Evaluating the Workforce Development of Indian IT Industry with Special Reference to Cognizant Technology Solutions

Ms. Manju Malathy

Research Scholar, Alagappa University and Assistant Professor, Department of BBA, Bharata Mata College, Thrikkara, Kerala, India

ABSTRACT

The recognition of India in the global market was aided by the accomplishments of Indian graduates in the field of information and communications technology. Workers with lower-level capabilities, such as those needed in call centres and business process outsourcing, were added to this. Together with the service industry, the retail and health care industries have both seen significant growth in recent years.The Indian economy has felt the consequences of rapid technological progress, global competitiveness, and globalisation more than most, and in the past 15 years, the country's economic environment has changed dramatically. The knowledge economy is the key to India's future, which may be achieved through equipping the nation's youth with the necessary abilities, knowledge, and skills.The population characteristics show that India will benefit massively from a population profile that is concentrated in younger age groups during the next 20 to 30 years, allowing for the full utilization of many new prospects. The aim of this paper is to analyse the various workforce development and skill development initiatives of IT industry in India with special reference to CTS (Cognizant Technology Solution), a multi-national company. Primary data was collected from the HR managers, Operations managers and Team Leaders working in CTS. Corelation and ANOVA tests are used to analyse the data.

Key Words: Work Force development, Indian Economy, Global competitiveness.

I. INTRODUCTION

The development and effectiveness of economic activity across a range of sectors is a significant indicator of the work force and employment.One of the key issues facing Indian policymakers has remained employment, which has gotten increasingly complicated over time. One is that the nation has seen a significant improvement in literacy, education, and the acquisition of higher education, skills, and vocational training. The trained and educated workforce seeks decent jobs with improved working conditions, steady employment, and higher pay rather than just jobs.Two, As the nation has advanced generally, the aspirations of the working class have increased. Three, many states and areas have experienced relatively uneven growth in the services and industrial sectors. As a result, there is a mismatch between local labour supply and employment prospects. Fourth, structural changes in the makeup of output and employment show a significant discrepancy.54.4 percent of the workforce is employed in the industrial and services sector, which accounts for more than 80 percent of the country's gross value added, while 45.6% of the workforce is employed in agriculture, which

contributed 18.29 percent of GVA in 2019–20. The growing difference between the per worker incomes in the agricultural and non-agricultural sectors is a reflection of this sectoral share of income and employment that is varied. Finally, preference for government positions has greatly increased as a result of the jobs' enhanced stability, guaranteed pay, and other benefits and prestige that come with them.The world's opinion of India's knowledge and talent base has shifted as a result of the exponential growth of the country's IT sector over the past 20 years, which has also propelled economic recovery. The rapid development of the IT sector and the liberalisation initiatives of the Indian government, such as the removal of import taxes on technology items and the reduction of trade barriers, have been crucial to the development of this sector.At the moment, when the COVID-19 pandemic has grabbed the entire world and has significantly damaged economies. The Indian IT sector is still displaying promising traits and is capable of overcoming this extraordinary calamity. It has emerged as a huge economic force that contributes significantly to both the global and Indian economies.Over 75% of the world's digital talent comes from India, where the number of people with digital skills has increased over time. The four major Indian IT firms TCS, Infosys, Wipro, and HCL Tech collectively employ over a million people. Through this paper the researcher tries to identify the various workforce initiatives of Cognizant Companywhich is located in Kochi, Infopark, India and tries to find out the relation of these workforce initiative and employee satisfaction. The Indian IT sectors contribution to the workforce development and overall economic development is another objective to be studied through this paper.

II.   LITERATURE REVIEW

The term "workforce development" was first used in the middle of the 1990s, according to Hall and Lansbury (2006), when Harrison, Weiss, and Gant (1995) distinguished between "employment training, "which they claimed concentrated on the skills supply side, and "workforce development, "which sought to take into account the nature of employer demand. Their idea of workforce development went beyond training to incorporate recruiting, job matching, mentorship, and retention as well as collaborations with other organisations and human resource management and development initiatives (Harrison and Weiss 1998).

In his paper titled "Training and Development in Human Resource-Outlook for the Future," Mukherjee (2007) indicates that the necessity of training and development in human resources begins even before any organisation is even conceived. Manpower must be trained and developed. Due to the great expansion in technology, training and development now play an absolutely crucial part in the outsourcing of jobs. It's time for businesses to build a more dynamic training and development programme by preparing staff to handle change and adapt as necessary.

Saran et al(2018) in their paper "The Future of the Indian Workforce: A New Approach for the New Economy" explained about the possibilities of Indian economy and its potentials.Indias' economy is currently growing at the highest rate and it has the largest young workforce anywhere in the globe. As a result, the economy is not fully utilising its "demographic dividend" in order to get ready for the "Fourth Industrial Revolution" at the same time. Some fundamental realities—the untapped prospects in the services sector, the requirements of policy and regulatory stability, and the welfare needs of a new workforce—must be acknowledged in order to create more and better jobs. The article offers a fundamental strategic roadmap for the demand side with an emphasis on components of the new economy after briefly analysing the supply-side backdrop (the characteristics of the so-called "demographic dividend") (the industries that will have to generate new employment).

Aabid Firdausi MS (2020) in his paper named "The IT Industry and Employment in India A Critical Reassessment":The Indian IT sector has been hailed as a triumph of neoliberal economic reforms because of its export-focused expansion and private initiative. Employees of the IT sector, which is representative of the "new India," are therefore viewed as the aspirational new middleclass, which is "different" from the traditional working class. The article evaluates these assertions critically. Secondly, it is suggested that the expansion of the IT sector should be seen in the perspective of India's broader capitalist growth. The article attempts to understand workers' perceptions of industrial dynamics as well as possibilities for collective resistance against the logic of capital through an analysis of narratives from interviews with workers during a period of industrial restructuring due to geopolitical concerns and technological change.

Workforce development in the Indian IT industry and contribution to the economic development

Over 55% of the global service sourcing market (US$ 200-250 billion in 2019–20) is made up of IT-ITES sourced from the Indian IT industry by the majority of multinational firms. The IT industry's market size increased significantly from roughly 67 billion US dollars to 191 billion US dollars in 2019–20. By 2025, income is projected to increase even more during the ensuing years at an increasing rate, reaching 350 billion US dollars. The amazing aspect of India's IT business is that, in addition to growing as a percentage of the global market, it is also incrementally contributing a sizeable portion of the country's GDP, which is subsequently promoting the growth and development of the nation.With time, India's digital talent pool expanded and now compensates around 75% of the world's digital talent.The implementation of Big Data analytics, cloud computing, the Internet of Things (IoT), and the introduction of fifth-generation (5G) technology really will contribute to the growth of India's IT sector. As India's digital economy grows, IT businesses are locating their offices in tier II and tier III cities, which will accelerate development and lessen current inequalities.India's economy has been constantly accelerated and increased by the IT sector. This sector employs a sizable number of professional workers from India, transforming the nation into a major IT hub.

Workforce development initiatives of CTS

Cognizant is an American multinational provider of consulting and IT services. Its main office is in Teaneck, New Jersey, in the US. Cognizant is listed as CTSH and is a member of the NASDAQ-100. Dun & Bradstreet established it as an internal technology division in 1994, and it began providing services to outside clients in 1996. In 1998, there was an initial public offering following a number of company restructurings. Throughout the 2000s, Cognizant experienced a period of rapid expansion. In 2011, it was named a Fortune 500 company; as of 2021, it is number 185.Dun & Bradstreet Satyam Software (DBSS), a 76:24 joint venture between Dun & Bradstreet and Satyam Computer Services, was the predecessor to Cognizant when it was founded in Chennai, India, in 1994. Srini Raju served as the company's first CEO and MD.Almost 200,000 of the company's 318,400 workers work in India across 10 locations, with Chennai accounting for the majority. On January 20, 1994, Cognizant officially established a branch under the name Cognizant Technology Solutions India Private Limited in Chennai, Tamil Nadu, India. Bangalore, Chennai, Coimbatore, Gurgaon, Noida, Hyderabad, Kochi, Kolkata, Mangalore, Mumbai, and Pune are the locations of the company's additional centres. In the UK, Australia, Hungary, Netherlands, Spain, China, Philippines, Canada, Brazil, Argentina, Mexico, and other countries, the corporation operates local, regional, and international delivery hubs.

As part of the work force development initiatives, CTS had different system. This system will help employ to acquire new skills and they can grab different opportunities across the world. There is a separate wing that

concentrates on the workforce development of the employees. ThroughCognizant Academy the following workforce development activities are initiated.

Cognizant academy for facilitating workforce development
- Skill based trainings
- Soft skilled trainings
- Programme management trainings
- Project management trainings
- Internal training portal Learning portals
- Partnership with Udemy
- Career acceleration programmes
- External certifications

III. OBJECTIVE OF THE STUDY

- To study the relation of Work force initiative programmes and employee satisfaction of IT employees working with CTS, Kochi Infopark.
- To study the work force initiatives of Cognizant Technology Solutions.
- To analyse the impact of Workforce development and economic development of Indian IT sector

IV. RESEARCH METHODOLOGY

Employees working in the IT sector were taken for the data collection. The sample size of this study is limited to 60 employees working with Cognizant Technology Solutions, Infopark, Kochiworking as associates, team leaders and operation managers. Stratified random sampling combined with a descriptive research design is used for research. Regarding data collection, the research uses both primary and secondary data. Primary data was gathered for the questionnaire (google form) through survey, and secondary data was gathered from various literature reviews, journal publications etc. The dependent variables are Satisfaction level of working hours, training facilities, work force opportunities. The independent variables are average working hours a week, shifts preferred, workplace comfortability. Age, gender and job tenure are the control variables, which will remain constant throughout the paper.

V. DATA ANALYSIS AND INTERPRETATION

1. Relationship between the certification programmes of the company and satisfaction level of employees

NULL HYPOTHESIS (H0): There is no significant relationship between the certification programmes and the satisfaction level of employees
ALTERNATIVE HYPOTHESIS (H1): There is a significant relationship the certification programmes and the satisfaction level of employees.

Correlations			
Certification and Training programmes			Satisfactionlevelof employees
Certification programmes & Training Programmes of the company	PearsonCorrelation	1	.568
	Sig.(2-tailed)		.000
	N	60	60
Satisfactionlevelof employees	PearsonCorrelation	.568	1
	Sig.(2-tailed)	.000	
	N	60	60

Interpretation

Since, the p-value is .000, the Null Hypothesis (H0) is rejected at 1% level of significance (0.01). Hence, it can be concluded that there is a significant relationship between certification programmes &training programmes of the company and satisfaction level of work force.

2. Relationship between career acceleration programmes done by the company and the workforce development

NULL HYPOTHESIS (H0): There is no significant relationship between career acceleration programmes done by the company and the workforce development.

ALTERNATIVE HYPOTHESIS (H1): There is a significant relationship between career acceleration programmes done by the company and the workforce development.

Correlations

Career Acceleration programmes			Workforce Development
Career Acceleration Programmes	PearsonCorrelation	1	.533
	Sig.(2-tailed)		.000
	N	60	60
Workforce development	PearsonCorrelation	.533	1
	Sig.(2-tailed)	.000	
	N	60	60

Interpretation: Since, the p-value is .000, the Null Hypothesis (H0) is rejected at 1% level of significance (0.01). Hence, it can be concluded that there is a strong relationship between Career acceleration programmes and work force development.

3. Differences between the employee comfortability and the adoption of new Learning and development functions of Cognizant

NULL HYPOTHESIS (H0): There is no significant difference between the employee comfortability and the adoption of Learning and development functions of Cognizant

ALTERNATIVE HYPOTHESIS (H1): There is a significant difference between the employee comfortability and the adoption of Learning and development functions of Cognizant.

ANOVA					
Workplacecomfortability					
Sum ofSquares		df	MeanSquare	F	Sig.
BetweenGroups	2.682	2	1.361	1.114	.331
WithinGroups	179.551	58	1.221		
Total	182.273	60			

Interpretation: We can infer that the p-value (.331) is greater than 0.05, so the Null Hypothesis (H0) is accepted at 5% level of significance (0.05). Hence, it can be concluded that there is no significant difference between the employee comfortability and the adoption of learning and development functions of Cognizant.

VI. CONCLUSION

Regarding perspective, methodology, analytical unit, and data analysis, this research study will broaden the scope and diversity of the effects of training programmes. The study's corelation method suggests that various certification and training programmes, as well as employee satisfaction, are very helpful in boosting an organization's efficiency. According to research conducted using Anova, effective training programmes and fresh learning and development activities unquestionably boost employee happiness and organisational productivity. From the research we came to the conclusion that the Cognizant Technology solutions is providing lot of workforce development initiatives that will foster the growth of the IT employees both personally and professionally.In order to fully utilise the potential of the digital economy, India needs a balanced strategy.India's workforce is distinct in that it is young, unskilled, and primarily informal. Both the supply side and demand side concerns mentioned above need to receive the proper amount of attention. Given its fundamental importance to the economy, the likelihood of more integration with multiple value chains, and the potential for job creation, the services sector will need to be at the centre of this demand-supply matching. For this, the supply chain must operate more efficiently and to higher standards. The size of the challenge is intimidating and thrilling all at once. It indicates a chance to improve industrial and regulatory efficiencies, as well as the young, unskilled, and informal labour.

VII. REFERENCES

[1]. India to Be a $5 Trillion Economy in 8-9 Years: Suresh Prabhu, PTI, Business Line, 17 January 2018, https://www.thehindubusinessline.com/economy/   india-to-be-5-trillion-economy-in-89-years-suresh-prabhu/article 10036861.ece

[2]. Anand, Ishan & Anjana, Thampi (2021). Growing Distress and a Falling Unemployment Rate, what is going on in the labour market? The India Forum, 12 OCT 2021, Issue: October 1, 2021.

[3]. Tremblay D.-G., Genin É. (2010). "IT self-employed workers between constraint and flexibility. New Technology, Work and Employment", 25, 34-48.

[4]. Mukherjee, "Training and Development in Human Resource – Outlook for the future," HRM Review, Vol.VII, Issue 8, (August 2007) :16-19.

[5]. Adeniyi, O.I. (1995) "Staff training and development" in Ejiogu, A; Achumba, I. Asika (eds). Reading in Organizational Behaviour in Nigeria, Lagos. Maltho use Press Ltd, P. 159-167.

[6]. Mehrotra, Santosh &Jajati, JK (2021) Stalled Structural Change Brings an Employment Crisis in India, The Indian Journal of Labour Economics, 64: 281–308.

[7]. Pilati, Ronaldo and Borges-Andrade, Jairo Eduardo, "Affective Predictors of the Effectiveness of Training Moderated by the Cognitive Complexity of Expected Competencies," International Journal of Training and Development, Vol. 12, Issue 4, (December 2008) : 226-237.

[8]. Saran, Samir & Sharan, Vivan. (2018). The Future of the Indian Workforce: A New Approach for the New Economy.

[9]. https://timesofindia.indiatimes.com/readersblog/youth2020/how-the-it-industry-is-shaping-the-future-of-india-36519/

[10]. https://telecom.economictimes.indiatimes.com/news/over-27-million-more-indian-workers-to-require-digital-skills-by-next-year-report/90396176

[11]. Aabid Firdausi MS ,2020, "The IT Industry and Employment in India: A Critical Reassessment", tripleC 18 (2): 655-669

[12]. Barnes, Thomas. 2013. The IT Industry and Economic Development in India: A Critical Study. Journal of South Asian Development 8 (1): 61-83.