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# US firms back in outsourcing mode

Rouhan Sharma, UTVi

Published on Mon, Aug 31, 2009 at 20:28 IST

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MUMBAI: Bangalore will not be Bangalored after all! "Bangalored" is a word invented in the US to describe those whose jobs were outsourced to low-cost India.

The US President's promise to crack down on companies that ship jobs overseas had raised fears India's outsourcing boom would see a sharp slowdown. But looks like ailing mid-sized US firms are outsourcing more aggressively in these difficult times.

President Obama's promise to end tax breaks to US companies shipping jobs overseas is not likely to deter outsourcing. Venture backed firms are taking dramatic measures to tide over a slump in the global economy, and outsourcing to cut costs, more than ever before. Take the example of Canadian firm Avotus, providing solutions for the telecom industry which outsourced 300 of its 350 jobs to India. Richard Garnick, CEO, ConJoin, said, "An existing business model of IT/BPO services would probably take 50 out of 350 jobs offshore. But we took 300 jobs offshore and these were high-end jobs leveraging India as we're moving beyond the existing business models to do everything from high-level strategic consulting to procurement out of India."

The 2008 revenue figures of the Indian BPO industry are expected to double by 2010 and Indian BPO providers are expected to gain 10% market share of global outsourcing contracts from 5% of the \$80 billion pie at present. Conjoin Group, which specialises in turning around ailing mid-market companies in the US, says it is on track to create upto 10,000 jobs in India by 2012 as it has identified about eight such ailing firms from where jobs will be outsourced.

Richard Garnick, CEO, ConJoin, said, "The current environment has put a lot of pressure on companies and it's an opportune time for what we're doing. The pipeline is robust and we're seeing a lot of resonance for our business model."

Combining a venture capital style of functioning and a very proactive management led approach, ConJoin is outsourcing some very high end jobs to its offices here in India. And the anti-outsourcing rhetoric notwithstanding, they're only just getting started.

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