Detailed Project Report

For

Establishment of 200-Seater BPO/ITES Enabled Operations Centre

For Improving Employability of Students and Un-Employed Youth

At

Govt. Degree College Sopore

District Baramulla, J&K

Total Cost of Project Rs. 9.43 Crores

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Introduction

 The State of J&K has tremendous potential for development of IT Services, Particularly business process outsourcing (BPO) which contains the transmission of processes along with the related operational activities and responsibilities, to a third party with at least a guaranteed the same service level and where the client contains a firm grip over the (behavior of the) vendor for mutual long-term success. The BPO is positively associated to the search for more efficient organizational designs: cost decrease, productivity increase and innovative capabilities. The opportunities in Information Technology Sector is not only limited to Software Programming, however various opportunities exist in back office support services, graphic designing and animation.

 The BPO can be divided into two categories: back office outsourcing, which includes internal business functions such as billing or purchasing, and front office outsourcing, which includes customer-related services such as marketing or tech support. The endless opportunities IT provides, stimulates (cross-border) BPO activities. BPO that is contracted outside a company's own country is sometimes called offshore outsourcing. BPO that is contracted to a company's neighboring country is sometimes called near shore outsourcing, and BPO that is contracted within the company's own country is sometimes called onshore outsourcing. The most common examples of BPO are call centres, human resources, accounting and payroll outsourcing.

 Use of a BPO as opposed to an application service provider (ASP) generally also means that a certain amount of risk is transferred to the company that is running the process elements on behalf of the outsourcer. BPO includes the software, the process management, and the people to work the service, as a typical ASP model includes only the provision of access to functionalities and features provided or 'served up' through the use of software, generally via web browser to the customer. BPO is a important part of the outsourcing industry. It is dependent on information technology; hence it is also referred to as information technology enabled services or ITES. Knowledge process outsourcing

and legal process outsourcing are some of the subsets of business process outsourcing.

Keeping above in view, the BPO Centre to be established at Govt. Degree Sopore can possibly become hub of imparting technical education as per industry standards and developing entrepreneurship among the students and pass outs.

About Institution

Govt. Degree College Sopore was established on 27th of September 1951. Initially the college started as an intermediate college in 1949 and was housed in the present Govt. Boys Higher Secondary Sopore. It was only in 1951 that it was shifted in the present building and since then thousands of students have left the college and attained eminent positions in the social mainstream. Starting with a meager roll of 50 odd students in 1951, the institution has presently 3532 students on its roll with around 900 girl students alone. Sprawling over 111.3 kanals of land with built up area of around 7000 Sq. meter, the college campus is centrally located in the Sopore Town. Being multi-faculty and multi-disciplinary co-educational institution, the students pursue various under-graduate courses in Humanities, Science, Commerce & Management. The college has teaching faculty strength of 46 regular faculty members including a Professor, Associate Professors, Sr. Assistant Professors & a sizable number of (72) teaching members working on academic arrangement basis.

The campus has 32 lecture rooms, one spacious seminar hall/ conference hall, a State-of-Art auditorium block and Green House, one Browsing Centre, 20 Science labs, 70 computers with broadband connectivity under (NME Scheme) and a central digitized/automated library consisting 37000 books, 10 Journals. Besides the college is connected with a regional beam of EDUSAT and has Satellite Interactive Terminal (SIT) facility. The college emblem has been coined with a view to inculcate the traits of an eagle among the learners of this institution which happens to be an imaginary bird

which on wings signifies ceaseless efforts on part of it to reach the zenith.

Objectives:

1. Creation of employment opportunities for the youth, by promoting the IT/ITES Industry particularly by setting up the BPO/ITES operations.
2. Promotion of investment in IT/ITES Sector in order to expand the base of IT Industry and secure balanced growth
3. Partnering with Sector Skill Councils (NASCOM) for promotion of Information Technology in the State and developing required skill set among outgoing and un-employed students/passouts.
4. Providing Training on IT Enabled Services, back office, payrolls, animation and web designing.
5. Developing MOU's with Partner Industries for absorbing the trained manpower.
6. Working as Self-Sustaining Centre, whereby generating income by proving IT Services to various institutions and Online Exam Centre in North Kashmir.

Beneficiaries of the Training Programme:

1. The Students enrolled under different programmes in the College will be covered under BPO Training Skill Programme and training will be imparted in synchronization with the available time.
2. The students who have left the degree programme in the middle and are dropouts will be enrolled for skill programme for improving their employability and chances of getting achieving secure livelihood.

3. The students who have qualified the bachelors programme but are finding difficulty in getting job, will be identified and enrolled in the skill programme
4. The persons who have been working in various sectors and interested to change or upgrade their livelihood options and opt BPO has career option will be enrolled under the said programme.

Activities to be Covered Under Setting up of BPO

- **INBOUND MARKETING**
  As you know that inbound marketing is the most effective way to generate leads, but it consumes a lot of energy. Out sourcing the integrated programs helps to get the inbound efforts managed properly.
- **BLOG OUTSOURCING**
  All business has their own blog launched late with less than enviable results. However, do you generate a good amount of traffic? To drive loyal visitors to your website, outsource your blog today!
- **TAX**
  One of the main areas which business can feel free to outsource is tax. Hire a professional and save money on cost and save your time.
- **MARKETING CAMPAIGNS**
  Marketing is a critical element that helps to bring success in business. You might have a great business with great products and the world must know that. Therefore, you need to outsource the marketing of your company to a reliable partner.
- **PAYROLL**
  Hiring an outside service provider to manage your payroll will help to improve your bottomline.

- **ADVERTISING & PROMOTIONS**

  Advertising and promotions cannot bring success if you to do it in-house as being too close to the product and service might water down the right channel to market it. So, outsource it.

- **CUSTOMER SUPPORT**

  Customer service is one of the essential aspects that you need to outsource. To make your customer get the quality service, hire the right contact center.

- **DATA ENTRY**

  You can outsource an errand of services and data entry is one among them, which most business prefers to outsource.

- **ACCOUNTING**

  It is a heavy task where you have to waste a lot of time and energy. To focus on the core tasks, outsource your accounting job to outside services and save on cost.

- **SCHEDULING**

  One of the tedious tasks is to set the schedules of various meeting. Outsourcing schedule setting is a big benefit for those large brands that have to handle large schedules every day.

- **SOCIAL MEDIA**

  You can allow the outsourcing company to handle your social media profiles, as it is difficult on your part to visit the social sites often.

- **TECHNICAL ASPECTS**

  You need to outsource the technical matters to experts who have given their dedicated time to learn about the back-end of a website.

- **BOOK KEEPING**

  Outsourcing companies can make entries quickly and accurately that too at a low cost.

- **WEB DEVELOPMENT**

  Web development is the huge factor that you can outsource to save a large amount. If your site looks good, you can bring added revenue.

- **SALES TRAINING**

  Sales training is good to outsource as it helps to make your product presentable before the target market with deeper insight.

- **PLANT CLEARING**

  Plant clearing is one of the essential things that you must outsource in this competitive market. It helps to keep the price lean, yet generate amazing results.

- **ADMINISTRATIVE TASKS**

  Administration is an essential thing that most business likes to outsource. They do not get the dedicated time to manage the administrative aspects for their business, so it is good to hire a professional to supervise those tasks.

- **SEO**

  Hire a dedicated outsourcing service to manage the SEO tactics of your website**.**

- **APPOINTMENT SETTING**

  A plus point for the insurers who have to meet their target clients regularly is to outsource their appointment setting. For them, having a preset appointment is necessary.

- **CONTENT MARKETING**

  It is good to share quality and original contents, and if you hire a pro or a professional team of content marketers, then you can definitely enrich your business website.

- **HUMAN RESOURCES**

  To increase the bottomline, you must outsource, and drive higher revenue for your website.

- **BUSINESS CONTINUITY PLAN**

  If the city strikes with disaster outsourcing, a business continuity plan will help in quickly getting back to business in spite of the disasters.

- **ANSWERING SERVICES**

  It helps to manage the customer queries especially in a medical department or hospitals, where people do not like to have a call in queue.

- **LEADERSHIP DEVELOPMENT PROGRAMS**
  This helps to save large costs on 401K, health plans, workers compensation insurance, etc.
- **LEAD GENERATION**
  For acquiring target markets, you have to generate quality leads. You cannot generate leads in-house, so outsource it to a reliable lead generation company.
- **MARKET RESEARCH**
  Just leverage your market research campaigns to outsourcing companies to know your target market beforehand. You can know how well your product can survive the market competition with the help of market research campaigns.

Areas on which training to be offered:

- Support for back office and front office operations.
- Finance & Accounts.
- Human Resources.
- Tax (Direct & indirect)
- Data Analytics.
- Fixed Assets Management.
- Reconciliation – parties, banks and inter countries.
- MIS & Budgeting.
- Transaction processing.

Infrastructure Requirement:

1. Building with a Floor Area of More Than 10000 Sq.Ft for imparting Training to 200 Students on BPO Skill Courses.

2. IT Infrastructure in the Form of the basic computer, headset and internet connection, Browser-based call center

software, Automatic call distributer (ACD) software, Customer relationship management (CRM) software, Call recording Software & Equipment, Call monitoring software, Comprehensive analytics, Communication tools for long-distance collaboration, Remote access software for IT monitoring, Workforce management tools and post-contact customer surveying tools

3. Skilled Trainers in Soft Skills Development, Payroll Management, Call Centre Operation Management,

4. Modular Furniture for Training 200 Students.

5. Curriculum for Industry Partners/ Sector Skill Councils/ National Skill Development Corporation.

6. Teaching Material/ Lectures from Visiting Faculty

Proposed Funds Requirements for Setting Up BPO:

S.No	Particulars	Tentative Cost (Rs)
1.	Construction of Double Storied Building having 16 Rooms of Size 30ft x 30ft & a Hall of 50 x 50 Sft for accommodating 200 Students for training purposes with available Carpet Areas of More than 10000 Sft With Complete Electrification Internal / External, LAN Points, Luminaries, Panels, Servo Stabilizers, UPS 20 KVA x4 with Battery Banks, AVR/Servo 150 KVA Oil Type, False Sealing, Acoustics, 100 KVA Diesel Generator Set Three Phase, Central Heating System with Chillers & Blowers Summer & Winter / VRV Air Conditioning / Hot Air Blowers for Imparting Training in Winters.	4.5 Crore
2.	200 AIO Computers of Latest Configuration i7, 8th or Higher Generations Processors with 16GB DDR4 RAM, 2 TB HDD, LED, Keyboard Mouse, Windows Preloaded & Softwares for VOICE & Data Processing	2.10 Crore
3.	Internet Connectivity having Bandwidth of 100 MBPS Dedicated Leased Line on OFC/Radio Link	12.0 Lac /Yr
4.	Browser-based call center software, Automatic call distributer (ACD) software, Customer relationship management (CRM) software, Call recording Software & Equipment, Call monitoring software, Comprehensive analytics, Communication tools for long-distance collaboration, Remote access software for IT monitoring, Workforce management tools and post-contact customer surveying tools	70.20 Lacs
5.	Modular Furniture for Training 200 Students. Godrej Make, Chairs, Tables, Lockers, Office Furniture, Cabins	55.0 Lacs
6.	5 Trainer on Skill Development for providing training to 200 students on various BPO Operations, tools and softwares, 3 Trainers for providing training on Soft Skills, English Fluency & Personality Development	57.60 Lacs
7.	Training Material for 200 Students	30.0 Lacs
8.	Curriculum Development, Visiting Faculty, Workshops, Internship, Partnering with Sector Skill Councils (NASCOM)	20.0 Lacs
9.	Industry Partners Training Costs/ Operating Cost/Placement Support	20 Lacs
10.	Contingencies/ Miscellaneous /Etc.	30 Lacs
	Total Cost of Project	**Rs. 9.43 Crores**

** The Costs are tentative, whereas some costs are recurring like internet connectivity, renumeration to trainers.

Project Deliverables & Activity Chart:

Six Month Course in Business Process Outsourcing

S.No.	Activity	Mode	Duration	Achievement/ Outcome
1.	Training by Existing Faculty Members of College / Hired Faculty / Subject Experts	General Component	2 Months	' Improved Personality ' Improved Fluency ' Improved Typing Speed ' Basic Knowledge about Computers ' Understanding of Business Process Outsourcing Activities
2.	Training by Existing Faculty Members of College / Hired Faculty / Subject Experts / Private Partners / Industry Experts /Partners	General & Skill Component	1 Months	' Technical Knowledge by Teaching Skills as per Qualification Packs Identified by Sector Skill Councils
3.	Training by Experts/ Guest/ Visiting Faculty Members/ Industry Experts /Partners	Skill Component	2 Months	' Improved Knowledge and Understanding of the Subject ' Technical Skill Development ' Deeper knowledge about key concepts ' Interaction with actual work environment ' Understanding of actual roles to be performed
4.	Deputation to tied up Industry Partners/ BPO Companies/ ITES Service Companies for	Practical Part / On Job Training	1 Month	' On hand information of actual job environment. ' Understanding of Job requirements

	Internship/ On Job Training / Apprenticeship Purposes along with Placement Support			• Understanding of performance indicators • Understanding about work quality • Understanding about career prospectus in related sector and career pathways. • Chances of getting job placements/ offers in the organization concerned.

Project Deliverables & Activity Chart:

One Year Course in Business Process Outsourcing

S.No.	Activity	Mode	Duration	Achievement/ Outcome
1.	Training by Existing Faculty Members of College / Hired Faculty / Subject Experts	General Component	3 Months	• Improved Personality • Improved Fluency • Improved Typing Speed • Basic Knowledge about Computers • Understanding of Business Process Outsourcing Activities
2.	Training by Existing Faculty Members of College / Hired Faculty / Subject Experts / Private Partners / Industry Experts /Partners	General & Skill Component	1 Months	• Technical Knowledge by Teaching Skills as per Qualification Packs Identified by Sector Skill Councils
3.	Training by Experts/ Guest/ Visiting Faculty Members/ Industry Experts /Partners	Skill Component	4 Months	• Improved Knowledge and Understanding of the Subject • Technical Skill Development • Deeper knowledge about key concepts • Interaction with actual work environment • Understanding of actual roles to be performed
4.	Deputation to tied up Industry Partners/ BPO Companies/ ITES Service Companies for	Practical Part / On Job Training	4 Month	• On hand information of actual job environment. • Understanding of Job requirements

	Internship/ On Job Training / Apprenticeship Purposes along with Placement Support			- Understanding of performance indicators - Understanding about work quality - Understanding about career prospectus in related sector and career pathways. - Chances of getting job placements/ offers in the organization concerned.

Support Required:

1. **The faculty available in the College be roped in imparting General Component of the Training Programme with Renumeration of Rs. 1000/- Lecture with maximum ceiling to three lectures per day and 20 lectures per month**
2. **The visiting faculty/guest faculty/industry partners/ be provided with renumeration of Rs. 2000/ Lecture and with a maximum ceiling to 5 Lectures Per Month**
3. **The students enrolled for the programme be provided Stipend of Rs. 2000/- Per Month basis and at the end of the course and at successful completion/award.**
4. **The Sector Skill Councils & NSDC Accredited Training Partners be roped in for developing curriculum of the training programme.**
5. **PIA's / Placement Agencies be roped in for post training support in the form of internships, practical trainings and placements**
6. **The industry partners be identified and roped in for providing platform for sharing industry requirements and needed skills to be imparted through training.**

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