

CHENNAI, February 25, 2015

Rural BPO gaining ground in

- [Sangeetha Kandavel](#)

Despite several challenges and false steps, the cor

Around two dozen organisations, including engine units in various parts of Tamil Nadu.

By next month, an NGO, which has already obtain Cuddalore and one near Vandalur in Kancheepura

After nearly eight years, the Tamil Nadu governme up soon as the approvals were given in August 201 government official wishing anonymity told *The H*

Tamil Nadu was one of the pioneers in rural BPO. Areas) in 2007 at Krishnagiri district. Gradually, c came out with its first RBPO policy.

After the AIADMK regained power in 2011, it intrc institution – Shivani College of Engineering and T policy. In June 2013, it began operations.

“In the beginning, there were 40 employees. Now, one more unit.

Poongothai Aladi Aruna, former IT Minister, says the concept in the right way. They can utilise the v

Industry critics, meanwhile, say that the rural BPC had not really taken off in Tamil Nadu, as there were several challenges that need to be addressed.

“The State has slipped, while our neighbours have moved ahead in a quick span of time. Many units started only to close down in a few months. The government is not actively promoting this concept. They don’t even have a proper database,” said a CEO of a rural BPO.

When asked about the number of rural BPOs, closed as well as existing, a senior government official said, “Rural BPO started making headlines only in 2007. So let’s give it another five years,” he said.

“It created employment opportunities for thousands of students in rural areas who otherwise would find it difficult to get a job. These candidates are paid anywhere between Rs 4,000 to Rs 7,000 per month,” he emphasises.

Nandini Rangaswamy, founder trustee of Coimbatore based GRG Trust, who kick-started a rural BPO unit in a remote place – Masinagudi in Mudumalai forest fringes in 2010 – also feels that as time goes rural BPO would create a good impact in rural pockets. “Currently, 18 girls are employed. There will be 30 in a year,” she says.

J K Manivannan, Chief Executive Officer of DesiCrew, another rural BPO, says, “Tamil Nadu has abundant supply of graduates and diploma holders. We have observed that youngsters prefer working in villages than migrating to cities.”

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