CHAPTER 3
Profiles of Corporates under study and their
Information Centres / Libraries

Several Indian and Multinational IT companies (MNCs) are operating successfully for many years in India. In the closing years of the last century, many software companies were established in this country because of the availability of talented manpower for minimum wages and growing needs of the software market of the world. Thus, the IT giants like TCS, Infosys, Wipro, Tech Mahindra, HCL Technologies, Mphasis, Oracle Financial Services, Mindtree and Polaris technology were established as major MNCs of Indian origin. These corporates are mostly located in Chennai, Bengaluru, Pune, Delhi, Hyderabad and few other cities of the country. In this context, library users of two Indian and two multinational companies are taken into account for this study. They are Mphasis, TCS, CTS and Capgemini and these corporates are selected because they have their own libraries from the day of their establishment in India with professionally qualified librarians.

These corporates are globally popular as well as they have market values and contributed much towards generating employment opportunities and thereby fetching substantial amount of foreign exchange for India. They are considered as Indian economic developers from their inception, having their own libraries established, revealing that they have realized the importance of libraries for their enhancement and sustainability.

3.1 An overview of corporate sectors in India

Indian economy is the seventh largest economy in the world as per the International Monetary Fund (IMF) in terms of the nominal Gross Domestic Product (GDP). India’s nominal GDP is valued into US$2.308 trillion worth. This is a result
of the effort put up by the companies/corporates of India. It is because of the quality and customer satisfaction provided through products or services by these corporates. A number of corporates functioning in India are active in public, private and government sectors and many foreign and domestic companies are working on national and multinational levels of which multinational conglomerates represents the top companies of India. In terms of market capitalization value, some of the top companies in India are TCS, Reliance industries, ONGC and HDFC bank as illustrated by online business portal “moneycontrol.com” that takes into account the latest trends in market as valued by the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE).

3.2 The roles of the Indian Ministry of Company Affairs for the growth of the corporates

The Ministry of Company Affairs (MCA) is concerned with enacting the administration of the companies Act 2013, the companies Act 1956, the Limited Liability Partnership Act, 2008 and other allied Acts and Rules and Regulations to regulate the functioning of the corporate sectors of India. The Ministry also administered the competition Act of 2002 to prevent practices having effect on competition, to promote and sustain competitors in the market. To enhance the corporates the MCA enacted few more Acts like Partnership Act 1932, Companies Act 1956 and Societies Registration Act 1980.

The Department of Company Affairs (DCA) is responsible to collate all the basic statistics of the corporate sector companies and the registered companies are required to file certain documents like Annual Reports, Balance Sheets of the companies and returns on the share capital to the various registrars of Registrars of Companies (ROCs) under the provision of companies Act, 1956. As per the Registrar of Companies (ROCs) as on 31.12.2015, a total of 15, 27, 681 companies have
registered with ROC of which 10,70,049 companies are active (comprising of 10,04,949 private companies and 65,100 public companies). These active companies (about 74%) are operating under four broad headlines namely ‘Business Services’ (26%), ‘Manufacturing’ (21%), ‘Trading’ (15%), and ‘Finance, Insurance and Real Estate and Renting’ (12%). The Business services include hardware and software consulting, data processing, research and development, legal and accounting.

3.3 The initiatives of the Government of India for the corporate developments

The major fiscal incentives provided by the Government of India and the State Governments, like liberalization of external trade, elimination of duties on imports of information technology products, relaxation of control on inward and outward investments and foreign exchange, setting up of Export Oriented Units (EOU), Software Technology Parks (STP) and Special Economic zones (SEZ) has enabled the Indian IT sector to flourish and acquire a dominant position in the world’s IT scenario following the economic reforms of 1991-92.

The government of India had also set up a National Task Force on IT and software development to enhance the growth of the Indian IT industry and identify ways to improve the efficiency of the industry. It is widely experienced that venture capital forms the main basis for financial support around the world for the software industry. In order to facilitate the growth of the industry the government has also liberalized the norms for venture capital funds operations based on international practices. In addition, the government of India is also actively involved in providing fiscal incentives, liberalizing norms for Foreign Direct Investment (FDI) making a way for an increased capital from abroad.
3.3.1 The roles of Software Technology Parks of India (STPI) for corporates’ development

The Software Technology Parks of India was set up in 1991 to facilitate software exports from the country. This is an autonomous society working under the Department of Electronics and Information Technology. STPI provides statutory services, data communication servers, incubation facilities, training and value added services for the software exporting sector. STPI has served as an important catalyst for the growth of software exports giving special focus on SMEs and start up units and is considered to be a 100% export oriented scheme. The STP units have shown a tremendous increase in their exports and more than 4000 units have registered under the STP scheme till now. In addition to this, the scheme also helps software companies to set up operations in convenient and inexpensive locations facilitating their investment plans and growth based on business needs.

3.3.2 Roles of Special Economic Zones (SEZ)

Special Economic Zones (SEZ) Act was enacted by the Department of Commerce, Ministry of Commerce & Industry, and Government of India in the year 2005. The main objective of this scheme is to provide an internationally competitive and hassle free environment for exports. The SEZ Act, 2005 supported by SEZ rules came into effect from 10\textsuperscript{th} Feb, 2006. It aims at simplifying procedures and has introduced a single window clearance policy on matters relating to central and state governments, exemption from service and central sales tax, duty free import/domestic procurement of goods for development and operations in SEZ units and 100% income tax exemption of export profits in SEZ units for 5 years, 50% for the next 5 years and 50% of ploughed back profits for 5 years thereafter. This scheme has become ideal for bigger industries showing a significant impact on future exports and employment.
3.3.3 Electronic and Computer Software Export Promotion Council (ESC)

Electronics and Computer Software Export Promotion Council (ESC) represents the interests of Indian electronics and IT sector at numerous forums including international trading arena of Electronic and Computer Software, joint Trade Committees of Ministry of Commerce, as well as joint Business Councils of various countries. Under the aegis of the Council, the IT services exports have reached more than 200 countries across the world establishing India’s leadership in quality and competitiveness. ESC has a strong membership base across the country covering the entire gamut of Electronics and Software Industry. Thus, ESC offers a basket of services to its members for boosting exports.

3.3.4 National Association of Software and Services Companies (NASSCOM)

The National Association of Software and Services Companies (NASSCOM) established in 1988 is a not-for-profit Indian consortium with more than 1800 registered companies including both small and tiny IT companies of which over 250 are from US, UK, European Union, Japan and China and the member organizations represent 95 percent of industry revenues. NASSCOM's initiatives include maintaining India's leadership position in the global sourcing IT industry, plan and sustain continued IT industry growth by enabling the industry to tap into emerging areas and to strengthen the domestic market in India. The vision of NASSCOM is to “help the IT and IT enabled products and services industries in India to be trustworthy, respected, innovative and society-friendly”. NASSCOM enables business and trade in software and services and encourages the advancement of research in software technology. These companies are mostly located in Chennai, Bengaluru, Pune, Delhi, Hyderabad and few other places of the country.
3.4 Digital India

Digital India is an initiative of the Government of India to integrate the government departments and the people of India. It aims at ensuring the government services to be made available to citizens electronically by reducing paper works. The initiative also includes plans to promote rural areas with high speed internet connectivity. Digital India has three core components. They include the creation of digital infrastructure, delivering services digitally and digital literacy. Nine key points of Digital India program are broadband highways, universal access program, Public internet Access program, E-Governance – Reforming government through technology, E-Kranti – Electronic delivery of services, Information for All, Electronics manufacturing - Target NET 2ERO Imports, IT for jobs and Early harvest program.

3.5 Challenges for the Indian IT industry

Presently cyber security and quality management are the main areas of concern which needs to be overcome. This can be achieved when increasing number of IT-BPO companies in India emphasize on quality to adopt global standards such as ISO 9001 and ISO 27000. India aims to become a truly developed and empowered society by 2020 which can be achieved when the sector continues to re-invent itself through new business models, global delivery, partnerships and transformation. To ensure future growth of India’s IT-ITeS sector a collaborative effort from all stakeholders is essential.

3.6 Major threats to IT corporates in India

Certain threats that affect the growth of the Indian IT corporates are given below:
a. Dependency on US Economy: As 70% of the IT Industry’s revenue is coming from the US, any recession in the US market affects the Indian IT market too.

b. Language Barrier: The presence of Indian IT sector in Europe, APAC and other regions are very minimal as Indians are strong in English and not able to cope up with the regional languages like Chinese, Japanese, French, German, Spanish, and Italian etc.

c. Rupee Value: Rupee appreciation has become an area of concern for the industry as most of the earnings are in foreign currencies.

d. Competition from other emerging nations: Chinese hubs like Beijing and Shanghai are competing with India and are expected to overtake India on account of their stable socio-economic environment, excellent infrastructure, low cost, low attrition rates and skilled, talented manpower.

e. Attrition: In the recent years a high attrition rate is perceived in the industry resulting in loss of manpower, loss of skill sets, and increased cost in recruitment, training and development of new recruits. This issue increases the investment spent on recruitment and training of new recruits.

f. Tax Discrimination: Variations in the tax regimes leads to conversion of STPs into SEZ units.

Irrespective of all the barriers explained above, the Indian IT sector is the global leader, because they serve as the R&D infrastructure which includes library also. However, there are a few challenges for the library professionals to run these libraries efficiently and effectively.
3.7 Challenges for both corporate library professionals and library users

The challenge for any corporate librarian is to keep the library users aware of all the services the corporate library offers. This challenge varies from one corporate library to another based on the facilities/infrastructure, support and budget provided by the organization. The software professionals require highly specialized information quickly at their hand instead of library so they rely more on online databases, colleagues or internet. A successful corporate librarian needs to continuously market library services and competencies and also equip the library to compete with the current technology. To accomplish this, the corporate librarian should acquire up to date knowledge about the market requirements and current demands in the IT field as it is the librarian’s responsibility to keep the library replenished. To compete with the current technology, the corporate librarian should keep watch over the market situation and implement various best practices that are beneficial to the organization as well as the corporate users.

There are many challenges before the corporate library users which include working in tight schedules, attending mandatory training, client visiting, facing market recession, company loss, and leadership/reporting structure changes, short term travels to bring new work, working from home or onsite, attending regular team meetings and working in different locations which makes it difficult for them to access the library as and when required. They are also unable to access the library resources due to work pressure and stress as they would have to finish a particular job within a stipulated time.

In addition to this, the corporate employees are expected to be in their seats for eight hours in a day and also there is a threat to their job as and when the project in which they are working is completed and they are forced to seek for a new job opportunity which becomes another barrier for them to use the library. Even when the
company is facing some crisis with regards to its success the employees’ confidence is shaken thus leading to less library usage. The corporate professionals are mandatory to complete stipulated hours of online training and certifications for their annual appraisals or else they will be rated low which again prevents them from using the library.

To compete this, the corporate librarian is keeping the library users aware of all the services the corporate library offer. A successful corporate librarian need to continuously market library services and competencies and equip the library to compete with current issues/technology. To do this, the corporate librarian should be up to date with the market requirements and current demands in the IT field.

3.8 Current situations of corporate information centres/libraries and a focus on the study libraries

Only top IT companies provide best library services to cater to the needs of the software professionals to discharge their duty efficiently. The software professionals are very much dependent on the library resources and services when the need for information to initiate and develop software tools and programs was at its peak. Hence, most of the IT companies installed well-equipped libraries with professional librarians. At present, there is a fall in the IT market due to less availability of new projects. So the professionals focus on the maintenance work of the developed projects. As a result, the need for information and the importance of library has decreased. This leads to the closing down of libraries in many small IT companies. As a consequence, most of the corporate librarians face job crisis. The turnover of most of the small IT companies have come down leading to regression and cost cutting that affects the management of the libraries.
Even in this situation, certain corporate libraries are still surviving due to the efforts of the corporate librarians. The corporate librarians are introducing new value added services and best practices to meet the future challenges and marketing the library services to the professionals effectively. On the other hand, in certain IT companies the corporate librarians are taking up additional roles like conducting/coordinating value based training, playing project management and knowledge management roles, in order to emphasize on the importance of the librarian in the IT industry. In few IT companies, the librarian is expected to prepare a market analysis report for the senior leaders. In addition, the library also helps the professionals to obtain IT certifications like Project Management Professional (PMP), Certified ScrumMaster (CSM), Information Technology Infrastructure Library (ITIL) and Six Sigma which are essential for their career growth and survival. In this context, the study has been limited to the software professionals visiting the library in the following IT companies in Chennai.

This study has been limited to two Indian MNCs and two foreign MNCs which are selected to collect the data for this study. The selected companies are having their own library facilities headed by professional librarians from the day of their origin in India. And, these companies are having market value, global presence and are listed in NASSCOM top 10 IT companies in India for the last few consecutive years. These companies are strong in Application Development, Application Maintenance and Support, Consulting and the stocks are listed in National Stock Exchange (NSE), Bombay Stock Exchange (BSE), National Association of Securities Dealers Automated Quotations (NASDAQ), European Stock Exchange (Euronext).
Table 3.1: Classification of IT sector corporates under study

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name of the Corporate</th>
<th>Head office Locations</th>
<th>Year of Establishment</th>
<th>Traded As</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Mphasis</td>
<td>Bengaluru, India</td>
<td>2000</td>
<td>Bombay Stock Exchange (BSE) National Stock Exchange of India Limited (NSE)</td>
</tr>
<tr>
<td>2</td>
<td>TCS</td>
<td>Bombay, India</td>
<td>1968</td>
<td>Bombay Stock Exchange (BSE) National Stock Exchange of India Limited (NSE)</td>
</tr>
<tr>
<td>3</td>
<td>CTS</td>
<td>New Jersey, USA</td>
<td>1994</td>
<td>National Association of Securities Dealers Automated Quotations (NASDAQ)</td>
</tr>
<tr>
<td>4</td>
<td>Capgemini</td>
<td>Paris, France</td>
<td>1967</td>
<td>European Stock Exchange (Euronext)</td>
</tr>
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</table>

3.9 Profile of Mphasis and its library

Mphasis, a Bengaluru based IT Services Company which offers praise-worthy performance through various services such as Application Services, Infrastructure Services, Business Process Outsourcing (BPO) Services, Mortgage Services, Payment Managed Services and Consulting Solutions. Mphasis provides effective service delivery through web services, work flow software and business quality monitoring. It serves banking and capital markets, insurance, healthcare, telecom, logistics and financial services focusing on digital, governance risk and compliance, application maintenance services and infrastructure services.

Mphasis Limited earlier known as Mphasis BFL Limited was founded in 2000. It was formed by merging of two IT companies namely US-Based IT Consulting Company Mphasis Corporation founded in 1998 and the Indian IT Services Company BFL Software Limited founded in 1993. In February 2014, Mphasis changed its logo and the brand name as Mphasis Unleash the Next, seeking to boost business other than from parent Hewlett-Packard, its largest client. In June 30th 2015, Mphasis
transferred a major portion of its domestic India business (BPO) to Hinduja Global Solutions subject to regulatory approvals. In April 2016, Hewlett Packard Enterprise sold majority of its stake in Mphasis to Blackstone Group LP for around a billion dollars.

It operates with more than 20 global delivery centres all over the world with a staff strength of more than 48,000. In India, there are 23 offices in 12 places of which 10 are in Bengaluru. The company is publicly listed in the National Stock Exchange and in the Bombay Stock Exchange. It is certified with ISO 9001:2008, ISO/IEC 27001:2005 and assessed at CMMI v 1.3 level 5. It also provides SEI CMMI, ISO and Six Sigma related services support.

3.9.1 Awards and industry recognition for Mphasis

Mphasis was ranked #8 in India among IT companies, appeared on NASSCOM’s (National Association of Software and Services Companies) top 20 players in IT services in 2014-15 and listed top 20 IT-BPM employers list for seven consecutive years from 2009 to 2015 and appeared in the Top 15 BPM companies list for four consecutive years from 2010-13. The company was listed in Nasscom’s Top 5 Application Development Management / Maintenance Exporters and in Top 5 Remote Infrastructure Management Exporters in 2010-11. Also Mphasis was ranked #165 amongst the FORTUNE 500 companies in India in 2014 and #7 in the INFOTECH segment.

Mphasis F1 foundation is an independent trust which supports innovative programs that work towards the development of the society and the under privileged as well as secular, non-profit and non-political organization, implementing all of the CSR activities of Mphasis.
3.9.2 The profiles of Mphasis library

Mphasis resource library is in five locations with six libraries at Chennai (DLF), Pune, Mumbai, Mangalore and Bengaluru serving to meet the information needs of employees. It has periodicals on computing, IT and management. There are 10,965 books on 35 titles to facilitate the knowledge development of the software professionals. There are 17 Indian and foreign magazines available in print form. It has membership with British council and Nasscom for the welfare of the top leaders. It has digital learning centre with 15 computers to access online resources across locations and offers online training. It uses in - house development tool LIMS – Library Information Management System to carry out its library activities.

Figure 3.1: Snap shot of Mphasis Resource Library

The Mphasis library offers countless value added services and best practices to their employees that aligns with their current work, facilitating their career growth. Also, Mphasis has an inspiring library premises, facilities, infrastructure and collections to meet the project requirements when compared to the other IT sector libraries. Apart from the traditional library services like circulation, article alert, new
arrivals, photocopying, reservation, inter-library loan, scanning, online information retrieval and selective dissemination of information, the library offers value based services like authors and subject matter expert talk, rewards and recognition programmes, eBooks on mobile devices, digital learning centres to access online resources. The library has enabled its users to complete their mandatory training by using online books which are made available by service providers like Skillport. The corporate librarian in the library ensures that the users can access the online resources even while they are away from their PCs. The vision of the Mphasis library is to create a user-friendly learning environment by providing the right information to the right user at the right time, so that the professionals may deliver the projects on time to the end customer.

The collection development of Mphasis is a joint responsibility of the reporting managers and the librarian based on the current trends and projects executed in the company.

Mphasis has an excellent collection development comprising of books, manuals, courseware, current journals, back volumes, reports, standards and certifications which are readily used by the corporate employees, project managers, team leaders and delivery leaders. In addition, the library also houses videos and CD-ROMs on technical and behavioral topics. The collection of the library is based on the subject areas like information technology, management, insurance, banking, healthcare, airlines, telecom, generalia etc.

3.10 Profile of Tata Consultancy Services and its library

Tata consultancy services is an Indian- Multinational, Information Technology services and digital solutions company. It is recognised as one of the big four Global IT Service Brands by Brand France. In 1968, the Tata consultancy services limited
was founded by a division of Tata Ltd. In the beginning, it provided punched card services to TISCO (now Tata Steel), served on an Inter-Branch reconciliation system for the Central Bank of India and bureau services to Unit Trust of India.

The first TCS employees were 12 graduates of Indian Institute of Technology (IIT) and 3 graduates of Indian Institute of Science (IISc). In 1981, India’s first software research and development centre was established. India’s first client dedicated offshore centre, namely, Tandem was established in 1985. TCS framed the factory model for Y2K, conversion and invented software tools to automate the conversion process. TCS offers services to the Indian Department of Posts with a six year contract since May 2013. At present, TCS survives as the most profitable firm.

TCS has its headquarters at Mumbai with 230 offices in 46 countries, 147 delivery centres in 21 nations and 60 subsidiary companies all over the world. It provides service for application development and maintenance, business intelligence, engineering and industrial services, infrastructure services, asset and leveraged solutions, assurance services, business process outsourcing, consulting, IT infrastructure services, enterprise solutions and risk management. In addition, TCS also provides mobility, connected marketing, social computing, big data and cloud computing. The Industries that are benefitted by TCS are banking and financial services, energy oil and gas, government, healthcare, high tech, insurance, manufacturing, media and information services, resources-metals, mining and construction, retail and consumer products, telecom, Travel, transportation and hospitality, utilities etc.

The stocks symbols of TCS are NSE (National Stock Exchange of India) and BSE (Bombay Stock Exchange of India). TCS has a workforce of around 353,000 world’s best trained IT consultants of which 31% are women. TCS has become the
world’s third largest IT employer following IBM and HP between the years 2014-15 on account of recruiting more than 67,000 professionals.

3.10.1 Awards and industry recognition for TCS

TCS has acquired three companies namely CMC in Oct 2001, Airline Financial Support Services India (AFS) in Jan 2004 and Aviation Software Development Consultancy India (ASDC) in March 2004. As per NASSCOM, TCS is ranked #1 in the top 20 IT players and top 20 IT-BPM employers list for seven consecutive years from 2009 to 2015 and has obtained ranked #1 for customer satisfaction in the UK being awarded the Business Standard’s Company Award for the year 2012. The Institute of Chartered Accountants of India has granted a Gold Shield Award to TCS for excellent financial reporting. In 2012, TCS also acquired the ‘Recruiting and Staffing Industry Leader of the Year’ and the ‘Best Employer Brand’ Awards at the World’s HRD Congress’ Annual Meet. In 2014, the International Data Corporation, placed TCS in the #1 rank position for being the best IT Service Provider for Manufacturing in Europe, Middle East and Africa (EMEA). Global CSR initiatives have been undertaken by TCS in the field of education, health and environment through volunteering, funding and pro-bono leveraging of IT capabilities.

3.10.2 The profiles of TCS library

The library at Tata Consultancy Services has been named as “Information Resource Centre” with the first library in TCS being established in 1969. The TCS Information Resource Centre caters to the information and reference needs of its users, who are from different kinds of disciplines having a collection of about 35000 books (including e-books, audio books and DVDs) 370 journals and 1600 CDs. The books are covering different disciplines such as IT business management, biographies, healthcare, self-employment and certifications like Project Management Professional
(PMP), Certified Scrum Master (CSM), Information Technology Infrastructure Library (ITIL) etc. The library also has a good collection of online resources which are acquired from World Book Online, EBSCO and Britannia Image Quest. The library is using an in-house development Library Management System (LMS) for carrying on its activities.

**Figure 3.2: Snap shot of TCS Information Resource Centre/Library**

The budget allocations for the library takes place on a quarterly basis based on the projection given by the IRC team through which collection development is carried out on the basis of ‘Proactive collection development’ and ‘Response-based collection development’. The IRC proactively increases its collections based on the stakeholder’s requirements, market trends and the future requirements of the project based information needs to meet the future challenges. The IRC also builds its collections based on the recommendations from internal customers, the information need for the carrying out the project work and the career growth of its users. The library is also providing various information services to meet the business needs of the organization.
In addition to the transactional services like check-in, check-out, renewals & reservations, IRC is also providing selective dissemination of information service through its products – info watch, info bulletins and client specific dossiers which are newsletters on various domains, technologies, geographies, clients etc., comprising of latest news, articles, upcoming conference etc. that are electronically circulated to the employees.

IRC is also concentrating on carrying out outreach activities like book exhibitions, subscription drives, take-away drives, customer day, world book and copyright day, JRD Tata birth anniversary celebrations, etc., to encourage reading and marketing of its services. IRC also invites leading authors to deliver talks in the library premises which facilitates intellectual interactions between the author and the employees.

3.11 Profile of Cognizant Technology Solutions and its library

Cognizant formed as a joint venture between Dun and Bradstreet formed a new company called Cognizant Corporation in 1996. Dun and Bradstreet (DBS) was renamed as Cognizant Technology Solutions (CTS) and the company concentrated on Y2K related projects. In the same year, CTS became a public concern and raised $34 million turn over, offering an initial Cognizant Stock. In 2002, Cognizant income increased to 229 million with $100 million in the bank. It undertook maintenance projects during the dotcom bust. The revenue of CTS has been on the rise since 2013. Cognizant has more than 100 development and delivery centres across the world with 233,000 employees as on March 31, 2016 headquartered at Teaneck, New Jersey.

It provides information technology services to infrastructure services, application development and maintenance, data warehousing, internet of things, customer relationship management, supply chain management, engineering and
manufacturing solutions, enterprise risk and security solutions, analytics, mobility and business process outsourcing services. Cognizant is recognised to be major recruiter of MBA graduates because it is concerned with the business development and business analysis for IT services projects.

In India, CTS has its delivery centres at Mumbai, Bengaluru, Chennai, Cochin, Coimbatore, Gurgaon, Hyderabad, Kolkata and Pune. CTS has acquired more than 23 companies between 2002 and 2014. Cognizant functions targeting banking and finance services, communications, consumer goods, education, energy and utilities. Also, CTS is instigating a number of charitable and corporate social responsibility (CSR) initiatives through its employees with the financial and administrative support of the Cognizant Foundation having registered itself as a “Charitable Company” in March 2005 under the Indian Companies Act.

3.11.1 Awards and industry recognition for CTS

CTS is a member of the NASDAQ-100, having seized many IT industry prestigious awards such as 230th rank in FORTUNE 500 of FORTUNE magazine. It has been announced as the fastest growing company in the United States based on the company’s FY2015 revenue of $12.416 billion and has also been listed the “World’s Most Admired” IT company for the last seven consecutive years. CTS has received “Outsourcing Partner of the Year” award at the 2015 FStech Awards which recognises its effective relationship between a financial services provider and an outsourcing company and has been honoured by Pega systems with a 2016 Pega Partner Award for Driving Business Transformation.

CTS has been ranked #6 on Forbes Fastest Growing Tech Companies List for the last six consecutive years and was recognised for its fast-track financial growth by Forbes magazine in the publication annual “25 Fastest Growing Tech Companies”
special report. In addition, Newsweek has ranked Cognizant among the top 100 Green Companies in the U.S. for 2016 to recognize its corporate sustainability and environmental impact and has become the fastest growing companies of the world being one of the top 10 companies which are receiving H1-B visa to take employees to work in US and other locations.

3.11.2 The profiles of CTS library

The CTS library was initially established to cater to the information needs of its business associates and is operating now as an Information/ Knowledge Centre, which provides the required information to its users. It has a good collection of computer software books, management books, fictions and non-fiction books, professional certification books, etc. The library has more than 25 PCs with internet access for learning purposes and OPAC (Online Public Access Catalogue) access. It is a well-established library with a collection of 18,539 books, 35 journals, 14,220 training materials and 678 reference books. It also contains 4313 CDs/DVDs and subscribes to 9 newspapers. The library’s services are made available to the users through the implementation of Library Management System (LMS).

Figure 3.3: Snap shot of CTS Library/Information Service Centre
The library offers lending/ reference services, current awareness service, selective dissemination of information, current content service, author talks, reservation, new arrivals/article alerts, distribution of user community newsletter, knowledge through video, inter library loan scanning and photocopying. The library also maintains a book club to facilitate its users.

The library covers an area of 500 sq.ft of the ground floor and 300 sq.ft of the first floor of the company at Thoraipakkam with good infrastructure and facilities that are required by its associates. CTS has ten libraries in Chennai a few years ago, but now it is left with only three of them. The library collections are predominantly in the field of banking, insurance, cloud computing, big data, analytics, mobility and financial services. The resource collection of the library is improved based on the user specifications and requests from the project leaders which may prove beneficial in carrying out the projects of the company. The information resources that are of interest to the associates are also acquired by the library for the effective functioning of the company. The librarian acquires the resources based on the budget allocated for the library expenses and the significance of the user preferences.

3.12 Profile of Capgemini and its library

Capgemini is a French Multinational Consulting Corporation. The company’s headquarters is in Paris, France. The company was founded by Serge Kampf. At present, he is the vice-chairman in Grenoble, France. In 1967, in Grenoble, France, television telecast was in colour for the first time. There was longing for the winter Olympic Games 1968. The technological and cultural changes had great impact on entrepreneur Serge Kampf. Serge Kampf decided that the time was ripe to launch an IT company, namely, Sogeti. Thus the Capgemini began. In 1975, merging with the two major firms, namely, CAP, an European company, and Gemini computers, a U.S. based company, Sogeti renamed itself as Capgemini Sogeti. In 1991, the
amalgamation of two management consulting firms led to the formation of Gemini Consulting. In 1996, the company was renamed as Capgemini with a new logo.

Capgemini is the world’s largest consulting, outsourcing and professional services group of companies. It supports clients across the government and public sector. This company has a staff strength of about 1, 80,639 (in 2015) across 40 countries. Its global revenue is EUR 11.9 billion. Capgemini operates in India since 2001. Its staff strength is 85,000 in nine cities (Bengaluru, Chennai – Trichy and Salem, Gandhinagar, Gurgaon, Hyderabad, Kolkata, Mumbai, Noida and Pune). The centres facilitate prompt delivery with ideal costs and quality by collating the different capabilities of businesses and sectors they serve.

3.12.1 Acquisitions, awards and industry recognition for Capgemini

Capgemini acquired DTWO Solutions-a Japan based software and IT Staffing Company in 2012, Strategic Systems & Products Corporation (SSPC) in 2014, IGATE in 2015 and many other companies earlier between 1973 and 2011 making a total of 28 companies being acquired.

In 2014, Capgemini was titled as the 2014 World’s Most Ethical Company by the Ethispheric institute for the second time, and as a leader among Global SAP services provider by Forrester. It was also titled a ‘Leader’ amongst Global Infrastructure Outsourcing Providers in a report by Forrester Research, Inc. Later, now in 2015, Capgemini won the SAP North America Partner Excellence Award 2015 for SAP Platform Solutions.

3.12.2 The profiles of Capgemini library

The Global Learning Center Library in Capgemini has a rich resource collection of 3,508 books of which 988 are training materials and 950 are reference
books with 12 journals being subscribed along with 457 CDs/DVDs and 13 subscribed newspapers. In addition, the library has acquired BCL membership to benefit its users, subscribing online books from Books 24x7 and online journals from EBSCO. The library uses a “Library System” to carry out its services.

**Figure 3.4: Snap shot of Capgemini Global Learning Center Library**

The library has an extensive collection of information resources on telecom, insurance, banking, healthcare, manufacturing and utilities. The library also provides article/book alerts, internet access, reservation, SME talk, learning centres, interlibrary loan, scanning and photocopying of articles and retrieval of online information, monitoring the compliance of copyright policies. The GLCL improves its collections based on the requests of the users as well as the reporting project managers so that the information needs of the professionals are met in order to execute the projects successfully. Also, the librarian takes the necessary steps to increase the resource collection in line with the current trends and the information requirements of the project that are carried out in the company.
3.13 Collections and holdings of the study libraries

Table 3.2: Collection development of the corporate libraries under study

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Descriptions</th>
<th>Books</th>
<th>Journals</th>
<th>Training Materials</th>
<th>Reference Books</th>
<th>CDs/VCDs</th>
<th>News Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mphasis Library</td>
<td>10,965</td>
<td>17</td>
<td>1,673</td>
<td>678</td>
<td>1,282</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>TCS Library</td>
<td>35,000</td>
<td>370</td>
<td>7,239</td>
<td>4,750</td>
<td>1,600</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>CTS Library</td>
<td>18,539</td>
<td>35</td>
<td>14,220</td>
<td>678</td>
<td>4,313</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Capgemini Library</td>
<td>3,508</td>
<td>12</td>
<td>988</td>
<td>950</td>
<td>457</td>
<td>13</td>
</tr>
</tbody>
</table>

Figure 3.5: Collection development of the corporate libraries under study

The table no. 3.2 and figure no. 3.5 present the collection development of these four IT libraries. The table reveals that except TCS library, the other three libraries are having very poor collection when compared to their employee strength. The reason for this is that when the IT industry was booming, the company gave importance to the library as the professionals were more dependent on the library
resources to carry out the newly acquired SW development projects. The professionals required library resources during the various phases of the project life cycle such as coding, designing and testing for the successful deployment of the same.

But, now-a-days the IT market is facing recession and thereby the IT companies are getting only few new projects and as a result the companies are forced to decrease the budget allocated for the collection development of the library and are concentrating on employee attrition. Thus, the collection development of the library is severely affected. To compete in this situation, the IT librarian should convey the importance of the library to the organization by means of initiating new value added services and best practices that aligns with the current projects.

### 3.14 Challenges for the corporate libraries under study

Most of the IT corporates are expecting the library to carry out some kind of innovative services with additional responsibilities. This has led to the decrease in the number of library users. The study has identified and observed certain factors that are seriously affecting the information seeking behaviour in accessing and using library resources by software professionals. The following challenges faced by these four libraries are observed by the researcher.

a. Number of visits of the software professionals to these libraries have considerably reduced due to the availability of enormous online resources at free of cost.

b. Dominance of internet, wiki, intranet and knowledge transfer from the client are decreasing the usage of resources of these four libraries.

c. Most of the software professionals are not interested to come to the library as they are expecting the required information available at their desk itself and also through handheld devices.
d. Professionals who are under work pressure, unable to manage their time on tasks assigned to them, working on shifts, travelling frequently in relation with their job and working for long hours are the reasons that prevent them to come in person to the library for accessing the library resources.

e. Health and emotional problems, lack of motivation and job uncertainties are also the major reasons for the IT professionals for not visiting these libraries under study.

f. Decreased personal productivity due to conflicts/politics in the workplace or lack of role clarity or reporting manager’s harassment causing a sense of dissatisfaction has been found to serve as a barrier to access the resources of these libraries.

g. Professionals who are involved in social media and related activities or multi-tasking or under pressure to move to other roles are found to give decreased importance to accessing and using the resources of these four libraries under study.
References:


8. Ministry of Communications & IT, Department of Electronics & Information Technology (DeitY), *Annual Report, 2015-16*.


