ENVISIONING THE FUTURE OF JOBS

inside

Editorial

Focusing on skills development, privacy, and other critical policy issues

NASSCOM has been engaged actively in rolling out several new initiatives and strengthening the existing ones over the last few weeks. It has, for instance, been looking at the critical issue of the jobs scenario that will shape the IT-BPM industry in the future years and the kind of skills India must develop in order to fuel the growth of the sector in the period ahead.

In Newsline's article on 'Envisioning the Future of Jobs', we take a look at what NASSCOM and its Sector Skills Council have recommended to both industry and the government regarding the development of high quality manpower that is in sync with the ongoing Digital disruption.

In another article, we talk about how, following the Supreme Court judgment declaring Privacy as a fundamental right with reasonable restrictions, India is now all set for a comprehensive Data Privacy legislation. The legislation itself will impact society and further help India position itself as a trusted IT Outsourcing destination.

NASSCOM's Customer Service Excellence Awards, which join its portfolio of Rewards and Recognitions, are expected to applaud organizations that have committed themselves to delivering enhanced, innovative, personalized and convenient customer experiences. NASSCOM is inviting member companies to send in their nominations and share case studies that have helped them build proximity with their clients.

On global trade development, we bring you news about the Indo-Africa conclave that NASSCOM hosted in Nigeria to encourage greater ICT and Digital trade between the Continent and India. The conference also showcased member companies, especially the SMEs, before African nations and helped both sides know about the Digital opportunities in India and Africa.

Meanwhile, focusing on Diversity & Inclusion, Newsline talks about NASSCOM Foundation's 'returnship' initiative, a major move to galvanise gender inclusion within the IT-BPM sector. The Return-to-Work program aims to draw women, who have left the system, once again into the workplace and harness their special skills of problem solving, creativity, better aggregation of industry knowledge and ability to serve a diverse customer base. Its goal is also to upskill, place, and mentor these able workers.

NASSCOM is keeping a constant watch on the key policy moves that are being made by the US and UK governments in connection with the issue of immigration. NASSCOM shares with you how it is responding to the policy makers in these countries to prevent any untoward impact of such moves on the Indian tech sector.

Do share with us your feedback on some of the issues highlighted in Newsline.

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Envisioning the Future of Jobs

One of the most important tasks for NASSCOM, since its inception, has been looking for ways in which relevantly skilled manpower can be built to fuel the growth of the IT sector.

Over the years, and particularly after the setting up of NASSCOM's IT-ITeS Sector Skills Council, the chamber has been exploring paths that can lead to the development of high-quality manpower and domain expertise for the IT-BPM industry.

More recently, and as part of its endeavor to keep the workforce tuned to the changing market dynamics, NASSCOM has launched an initiative to determine the skills that will be needed by the industry in 2022, owing to Digital disruption.

NASSCOM, under the aegis of its IT-ITeS Sector Skills Council and the 'Future of Skills' project, has been meeting with operating/HR/training/hiring teams of its member firms to better understand the skills landscape. The aim has been to assess, at a granular level, what IT-ITeS companies are planning and the kind of support they require from NASSCOM and

SSC NASSCOM, to deal with the ongoing Digital disruption with respect to Skills for the Future (SOF) and related jobs.

To facilitate such an industry-SSC NASSCOM interaction, the chamber has organized workshops, feedback sessions, indepth interviews with member companies, and has understood that reskilling is a priority for these organizations as is skilling (for fresh entrants).

Based on the inputs collected, NASSCOM has also come out with a research that indicates that the Future of Jobs in 2022 in India will depend on the impact created by three primary forces – globalization changes, demographic changes and the adoption of Industrial 4.0 technologies by Indian industries, including IT, BFSI, automotive and retail, among others.

The IT-BPM sector for instance, is expected to have a significant percentage of jobs that currently do not exist, and a majority of jobs that have radically altered skill-sets. The new job roles will include those of Data Scientists/Analysts, Cyber Detectives, IoT/AI Experts, RPA Controllers, User

Experience Specialists, API Integrators, Cyber Human Relationship Managers, Process Automation Modelers, Process Automation Implementation Experts and Robo/Bot Training Experts.

The BFSI sector meanwhile, will require Data Scientists/Analysts, Cyber Security Experts, Process Automation Modelers and Implementation experts, Robo/Bot Programmers and Trainers, and Wealth Management Consultants.

The trend appears to be similar in other verticals as well, where large numbers of the current workforce are expected to face existential threat.

Outlining the way forward

According to NASSCOM, the focus going forward for both industry and government should be to:

- Support the organized sector in its effort to stay competitive and survive Digital disruptions

- Accelerate job creation, in order to deal with sudden, unexpected job losses caused due to factors such as automation

- Incentivize industries that are manpower intensive (textiles, garments, electronic assembly, infrastructure and housing) and have high employment elasticity and can counterbalance the job reduction impact

- Work over the next three years to roll out large scale reforms in education and skills development so that Industry 4.0-compliant skilled people are available

- Work with education providers to prepare students better for the new environment and help them identify the skills that will be useful for them to acquire and that will be in demand in the future

- Catalyze the start-up eco-system in India, as it generates large employment numbers. The aim should be to encourage different stakeholders such as investors, mentors, incubators, platform integrators, academia and entrepreneurship development network

Industries meanwhile, will need to:

- Use Industry 4.0 technology threat to address the inefficiencies and build more competitive business models

- Realize the power of the gig economy for the delivery of products/services in the competitive environment

- Prepare for gig economy, where rather than working for a single company, people will simultaneously be working for four to five companies

- Introduce workforce re-training programs for role holders and reskill people at the entry level

- Have in place a vision to handle automation (Leaders will have to build clarity around the impact of Industry 4.0 on their organizations).

Provided, both the government and the industry proactively future-proof existing and new manpower, it will be possible to deal with Digital disruptions and technological changes currently sweeping across India.

Towards comprehensive Data Privacy legislation

If data is the new oil, then should we not attach a lot more value to its transmission than we currently do? The recent nine-bench Supreme Court judgment that declared privacy to be a fundamental right with reasonable restrictions, was unilaterally welcomed and now paves the way for a comprehensive Data Privacy legislation.

What does this portend for India and most importantly a Digital nation?

The government, all the telecom players combined, and the banking sector for instance, are custodians of the personal data of nearly 1.2 billion people. A nation which is increasingly and rightly being nurtured to go Digital, the threat to personal data and the Digital identity being compromised, is certainly of a high order.

The first big thought that comes to mind is related to Aadhaar. The UIDAI collects biometric and other basic information but some protection already exists under the Aadhaar Act. Increasingly, the unique identification number is being used for government and quasi-government services, which require multiple databases to get connected. And therein lies the real threat. The fact is that with the help of analytics-based tools, it may now be possible to exploit this very element of interconnectedness for unlawful individual profiling. Furthermore, in the wake of this ruling, the government needs to frame express legislation on how personal information can be accessed and the explicit purposes for which it can be used.

Publically available personal information poses a greater threat to Indians because of the prevailing low literacy levels. The only protection afforded right now is scattered across the IT Act, and the Guidelines issued by RBI, TRAI and other such regulations. Besides creating necessary legislative procedures to plug the existing loopholes, there's yet another significant task that needs to be completed – it is the need to educate the masses on the need for collecting personal information and the manner in which it can be used.

Though in India we are still circumspect, privacy enjoys a robust legal framework

internationally. For instance, both the US and the EU are committed to protecting the privacy of their citizens. The latter even has a comprehensive Directive on Protection of Personal Data for all its member countries. The US too has complied with the EU directive through the Safe Harbor Agreement, to facilitate business with the EU countries.

The Personal Data Protection Bill was introduced in the Indian Parliament in 2006 but it is yet to see the light of the day. At first glance, it seems to proceed on the lines of the general EU Data Privacy Directive, 1996. It follows a comprehensive model that aims to govern the collection, processing and distribution of personal data. Therefore, to be fair, the government has given a thought to the matter already but now needs to be implemented without further ado.

At the same time, it must be recognized that the year 2006 was a very long time ago given the pace at which a VUCA world moves. It is imperative then to have a re-look at every piece of legislation concerning the Bill, and examine it from a modern perspective, instead of simply re-introducing it in the Parliament.

It is most refreshing to see the SC judgment on Privacy securing a thumbs-up from almost all quarters. Undoubtedly it will be a potent confidence-building measure for other nations, proving to them that India gives due weightage to Privacy. The judgment should also go a long way in further strengthening India's position as a trusted IT outsourcing destination.

The data protection measures embedded in IT-BPM applications are way ahead of what the law stipulates, especially in sectors like Banking, Defense, and a few other verticals. With multiple physical and electronic layers intertwined and at play, the cyber security measures in these sectors have become the gold standard.

It must also be understood that threats can come from non-state actors as well. After all, Privacy and Security are inseparable. Cyber security is a very dynamic field and there is need to stay ahead of cyber criminals at all times. Such non-state actors are highly skilled, well networked and have access to the most comprehensive hacking tools available. It is possible to stay ahead if critics (the likes of ethical hackers perhaps) are paid heed. Shooting the messenger, as was seen in the past, will not help.

Finally, the onus is also on the media to decide on what kind of news it wants to publish. With Privacy now being a fundamental right, it can reasonably be expected that defamation cases will go up, especially from celebrities.

In a world inundated by ubiquitous data, the apex court's judgment on Privacy being a fundamental right is really a welcome one, and will go a long way in enhancing the trust of the citizens in the Digital economy.

And this is really the need of the hour!

NASSCOM adds to R&R portfolio with Customer Service Excellence Awards

Set to recognize organizations delivering enhanced and innovative customer experiences

Acknowledging companies for the excellence they have achieved within different areas of expertise has been a continuing endeavor for NASSCOM. Over the years, the chamber of commerce has been recognizing the work of IT-BPM organizations that have stayed ahead in terms of overall performance, quality, market and thought leadership, and delivery, among other dimensions.

Now NASSCOM has added yet another set of awards to its existing portfolio. It has begun the process of identifying technology firms (including IT services, BPM, Products, ER&D services, Indian headquartered Indian arms of MNCs, GICs/captive arms of MNCs, non-tech Indian enterprises and E-commerce companies) that have excelled at Customer Service and have been delivering unparalleled and enhanced experiences to their clients.

This new category has been created based on the understanding that customers now expect experiences marked by immediacy, personalization, convenience and anticipation.

The NASSCOM Customer Service Excellence Awards 2017 will be conferred on winners at NASSCOM's key annual event — the BPM Summit, to be held in Bengaluru on October 12-13.

It will spotlight the customer service innovations that are being introduced across all verticals by organizations. The idea is to showcase companies that are leveraging Digital and disruptive technologies like Big Data/Analytics, Cloud, Mobility, IoT, AR/VR to transform or make significant changes in the way they support their customers. These typically will be companies that are creating new revenue streams and personalized customer experiences, while taking care of customer privacy and business security.

As part of the process of selecting the winners, NASSCOM has invited case studies from service providers and user enterprises that illustrate how they are transforming customer services and providing technology-enabled, high domain intense outcome-based services.

> **The NASSCOM Customer Service Excellence Awards 2017 will be conferred on winners at NASSCOM's key annual event — the BPM Summit, to be held in Bengaluru on October 12-13**

These case studies incidentally, will be featured in the Best Practices Compendium which will be released at the Summit. The winners will also be showcased on all NASSCOM's online platforms and will be invited to participate in the association's roadshows and workshops.

The case studies will be focused around the application of Digital technologies to provide enhanced/new customer services and experiences. Participants will be able to pick from different themes and topics including the following:

- Use of new technologies — RPA, IoT, Analytics, AI, AR/VR etc.

- Use of platforms, channels and processes – Cloud, Omni-channel, Mobile, Social Media, Blending Digital/physical experience, data transformation

- Use of Interactive and Collaborative tools — Chatbots, videochats, self-help Modernization/ Transformation of traditional customer services to Digitally enabled

- Return on Investment from Customer Services/ Business Outcomes (Improved revenue, productivity, efficiency, cost)

- Constant business innovations, new business models and internal strategies to transform, replace, or create new value propositions for customers

Companies keen to participate in the initiative, can submit their entries until September 15, 2017. For further details, they can contact: nirmala@nasscom.in; or call at 9820 9989 88.

NASSCOM rolls out Indo-Africa conclave in Nigeria

Spotlights opportunities thrown up by Digital for Africa and India

NASSCOM's efforts to provide greater visibility to Indian tech companies in different geographies and showcase the capabilities of member organizations in these regions have resulted in several conferences, roadshows and exhibitions on foreign soil.

Over the last few years, NASSCOM has been especially focusing on Africa and the nations that make up the vast and hitherto untapped continent. The aim has been to expose companies, especially emerging firms and start-ups, to the opportunities available to them in these countries. At the same time, the objective has also been to highlight the potential of India as an investment destination.

In line with this plan, NASSCOM organized an Indo-Africa ICT Expo 2017 in Nigeria in September, which provided some of the smaller IT-BPM companies with a platform to display their products, services and solutions and engage with companies representing different African countries for business and partnerships. Several Indian IT-BPM companies attended the exhibition-cum-

conference including Adhi Software, Dimentriz Texhnologies, DSquare Solutions, Eastern Software Systems, Expenzing, FinaTel Technologies, Intelics Solutions, K.S. Infosystems, Nelito, Synerge Health Services, TechnoBrain, Varenya Softech, World Phone IT Services and XS Infosol.

As part of the conclave, there were several sessions that explored currently relevant themes. There was for instance, a session on the Digital Dreams of Nations, where speakers from India as well as Nigeria and other nations focused on the innovative developments supporting the maturing Digital economy, leveraging new opportunities in Africa's evolving Digital landscape, and how governments and regulators could enable better and broader connectivity in the Digital age.

In a session on network infrastructure innovations and the Internet of Things (IoT), the discussions were centered around connecting the unconnected through solar powered, mobile and Wi-Fi solutions, enabling Digitization through technologies in emerging countries, Artificial Intelligence, Content at Edge and 2 Way TV, the Next Big

Thing in Content Distribution and Target Advertising.

There were sessions devoted to the Role of Digital Innovation and Cross Sector Partnerships in Achieving the Millennium Development Goals (MDGs), network innovations, IoT, Big Data and Analytics, the changing role of ERP in the Digital age and Innovation driving enterpris networking and infrastructure simplicity.

The issue of Smart Cities, which currently features on the agenda of most developed and emerging nations, was also spotlighted

during the Indo-Africa conference. There were talks on ICT deployment in Smart Cities and the vision that India and Nigeria had regarding their creation.

Talks were additionally focused around the critical subject of security, especially protecting data and privacy as well as the role of ICT in safeguarding cyber space.

Some of the other areas spotlighted at the conference included emerging technologies and their impact on economic development, and bridging the Digital divide.

Re-harnessing women power

NASSCOM and NASSOCOM Foundation launch 'returnship' initiative to bring back women into the IT-BFSI workplace

The Indian IT-BPM industry remains a leading light when it comes to gender inclusion. Most IT companies in the country have a large proportion of women on their rolls and overall, the number of women in the tech workforce is high.

At the same time, women do face challenges in the workplace, performing secondary roles, rising up the ladder slowly and experiencing lower career growth than their male colleagues, and even resigning and dropping out of their jobs.

The typical reason why women leave is either losing their career momentum after maternity, marriage, migration to areas where their organizations are not present, dissatisfaction with their growth prospects, and absence of female leaders who can be their career mentors.

Advantage women

In today's scenario, remaining gender neutral is of the utmost importance for organizations. From better problem solving abilities, to better aggregation of industry knowledge and the capability to serve a diverse customer base, to greater creativity and innovation in the workplace – companies that hire and promote women enjoy wide-ranging benefits. Studies have also shown that organizations with higher diversity in senior roles have superior business results.

Recognizing the advantages of women power within IT and BFSI companies, NASSCOM and its social arm NASSCOM Foundation (NF) have launched a Return-to-Work Program that is especially designed to bring back women, who have quit their jobs, once again into the workplace.

Return-to-Work is a tech-enabled platform that will create industry linkages with women who were once part of the IT-BFSI sector, for their upskilling, placement and mentorship. The vision of the initiative is to raise the percentage of women at senior management levels, which still hovers around 11-20 percent, even in the most inclusive organizations. With this move, the individual returnship programs of IT-BPM

companies will come together under one platform.

The objects of the program are to:

- Increase the footfalls of women in the IT-BFSI Industry in the leadership pipeline i.e. at the middle to senior roles

- Source women from the talent pool and fit them into customized e-learning and upskilling curriculum

- Facilitate linkages between the pool of reskilled women and jobs in IT-BPM sector

- Support working women in their IT careers through mentorship, shift flexibility, childcare etc.

Around two years following its launch, NASSCOM expects the program to result in the onboarding of 10,000 women job-seekers post their career breaks and their rehiring in the IT-BFSI sector.

Benefits for companies

Owing to this initiative, IT organizations can:

- Access a talent pool and hire qualified women, suitable for middle to senior level roles in the areas of Project Management, Finance and Technology

- Feature as NASSCOM and NF's Industry Partners on its web portal and other outreach collateral

- Feature as case studies on gender neutral practices in publications

Fast Facts

Women power in the IT sector

- The majority of women working in the IT industry in India are under 30 and single

- They are primarily engaged in support roles

- The percentage of women at CXO levels is far lower than entry levels

- The resignation rates of women at a much higher level

- Promotion rates and career growth are starkly lower among women than men

- Systemic and sustained focus from the CEO's desk is not uniformly present

- Interact and prepare potential employees on the organizational opportunities and challenges, and be a part of the nurturing talent space

- Encourage greater participation of women at work and emerge as D&I champions.

Benefits for women

Women who have taken a break from their careers, but are now seeking opportunities to re-join the workforce in medium to senior roles, will be able to:

- Become more relevant by upgrading their skills

- Transition to work more smoothly due to relevant skills orientation

- Gain confidence and conviction about their decision to go back

- Diversify their skills sets and thereby widen their career choices

- Avail of mentorship support where they are prepared for the domain and workplace

Driving the program

NASSCOM and NF will be jointly driving the returnship program. While NASSCOM will be the thought leadership partner in the initiative, advocating the program across the industry, NF will be a consultant, bringing stakeholders onto one platform and facilitating linkages between the women and the hirers.

NASSCOM will additionally:

- Popularize the agenda of bringing women back into the workforce,

- Raise awareness about the program through mentions and panel discussions at events such as D&I Summit, HR Summit, etc.

- Provide leads about IT-BPM companies which can be onboarded in the program in the next phases

NASSCOM Foundation will work to make the platform a 'one-stop option' for IT jobs and upskilling for women on a break. It will build traction about the initiative across Digital media, while curating inspiring case studies and success stories on an ongoing basis, undertake Program Management and offer scalable solutions and handholding for the program improvement.

NASSCOM responds to key policy moves by US and UK governments

There have been a few policy developments in the USA and UK that are likely to impact the Indian IT-BPM industry, and NASSCOM has taken cognizance of these government moves and responded to them accordingly.

Government move: The Department of Labor (DoL) of the American government, for instance, was seeking comments for revisions to the Labor Condition Application (LCA) forms and NASSCOM was quick to recognize this as an opportunity for Indian IT companies to share their feedback.

NASSCOM's response: NASSCOM worked to provide the Indian IT industry's view to the US lawmakers. It encouraged member companies to provide their inputs for the submission, consolidated the views of these member companies, connected with policy/immigration experts and drafted the submission.

Government move: On August 2, 2017, there was yet another policy change rolled out by the Trump administration. The US President endorsed the Raise Act, which aims to halve the number of lawful permanent residents admitted to the US over a decade. The bill aims to limit immigration via extended family ties and assign green-card "points" based on education, English-language ability, prospective salary, age, entrepreneurship and past achievements.

NASSCOM's response: NASSCOM believes that while the bill is not expected to become law anytime soon, the impact on the Indian IT industry will be limited as and when it does. According to NASSCOM, the number of green cards issued to Indians might increase but they will continue to remain a rather small share of the total.

Government move: The US government has put in place significantly higher enforcement and adjudication norms with respect to visa processing.

NASSCOM's response: NASSCOM has also been examining the significantly higher enforcement and adjudication norms with respect to visa processing. NASSCOM has been delving into the on-ground situation faced by Indian IT companies and collating details of various process norms such as

timelines of visa processing, outcome numbers and comparative trends over the last month/year, difficulties faced, and audit and inspection rates, to name a few. NASSCOM has been reaching out to member companies with US operations and getting them to share their details and experiences regarding the same.

Additionally, NASSCOM has also been accelerating outreach and advocacy efforts in the US. It has been closely watching out for any and every policy move that is considered or tabled by the new US political regime, and been providing regular updates on actions taken to member companies.

Examining the impact of UK legislations on the Indian IT-BPM industry

NASSCOM has also been looking into some of the notifications brought out by the UK Government in recent months.

Government move: The UK's Migration Advisory Committee (MAC) for example, initiated a detailed assessment of the immigration regime through a formal notification. In this notification, the government sought responses for consultation with respect to the migration of workers from the European Economic Area (EEA) to/from the UK. It put forth specific questions related to Migration Trends, Recruitment Practices, Training and Skills, and the Economic, Social and Fiscal impacts of the suggested immigration policies.

NASSCOM's response: NASSCOM was of the view that while the focus of the policy seemed to be on migrants from EU, there would undoubtedly be consequences on the UK Government's approach to non-EU migration, including that from India.

NASSCOM is looking to play an active role in this consultation. Specifically, it will highlight the critical contribution of its member companies to recruitment and upskilling practices, as well as economic and social contributions to the UK economy. NASSCOM invited comments from member companies that it could include in its submission.

Government move: Ahead of Brexit, UK will also be publishing a series of papers on key negotiation issues. The first of these papers sets out the new EU customs arrangement sought after Brexit. The paper indicates that the UK will look to negotiate a temporary Customs Union with the EU, for a short time-period, post Brexit. No new trade deals will be signed with any other partner country, including India, while UK is still part of the EU Customs Union.

NASSCOM's response: According to NASSCOM, currently there is no clarity on the length of any possible temporary customs union and EU has thus far been unwilling to discuss this issue.

Government move: A statement of intent (SoI) has been published by the UK government for the Data Protection Bill, which sets out its main elements.

The three main focus areas include more individual rights; requirements and protections for businesses, and improved resources for law enforcement bodies. Each will be underpinned by tougher sanctions and new criminal offences for breaches, overseen by the Information Commissioner's Office.

In addition to introducing new UK-specific provisions, the government is also expected to transpose EU law into domestic legislation, including GDPR.

Under this, the definition of personal data has been widened to cover IP addresses and cookies. What it also means is that it will now be simpler for individuals to withdraw consent for the use of personal data. People will have the ability to ask for their personal data held by companies to be erased and it will be easier for individuals to ask an organization to disclose the personal data it holds on them, without incurring costs.

NASSCOM's response: In NASSCOM's view this may have an impact on NASSCOM members operating in UK, especially ones holding vast amounts of personal data and the chamber is actively addressing this issue.
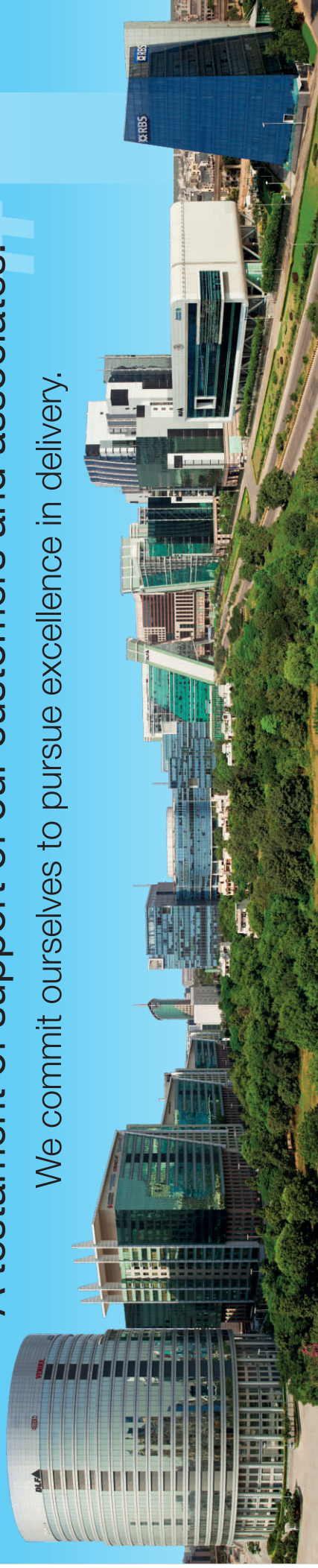
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Best Commercial Project in NCR
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CNBC Awaaz Real Estate Awards
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