

English Language: A Catalyst to an Economic Revolution with special reference to IT, Software and Service Sector

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Abstract- English is the language of almost every business in the world. With rapid improvements in technology, English has not only increased employment, but has also helped in better communication. The fundamental of any relation, be it personal or business is good communication and English has become a medium of global communication.

English as a language is a legacy of the British Rule over India. English language has emerged as one of our key strengths in garnering international acclaim, be it literature, movies or business. Although English is just one of the official languages of India, but it is perhaps the only language that is understood across the country. English is an international language and is widely spoken in many countries and is an official language in a large number of countries. It is a very important language for the Global workforce. English is the most common medium of communication in the International Business world. India is a force to reckon with in the BPO, Call centre, Software & IT business and other sectors worldwide. This is mainly because of the widespread use of English as a medium of Education in India. The proficiency in English helped India grow in double digits and rule the Software, IT & BPO sectors for decades. This paper highlights how English has helped our country gain an economic advantage and dominance in certain businesses like BPO, Software & IT and the Service sector.

Index terms- English Language, Global Workforce, common medium of communication

INTRODUCTION

Indian is the envy of the world as it commands a large talent pool for IT and ITeS industry, more than 100 Million of English Speaking personnel, largest outside of the United States of America. The outsourcing industry employs more than 3 million directly and more than 10 million indirectly. The number keeps adding year on year with fresh graduates joining the pool.

India is a force to reckon with in the world of outsourcing. India offers the entire spectrum of services be it basic data entry or high end research engineering. We have one of the best IT talents on this planet. The key is that India produces more English speaking IT graduates every year than any other country in the world.

Outsourcing helps all the players involved in it. USA and the European Countries get the cost benefit advantage and save millions of dollars and Euros by getting their work done at a fraction of a cost. While for India, we get access to Global markets and it improves the social standing and economic status of the workforce.

The success in the outsourcing field came about after a lot of toil and hard work. A humungous pool of well-educated and talented workforce, out of the box training techniques to help them master different accents, cultures and habits and continued support from the Central Government have played a key role in India's success story.

There are some key factors which lead to India becoming a giant in the Outsourcing space like Globalisation, favourable time zone, good communication, government support and vast pool of human resources.

Rapid Globalisation has led to a decline in cultural, language, food and trade barriers. This has attracted many Westerners to come and work in India and this figure is seeing exponential growth.

Favourable time zone is another key factor. By virtue of being on the opposite side of North America, time zones vary which has an economic benefit for a large number of companies. All the process flow of work is completed during day time in India when it is night in the US and other North American nations. The TAT's (turnaround times) are much shorter which brings in more efficiency.

Successive Indian Governments recognised the potential and growth in the Outsourcing sector and provided a large number of sops like lower taxes, few foreign exchange restrictions, development of IT hubs across the country and favourable policy decisions have worked wonders for this sector.

Superior communication has been the main catalyst which has leap frogged India to a dominant position in this industry. High speed, reliable and cheap internet lines have brought in a lot of business and have improved efficiencies and reduced cost.

India is lucky to have a huge workforce who is English speaking, talented and educated. This has helped companies to undertake huge volumes of business and superior and timely delivery of work.

REVIEW OF LITERATURE

Revathi Viswanathan (2008) discussed the impact of the Internet in education in India, and in particular the difference it has brought to corporate affairs, which is a large focus of English language training in India. As an English language teacher, the author highlights the way English language teaching is promoted with the help of the Internet from middle school to tertiary levels in India. She further discusses the constraints faced by Internet users, and finally the future of Internet usage in language teaching in India.

Hafizoah Kassim and Fatimah Ali (2010) indicated that the constant and continuous need for the university to work towards producing graduates who meet and exceed the requirements of their chosen industry has prompted the effort to gather feedback from those industries. The effort by researchers of an engineering-based university in the East Coast Region of Malaysia to collect information on the important communication skills and communicative events frequently faced and utilized by engineers has assisted in the design of an English communication syllabus and module for engineering students. Self-developed questionnaires were administered to engineers of 10 multinational chemical companies all around Malaysia. The results depict that emphasis should be put on oral, rather than written, communication skills. Moreover, findings also indicate that the communicative events considered important for engineers are: teleconferencing, networking for contacts and advice, and presenting

new ideas and alternative strategies. Fluency in the English language is seen as an opportunity in the engineering field to advance towards becoming a global engineer. The pedagogical implications of the findings indicate that module design and development should take into consideration the incorporation of workplace scenarios as the basis for activities.

Kostić-Bobanović, Moira; Gržinić, Jasmina (2011) suggested that Communication skills are an important element of hospitality industry. Understanding of performance expectations are keys to the achievement of tourist satisfaction. Good oral and written communication skills are the top skills important to hospitality practitioners at different position levels. Good English communication during the study will add value to students' education. According to that fact the hospitality program itself will encourage critical thinking and for example tourism problem solving when it is necessary. In the tourism industry supply and demand side must communicate perfectly in order to ensure quality and needed performance standards. In the business tourism practice oral communication is a bit higher than written communication, but both categories are rated high. The authoresses, through a questionnaire, explored the importance of communication skills (speaking, reading, listening and writing) in English language among hospitality employees and students studying business and tourism. The importance of good cooperation between the language/hospitality teaching programmes and the Croatia Tourism Authority is a high priority if the development of steady all-year-round tourism is to be a possibility. In concluding, the implications of the findings are discussed and concerns rose over the need to address evident weaknesses in order to enhance career options and tourism management in Croatia.

Ryuko Kubota (2011) found that Linguistic instrumentalism, which underscores the importance of English skills for work and for achieving individual economic success, has influenced language education policies and proliferated the language teaching and testing industry in Japan. Linguistic instrumentalism is linked to the notion of human capital (i.e., skills deemed necessary for the knowledge economy) and the unstable employment conditions of neoliberal society. Focusing on the role of learning and using English for work in Japan, this

qualitative study investigates the aspirations and experiences of adult workers learning English and the views of managers of manufacturing companies about the role of English and English tests. In-depth interviews revealed that the learners' aspirations and work experiences, and the managers' views do not always confirm linguistic instrumentalism. Rather, career successes are influenced by gender, geography, and other factors. The findings indicate that language tests actually create the demand for learning English through measuring efforts to learn in the knowledge economy.

Le, Son Thanh (2011) indicated that despite the growing need for communicative English skills suited to employment in the fast developing context of Vietnam and government policies stating the will to upgrade delivery of English language within the education system, traditional grammar translation teaching methods still prevail. Many educators are unclear about the concept of "communicative teaching" and its implementation within the Vietnamese context where overly large classes, poor equipment, out of date teaching materials, inadequately trained teachers, and written grammar-focused government examinations are the norm. As a result, young people are increasingly turning to private English language centres to help fill their communicative English gap in the hope of gaining employment in the newly developing sectors. However, as this study shows, despite the overwhelming desire of these students to learn in ways that assist them to practice spoken English, few of these private centres are able to satisfy their stated wishes due to teachers' lack of knowledge and experience, and concern for the government grammar and vocabulary based examinations required for certification of English. In this context, this thesis aims to help fill the gap by designing an ideal model of an English language center suited to delivering world class communicative English language courses in the specific context of Vietnam.

Revti Raman & Doren Chadee (2011) assessed the nature of competition in the information technology (IT) services sector between India and China. Using primary and secondary data sources, we compare and contrast the strengths and weaknesses of the IT services sector in the two countries along the main dimensions of Porter's competitive advantage model. The principal findings indicate that the IT services

sectors in the two countries are distinctively different, have developed along different paths and are highly complementary to each other. China has a well-established hardware sector and its IT services sector focuses mostly on servicing its domestic market. India's IT services sector is predominantly export orientated with focus on the US and Western European markets. Contrary to popular beliefs, given the complementary characteristics of the IT services sectors in India and China, it is unlikely for the two countries to compete against each other in the near future and greater strategic co-operation between IT service providers in the two countries is a more likely outcome.

Solanki D. Shyamlee, Martin Phil, Sardar Patel (2012) indicated that in language teaching and learning, we have a lot to choose from the world of technology: Radio, TV, CD Rom, Computers, C.A.L.L., the Internet, Electronic Dictionary, Email, Blogs and Audio Cassettes, Power Point, Videos, DVD's or VCD's. The last two decades have witnessed a revolution due to onset of technology, and has changed the dynamics of various industries, and has also influenced the industries and the way people interact and work in the society. This rapid rising and development of information technology has offered a better pattern to explore the new teaching model. As a result technology plays a very important role in English teaching. Using multimedia to create a context to teach English has its unique advantages. They tried to analyze the necessity of multimedia technology to language teaching and also brings out the problems faced by using these technologies. It also aims to make English teachers aware of the strategies to use it in an effective manner.

Jane Lockwood (2012) observed that although the business processing outsourcing (BPO) industry in India and the Philippines is keen to employ good English language communicators, especially to work in call centers dealing with native speaker customers, it is by no means certain that the investments they are making into their language recruitment assessment processes are paying off. Many call centers are reporting recruitment conversion rates as low as 1%. It is further reported that the lack of English language skills is the main reason for rejection. But how exactly are the call centers carrying out their English language recruitment assessments? How effective are

the BPO industry's recruitment assessment tools and practices? This article will report on a study of English language recruitment assessment practices carried out in two multinational companies (MNCs) that have BPO sites in India and the Philippines. One of these MNC sites offers IT and back office support and the other operates a global network of call centers. Research access was granted to their human resource departments to shadow their recruitment language assessment practices, to interview key stakeholders, and to collect and analyze relevant documentation. The study revealed a problematic stakeholder understanding of what to look for in language ability when recruiting staff; it also revealed the problematic use of language assessment tools and practices in terms of validity, reliability, practicality, and fairness. It will be argued in this article that this unfortunate combination may be resulting in unreasonable language assessment "gatekeeping" to BPO industry employment and that the problems being experienced by the BPO industry to recruit enough good speakers of English may reside more in their own practices than in the levels of English of their graduate applicants.

Archana Sharma (2012) observed that as English has become the connecting language in India and teaching English is an important sector in the education field, English teachers are facing various challenges either from existing technology or from students or from pedagogy etc. To face existing challenges, new methodology has been evolved to overcome the problem but success is not guaranteed. Educationists are not lacking behind in incorporating the technology in teaching English. The author discussed one of the latest technical equipment, the Interactive Whiteboard (hereafter IWB), which is speedily being adopted in schools and institutions. It will also look at some possible advantages and disadvantages of using IWB.

Sowmyanarayanan Sadagopan (2012) identified that IT in India has seen amazing growth, thanks to the liberalization of economic policies, conducive government policies, growth in higher education, and the uptake in entrepreneurship. However, unless Indian education and research (on the supply side), IT companies (on the demand side), and the government and media (enablers) continue to innovate, India might not be able to sustain its current leadership

position. This article is part of a special issue on IT in Emerging Markets.

Clement, A.; Murugavel, T. (2015) examined the effectiveness of English language courses offered in the engineering colleges in India. Many engineering graduates in India are found to be unemployable due to their poor communication skills and lack of confidence. There have been a lot of research papers that have reiterated the importance of improving engineering graduates' employability skills; however, the problem of poor communication skills grows unabated in India. This study is mainly conducted to understand the reality in English classrooms of engineering colleges to unravel the mystery behind the poor performance of many engineering graduates in India. It has been identified that many third year students are still lacking confidence to face their campus placements that are to take place in their final year of study. Moreover, it has been found that the methodologies of faculty members need to be enhanced as large number of students want more interactive sessions to improve their language skills. The survey results have shown evidence of gap between the English professors' methodology and engineering students' confidence levels and also accentuate the importance of suitable training programs for required for engineering students.

Ahmad, S. (2016) indicated that Communication is a skill which involves systematic and continuous process of speaking, listening and understanding. Most people are born with the physical ability to talk, but we must learn to speak well and communicate effectively. Speaking, listening and our ability to understand verbal and nonverbal cues are the skills by observing other people and modeling our behavior on what we see and perceived. We are also taught some communication skills directly through education. By bringing those skills into practice and getting them evaluated. The face of modern India is changed drastically due to globalization it has brought to India different cultures. In today's world of competition no organizations want to remain local their aim is to expand all over the world.

Banditvilai, Chosri (2016) presented a case study of using blended learning to enhance students' language skills and learner autonomy in an Asian university environment. Blended learning represents an educational environment for much of the world where computers and the Internet are readily

available. It combines self-study with valuable face-to-face interaction with a teacher. This study puts the spotlight on learning outcomes in an English for Specific Purposes (ESP) class in Thailand in which e-learning strategies are used in parallel with traditional classroom language teaching methods of the four language learning skills. These skills are listening, speaking, reading and writing. The achievements and attitudes of students were compared between the control group and the experimental group to measure the potential of available technology to develop language skills and learner autonomy. The findings from this study show that online practice is directly beneficial to enhance the four language learning skills as well as autonomous learning and learner motivation.

Sazana Jayadeva (2018) observed that Anthropological studies of India's post-liberalization middle classes have tended to focus mainly on the role of consumption behaviour in the constitution of this class group. Building on these studies, and taking class as an object of ethnographic enquiry, over the last 20 years, class dynamics in the country have been significantly altered by the unprecedentedly important and complex role that the English language has come to play in the production and reproduction of class. Based on 15 months of ethnographic fieldwork—conducted at commercial spoken-English training centres, schools, and corporate organizations in Bangalore analysed the processes by which this change in class dynamics has occurred, and how it is experienced on the ground. Apart from being a valuable type of class cultural capital in its own right, proficiency in English has come to play a key role in the acquisition and performance of other important forms of capital associated with middle-class identity. As a result, being able to demonstrate proficiency in English has come to be experienced as a critical element in claiming and maintaining a space in the middle class, regardless of the other types of class cultural capital a person possesses.

Nidhi Bhatnagar and Premashish Roy (2018) opined that English language has a new phase after globalization. Today, due to Globalization English language has developed as the most valued possession of communication and acts as a facet of knowledge and wit. English Language is an instrument for the comprehensive transformation of a society, its influence can be detected in every aspect

of life. Business transaction with medium of English is globally accepted. Many researchers had worked on EL and observed - importance of English in corporate world; Language is a critical component of the culture ; Occupational success is associated with speaking fluency and many more as such on the other side researchers of Organization Culture had done avid studies since sixties of the 20th century – distinct cultures, set of shared value, beliefs and norms ; national and regional factors contributing to the culture; factors which influences the culture of the workplace; role of culture on employees job performance and many more. This paper is an attempt to identify the role of EL on OC of banks in India. There had been hardly any established work to comprehend the relationship of EL and OC in the banking sector. This paper tries to find out the research gap.

Mayra Alexandra Cuenca Erazo et.al. (2019) study followed a qualitative research approach that analyzes the perceptions of people linked to the different fields in the tourism sector of the province of El Oro in Ecuador. Currently, this province has professionals who lack a good level of English proficiency to provide foreigners with the best service. The researchers applied semi-structured interviews, capitalization of testimony, and focus group discussions to 15 participants associated with the different activities in the tourism area. The present study aimed to explore the needs and uses of the English language in the tourism and Hostel sectors of "El Oro," the implications of having staff with good English language knowledge, and the impact of knowing English in the tourism sector. The results revealed that staff required having an appropriate level of English proficiency to make tourists feel comfortable during their stay. For this reason, knowing English has a positive impact in all the areas of the tourism sector. The researchers suggest further studies regarding the effectiveness of different strategies and techniques to develop English for Tourism Purposes (ETP) at the university level and examine the impact of knowing English in the different fields of the tourism sector.

OBJECTIVES

- a. To understand the positive impact of English language on the Indian Economy

- b. To create awareness about learning English language and its benefits
- c. To analyse the knowledge of English language in reducing unemployment

DISCUSSIONS

Due to Colonisation India has a large population of English speakers. This has given India a unique advantage over other countries. Technical giants like China and Japan could not challenge us in the outsourcing industry purely because of our fluency in English. Indians are also learning other foreign languages with a vengeance to capture newer markets and increase the business footprint.

Lakhs and lakhs of people around the world are learning the English language mainly for economic prosperity. Majority of worldwide business is primarily conducted in English. India has a natural advantage of having a vast pool of English speaking and educated workforce as compared to Brazil, Russia, and China etc. This knowledge of English has given us a critical advantage to maintain supremacy in the world of outsourcing and open up new horizons in other countries.

It has been proved that there is a direct connection between economic prosperity and the English skills of a country's population. Per Capita Incomes have improved with rise in proficiency of the English language. The English speaking workforce also command 30-50% higher salaries as compared to those who are not proficient.

The year 1985 was a watershed for the outsourcing business when Texas Instruments established its office in Bangalore. This experience opened the floodgate for many other companies to shift their processes to India.

India continues to maintain its dominance by constantly reinventing and evolving as per client requirements. India provides a basket of varied services with superior delivery and a proven track record. Indian companies have a strong foothold in North America and Europe, they are now looking towards untapped markets like Latin America. Indian companies cater to a wide array of business verticals like Manufacturing, Telecom/Hi-tech, Retail, BFSI, Healthcare, travel, transportation and media.

Some countries in Eastern Europe and South East Asia are threatening to challenge the dominance of

India and have overtaken us in some verticals like voice. But Indian companies are on their guard and continue to reinvent to be the dominant player.

Certain Tier II and Tier III cities in India are emerging as hot destinations for IT/ITeS industry.

Many IT hubs in tier II and tier III cities are going all out to attract niche businesses. These hubs are offering improved infrastructure, superior communications facilities and lower taxes or tax holidays. It has been found that attrition levels are much lower in such destinations. The only challenge such cities currently face is the scale of operations and the size of the talent pool.

RECOMMENDATIONS AND SUGGESTIONS

The knowledge of English has been a key factor in the growth of the Outsourcing Industry in India. This in turn has had a stupendous impact on India's economy. This sector (IT, BPO etc.) contributes almost 10% to India's GDP and employs more than 3.5 million people. TCS, Wipro, Infosys, Tech Mahindra and HCL Technologies are the major players.

In 'The Wealth of Nations' (1776), Adam Smith described the theory of competitive advantage, which laid out the idea that companies could reduce costs by utilising labour in less developed countries. It is evident that countries like India have benefited from outsourcing for economic development.

India is the number one choice for outsourcing and offshoring especially for English language operations and continues to dominate solely because of its 100 million English speaking people – the second largest in the World after USA.

Though English is the second language, it is often considered as the first language by many Indians. This is largely due to the colonial rule. Going forward, India is expected to have the largest workforce in the World with around 2 billion English speaking people by the end of 2020. India will also have the youngest and largest employable population with an average age of 27 years. China is no match to India's English speaking workforce which is more relevant on the Global stage.

Thus improving English Language skills will inevitably help in getting job opportunities across all fields. With the advances in technology and the growth of English as lingua France, English language

is the best language to be adapted by non-English speaking countries order to cope with these rapid changes across the world.

English is surely seen everywhere, used by almost all the people around the world, English is useful for the students seeking higher degrees at the university, learning their subject matter in English is highly required in order of them to operate effectively in their domain as well as expending their knowledge in English to be able to perform successfully overseas. So undoubtedly, English has indeed been a catalyst to an Economic Revolution and an Economic Advantage.

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