ISSN NO. 2320-5407

Journal homepage: http://www.journalijar.com

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH

RESEARCH ARTICLE

The Performance Of IT/ ITeS Industry in India

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Manuscript Info

Manuscript History:

Received: 11 July 2013
Final Accepted: 18 July 2013
Published Online: August 2013

Key words:
IT-ITeS services,
Employment,
Revenue trends and Government Initiatives.

Abstract

The performance of IT/ITeS industry have been widely studied and also examine the trends in revenue, export revenue, domestic revenue and employment generation of IT/ITeS industry in India. To assess the status of the Exports, relevant data and information have been collected from secondary sources. A majority of the Fortune 500 and Global 2000 corporations are sourcing IT and ITES from India and it is the premier destination for the global sourcing of IT and ITES accounting for 55 per cent of the global market in offshore IT services and garnering 35 per cent of the ITES/BPO market. As a result of all such efforts, India is placed among the fastest growing IT markets in the Asia-Pacific region. Today, India is a preferred destination for ITES due to its distinct advantages, which lay in its supportive government policies; infrastructural facilities; low manpower cost; growing knowledge pool; specialised technical skills; higher productivity and quality of service; etc. This increasing attractiveness as an investment destination in IT has even led to a reversal of the brain drain i.e. the people of Indian origin who went to pursue careers abroad are now attracted to work in India itself.

Introduction

The information technology (IT) and information technology enabled services (ITeS) industry has been one of the key driving forces fuelling India's economic growth. IT is one of the world's fastest growing economic activities, which envisages easier flow of information at various levels in the desired pattern. The Information Technology enabled Services (ITeS) sector has not only changed the way the world looks at India but has also made significant contributions to the Indian economy. IT enabled Services (ITeS), also called web enabled services or remote services or Tele-working, covers the entire gamut of operations which exploit information technology for improving efficiency of an organization. These services provide a wide range of career options that include opportunities in call Centre, medical transcription, medical billing and coding, back office operations; revenue claims processing, legal databases, content development, payrolls, logistics management, GIS (Geographical Information System), HR services, web services etc.

Information Technology (IT) is defined as the design, development, implementation and management of computer-based information systems, particularly software applications and computer hardware. Today, it has grown to cover most aspects of computing and technology. The largest firms globally include IBM, HP, Dell and Microsoft.

The Information Technology-Enabled Services (ITES) industry provides services that are delivered over telecom or data network to a range of external business areas. Examples of such business process outsourcing (BPO) include customer service, web-content development, back office management and network consultancy etc.

In this paper I examined the performance of IT/ITeS industry of India. To assess the status of the Exports, relevant data and information have been collected from secondary sources.

Objectives:

1. To examine the IT/IT enabled services of India.
2. To analyse the employment of IT/ITeS industry.
3. To examine the impact of IT/ITeS on Indian Economy

IT-Enabled Services Types:

- Customer Interaction Services.
- Business Process Outsourcing.
- Insurance claims Processing.
- Medical Transcription.
- Legal Database.
- Digital Content.
- Online Education.
- Data Digitization.
- HR Services.
- Website Services.

Information Technology and IT Enabled Services in India:

Information technology (IT) is amongst the fastest growing sectors in the country. Its contribution to GDP rose from 1.2 per cent in 1999-2000 to 5.2 per cent in 2006-07 and to an estimated 5.5 per cent in 2007-08. Growth of Indian IT industry has been driven by the IT software and services (IT services) and IT enabled services (ITES). The software and services (IT services) industry of India has been moving up the value chain, giving India formidable brand equity in the global markets. The Indian software and services exports including ITES-BPO are estimated at US$ 40.3 billion (Rs. 163,000 crore) in 2007-08 as compared to US$ 31.4 billion (Rs. 141,000 crore) in 2006-07, showing an increase of 28.3 per cent in dollar terms and 15.6 per cent in rupee terms.

Business Process Outsourcing (ITES-BPO) sector has emerged as a key driver of growth for the Indian software and services industry. It has become the biggest employment generator amongst young college graduates. The total numbers of IT and ITES-BPO professionals employed in India have grown from 284,000 in 1999-2000 to over 1.63 million in 2006-07. In addition, the industry helps to create millions of job opportunities through direct and induced employment in telecom, power, construction, facility management, IT, transportation, catering and other services.

Indian companies are expanding their service offerings, enabling customers to deepen their offshore engagements and shifting from low-end business processes to higher ones. They are also enhancing their global service delivery capabilities through a combination of Greenfield initiatives, cross-border mergers and acquisitions, as well as partnerships and alliances with local players. This has helped them execute end-to-end delivery of new services.

India is regarded as the premier destination for global IT and ITeS outsourcing, accounting for almost 55% of the global sourcing market in 2010, according to the Ministry of Communications and Information Technology. The ITeS sector includes IT hardware, software and services. The Indian IT-BPO sector is estimated to have aggregated revenues of USD 88.1 billion in 2010–2011, with the IT software and services sector (excluding hardware) accounting for USD 76.2 billion of revenues. During this period, direct employment is expected to have reached nearly 2.5 million, an addition of 240,000 employees, while indirect job creation is estimated at 8.3 million. As a proportion of national GDP, the sector revenues have grown from 1.2% in 1997–1998 to an estimated 6.4% in 2010–2011. Its share of total Indian exports (merchandise plus services) has increased from less than 4% in 1997–1998 to 26% in 2010–2011, as per the report of the working group on the IT sector for the 12th Five-Year Plan (2012–17).

Market Size and Major Investments:

The Indian IT and ITES industry has continued to perform its role as the most consistent growth driver for the economy. Service, software exports and BPO remain the mainstay of the sector. Over the last five years, the IT and ITES industry has grown at a remarkable pace. A majority of the Fortune 500 and Global 2000 corporations are sourcing IT and ITES from India and it is the premier destination for the global sourcing of IT and ITES accounting for 55 per cent of the global market in offshore IT services and garnering 35 per cent of the ITES/BPO market .India's IT and BPO sector exports are expected to grow by 12-14 per cent in FY14 to touch US$ 84 billion - US$ 87 billion, according to Nasscom. The Indian IT infrastructure market is projected to grow by 9.7 per cent y-o-y to reach US$ 2.1 billion in 2013. Nasscom has created a separate unit to drive its newfound enthusiasm for software products, and has set a target of US$ 10 billion in revenues from software products by 2020.

According to Andhra Pradesh government, the state's SEZs and Software Technology Parks of India (STPIs) will witness an investment of $ 3.27 billion in the next few years. VM ester Inc., a San Francisco-based IT firm, is looking forward to invest in India $100 million by 2010. EMC Corporation's total Indian assets are expected to reach $2 billion by 2014.

Impact of IT/ITeS on Indian Economy:

Today, India's GDP is growing at a massive rate of 8.9% (estimated FY2010-11). It is expected that the share of IT/ITES industry in this GDP will be 6.1% as against 1.2% of 1998. For the past 10 years, GDP of India has grown on an average 6-7% every year. If a sector's share in this growing GDP has increased from 1.2% to 6.1%, what could be the growth rate of that sector? Revenue of IT/ITES of India for FY2010 is expected to be 71.3 billion USD compared to merely around 6 billion USD in 2000. The growth in number of employees here for the past ten years has been 26%, making it largest employer in the organized private sector. Currently, direct employment by this sector is 2.3 million. Out of total Indian exports, 26% is the share of this sector for FY2010 as compared to 4 % in 1998. These are some figures which tell the story of storming by IT/ITES industry for the past ten years.

Indian economy has gained a lot from the development of IT/ITES sector. Research shows that out of every 1 job created in this sector, indirectly 4 additional jobs were created, 75% is for those who are SSC/HSC or less qualified, 15.85bn spent by this sector in the domestic economy in the FY2006, generated an additional output of 15.5 billion.

The development of this sector has not limited itself to Tier-I cities like Bangalore, Chennai, Hyderabad or NCR. It is going deep into Tier-II or III cities. An example is Bhubaneswar, a Tier-III city where all 4 major Indian IT companies: Infosys, Satyam, TCS and Wipro are present. In 2006-07, Orissa's exports has raised by 60% over 2005-06. To promote this sector, SEZs are being built around with improvement in roads, retail, entertainment and housing facilities. The ratio of employees – technical to non-technical is 80:20, 4% come from economically backward class, while 58% of total employment is from Tier-II/III cities, and 30 % are in the age group of 18-25 yrs. These data show how this sector is penetrating the national economy and enhancing it right from the root.

India was known for exporting low technology oriented products of low quality. Now, to compete in the global market, IT/ITES companies have adopted high quality standards. This in turn affects other sectors too. In the process, not just India's IT product is becoming a quality brand. But, overall 'Made in India' is getting quality brand recognition. Listing of Indian IT/ITES companies in various global stock exchanges, which requires abiding by strict global accounting norms, has helped build a strong image of companies and sector outside India. Indian IT/ITES industry is taking a key role in different acquisitions and mergers of overseas companies. This sector had highest share, 23% in outbound M&A deals in FY2006.

Till the advent of IT/ITES industry, Indian corporate consisted of only 2 types of companies- either large family owned business or multi-national companies. First generation entrepreneurs were hard to find. Now, the funds are enormous to support them. Their success has given confidence to other middle class individuals to exploit their chance of success. In the process many new first generation billionaires have come up. Some IT/ITES companies adopted the practice of Employees Stock Option Plan (ESOP), which enabled them to share their wealth with the employees to get more effort-based efficient work. Later, other companies too adopted this practice. Thereby, this process created many salaried employees.

In the following tables I analysed the domestic revenue, exports revenue, employment generation of India's IT/ITeS Industry.

Table-I
IT/ITEs Industry Revenue Trends

(US billion)

Year/item	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	CAGR
IT-ITeS Exports	7.6	9.5	12.9	17.7	23.6	31.1	40.4	46.3	28.6
IT-ITes Domestic	2.6	3.0	3.8	4.8	6.7	8.2	11.7	12.4	22.2
Total	10.2	12.5	16.7	22.5	30.3	39.3	52.0	58.7	26.9

Source: NASSCOM

The revenue of IT-ITeS exports has increased from US$ 7.6 billion in the year 2001-02 to US$ 46.3 billion in 2008-09 and IT-ITeS domestic revenue also increased from US$ 2.6 billion in 2001-02 to US$ 58.7 billion in 2008-09. The several large e-governance initiatives launched by the Government under the National e-Governance Plan (NeGP) are expected to provide sustained growth in domestic demand for IT Services over the next year few years.

Table-II
Segment-wise Export Revenue Trends in IT-ITeS Industry

(US billion)

Year/item	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	CAGR
IT service	5.8	5.5	7.3	10.0	13.3	17.8	23.1	26.5	23.2
ITes-BPO	1.5	2.5	3.1	4.6	6.3	8.4	10.9	12.7	39.2
Software products, engineering services	0.3	1.5	2.5	3.1	4.0	4.9	6.4	7.1	48.5
Total IT-ITeS	7.6	9.5	12.9	17.7	23.6	31.1	40.4	46.3	28.6

Source: NASSCOM

Exports continue to dominate the revenues earned by the Indian software and services industry. The export intensity (the share of IT-ITeS exports to total IT-ITeS revenue) of the Indian software and services industry grew from 74.5 per cent in 2001-02 to 78.9 per cent in 2008-09. Total software and services exports are estimated to have grown from $7.6 billion to $46.3 billion in 2008-09—a CAGR of 28.6 per cent. The share of ITES-BPO exports has nearly doubled during this period. The total ITeS-BPO exports are estimated to have increased from $1.5 billion in 2001-02 to $12.7 billion in 2008-09 a CAGR of about 39.2 per cent. BPO now accounts for about 27 per cent of total exports. The Indian BPO sector has not only added scale in the last nine years but also matured significantly in terms of the scope of service offerings, buyer segments served and service delivery models. Apart from achieving maturity in the horizontal segment, providers are increasingly developing vertical/domain specialisation to capture greater value. The fastest growing segment, however, is software products. It is growing at a CAGR of 48.5 per cent. Segment-wise export revenue trends are shown in Table II.

Table-III
Segment wise Domestic Revenue Trends in IT-ITeS Industry

(US billion)

Year/item	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	CAGR
IT service	2.1	2.4	3.1	3.5	4.5	5.5	7.9	8.3	19.5
ITes-BPO	0.1	0.2	0.3	0.6	0.9	1.1	1.6	1.9	44.5
Software products, engineering services	0.4	0.4	0.4	0.7	1.3	1.6	2.2	2.2	23.7
Total IT-ITeS	2.6	3.0	3.8	4.8	6.7	8.2	11.7	12.4	22.2

Source: NASSCOM

Though the IT-BPO sector is export driven, the domestic market is, also significant. The revenue from the domestic software and services market is estimated to have grown from $2.6 billion in 2001-02 to $12. billion in 2008-09 a CAGR of about 22.2 per cent. In the domestic verticals of the Indian IT-ITeS industry, the IT services segment continues to dominate the domestic portfolio of the industry. Its share, however, declined from 80.8 per cent in 2001-02 to 66.9 per cent in 2008-09. The ITeS-BPO segment in the domestic market has witnessed noticeable growth over the past few years. Its share in the domestic market is estimated to have increased from 3.8 per cent in 2001-02 to 15.3 per cent in 2008-09.

Employment in IT-ITeS Industry:

This sector has emerged as the biggest employment generator. For each person employed in IT-ITES sector, around four people were employed in the rest of the economy (NASSCOM Newsline, 2007). Every rupee spent by IT-ITeS sector (on domestically sourced goods and services) translates into a total output of Rs.2 in the economy. In addition, for every job created in this sector, four new jobs are created in the rest of the economy.

The latest NASSCOM-CRISL report titled 'The Rising Tide--Output and Employment Linkages of IT-ITeS' released in Feb 2007, quantifies the "multiplier effects on income generation and job creation induced by the Indian IT-ITeS sector and the economic impact of IT-ITeS activity." The IT-ITeS sector, which is expected to generate exports worth $60-75 billion in 2010, will contribute $115 billion to the economy from allied sectors as well. In terms of

employment creation, the industry is expected to create about 11 million jobs (directly and indirectly) over the next three years. In 2005-06, the maximum additional employment was generated through consumption spending (2.49 million) followed by operating expenses (2.1 million) and capital expenditure (0.63 million).

With the number of jobs steadily increasing and has resulted in creation of new class of young consumers with high disposable incomes causing changes in lifestyles, forms of sociality, family structure, and self-identity. These changes fuel the rapid upward socioeconomic mobility experienced by employees in this industry. This workforce has been identified as a distinct occupational group, which affects their identity, attitude, interest, colleagueship, collective actions, power, status and work consciousness (Orlikowski & Baraudi, 1989, p.23).

Table-4
Employment in IT-ITeS Industry

(In Millions)

Year/item	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
IT Services &Exports	0.17	0.21	0.30	0.39	0.51	0.69	0.86	0.92
BPO Exports	0.11	0.18	0.22	0.32	0.42	0.55	0.70	0.79
Domestic Market	0.25	0.29	0.32	0.35	0.38	0.38	0.45	0.5
Total Employment	0.52	0.67	0.83	1.06	1.29	1.62	2.01	2.21

Source: NASSCOM

The total IT software and services employment is estimated to have touched 2.20 million in 2008-09, compared to 0.52 million in 2001- 02. This represents a net addition of 1.68 million to the industry employee base since 2001-02. The indirect employment attributed by the sector is estimated at 8.0 million in 2008- 09. This translates to the creation of about 10.20 million job opportunities attributed to the growth of this sector. IT-ITeS export constitutes the major source of employment in this industry and its share has increased over the years. The share of IT-ITeS exports in total employment of the IT software and services industry grew from 52.9 per cent in 2001-02 to 77.6 per cent in 2008-09, whereas the share of the domestic market in total employment of the IT software and services industry declined from 47.1 per cent in 2001-02 to 22.6 per cent in 2008-09.

Factors leading to growth in the IT/ITes sector are:

- Low operating costs and tax advantage.
- Favourable government policies.
- Technically qualified personnel easily available in the country.
- Rapid adoption of IT technologies in major sectors as Telecom, Manufacturing and BFSI.
- Strong growth in export demand from new verticals and non-traditional sectors as public sector, media and utilities.
- Use of new and emerging technologies such as cloud computing.
- SEZ as growth drivers; as more of SEZs are now being set up in Tier II cities and about 43 new tier II/III cities are emerging as IT delivery locations.

All these factors have given IT/ITES industry in India a strong competitive position with high market share.

Government Initiatives:

In the twelfth Five Year Plan (2012-17), the Department of Information Technology proposes to strengthen and extend the existing core infrastructure projects to provide more horizontal connectivity, build redundancy connectivity, undertake energy audits of State Data Centers (SDCs) etc. The core infrastructure including fibre optic based connectivity will be leveraged and additional 150,000 Common Service Centres (CSCs) will be setup to create the right Governance and service delivery ecosystem at the Panchayats

Department of Electronics and Information Technology (DIT) is the nodal organisation in the country, responsible for formulation, implementation and review of national policies in the field of information technology. All policy matters relating to silicon facility; internet; computer based information technology and processing including hardware and software; standardization of procedures and matters relating to international bodies; promotion of knowledge based enterprises; e-commerce; information technology education; etc are addressed by it.

The department has been making continuous efforts towards making India a front-runner in the age of information revolution. Some of the major initiatives undertaken by it include:-

A '**National Taskforce on Information Technology and Software Development**' was formed with the objective of framing a long term 'National IT policy' for the country and also for removing the impediments to growth of the InfoTech industry. The taskforce suggested various measures towards building India's IT industry and proliferating the use of IT in the country. It submitted its recommendations in the form of three key reports to the Government.

Enactment of the **Information Technology Act,** which provides a legal framework to facilitate electronic commerce and electronic transactions; prevent computer crimes; promote electronic filing or documentation and digital signature. It aims to create an enabling environment for e-Governance and to boost e-Commerce in the country.

Community Information Centres (CICs) have been set up in the seven North East States and Sikkim for socio economic development of the region. These CICs provide internet connectivity, e-mail facilities, interface between citizens and government, distance learning programs, information on national programmes, disaster management system, public health awareness, etc to the public.

E-Governance is one of the areas in which Information and Communication Technology (ICT) is having a profound impact on the way governments function and the manner in which government services are made available to the citizens. The e-governance projects are expected to increase efficiency, enhance effectiveness and improve quality of the government services. Hence, **National e-Governance Plan (NeGP)** has been announced with the vision of making all government services accessible to the common man in his or her locality, through common service delivery outlets and ensures efficiency, transparency and reliability of such services at affordable costs. Besides, various IT activities such as development of software applications packages, creation of e-governance infrastructure, National ID, citizen databases, smart card, etc are being taken up on pilot scale basis.

State Wide Area Network (SWAN) is a scheme for establishing state wide area networks across the country in 29 States and 6 Union Territories over a period of five years. The scheme envisages to provide central assistance to States and Union Territories (UTs) for establishing SWANs from State and UTs headquarters up to the block level with a minimum bandwidth capacity of 2 Mbps.
State Data Centres have been identified as one of the important elements of the core infrastructure for supporting e-Governance initiatives under NeGP. It is proposed to create data repositories or data centres in various States so that common secured data storage could be maintained to serve host of e-Governance applications.

Common Service Centres (CSCs) are one of the three infrastructure pillars of NeGP and are deemed to serve as the physical front end for delivering government and private services at the doorstep of a citizen. The government has approved a scheme for facilitating establishment of 100,000 broadband internet enabled CSCs in rural areas of the country, to be implemented in public private partnership.
Unique ID for BPL families is a project launched with the objective of creating a core database of all residents of the country and assigns unique ID number to all such residents over 18 years, in order to facilitate better targeting of government social welfare schemes and poverty alleviation initiatives.

e-District projects have been launched with the objective of computerising the backend workflows at the district level with appropriate business process reengineering (BPR); reduce the work load at the district level; ensure fast processing of cases or grievances; and enable better monitoring of various government schemes. It aims at bringing a number of services online, in a web-based mode, including applications under the Right to Information Act; applications for house sites, ration cards, transfers of teachers, inclusion in the electoral roll, filing of police complaint, issue of birth/death certificates and copies of land records. Most of these services are provided at the district level and they serve as the primary interface between the government and the citizens.

National Informatics Centre (NIC) has been instrumental in steering Information and Communication Technology (ICT) applications in Government departments at Central, State and District levels. It is facilitating improvement in government services; wider transparency in its functions; and improvement in decentralised planning and management. Some of the major projects undertaken by it include budget computerisation; central excise computerisation; commercial tax computerisation; courts computerisation project for

supreme court, high courts and district courts; agricultural census and marketing; parliamentary elections data transmission and analysis; land records computerisation; and utility mapping project; etc.

Further, in order to ensure that the benefits of IT reach the common man, Government has initiated a move to make available tools and fonts in various Indian languages freely to the general public. Software tools and fonts for 10 Indian languages namely Hindi, Tamil, Telugu, Assamese, Kannada, Malayalam, Marathi, Oriya, Punjabi and Urdu languages have already been released.

India has the potential to develop and manufacture Electronics/IT Hardware for the global markets. But, the industry faces limitations on account of certain factors like high incidence of taxes; inadequate infrastructure; high cost of finance; transaction cost; freight and power; low volumes of production and inverted customs duty structure in some products; etc. The Government has identified growth of Electronics and IT Hardware manufacturing sector as a thrust area and has been providing a package of incentives for the Electronics/IT Hardware manufacturing sector with the objective of:- (i) making the industry globally competitive; (ii) attracting more FDI into it; (iii) bringing down the prices of the end products as well as the production costs; (v) increasing volumes to take advantage of efficiencies of scale; (vi) increasing the demand; etc.

As a result of all such efforts, India is placed among the fastest growing IT markets in the Asia-Pacific region. Global software giants such as Microsoft, Oracle and SAP have established their captive development centres in here. Today, India is a preferred destination for ITES due to its distinct advantages, which lay in its supportive government policies; infrastructural facilities; low manpower cost; growing knowledge pool; specialised technical skills; higher productivity and quality of service; etc. This increasing attractiveness as an investment destination in IT has even led to a reversal of the brain drain i.e. the people of Indian origin who went to pursue careers abroad are now attracted to work in India itself.

Major findings of the Study :

A few of the Findings emanating from the study are:

1. India's lack of success in exporting computer hardware to the global market is deeply rooted to a variety of reasons which range from market dynamics to inadequacy of support policy initiatives.
2. Low level of technology.
3. Poor basic infrastructure.
4. Long business cycles.
5. Absence of strategic market plan.
6. Lack of initiatives for new product development.
7. Inadequate investment in research and development.
8. Lack of global strategic partnerships.
9. Lack of Indian grey market and lack of Indian brand recognition.
10. Lack of decent profit margins.

Suggestions:

A few of the Suggestions emanating from the study are:

Build an enabling policy environment for India to sustain and grow its leadership in the global sourcing sector in developed and emerging markets. To support small and medium enterprise and provide competitive edge through fiscal benefits, innovation fund and incubation.

- To build world class infrastructure in identified tier II and tier III cities to create new hubs for industry development as potential centers of excellence.
- To address the gap of employability through skill development initiaves.
- Some of the recommendations relating to IT-ITeS industry would cut across the other sub-groups of Deit for the twelth plan and also come under the purview of other Ministries/departments.

Conclusion:

The Indian IT and ITES Industry recorded a turnover of US $ 60 billion in 2009, with exports accounting for about US $ 47 billion and contributing to over 70% of industry revenues. The industry has grown at a CAGR of close to 30% between 2004 and 2009. The importance of this industry is underscored by the fact that it contributes to about 3.5% to 4.1% of India's GDP in FY09 in terms of net value added and employs close to 2.2 million knowledge professionals. India's acceptance as a preferred offshoring destination in the world is evidenced by the fact that it was ranked at the top (first place) in AT Kearney's Global Services Location Index. The IT and ITES Industry has been mainly based in the metros and tier-1 cities in India. The Department of IT is coordinating strategic activities, promoting skill development programmes, enhancing infrastructure capabilities and supporting R&D for India's leadership position in IT and IT-Enabled services. So

the IT/ITeS Sectors are very important for development of Indian Economy.

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