Chapter 3

Profile of the IT Industry
CHAPTER III

PROFILE OF THE IT INDUSTRY

3.1 OVERVIEW OF INDIAN IT INDUSTRY

Information technology (IT) industry in India has played a key role in placing India on the global map. IT industry in India has been one of the most substantial growth promoters and the contributions being made by the IT industry towards the country's GDP has led to a steady growth of the Indian economy. The industry has played a vital role in renovating India’s image from a slow moving bureaucratic economy to a land of innovative capitalists and a comprehensive performer in providing world class technology solutions and business services. The industry has helped India to convert from a rural and agriculture-based economy to a knowledge based economy. The productiveness has not only transformed India's image on the global platform, but also increased economic development by stimulating the higher education sector. The industry has engaged almost 10 million Indians and, hence, has subsidized considerably to social change in the country.

This sector has also led to substantial employment generation, providing direct employment to about 3.1 million, and indirectly employing around 10 million people. Bangalore is known as the Silicon Valley of India and funds 33% of Indian IT Exports. India's second and third largest software companies are headquartered in Bangalore and as are many of the global SEI-CMMI Level 5 Companies. However, the sector continues to face challenges of competitiveness in the globalized and modern world, particularly from countries like China and Philippines.

Information Technology Association of America (ITAA) explains 'information technology' as incorporating all possible aspects of information
systems based on computers. Both software development and the hardware involved in the IT industry include everything from computer systems, to the design, implementation, study and development of IT and management systems. The IT sector has emerged as a major global source of both growth and employment.

The IT and ITeS sector comprise of services that are related to information technology, research and development services as well as engineering designs, hardware and BPO.

**IT**: The application of computers and telecommunication equipment to store, transmit, retrieve, and manipulate data, in context of business or an enterprise.

**ITeS**: Information technology enabled services (ITeS), is a form of outsourced service which has emerged due to involvement of IT in various fields such as banking, finance, telecom, insurance among others. Some of the examples of ITeS are medical transcription, back-office accounting, insurance claim, credit card processing and many more.

The fiscal year **FY2015** brought in overall optimism for the Indian IT-BPM industry and is expected to meet guidance for the year in constant currency. The industry continued to evolve over the year enabling transformation and agility and partnering for digital initiatives. Aggregate industry revenues for FY2015 are estimated at USD 146 billion. In **FY2016**, NASSCOM expects the industry to add revenues of USD 20 billion to the existing industry revenues of USD 146 billion. Export revenues for FY2016 is projected to grow by 12 to 14% and reach USD 110-112 bn. Domestic revenues (including ecommerce) for the same period will grow at a rate of 15-17% percent and is expected to reach USD 55-57 billion during the year.
3.2 EVOLUTION OF IT INDUSTRY

The software industry was evolved from 1960, software used in the computers till that time, were in built with systems. Gradually being felt as the software in built in the system was not sufficient to perform all operations. The Government of India therefore, realized the potential for earning foreign exchange.

In 1972, the government formulated the software Export scheme. This scheme made the provision of hardware imports in exchanges of software exports. TCS become the first firm to agree to this condition. The year 1974 marked the beginning of Software exports from India.

During 1980-1990, the software exports were not picking up because of two reasons mainly:

- The exports of software, was heavily dependent on the imports of hardware, which was costly as well as the procedure for obtaining the same way is very cumbersome.
- There was lack of infrastructural facilities of software development.

To overcome this, the Government formulated a New Computer Policy in 1984, which simplified import procedures and also reduced the import duty on Hardware for Software developers, in an attempt to make, software industry independent of the hardware industry, the Government in 1986, formulated Software Policy which further, liberalized the IT industry. According to this policy, the hardware imports were de-licensed and were also made duty free for the exporters.

In 1990, government established Software Technology Parks of India. This scheme was formulated to increase the exports of software and services.
In 1990-2000 decade made several significance change in the economy, including trade liberalization, opening up of Indian economy to foreign investment, devaluation of rupees and relaxation of entry barriers. These changes attracted many foreign entities (MNCs) to our nation. These MNCs in India, introduced ‘Offshore Model’ for software services, according to which, the companies used to service their clients from India itself. This model further graduated to Global Delivery Model (GDM) and this is combination of Onsite and Offshore Model.

The global problems like the Y2K, the dotcom crash and recession in the US economy, proved to be a boon to Indian IT industry. The Y2K problem demanded the existing software to be compatible to the Year 2000. During this time many Indian firms played a major role and this had placed the Indian IT industry on the Global Map.

Post 2002-03, the industry had registered a robust growth rate because increase in number of clients, large sized contracts and strong global delivery model.

IT professionals are now involved in every level of business, and the resulting complexity has left many businesses itching their heads. As a result a specialized IT industry has recently come into existence to which businesses outsource their IT departments. These businesses deal only in information technology. In order to gather data effectively they developed various types of “IT business management software” which serves to congregate and process data spontaneously, which it then gives to the customer, efficiently organized and ready to use.

The following chart traces the evolution of IT industry in India:
Chart 3.1
Evolution of India’s IT Sector

(Source: NASSCOM Strategic Review 2013).
3.3 CLASSIFICATION OF IT INDUSTRY

In India IT industry is classified into following sectors based on the services they are offering,

- Software
- IT Service
- IT enabled Services (ITeS) – BPO

The following chart shows the structure of IT Industry

Chart 3.2
Classification of IT Industry

(Source: D&B Industry Research Service)
The Indian IT Industry consist well-established firms as well as startups or the emerging players. India has establishing IT industry growth with the following major advantages:

- Huge reservoir of technically skilled professional
- Communication Infrastructure
- Providing customized and end to end services
- English speaking population
- Lower costs of offshore outsourcing

The expanse of IT industry established in different locations of Indian cities.
IT industry attracted attention and started its growth phase in the mid 90’s; different cities began to compete with the leaders by building infrastructure relevant for development of the industry. The two cities that were able to significantly improve their competitiveness were Hyderabad and Chennai.
Major software companies in Chennai are like Cognizant Technology Solutions, Accenture, CSC, Satyam, EDS, HP, HCL, Infosys, IBM, Sun Microsystems, Symantec, Verizon TCS and Wipro. At present Chennai is the second largest exporter of IT and IT enabled Services in India next to the Silicon Valley (Bangalore).

**Features of IT Industry**

- Economies of scale for the information technology industry are high. The marginal cost of each unit of additional software or hardware is inconsequential compared to the value addition that results from it.
- Unlike other common industries, the IT industry is knowledge-based.
- Efficient utilization of skilled labor forces in the IT sector can help an economy achieve a rapid pace of economic growth.
The IT industry helps many other sectors in the growth process of the economy including the services and manufacturing sectors.

The IT industry can serve as a medium of e-governance, as it assures easy accessibility to information.

The use of information technology in the service sector improves operational efficiency and adds to transparency. It also serves as a medium of skill formation.

3.4.1 IT and Chennai

In the expanded economic foundation, software service has gained a major ground in the Chennai's economy. The late 1990s, perceived the birth of business process outsourcing and software development and within few years there was a conspicuous spray of outgrowth in the number and extent of the software industries in the city.

This in turn created a great impact on the city's economy. Chennai is now one of the important software centers of India. Inexpensive, IT labor is one of the main facts that has appealed multitude of multi-billion-rupee foreign software companies such as Microsoft to establish their business in the city as well as in other software centers of India like Bangalore, Hyderabad, Kolkata, and Delhi making the country a booming software exporter worldwide.

Chennai is the second largest software exporter in India, next to Bangalore. India's largest IT Park is housed at Chennai. Software exports from Tamil Nadu during 2008–09 rose 29 per cent to touch ₹366.80 billion, involving a workforce of 280,000.

Chennai is a hub for e-publishing, as there are 47 e-publishing units registered with the STPI in Chennai and 25 in Bangalore. Companies such as HCL, Wipro, TCS, L&T, Satyam, Infosys, Zeesta (Adalricos), and
Cognizant Technology Solutions, Covansys, Xansa, Verizon, iSoft, Electronic Data Systems, Bally and many others have offices in Chennai.

Infosys Technologies has set up India's largest software development Centre to house 25,000 software professionals at an estimated investment of 12,500 million (US$190 million) in Chennai. India's largest IT Park – SIPCOT is housed at Siruseri – Chennai, It has numerous IT companies such as TCS, CTS, Syntel, Steria, Polaris, Patni, Hexaware etc. Chennai has been rated as the most attractive city for off shoring services.

Chart 3.5
Chennai IT Centers Hubs

(Source: http://dcmsme.gov.in/)

Since 2000, old Mahapalipuram road (OMR) is also known as the IT corridor of Chennai. Till 2006, IT development in this micro market was
mainly driven by government nodal agencies – TIDCO, ELCOT and SIPCOT. However, post 2006 major private players including RMZ, Shapoorji & Pallonji, Tata Realty and others have developed IT parks along this road.

### 3.5 GROWTH OF IT INDUSTRY

India's IT Services industry was born in Mumbai in 1967 with the establishment of Tata Group in partnership with Burroughs. The first software export zone SEEPZ was set up here way back in 1973, the old avatar of the modern day IT Park. More than 80 percent of the country's software exports happened out of SEEPZ, Mumbai in 1980. The information technology (IT) industry has become one of the most robust industries in the world. IT, more than any other industry or economic facet, has an increased productivity, particularly in the developed world, and therefore is a key driver of global economic growth. Economies of scale and insatiable demand from both consumers and enterprises characterize this rapidly growing sector.

India is the topmost off shoring destination for IT companies across the world. Having recognized its abilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new scope of opportunities for top IT firms in India. Social, mobility, analytics and cloud (SMAC) are collectively expected to offer a US$ 1 trillion opportunity. Mist represents the largest opportunity under SMAC, increasing at a CAGR of approximately 30 per cent to around US$ 650-700 billion by 2020. The social media is the second most lucrative segment for IT firms, offering a US$ 250 billion market opportunity by 2020. The Indian e-commerce segment is US$ 12 billion in size and is witnessing strong growth and thereby offers another attractive avenue for IT companies to develop products and services to cater to the high growth consumer segment.
The Indian software industry is growing in three different directions are industries involved in product development, offshore software services, on-site maintenance and implementation services. Based on the size of the employees, the IT companies are classified as high, middle, low-end companies.

Information Technology sector has contributed immensely to the Indian economy. Its share in national GDP is nearly 9.5%. According to NASSCOM statistics, it is now largest employer in private sector (NASSCOM, 2015). About 10 million professionals and other employees are engaged in the IT industry. IT sector has the largest share in export of services constituting more than 38%. IT industry has in past few years made big strides and led to the transformation of economy of the country. India’s technology sector (including hardware) is estimated to have generated US$ 146 billion in revenue during FY15 compared to US$ 118 billion in FY14, implying a growth rate of 23.72 per cent (Ibef, 2015). The sector is expected to grow 11 per cent per annum and triple its current annual revenue to reach US$ 350 billion by FY 2025, as per estimates of the industry body (NASSCOM, 2015) India is the topmost off shoring destination for IT companies across the world. The high growth in IT sector has attracted professionals not only from IT areas but also different branches of engineering and other domains in good numbers representations of women on company boards mandatory.

Being a knowledgeable based industry, the top management of these companies has also been found to be largely professional oriented. A search of board composition of IT companies in India has publicized that most of boards consist of professional persons as directors guiding the business tactic and policies of companies. In these circumstances, it raised a curious question regarding response of IT companies to new legislative provision in
the latest Companies Act that each listed company must have at least one- woman director.

Factors of IT Sector growth

- Rapid industrialization and growth of IT parks in the country
- Partial privatization of telecommunication
- Development of SEZ; which also help IT companies get tax benefits
- A large number of resource readily available in the country
- Low operating costs
- Tax breaks and sops offered by the government

The following chart represents the IT output levels and growth rates from 1991 to 2015.

**Chart 3.6**

*India IT Industry Output level and growth*

![Chart showing Indian IT Industry Output Levels and Growth Rates (1991-2015)]

(Source: Compiled from Richard Heeks, CDI, Univ. Manchester)
Vertical IT Spend Increase in 2016

According to the Channel World’s State of the Market 2016, 41 percent of the channel partners believe that IT spends in the government sector is likely to increase in next six months.

(Source: Compiled from Richard Heeks, CDI, Univ. Manchester)

(Source: Channel World)
The above chart shows that the government is planning to spend more on IT industries, these are some of the Government Initiatives to promote IT and ITeS

- The Government of India has launched the Digital India program to provide several government services to the people using IT and to integrate the government departments and the people of India. The adoption of key technologies across sectors spurred by the 'Digital India Initiative' could help boost India's gross domestic product (GDP) by US$ 550 billion to US$ 1 trillion by 2025, as per research firm McKinsey.

- Google’s project of providing high-speed public Wi-Fi service at 100 Railway stations across India by 2016 end, five new stations were added just recently, taking the country’s total of Wi-Fi-enabled railway stations to 15 so far. This project was announced in September 2015 by Google CEO Sundar Pichai, when Prime Minister Modi had visited the company in Mountain View, California. It was announced that the railway commuters in India can access free and high-speed Wi-Fi at over 400 stations in India by 2019.

- India and the United States (US) have agreed to jointly explore opportunities for collaboration on implementing India's ambitious Rs.1.13 trillion (US$ 18.22 billion) ‘Digital India Initiative’. The two sides also agreed to hold the US-India Information and Communication Technology (ICT) Working Group in India later this year.

- Union Human Resource Development Minister Mrs. Smriti Irani has launched the National Web Portal for promotion of National Apprenticeship Scheme for graduates, diploma holders and 10th and
+2 pass-outs vocational certificate holders, with a view to bridge the gap between the students and the industry.

- The Government of Telangana has begun construction of a technology incubator in Hyderabad-dubbed T-Hub-to reposition the city as a technology destination. The state government is initially investing Rs. 35 core (US$ 5.3 million) to set up a 60,000 sqft space, labeled the largest start-up incubator in the county, at the campus of International Institute of Information Technology-Hyderabad. Once completed, the project is proposed to be the world’s biggest start-up incubator housing 1,000 start-ups.

- Bengaluru has received US$ 2.6 billion in venture capital (VC) investments in 2014, making it the fifth largest recipient globally during the year, an indication of the growing vibrancy of its startup ecosystem. Among countries, India received the third highest VC funding worth US$ 4.6 billion

3.5.1 Employment in the IT and ITeS Sectors

The Indian IT & ITeS industry employs about 3 million directly and 10 million indirectly

- A majority of employment is generated through the exports business
- Exports contribute about 78 percent of the total employment in the sector
- Employment growth was high during FY02–09 period, however, it started settling down with the increasing maturity of the sector and the evolution of non-linear business models
- The sector is expected to employ about 5.1 million professionals directly in FY22 and exports are likely to dominate
The following chart explains IT & ITeS industry employment and growth.

Chart 3.9
IT & ITeS Industry Employment

<table>
<thead>
<tr>
<th>Year</th>
<th>IT Services (Exports)</th>
<th>ITES (Exports)</th>
<th>IT-ITeS (Domestic)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 12</td>
<td>2,776</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 13</td>
<td>2,964</td>
<td></td>
<td></td>
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<tr>
<td>FY 17</td>
<td>3,846</td>
<td></td>
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<tr>
<td>FY 22</td>
<td>5,124</td>
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</tbody>
</table>

(Source: nsdc.com)

Chart 3.10
IT & ITeS Industry Employment Growth

(Source: nsdc.com)
3.6 PROFILE OF WOMEN EMPLOYEES IN IT INDUSTRY

In India, IT is observed as an imperative segment for the economic growth, giving rise to millions of new jobs and opening of doorway for women and men with right skills and aptitude to make inroads into this Industry. It may be interesting to note that India has been sought as a port for software marketing in the last 15 years by the global IT companies. Most of the ten top software companies like Wipro, TCS, Infosys, CTS etc., get 70% of or more revenue from the North America Market. In view of the increasing supremacy of Indian software exports, there occurs a rising demand for the IT professionals in India. India is one of the top 10 countries in the world in the production and supply of high skilled IT manpower.

The newness and the expanding nature of computer industry in India has given an impression that it would be relatively immune to gender typed pattern of occupation and would maintain gender equity in its occupation. However, existing information reveals that, like in other sectors, gender segregation is very much prevalent in the IT sector. Many studies confirmed that, the prevalence of gender inequality among the IT Professionals in the software industry in India by showing how women are relegated to the less prestigious and low paid jobs.

Though the exact percentage of women at various levels in IT industry is not available but NASSCOM: analysis 2009 estimates that women constitute 24 percent of total IT work force which is higher than participation in National economy as a whole which is 13 percent. The new recruitment drive in most of the SI is increasing male to female ratio to 60:40. This percentage is expected to increase in near future in India. (NASSCOM strategic review: 2009)

The literature revealed that women make up 40% of IT workforce in India. Only a few women reach the position of CEOs. As seniority rises, the
number of women shrinks, while women tend to raise the corporate ladder, few reach the highest level. Even few women who have struggled to reach the status of managers. There are many barriers blocking women from moving up in the ladder of organizational hierarchy.

The following table reveals the number of women directors of established IT companies.

**Table 3.1**

*Women Directors in IT Companies*

(Original on NSE with Market Cap of Rs. 1000 cr or above as on 2nd January, 2016)

<table>
<thead>
<tr>
<th>No.</th>
<th>Company</th>
<th>Total no. of Directors</th>
<th>Chairman (M/F)</th>
<th>No of women Directors</th>
<th>No of men Directors</th>
<th>% of women Directors</th>
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<tbody>
<tr>
<td>1</td>
<td>Infosys</td>
<td>8</td>
<td>M</td>
<td>2</td>
<td>6</td>
<td>25.0</td>
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<td>2</td>
<td>Tata Consultancy Services</td>
<td>11</td>
<td>M</td>
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<td>10</td>
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<td>3</td>
<td>HCL Technologies</td>
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<td>Wipro</td>
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<td>Vakrangee Software</td>
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<td>Company Name</td>
<td>Year</td>
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<td>Persistent Systems</td>
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<td>17</td>
<td>Polaris Consultants</td>
<td>12</td>
<td>M</td>
<td>1</td>
<td>11</td>
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<td>Hexaware Tech.</td>
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<td>33.3</td>
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<td>26</td>
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<td>M</td>
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<td>10</td>
<td>M</td>
<td>1</td>
<td>9</td>
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<td>Lycos Internet</td>
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<td>M</td>
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<td>6</td>
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<td>MphasiS</td>
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<td>30</td>
<td>NIIT Tech</td>
<td>7</td>
<td>M</td>
<td>1</td>
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<td>14.3</td>
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</tbody>
</table>

(Source: Compiled from NSE and web sites of respective companies as on 7th January, 2016).

There has been a 28% in the number of women applying for senior positions experience levels between 11-15 years in 2015 compared to 15.3% on 2014 and 10% in 2013. Women are beginning the careers often earn as much or more than men begin to earn more than them according to survey.
The survey revealed that in the IT sector in Chennai men and women earn the same amount for the first 3 years. After that, between four and six years, women earn more than men, but when the number of years of experience increases, men start to earn significantly more than women.

The following table exposes the pay of men and women in IT companies.

Table 3.2
Pay scale of Men and Women in IT Companies

<table>
<thead>
<tr>
<th>Experience</th>
<th>Men (Lakhs per annum)</th>
<th>Women (Lakhs per annum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 years</td>
<td>9.5</td>
<td>9.5</td>
</tr>
<tr>
<td>4-6 years</td>
<td>12.8</td>
<td>13.9</td>
</tr>
<tr>
<td>7-10 years</td>
<td>15.8</td>
<td>14.3</td>
</tr>
</tbody>
</table>

(Source: Compiled from limjobs.com)

Within the first five years’ work 48% of women below the age of 30 take their first break. Maternity, Child Care and Relocation are the major reason stated for this off ramping. Many women in the country have to quit their jobs to take care of their families. In IT field only around 50% of women employees are returning to work (Kavitha Kishore, 2016).1

India Spend analysis of the benchmark 50share Nifty of the National Stock Exchange (NSE) showed that only five companies Axis Bank Ltd, Bharti Airtel Ltd, Idea Cellular Ltd, Infosys Ltd and Ultra Tech Cement Ltd have as many as three women directors on boards that vary from 7 to 17 members. India Spend is a data journalism initiative. As much as 70% of the companies across 23 sectors have a single board member, including Tata Consultancy Services Ltd, ITC Ltd and Reliance Industries Ltd. Some 12% of companies, all large promoter-driven conglomerates such as Cairn India Ltd, Grasim Industries Ltd and HCL Technologies Ltd, have appointed only
women family members as directors and only 20% of company boards have more than the single woman required.

In the current scenario conscious steps are being taken from several quarters to ensure that women executives are included in crucial decisions making in companies. Gradually it is that women have started coming out of their shell and get involved in daily corporate affairs. Today many companies of dispute pride a women executive is one of their top positions.

The following table is a bird’s eye view of women executives who are at the helm of affairs in the IT sector in India

<table>
<thead>
<tr>
<th>Women Executive</th>
<th>Name of the Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aruna Jayanth</td>
<td>CEO India Cap Gemini</td>
</tr>
<tr>
<td>Roshni Nadar</td>
<td>Executive Director and CEO of HCL Corporation</td>
</tr>
<tr>
<td>Divya Jain,</td>
<td>Founder of Dloop</td>
</tr>
<tr>
<td>Debjani Ghosh</td>
<td>South Asia Managing Director, Sales and Marketing at Intel</td>
</tr>
<tr>
<td>Kirthiga Reddy,</td>
<td>Director of Online Operations and Head of Office India at Facebook</td>
</tr>
<tr>
<td>Neelam Dhawan</td>
<td>MD of Hewlett-Packard India</td>
</tr>
<tr>
<td>Roopa Kudva, Crisil</td>
<td>MD and CEO, Crisil</td>
</tr>
<tr>
<td>Manu Dangi</td>
<td>Country Head India of Evalueserve</td>
</tr>
<tr>
<td>Sara Mathew</td>
<td>Chairman &amp; CEO of Dun &amp; Bradstreet</td>
</tr>
</tbody>
</table>

(Source : Collated)

3.6.1 Initiatives of IT Companies for Women Employees

Many IT companies have been talking about Gender Diversity as a focus area for many years. There is no evidence that this focus has resulted in inclusion becoming a serious mandate in itself. Initiatives to genuinely
leverage a culture of inclusion were cited by many organizations, and it is heartening to see the efforts put in to enable a culture that genuinely welcomes, values and leverages the advantages of diversity.

**Creating career stage differentials for women**

PwC (PricewaterhouseCoopers Private Limited) research shows that there are three prominent career stages for the female workforce: career starter, career developer and career establisher. Each has its own unique priorities and needs. For example, the career-starter women are typically single and in their first job, as compared to the career establishers, who are predominantly married and mothers.

IT-BPM companies increasingly understand the importance of customizing their programmes and initiatives to suit the changing needs of women employees across the different stages of their career. Efforts are being made to proactively support women employees with customized policies and systems through each of these phases.

**Chart 3.11**

**Different Career Stages of Women**

(Source: PwC Analysis & Nasscom)
The following are few specific initiatives from IT companies.

- **AP Labs** has a comprehensive policy to support working mothers, with initiatives ranging from generous maternity leave (20 weeks, plus 16 weeks of extended leave) to work-from-home options, flexible working hours and an in-house state-of-art childcare center. With these initiatives, the company has reduced its attrition rate among women who take maternity leave from 40% to 4% in 2015.

- **Women of Wipro (WoW)** mentoring programme, Wipro has been committed to being an equal opportunity employer. The WoW mentoring programme strives to create an inclusive and diverse leadership team by grooming the high potential (HiPo) middle-management women employees through mentoring by top leaders in the organisation over a period of nine months.

  - Currently in its fourth year, the programme has covered over 434 women employees till date. It has built a strong foundation of over 60 mentors, with almost 80% male mentors and consistent impact

  - It has produced effective results and created a high impact in terms of increased promotion rates (18% as compared to 5% overall) and reduced attrition among participants (7% as compared to 15% of the non-participant women employees), apart from creating strong bonds and wider networks for women employees to collaborate with business leaders.

- **Accenture's** commitment to attracting, retaining and advancing the women who work with us is critical to being a high-performance business and supports our broad commitment to an inclusive and diverse workplace.
 Accenture Women’s Network - Defining success. Your way. - global internal website that connects women across the company and provides resources that can help them define their vision of success through education, tools and multimedia. The online forum offers women a place to share experiences, advice and insights.

 International Women’s Day, which has been observed at Accenture since 2001. Our celebrations give employees across the globe an opportunity to have conversations about how to achieve their professional and personal goals while defining success.

- Google offers academic scholarships to future leaders in technology and supporting employee resource groups like Women@Google.

- IBM ‘Bring Her Back Program’ – Meant to attract back women who have taken a mid-career sabbatical. “Any woman professional with the requisite skill-set can apply, and anyone with, at maximum, three years of personal sabbatical qualifies for the programme. Began in 2011.

- CGI members in India celebrated International Women’s Day in a different way this year-engaging in CSR activities that benefitted their local communities. These initiatives were led by Women. Who. Win. (W3), CGI’s community of women members in India.

- Microsoft launches various programs to improve the women in IT sectors

 Microsoft launches ‘Women in Tech’ Initiative to Attract & Retain Talent in the Indian IT industry. Through this program, Microsoft will attract and retain women talent in the industry. Along with partners, Microsoft will train and mentor one million girls and women.
Jan 2016, Microsoft India Enhances Maternity Leave Policy to Six Months. The move is aimed at further boosting a healthy and productive work environment as well as emotional upliftment of the company’s workforce.

Microsoft's IT engineering division is trying to reskilling, flexible working hours, and an option to work from home or any other tailor-made solution that techie moms demand.

- **HCL Technologies** has established a unique women-specific microsite [www.hclwomen.com](http://www.hclwomen.com) featuring truly stimulating stories, discussions and debate on thought-provoking subjects. Industry experts and mentors share their experience and counsel on everything from work-life continuity to career management. It also offers the opportunity to nurture leadership skills through on-ground initiatives with industry leaders and peers from other organizations.

- **Infosys Women's Inclusivity Network (IWIN)** kick started with an initiative to enable women unleash their potential by plethora of providing opportunities for professional and personal development. This also helps in gauging management policies and procedures to ensure that the Infosys work environment is comprehensive, impartial, and open to the groundbreaking ideas and approaches that woman can significantly contribute.

### 3.6.2 Classifications of Respondents of Current Study

The respondents who participated in this current study were the women employees of IT companies in the city of Chennai. The study covered the junior, middle and senior women employees who are in the age from 22 to above 40 years with different stages of experiences.
The following chart shows the percentage of Age wise Respondents, experience wise respondents and cadre wise respondents as per study data.

**Chart 3.12**  
**Age wise Respondents**

![Chart showing percentage of Age wise Respondents](chart.png)

(Source: Computed)

**Chart 3.13**  
**Experience wise Respondents**

![Chart showing percentage of Experience wise Respondents](chart.png)

(Source: Computed)
This chapter has discussed the evaluations of IT industry, its growth and profile of women executives in IT industry and its initiatives. The primary data sourced from the questionnaire has been discussed in depth on Chapter IV and it does include statistical information relevant to satisfy objective 2, 3, 4 and 5.
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