

Women's work and economic development: the case of BPOs and Indian women

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This study looks into the development of the Business Process Outsourcing (BPO) industry in India and how it has significantly influenced the rise of women employment in its society in the recent years.

Initially in India, women were thought as classic housewives and people believed caring and raising the house was the responsibility of women. However, after the rapid surge of the BPO industry, women in India are leaving their home and starting up on their new opportunities in workforce. Development in BPO industry significantly empowered women in several fields: jobs, education, and marriage. One of the main field that influenced women's life and changed the Indian society is women employment.

Business Process Outsourcing (BPO) is a contracting of a business task such as customer service, IT support for the third party service provider. BPO services include Call Centers, Medical Transcriptions, and banks. Development of BPO impacted the growth of India in many ways: gender equality, economic growth, and enhanced business process. After BPO industry developed, women embarked a first step on their work forces. Rapid development in BPO industry gave "a major fillip to the country's growth, helping it to narrow down the several 'divides' that separate its society." Initially, because of the traditional stereotype -- socializing between different sexes before marriage was unacceptable and women employment was not encouraged. There was a magnificent boarder line between men and women, where men were able to get opportunities of work, while women stayed home nurturing their family. Therefore, this paper looks closely into how such industry changed the growth of women employment and its culture from various perspectives.