and total operational seats to date in the states under India BPO Promotion Scheme (NEBPS) all over the country.

Table-1.3

DEPICTION OF IBPS TOTAL SEATS ALLOTTED AND TOTAL SEATS OPERATIONAL TILL DATE ACROSS STATE(S)/UT(S) AS PER NEBPS

S.No.	State/UT	Total seats allotted till date(x)	Operational Seats till date(y)
1	Arunachal Pradesh	50	50
2	Assam	500	350
3	Manipur	275	150
4	Meghalaya	150	150
	Nagaland	400	400
7	Tripura	126	126
	Total	1501	1226

Source: <https://nebps.stpi.in/unitlists.phd>



Analysis:

Table-1.4

Variables	Value of “r”	Degree of Correlation
Total seats allotted till date(x) Operational Seats till date(y)	0.97	Very high degree positive correlation

Interpretation:

After the calculation of the Coefficient, the value of “r” is 0.97 which shows a very high degree of positive correlation between the variables, which, means there is a high degree of a positive relationship between seats allotted in the states of north east region for employment generation point of view and the operational seats in the region occupying by companies to start their entities for developing employment opportunities through such Scheme are positively correlated. In this situation variable X represents total seats allotted till date and variable Y is Operational Seats till date. Both variables are correlated as if there are seats are available for startups then only there is a chance to take initiative to start business operations as startups. The result depicts the progress towards the accomplishment of the scheme in north east region because many of states allotted seats are completely operated by states and some of them are partially used by the states to start to develop BPO’s to generate employment along to fulfill the objective towards the growth of the BPO promotion scheme in India.

Findings

After the analysis and interpretation of the study there are some findings of the research paper:

1. Under the NEBPS, the seats initially allotted in the year 2011 and in the year 2020 as per table 1.1 expresses that India BPO promotion scheme for North East region is continuously achieving growth and show positive trend as allotted seats has been used for developing employment in the region. STPI plays a significant role in technological market in north eastern cities of India.
2. According to the objectives the people have an opportunity to be employed as per their skills and caliber. This scheme is helpful for the rapid development of the information technology across the India long with entrepreneur development.
3. In the table 1.2 it is clearly understood that there are few states which are not responding positively towards India NEBPs promotion scheme. These states yet not started operation even not used their allotted seats date till date which was provided in 2011 for the establishment of BPO services in North East region.
4. With the help of Correlation Analysis in the table-1.3, it is found that the coefficient of correlation(r) = is 0.97, which indicates very high degree positive correlation between the variables. It also expresses the sound growth of India NEBPS promotion scheme in North East region of our country. It analyzes the relationship between total seats allotted and operated for BPO operations with an objective of employment generation and it is helpful to find that both the variables are positively connected to each other or in other words they represents linear correlation with each other.

Suggestions:-

1. Each state should come forward and to take initiatives to increase their BPO seats in consecutive years and those states which not yet started their units should try to begin their business of outsourcing under the BPO promotion scheme. It will be a huge step in the growth of information technology and will be helpful to build the economy.
2. STPI should launch such kind of schemes and to promote BPO outsourcing to generate employment in near future with the thought of IT development along with economic development across the country.

Conclusion:-

This study pulls out some evidence that are proving how new technologies are assisting customers and companies to create value and employability. This paper studied NEBPS (The North East BPO Promotion Scheme) has been discussed and analyzed which is under the Digital India Program to promote, BPO's. This article provides cutting-edge results correlation analysis and it found that the variables are positively correlated and shows the sound progress of NEBPS in North East region. The main aim of the scheme is to provide employment to the youth of north east cities of the nation without being migrated to other cities in search of employment digital convergence or digital divide. The schema NEBPS is a successfully launched organizational services, accelerate processes and both schemes are helpful to enlarge the potential of organizations and tend to maintain relevance and competitiveness in the digital world. The word "transformation" states new types of innovation and creativity, in other words, digitalization means the usage of more IT, in order to enable and take advantage of digital technology.

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