TATA POWER BPO PROVIDES KHOPOLI YOUTH WITH JOBS

320 villagers, including women employed by the organisation

Sakal Times

BOON FOR YOUTH: Rural youth working at a call centre located at the Tata Power plant in Khopoli.

SAQIB MALIK
reporters@sakaaltimes.com

Pune: Tata Power's four-year-old Business Process Outsourcing (BPO) unit in Khopoli, has proved to be a boon for the rural youth in the area.

The BPO employs as many as 320 villagers, 40 per cent of whom are women.

The BPO, run by Tata Business Support System (TBSS), serves as a customer care call centre for Tata Teleservices consumers.

Speaking to Sakal Times, Deputy General Manager, Tata Power, Mahesh Paranjpe said, "The employees of the call centre include housewives and students working as part timers and four differently-abled persons."

Sandhya Kulkarni, who was born with a disability in her left arm, was extremely happy working for a BPO. Sandhya, who is currently pursuing Masters in History, addresses queries of 150 pre-paid Tata Docomo customers everyday for the past three years.

"We get calls from both urban and rural mobile users of Tata Docomo. The advantage of working with a brand like Tata is that people give us respect. Attending calls has helped me to improve my communication skills and become more confident," Kulkarni said.

According to Paranjpe, the company provides a two-month computer education, voice and accent training during which employees are provided a stipend.

"Compared to the high attrition rate in the BPO industry, we witness only 10 to 15 per cent attrition rate every year. This enables us to provide consistent services to our customers," Paranjpe said.

Paranjpe said that Tata Power, which invested almost Rs 1.5 crore seed capital in setting up the BPO at Khopoli, had also established an ITI and helped in construction of almost 70 classrooms in the areas near its plant.

A medical van has also been arranged by the company to help people undergo eye treatments such as cataract surgeries.