



**A Brief on “eKaliber”:
The Confederation of Indian Industry Certification Programme
in association with Call Centre Association of India
and City & Guilds.**

“eKaliber” is a specialized training and certification programme for the BPO industry.

The ITES-BPO industry within India is growing at an unprecedented rate. India's major advantage in this field is the large pool of educated English speaking population. It is therefore imperative that suitable methods are devised to sustain and enhance this growth for the long term.

Keeping this in mind the programme has been initiated with an aim to build a large pool of manpower for the BPO industry, which would be benchmarked according to international standards. This programme would also ensure that this pool is equipped with generic as well as domain specific knowledge thereby providing enormous advantage to the industry in terms of a uniform scaled base to choose from, cost savings, predictability of success of campaigns and many more.

This program would enable the BPO players to cut down their recruitment and training costs by almost 50 percent. Job aspirants would have the option of testing themselves against an industry standard to benchmark their skills and identify their strengths and weaknesses.

The programme is divided into four levels, two of which are generic while two are domain specific.

- The two generic levels cover areas such as Customer Service, Communication Skills, Numeracy, Keyboarding, Sales, Culture sensitization, Selling skills, Telephony skills, Security, Work Environment, Team Management, Conflict management, Other Languages, Concept Selling
- The domain specific skills are as Data entry, transaction processing, digitization, Investment and Business research, Automotive R & D and Designing, Customer Analytics

The flexibility of picking and choosing components from any level i.e. generic as well as domain specific also exists.

The vision is to bring about suitable changes in our vocational education and take this to every nook and corner of the country to create a much larger workforce to make this BPO success phenomenon a norm for the decade ahead.

This programme provides the benefits of:

- Clearly defined benchmarks
- Hierarchy of Qualifications
- Modular Structure
- Flexibility of On-site training and testing
- Psychological testing and counseling
- Onward route for progression

It provides benefits to the industry in terms of:

- Increased competitiveness
 - Lesser manpower/HR costs
 - Sustained improved quality
- Increased pool of Skilled manpower
 - Lesser need for poaching
 - Reduced costs of recruitment and training
- Reduced Attrition
 - Due to progression routes available
- Enhanced customer satisfaction/Quality
 - Workforce benchmarked to international standards
 - Improvement in performance and profitability
 - Enhanced productivity and efficiency
 - Method of enhancing security
- Easy identification of employee training needs
 - Methodical progression

This is part of the larger “CII Skills Development Initiative” launched in India in October 2004 to provide internationally benchmarked skills to the current and potential Indian work force. This is with a view to train large numbers of people across sectors, in various skills, to meet national requirements for truly world-class skilled workers. This is also directed at addressing the needs of the local economy in various parts of the country. Through pioneering Initiative CII aims to accomplish the radical overhauling of the Image and Skill Capabilities of the Indian workforce and make India ‘The Skills Capital of the World’.