



**Business Process Industries Association of India**

C/o Confederation of Indian Industry  
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**Confederation of Indian Industry**

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Circular No: BPIAI/01/08

06 August 2008

To:

[All Members of BPIAI / Select CII Members / Non Members]

**KNOWLEDGE MANAGEMENT IN THE BPO SPACE:  
OPPORTUNITIES & CHALLENGES**  
**24 September; CII : 249, Sector 18, Udyog Vihar, Phase IV, Gurgaon**

India has been the germination ground for the Business Process Outsourcing (BPO) business and many global organizations have tapped the country's ample human capital to effectively outsource critical business functions. The variety of processes within each one of the functional domains has triggered of increased interest in capturing best practices, processes and learning from each project that is outsourced. This is aimed at saving time, money and effort while training and setting up similar processes or ramping up an existing process / project. This has led to an increased interest in the Knowledge Management (KM) discipline, which deals with leveraging existing knowledge, capturing tacit elements and preserving knowledge assets for use in the future.

Trends and surveys indicate that all organizations have begun to **realize the importance of KM**. However, most of them face the challenge in collating and assimilating all information and experiences, which may, in the case of some organizations, be spread across geographical boundaries. Even if knowledge is captured, getting people to contribute and utilize stored knowledge assets is a challenge. **A robust KM system leads to development of service intensity, better quality of work** and culture, globalization and uniformity of processes across the organization, shortening of product life cycles, and removal of redundant processes. This in turn leads to faster services/ products to market, employee retention, valuable knowledge asset creation, innovation and idea generation, reduced costs, and effective delivery of organizational goals to employees.

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It is against this background that **Business Process Industry Association Of India (BPIAI)** in association of **CII (Confederation of Indian Industry)** brings to you the **knowledge Management in the BPO space : opportunities & Challenges** on **Wednesday: 24 September; CII : 249, Sector 18, Udyog Vihar, Phase IV, Gurgaon**. The seminar will capture the challenges and the opportunities that arise while implementing a KM system in a BPO environment.

The seminar is targeted for CEOs, CFOs & COOs, Operations executives, business-unit executives and general managers, enterprise process directors / managers, financial / asset directors / managers, strategic planners, purchasing and procurement directors / managers, business analysts, legal counsel, human resources professionals, executive's responsible for managing external / partner relationships etc.

Members of BPIAI and CII are cordially invited to participate at this important Seminar. Towards the administrative expenses a delegate fee of Rs. 1,700 per delegate for BPIAI / CII Member Companies and Rs. 2,000 per delegate for non-member companies will be charged towards administrative expenses. A 'Registration Form' is enclosed for ready use. For further information please visit [www.bpiai.org](http://www.bpiai.org)

  
Sujith Haridas  
Director

Encl : a/a



Business Process Industries Association of India

Confederation of Indian Industry

To:

Ranashree Sengar  
Business Process Industries Association of India  
C/o Confederation of Indian Industry  
Plot No.249-F, Sector 18  
Udyog Vihar, Phase IV, Gurgaon 122 015  
Tel : 0124-4101041 / 401 4060-67 (Extn. - 352)  
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**REGISTRATION FORM LAST  
DATE: 15 SEPT 08**

**KNOWLEDGE MANAGEMENT IN THE BPO SPACE:  
OPPORTUNITIES & CHALLENGES**  
**24 September; CII : 249, Sector 18, Udyog Vihar, Phase IV, Gurgaon**

[Please ✓ on appropriate box(es)]

Our Company is a  BPIAI Member  CII Member  Non CII Member

I would like to participate as a delegate at this Seminar

I would like to make a case study presentation at the seminar

I would like to Sponsor the event

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Designation: \_\_\_\_\_ Address: \_\_\_\_\_  
Phone: (O) \_\_\_\_\_  
(R) \_\_\_\_\_  
Fax : (O) \_\_\_\_\_ City: \_\_\_\_\_  
Mobile: \_\_\_\_\_ State : \_\_\_\_\_  
Email : \_\_\_\_\_ Pin : \_\_\_\_\_

Enclosed please find DD / Cheque No. \_\_\_\_\_ dated \_\_\_\_\_ amount  
\_\_\_\_\_ drawn in favour of "Business Process Industry Association of India"  
payable at New Delhi towards my participation fee.

(Please use separate registration form for more than one registration)

(P. T. O.)

## **PARTICIPATION DETAILS & FEE**

### **Seminar Delegate:**

Rs.1,750/- per delegate for BPIAI / CII Members; Rs.2,000/- per delegate for BPIAI / CII Non Members will be charged towards administrative expenses. All cheque / DD should be drawn in favour of "Business Process Industry Association of India" payable at New Delhi.

### **Sponsorship Opportunities:**

For sponsorship opportunities and details please contact Ranashree Sengar, Business Process Industries Association of India, C /o Confederation of Indian Industry, Plot No.249-F, Sector 18, Udyog Vihar, Phase IV, Gurgaon 122 015; Tel: 0124-4101041 / 401 4060-67 (Extn. – 352); Fax: 0124 – 401 4070; E Mail: ranashree.sengar@ciionline.org

### **Terms for Participation**

- ☞ Last date for Delegate Participation: 15 September 2008
- ☞ Your place at the Seminar is not guaranteed until payment has been received.
- ☞ Pre registration is a must due to limited seats
- ☞ Please use separate registration form for more than one registration
- ☞ Registration would be confirmed on a first paid first served basis
- ☞ Registered delegates would be provided with a registration number
- ☞ Registrants who determine that they cannot attend must notify in writing and fax it to 0124 – 401 4070 or e-mail to ranashree.sengar@ciionline.org on or before 1700 hrs on 15 September 2008.
- ☞ No refunds will be offered for cancellations received after 1700 hrs on 15 September 2008.
- ☞ If you have not received any acknowledgement before the Seminar, please call us to confirm your booking.

**Date:**

**Signature:**