

Training on enhancing BPO & ITES Skills for students of Himachal Pradesh (eBITS)

The Department of Information & Technology, Himachal Pradesh has established Computer Labs in Govt. Colleges and entered into agreement with M/s. DewSoft Overseas Pvt. Ltd. and M/s. Global Talent Track (GTT) Pvt. Ltd. for providing training on enhancing BPO/ITES skills for students of Himachal Pradesh in Zone – 1 & 3 and Zone–2 respectively (List given Below).

The Guidelines issued in the Principal's Conference Held on 29th April 2010 at Conference Hall, Directorate of Higher Education, Himachal Pradesh, SHIMLA-171001 are as under

- Principals of the Concerned Govt. Colleges will extend necessary help / support to the Company for implementation of eBITS programme.
- A suitable individual of the college may be appointed as a coordinator of the programme.

The Service Provider Companies i.e GTT and DewSoft may be allowed to

- install a specific display board on the door of the IT-Lab established by DoIT, Himachal Pradesh.
- use logo of the Department of Hr. Education in the Promotional Material to make students aware of training on eBITS, inside the campus.
- conduct seminars in the campuses of the Govt. Colleges.

List of 27 Govt. Colleges Awarded to DewSoft Company

Zone – 1

Sr.	Name of the College	District
1	GC REKONGPEO	KINNOUR
2	RKMV SHIMLA	SHIMLA
3	GC SEEMA ROHRU	SHIMLA
4	GC RAMPUR	SHIMLA
5	GC SANJAULI	SHIMLA
6	GC CHAURA MAIDAN	SHIMLA
7	GC THEOG	SHIMLA
8	GC SARASWATI NAGAR	SHIMLA
9	PGC NAHAN	SIRMOUR
10	PGC PAONTA SAHIB	SIRMOUR
11	GC ARKI	SOLAN
12	GC NALAGARH	SOLAN
13	GC SOLAN	SOLAN
14	GOVT. SKT. COLLEGE SOLAN	SOLAN
15	SCERT SOLAN	SOLAN

Zone – 3

16	GC CHAMBA	CHAMBA
17	GC CHOWARI	CHAMBA
18	GC DHARMSHALA	KANGRA
19	GC DHALIARA	KANGRA
20	GC DEHRI	KANGRA
21	GC NURPUR	KANGRA
22	GCTE DHARMSHALA	KANGRA
23	GC PALAMPUR	KANGRA
24	GC BAIJNATH	KANGRA
25	GC UNA	UNA
26	GC AMB	UNA
27	GC DAULTPUR CHOWK	UNA

**List of 21 Govt. Colleges Awarded to GTT Company
Zone – 2**

Sr.	Name of the College	District
1	GC BILASPUR	BILASPUR
2	GC GHUMARWIN	BILASPUR
3	GC JHANDUTTA	BILASPUR
4	GC JUKHALA	BILASPUR
5	GC BARSAR	HAMIRPUR
6	GC BHORANJ	HAMIRPUR
7	GC HAMIRPUR	HAMIRPUR
8	GC NADAUN	HAMIRPUR
9	GC SUJANPUR	HAMIRPUR
10	GC ANNI AT HARIPUR	KULLU
11	GC BANJAR	KULLU
12	GC HARIPUR (MANALI)	KULLU
13	GC KULLU	KULLU
14	G.SKT.C. SUNDER NAGAR	MANDI
15	GC BASSA	MANDI
16	GC DHARAMPUR	MANDI
17	GC JOGINDER NAGAR	MANDI
18	GC KARSOG	MANDI
19	GC MANDI	MANDI
20	GC SARKAGHAT	MANDI
21	GC SERAJ AT LAMBATHACH	MANDI

eBITS – Information & Guidelines

1. Infrastructure

The Host College/School shall provide space, in the college/school campus to established computer laboratory through DIT, HP in respective colleges and schools. Infrastructure has been and is being provided by DIT. The stock register shall be maintain by the Host College/School for the entry of each and every item provided by the DIT. These would normally consist of

1.1 Equipment:

- 1.1.1 Desktop PC's Windows/Linux connected through LAN having operating system Windows/Linux
- 1.1.2 One Server system with internet connectivity
- 1.1.3 One laser printer and one dot matrix printer for training, administration and report generation purposes.
- 1.1.4 LCD Projector
- 1.1.5 Un-interrupted Power Supply (UPS)
- 1.1.6 Tables, chairs and white board.

1.2 Internet Connectivity: Internet Connectivity may be provided through and feasible/viable service provider. The host college/school will bear the Internet Connectivity cost.

1.3 Electricity : Electricity will be provided by the host college/school who will bear the electricity cost.

2. Training Programme – Staff, Courseware and other material

- 2.1 The Training Agency shall provide its administrative and faculty staff to Manage and deliver training in the Study Centre
- 2.2 The said training will be imparted before/after normal college/school hour or holidays when computer lab is not being used for providing computer Awareness to all the students
- 2.3 The Training Agency will recruit at its own expense, necessary staff for the Study Centre and will ensure that staff quality standards as stipulated, from time to time, by the DIT and SITEG for each staff position of the centre are strictly adhered to at all times. The Training Agency shall, at its own cost, provide to its staff, appropriate training as determined internally by the Training Agency.
- 2.4 The following services, information and materials shall be made available by the Training Agency at its won cost
 - 2.4.1 Course Material
 - 2.4.2 Application forms, brochures, posters and all other publicity material
 - 2.4.3 Student prospectus, rule book, batch record books etc
 - 2.4.4 Identity cards, library cards & carry bags etc
 - 2.4.5 Voice software to enhance the speaking capabilities of the students
 - 2.4.6 One head phone with microphone for each trainee student to be during the training
 - 2.4.7 Preparatory material for a test to be conducted by an external agency
 - 2.4.8 Any other stationery and miscellaneous materials required, from time to–time during the training.

- 2.5 Course material to be distributed adhering to the course outlines at **Annexure-B** hereto and modules and course options as follow

Sr	Course Module	Duration (in Hours)
1	Voice and Accent	50
2	Communication Skills I	30
3	Communication Skills II (Business Writing Skills)	15
4	Customer Service	15
5	Tele Sales	15
6	Global Culture	10
7	Soft Skills	20
8	Computer Proficiency	7
	Total	162

- 2.6 Based on above mentioned 8 modules, following courses are proposed to be run.

Sr	Course Module	Duration (in Hours)
1	Full Course	162
2	V&A, Comm. Skills I&II	95
3	V&A, Comm. Skills I	80
4	Customer Services, Computer Proficiency, Comm. Skills I	52

- 2.7 The Training Agency/Service Provider will provide one contact telephone number for communication.
- 2.8 The Training Agency shall bear the telephone, stationery and other general Administration expenses etc. for operation of the Study Centre, as required from time to time.
- 2.9 The Training Agency shall also bear the cost of transportation of its staff and all boarding and lodging expenses incurred by its staff during their deployment at the Host College/School. The Host College/School may provide to the visiting faculty access to any mess/canteen facility (if any) with in the college/school for which the training agency will pay the college/school.
- 2.10 The Training Agency will depute trainers who will have the minimum Qualification as follows
- 2.10.1 The minimum educational qualification and experience for the Main Trainer besides excellent English speaking skill will be as under:

	Qualification	Experience
Main Trainer	PGDCA/ BCA /BIT	3 years experience in working /imparting BPO/ITES training
	Or	
	MCA/ B Tech	1 years experience in working/imparting BPO/ITES training

- 2.10.2 The minimum educational qualification and experience for the Assistant Trainer besides excellent English speaking skill will be as under:

	Qualification	Experience
Assistant Trainer	PGDCA/ BCA /BIT Assistant	Minimum 1 year experience in imparting BPO/ITES Training

2.11 Minimum Remuneration for the Trainers:

The Training Agency will pay a minimum remuneration as follows

Main Trainer:

The Main trainer should not be paid less than Rs. 10,000/- per month

Assistant Trainer:

The Assistant trainer should not be paid less than Rs. 6,000/- per month. The total payment (including amount, if any received from the college/school per clause 9.6) shall be paid to the Main/ Assistant Trainer through cheque (after statutory deduction).

- 2.12 The Training Agency will impart training to the students of all the propose colleges/schools, irrespective of the minimum number of students in an particular college/school
- 2.13 Deployment of Main Trainer & Assistant Trainer in each college/school
- 2.13.1 One Assistant Trainer to be employed by the Training Agency where the number of trainees is less than 20
- 2.13.2 One Main Trainer and one Assistant Trainer to be employed by the Training Agency where 20 to 40 trainees are available
- 2.13.3 If the number of trainees is more than 40, one Main Trainer and two Assistant Trainers will be employed.
- 2.13.4 If a ratio of 2 trainees per computer cannot be met with the hardware provided by the host college/school, afresh batch will have to be started and if still necessary, additional computer hardware will be provided by the Training Agency

3. Computer Awareness Training

The training will be imparted before/after normal college/school hours or holidays when computer lab is not in use for providing computer awareness to all the students. Besides imparting BPO/ITES Skills on a paid basis after college/ school hours, technical manpower deployed by the Training Agency will also impart general computer awareness training to the students of the college/school during normal college/school hours. This will be optional for the colleges/schools. Training Agency will be paid to avail this service of the agency. An amount of Rs.6000 for Main instructor and Rs.3600 for Assistant instructor per month (After statuary deduction) would be paid through cheque by the respective college/school to the agency who will avail this service of the agency.

4. Other Courses

Other courses may be made available in consultation with SITEG and DIT after studying the requirement of the Host College/School at the Study Center.

5. Other/Similar Business

Training Agency shall not transfer, alienate, rent out, license/sub-license, lease out or make available in any way, the property at its disposal to any other party for purpose of carrying on the business of training or any other business.

6. Course Fees and Collection

- 6.1 The training agency will charge fee based on the rates approved by SITEG/awarded in this contract per trainee per hour for ITES/BPO training after normal college hours. Any deviation should have the prior written concurrence of SITEG.
- 6.2 The Host College/School shall, on behalf of SITEG will collect all fees, from time to time and shall credit the amount as per the break-up charges, the share of SITEG and Training Agency for each month in their respective bank accounts. The incentive head will also be deposited in the SITEG had of accounts.
- 6.3 The Host College/School shall arrange and be responsible for the security of the cash collected at the Study Centre until it is deposited in the designated bank account.
- 6.4 Host College/School shall arrange to confirm, on the 5th working day of every month, the collection of the fee at the Study Centre of the preceding month.

7. Course Fee Concession

The Training Agency shall not initiate any course fee concession on its own.

8. Charges payable to Parties

Breakup of the Charges Payable is as under:

Stakeholders	Percentage Share
Training Agency	80
Host College/School	10
SITEG	2.5
Incentive Head	7.5

9. Payment Terms

The charges payable to SITEG and Training Agency shall be paid in the following manner:

- 9.1 Share of the course fee collected by the Host College/School shall be paid to Training Agency with in 10 days after receipt of the bill

for the same duly verified from the Principal of the Host College/School.

- 9.2 Separate bank account and books of accounts will be maintained by Host College/School.
- 9.3 Training Agency will abide by the fee structures and time allocation for completion of the training courses.
- 9.4 The centralized disbursement of incentive will be done to the Training Agency as per para number 11 (Incentive based on Assessment Tests) and after the submission of the details/bill to SITEG.
- 9.5 The un-disbursed amount after paying the incentive to the Training Agency may be distributed amongst the colleges/school after assessing the needs of recurring expenditure.
- 9.6 An amount of Rs.6000 for the Main instructor and Rs.3600 for the Assistant instructor per month shall be paid by the respective college/school to the Training agency who will avail the services of the staff deployed by the Training Agency for awareness training during college hours.

10. Student Evaluation & Selection

- 10.1 The Training Agency will strictly follow the standards and procedures laid down by the DIT or SITEG from time to time to select students for enrolment for courses at the Study Centre and for their sub sequent evaluations.
- 10.2 **Evaluation of student:** The evaluating Agency will be decided by SITEG, NASSCOM has been considered as one of the options. The Department of IT/SITEG if needed will pay the one lump-sum fee. However, it will be compulsory for every trainee to undergo this test and pay requisite examination charges to evaluating agency. Training agency will act as facilitator for organizing this test in the colleges/schools
- 10.3 Certificates for all courses will be provided jointly by SITEG and the Training Agency, and no other certificates will be issued the Training Agency for the Training Programme or on behalf of SITEG.
- 10.4 In the event of any student failing to attend classes continuously for five or more working days without prior notice, the Training Agency shall notify to the Host College/School of the same and may strike off the name of the student after consultations with the Host College/School. In case a student is unable to attend classes due to some genuine reasons intimated to the Host College/School/ Training Agency, the same can be adjusted in another batch

11. Incentive Based on Assessment Tests

The incentive will be given to the Training Agency based on the percentage of Trainee qualified/passed in the evaluation/assessment test conducted by a independent agency as following:

Sr.	Pass Percentage	Incentive
1	Less than and upto 15%	No Incentive
2	Morethan1 5% upto 20%	40% of the 7.5% incentive amount for the college share
3	More than 20% upto 25%	55% of the 7.5% incentive amount for the college
4	More than 25% upto 35%	75% of the 7.5% incentive amount for the college
5	More than 35% upto 40%	80% of the 7.5% incentive amount for the college
6	More than 40%	100% of the 7.5% incentive amount for the college

$$\text{Pass percentage} = \frac{\text{Number of trainee passed/qualified} \times 10}{\text{Total trainee appeared in the test}}$$

Incentive : Total incentive head for the course completed for each college
X percentage incentive score

12. Periodic Reports

12.1 The Training Agency shall maintain separate batch-wise records for all transactions pertaining to fee collection, student enrolment, evaluation placements etc. All records shall be open to any surprise and periodic inspection by the DIT, SITEG and the Host College/School. The Training Agency shall extend necessary co-operation and assistance to designated representative(s) during such inspection. The Training Agency will send to the person designated by the DIT/SITEG all the report that may be stipulated by "SITEG" from time to time as per stipulated time schedules.

12.2 The Host College/School shall be authorized to maintain students' feedback report on periodic basis. Format for this purpose shall be prescribed by SITEG. In case the students are not satisfied, the Host College/School shall bring into the notice of SITEG of the same, which may issue necessary directions to the Training Agency for improvement and shall be binding on the same.

13. Marketing

The Training Agency will spend on designing, printing of marketing communication tools like brochures, promotional leaflets, posters, ground events etc. to promote the training programme. The Training Agency, Host College/School and SITEG will be jointly involved in promoting the training programme through awareness seminars, press articles etc.

14. Training Portal

The Training Agency would maintain a portal on its own expenses. This portal would have the following features

- 14.1 The portal will contain the data of training i.e. which course is running in which college/school, the name of the students, time etc.
- 14.2 The application portal will have provision for registration of users in this case the students who would be registered online through user name and password
- 14.3 The portal will provide the course contents to the registered users in this case the students
- 14.4 This portal will also be used for promoting the courses

15. Communication of Problems

The Training Agency shall communicate all problems without any delay to the designated representative of Host College/School, SITEG and the DIT and when they occur.

16. Period of Contract

The contract will be initially for a period of three years.

17. Availability of Manpower

The Service Provider has to ensure regular availability of man power and in case of leave/resignation of technical staff deputed in college/school, alternative arrangement has to be made within 3 days to ensure smooth functioning courses.

18. Deployment of Manpower

The service provider has to deploy man-power and start training within in one month at all such locations.

19. Penalty

If the performance of the Service Provider falls short, penalty @Rs5000 per week can be imposed till the time short fall is attended.

20. Limits on Promotion

The Training Agency shall not make any reference to SITEG or this procurement or resulting contract in any literature, promotional material, brochures, sales presentation or the like without the express prior written consent of the organize. The Training Agency shall not perform any kind of promotion, publicity Advertising etc, at the SITEG through any kinds of hoardings, banners or the like without the express prior written consent of the same.

21. Resolution of disputes

SITEG and the Service Provider shall make every effort to resolve amicably by direct informal negotiation any is agreement or dispute arising between them under or in connection with the Service Provider. If, after thirty(30) days from the commencement of such informal negotiations, the SITEG and the selected Service Provider have been unable to amicably resolve dispute, either party may require that the dispute be referred for

resolution to the formal mechanisms, which may include, but are not restricted to, conciliation mediated by a third party acceptable to both or in accordance with the Arbitration and Conciliation Act, 1996.

22. Termination of Contract

If the performance of the Service Provider falls short of the standards and specifications in any one of the areas viz. cleanliness, standard of faculty or study materials etc., the contract can be terminated by the DIT or SITEG after giving one month's notice to the Service Provider. However, before terminating the contract show cause notice indicting the exact deficiency of the Service Provider will be given to the Service Provider. The DIT or SITEG may ask for the replacement of one or all faculty at any time due to non-satisfactory performance, and the Service Provider will have to provide replacement within 10 days of such notice.

Course Modules Outlines (Indicative)

1. Voice and Accent

- Regulating Rate of Speech
- Sound Articulation
 - Differences in sounds
 - Consonants, Vowels, Phonetic Usage, Syllables and syllable stress
- Pronunciation
 - Difference between Global and Indian English pronunciation
- Voice Modulation:
 - Components of voice
 - Voice pitch
 - Voice quality
 - Voice Loudness
 - Breathing patterns
- Neutralizing Mother Tongue Influence
 - Intonation Patterns: Correct usage of rising, falling and Fall - Rise intonations
 - Common Indian/Regional Errors
 - Listening skills for various accents
 - Most commonly used words/phrases/slangs

2. Communication Skills I

- Importance of Effective communication
- Process of communication and the errors arising in communication
- English Speaking
 - Grammar Correction
 - Prepositions
 - Conjunctions
 - Subject and verb agreement
 - Articles

- Modals
- Tenses
- Common Indian mistakes
- Communicating ideas
- Structured speech
- Pronunciation and Fluency
- Presentation Skills
 - Overcoming speech apprehension and stage fear.
- Business Talk,
 - Answering questions, handling criticism, developing rapport
 - Effective Interpersonal Skills
- Verbal and Non-verbal Communication
- Basic Telephone Etiquettes
- Basic Listening Skills

3. Communication Skills II

- Introduction to Business Writing
- Types of Business Writing
- Steps in Writing Business Correspondence
- Style, tone of communication
- Choice of words
- Grammar & Vocabulary for content writing
- American Spellings: Commonly used Phrases; Slang's
- Business Letter Writing
- Proof Reading
- E-Mail
 - Importance of E-Mail
 - Types of E-Mail
 - E-mail attributes
 - E-Mail addressing
 - E-Mail Tips & Etiquette
 - Do's and Don't's

4. Customer Services

- Introduction to Customer Service
 - Need for Customer Service
 - Meaning of Customer Service
- Types of Customers
 - Internal and External
- Customer Expectations
- Telephone Etiquette
 - Opening a call
 - Closing a call
 - Transferring a call
 - Putting a caller on hold
 - Taking messages
- Listening
 - Barriers to Listening
 - Listening Techniques
- Asking effective questions
 - Identify different types of questioning customer service
 - Questioning Strategies
 - Assertive communication
- Establishing rapport, encouraging, asking, confirming, informing
- Overcoming call reluctance
- Handling and overcoming objections
- Handling Difficult / Irate customers
 - Dealing effectively with specific situations
- Effective closing & Follow Up

5. Telesales

- Introduction to Tele sales process
- Opening a call
- Listening to the Prospect
- Need Assessment – questioning skills; open and closed

ended questions

- Making a pitch
- Probing/ understanding needs
- Highlighting product value and benefits
 - Define features, advantages and benefits of a product
 - Convert features and advantages into benefits
 - Highlight relevant benefits to suit customers' needs
- Objection handling
- Recommending a solution
- Closing a sale

6. Global Culture

- Customer Perception in different Culture
- Attitude, Consumer Behaviour, perspective, profiles and spending patterns
- Geography
- History
- Time Zones
- Political structure
- Historical dates and Events
- Festivals, Entertainment and Sports
- Life style
- Laws and their implications
- Work culture

7. Soft Skills

- Behavioral Skills
 - Confidence Building
 - Facing interviews
 - Time Management
 - Stress Management
 - Understanding stress

- Recognizing behavior types
 - Managing stress levels
 - Good stress, bad stress
 - Handling stress positively
 - A positive mind set
- Call handling
 - Domain knowledge
 - Corporate Culture, Customer Relation Management Concepts

8. Computer Proficiency

- Internet Exposure
- Computer Hardware
- Keyboard Skills
- Trouble shooting skills
- Productivity Software
- DTP