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## **Outsourcing of tutorial services; the next wave**

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If you think that outsourcing is there only in high-tech industry, think again. Now the outsourcing of educational especially tutorial services is a rising business.

According to a report in the Christian Science Monitor newspaper, "It's a phenomenon that some hail as a triumph of technology, a boon for science-starved American students and the latest demonstration that globalization is levelling the playing field, particularly when it comes to intellectual capital.

Skilled manpower in India is a major attraction for foreign entrepreneurs to set up operations. Now, Indian entrepreneurs are latching on to the very people who give India its skilled manpower - namely, skilled teachers.

Tuitions outsourcing is an opportunity that beckons India. Several countries are turning to providers who directly, or through their Indian arm, employ teachers for tutoring through the Internet.

As the teachers in India and other developing countries are ready to work at a far less price than their United States counterparts, several US tutorial schools have begun to outsource their services to the place where cost is less.

India offers an attractive destination for this business. It has two advantages first a vast pool of English speaking people and a large number of math and engineering graduates who are not getting good jobs are ready to work at far less price. It has made India an attractive resource for some US tutoring firms.

Tutors in the cities like New Delhi or Bangalore are already helping kids in Colorado and California over the Internet. Some contract with big-name US tutoring companies, such as Sylvan Online, while others work directly with schools and students.

A New Delhi based firm, which also serves students in the Middle East, tutors about 1,500 American students in math alone.

Education is an emerging market in the United States. It is pegged at about 800 billion dollars. Analysts estimate the market for tutoring for competitive examinations in the US at \$20 billion.

Various education processes are being outsourced even within the US.

The billing rate for a US education service provider (ESP) is about 25 dollars an hour, while in India it is 12 dollars. Considering that the cost to Indian service providers is only about eight to nine dollars an hour, there is a whopping 22-25 per cent margin for the Indian players.

The delivery model is simple and user-friendly. Under this process students are allotted windows that they log into at scheduled timings. Both the teacher and the student view the same screen and communicate with each other.

The opportunities for the tutorial outsourcing are outside the United States too. Indian immigrants in the US and other countries are the main customers of the service. (ANI)