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INTRODUCTION

INTRODUCTION

Skill Augmentation Services

The recent years IT industry has grown rapidly, and this leads to a high demand for skilled professionals, People are the Key to success of every organization, and every organization is looking for skilled professionals to perform their works accurately, for these we need to go great lengths to identify recruit and retain the best of talent in the IT industry.

By these IT industries are compelled to hire skilled employees from skill augmentation service providers, because mainly, many IT based projects are for a small duration and it is very difficult to accommodate and retain the employees for these type of small duration projects. So, most of the IT companies prefer Skill Augmentation Services.

People are the key to our success and we go to great lengths to identify recruit and retain the best of talent in the industry. Selected from India's best-known technology institutions, our recruitment is through a rigorous and well-defined process of written tests and face-to-face discussions. A rigorous training program exposes professionals to all aspects of their expertise, as per the prevalent industry standards. Emphasis on global standards and best practices, equip them to work efficiently with the client teams, worldwide.

Our clients turn to Pareeksha Technologies frequently for not only helping in filling up contract positions but also they believe in Pareeksha Technologies that they will provide good quality people. The HR experience and knowledge of our core staff also enables us to define our client's business needs quickly and clearly and more effectively select appropriate candidates through a comprehensive screening and interview process. We also provide:

- **A commitment to your success.**

We dedicate a team of Business development, recruiters, and technical experts for you. We respond within 24 hours about the serviceability and 72 hours to send a consultant for a technical discussion at your place.

- **We will not leave any stone unturned until you are satisfied.**

We clearly understand your requirements, identify the right candidates, thoroughly screen, and test the capabilities of the candidates to ensure that they are right for you.

- **Customize our solution so that it is right for you.**

We recognize that your needs are unique and we will modify our solutions to deliver what you want and when you want it.

- **Specialization is the key to success.**

Our recruiters specialize in technology and industry domains. Our technical experts screen the candidates so that you have to worry less about screening them.

- **We consistently deliver high quality.**

You can count on us. With Pareeksha Technologies, you have no surprises. Ahead of time, you will know what will be delivered, how it will be delivered, and when it will be delivered

Many companies and IT departments find it challenging to respond to constantly changing technology needs and initiatives using only internal staff. Pareekshatechnologies offer a full range of outsourced services, with IT knowledge and expertise in numerous areas. We can help minimize your IT staff payroll costs; with our IT professionals working closely with your employees to ensure your IT needs are met. By defined project, or by weekly or monthly ‘staff augmentation,’ Pareeksha n deliver technology-specific IT experts whose quality, dedication, expertise, and accountability truly set Pareeksha apart from others

Skill augmentation services support your needs in a variety of different areas and specialties, including;

- **Web Development**
- **Project Management**
- **Software Development and Engineering**
- **Systems Analysis**
- **Business Analysis**

Information Technology:

India has emerged as the fastest growing IT hub in the world, its growth dominated by IT software and services such as Custom Application Development and Maintenance (CADM), System Integration, IT Consulting, Application Management, IS Outsourcing, Infrastructure Management Services, Software testing, Service-oriented architecture and Web services

When it comes to IT services, the world is coming to India. With a CAGR of 28 per cent during the last 5 years, the IT-ITeS industry's contribution to India's GDP is expected to rise to 7 per cent by 2007-08 against 4.8 per cent in 2005-06.

The contribution of the IT industry to the country's economy has been captured in a Nasscom-Crisil report titled 'The Rising Tide - Output and Employment Linkages of IT-ITeS'. It says: Every rupee spent by the IT-ITeS sector (on domestically-sourced goods and services) translates into a total output of Rs 2 in the economy. And for every job that is created in this sector, four jobs are created in the rest of the economy

Expected to generate exports worth US\$ 60-75 billion in 2010, the IT-ITeS sectors will contribute US\$ 115 billion to the economy from allied sectors as well. In terms of employment creation, the industry is expected to create about 11 million jobs (directly and indirectly) over the next three years.

Modern marketing concept

Modern market is an on going process of:

Discovering and translating consumer needs and desires into products and services, through planning and planned products. Creating demand for these products and services through promotions and placing. Serving, the consumer demand through planned physical distribution with the help of various distribution channels. Expanding the market even in the phase of keen competition through research and feedback got. The marketing concepts hold the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more efficiently and effectively than competitors.

DEFINITION OF MARKETING

We define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

CORE MARKETING CONCEPTS

The core marketing concepts are:

1. Needs, wants and demands
2. Products
3. Value, Satisfaction and quality
4. Exchange, transactions and relationships
5. Markets.

1. Needs, wants and demands

The most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth and safety. Social needs for belongingness, affection, and individual needs for knowledge and self-expression.

Wants are the form taken by human needs as they are shaped by culture and individual personality. People have almost unlimited wants but limited resources. Thus they want to choose products that provide the most value and satisfaction for their money. When backed by buying power, wants become demands. Consumers view products as bundles of benefits and choose products that give them the best value for money.

2. Products and services

People satisfy their needs and want with products and services. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas. Any activity or benefit that one party can offer to another is essentially intangible and does not result in the ownership of anything.

3. Value, satisfaction and quality:

Customer value is that difference between the values the customers gain from owning and using a product and the cost of obtaining the product.

Customer satisfaction depends on a product's perceived performance in delivering value relating to a buyer's expectations. The extent to which a product's perceived performance matches a buyer's expectations is called customer satisfaction.

Customer satisfaction is closely related to quality. In recent years, many companies have adopted Total Quality Management (TQM) programs, designed to constantly improve the quality of their products, services and making processes is known as TQM.

In the narrowest sense, quality can be defined as “freedom from defects”, but most customer centered companies go beyond this narrow definition of quality. Instead, they define quality in terms of customer satisfaction.

4. Exchange, Transaction and Relationships

Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the art of obtaining a desired object from someone by offering something in return. Exchange is the only one of many ways that people can obtain a desired object.

As a means to satisfy needs, exchange has much in its favour. People do not have to prey on others or depend on donations, nor must they possess the skills to produce every necessity for them. They can concentrate on making things that they are good at making trade them for needed items made by others.

A transaction consists of a trade of values between two parties that involves at least two things of value, agreed upon conditions, a time for agreement and a place of agreement.

Transaction marketing is part of the larger idea of relationship marketing. The process of creating, maintaining and enhancing strong, value laden relationships with customers and stakeholders, customers, employees, suppliers, distributors, retailers and agencies and others with whom it has built mutually profitable business relationships. The operating principle is simple. Build a good network of relationships with key stakeholders and profit will follow.

Marketing

Marketing is the process of discovering and translating consumer wants into products and service specifications and then in turn, helping to make it possible for more and more consumer to enjoy more of these products. Marketing is thus a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging the product of value with others. Nevertheless, marketers must study their customer wants, perception, shopping and buying behavior such a study will provide clues for developing new products, product features and other mix elements. In simple terms, “when people talk to themselves it is called insanity, when companies talk to themselves it is called marketing”.

Marketing management

It refers to the professionalism in the art of carrying out the exchange relationship. Marketing management may be defined as the process of management of marketing programmes for an accomplishing organizational goals and objectives. Marketing management performs all managerial functions in the field of marketing, it has to plan and develop production on the basis of known. Consumer demand it has to build up appropriate marketing plan or marketing mix to fulfill the goals of the business. It has to formulate sound marketing policies and programmes. It looks after their implementation and control.

Marketing mix

Marketing mix is a term used to describe the optimum combination of four inputs that constitutes the act of an organization’s marketing process. These four elements are- product mix, price mix, promotion mix, and place mix.

Marketing mix offers an optimum combination of all marketing ingredients so that we can have realization of company goals such as profit, return on investment, sales volume, and market share and so on. It is profitable formula for the marketing operations

Marketing research

Marketing mix is a systematic gathering, recording and analyzing of data about problems connected with market place i.e., problem relating to product, price, promotion and distribution of the marketing mix. Marketing research is directly interested in offering sound alternative solution to all marketing problems. Marketing research consists of application of scientific methods and procedures to the study of marketing problems.

The essential purpose of marketing research is to provide information which will facilitate the identification of an opportunity or problem situation and to assist managers in the best possible decisions when such situations are encountered.

Market Potential:

The market forecast shows expected market demand, not maximum market demand, for the latter, we have to visualize the level of market demand for a “very high” level of industry marketing expenditure, where further increases in marketing efforts would have little effect in stimulating further demand.

Market potential is the limit approached by market demand as industry marketing expenditures approach infinity, for a given environment. The phase for a given environment is crucial in the concept of market potential. Consider the market potential for automobiles in a period of recession versus a period of prosperity. The market potential is higher during prosperity. Market analysis distinguishes between the positions of the market demand function, which is determined by the marketing environment. Company demand is the companies estimated share of market demand at alternative levels of marketing efforts.

The company share of market demand depends how its on products, services, price, communication & so on are perceived relative to its competitors. If other things were equal, the company's market share would depend on the size and effectiveness of its market expenditures relative to competitors. Marketing model builders have developed sales response function to measure how its marketing expenditure level, marketing mix affects a company's sales and marketing effectiveness.

Company sales forecast is the expected level of the company sales based on a chosen marketing plan and an assumed marketing environment. Sales quota is the sales goal set for a product line, company division, or sales representatives. It's primarily a managerial device for defining & stimulating sales forces effort. Company sales potential is the sales limit approached by a company demand marketing effort increases relative to competitors. The absolute limit of the company demand is, of course, the market potential. The two would be equal if the company achieved 100% of the market.

Service Marketing:

Customer service is also provided by all types of companies- including manufactures, IT companies, and service companies. Customer service is the service provided in support of a company's core products. Customer service most often includes answering questions, taking orders, dealing with billing issues, handling complaints, and perhaps scheduling maintenance and repairs. Customer service can occur on site or it can occur over the phone or internet. Many companies operate customer service call centers, often staffed around the clock. Typically there is no charge for customer service. Quality customer service is essential to building customer relationship.

Trends in service sector:

Although we often hear and read that many modern economies are dominated by services, the United States and other countries did not become service economies overnight. As early as 1929, 55 percent of the working population was employed in the service sector in the United States, and approximately 54 percent of the gross national products were generated by service in 1948. Until in 1999 service represented 78 percent of gross domestic product and 80 percent of employment.

A service based economy:

Service marketing concepts and strategies have developed in response to the tremendous growth of service industries, resulting in their increased importance to the U.S and world economies. As was noted in 1999 the service sector represented 80 percent of total employment and at least 78 percent of the gross domestic product of the United states. Almost absolute growth in numbers of jobs and the fastest growth rates in jobs formation are in service industries.

Another indicator of the economic importance of services is that trade in services is world wide. In fact, U.S balance of trade in goods remain in the red, in 2000 there was an \$81 billion trade surplus in services. World class providers of services such as American express, McDonald's, and Marriott hotels, together with many small service companies are exporting information, knowledge, creativity, and technology that the world badly needs. There is a growing market for services and increasing dominance of services in economies worldwide, not just in United States. The tremendous growth and economic contribution of the service sector have drawn increasing attention to the issues and problems of service sector industries worldwide.

Service as a business imperative in IT:

Early in the development of the field of service marketing and management, most of the interest and impetus came from service industries such as banking and health care. As these traditional service industries continue to evolve and become more competitive, The need for effective service management and marketing strategies is still there. Now however, manufacturing and technology industries such as automobiles, computers and software are also recognizing the need to provide quality service in order to compete worldwide. These companies are realizing that a large percentage of their revenues and profits is coming from services.

In most industries providing quality service is no longer simply an option. The quick pace of developing technologies and increasing competition make it difficult to gain strategic competitive advantage through physical products alone. Plus, customers are more demanding. They not only expect excellent, high quality goods; they also expect high levels of service along with them. As manufactures and IT companies such as GE and IBM become more and more service-focused, the need for special concept and approaches for managing and marketing services becomes even more apparent.

RESEARCH

DESIGN

INTRODUCTION

The success of any project depends on a good research design. Research design specifies the information that is required to address the issues such as the method of data collection, the process of data collection, analyzing and interpreting the results and communicating the findings and their implications.

STATEMENT OF THE PROBLEM

Pareeksha aspires to be a Competitive player in IT consulting & Software development. Its primary focus is on building long term strategic partnerships in the areas of IT business consulting with leading IT players. Over the last two years Pareeksha had laid strong emphasis in strengthening core value deliverables like commitment, team work, process and customer centric approach, consistency. Its Quality Framework is substantial and it is designed to prevent any pitfalls and bugs in earlier stages itself. All projects are tracked on a weekly basis and internal quality audits are carried out

Frequently. Preeeksha strictly follows industry standards and also make sure to provide value added business solutions and services to clients.

In the present scenario, in IT based industry projects are changing rapidly and it leads to hire skilled professionals from skill augmentation service providers. So it is very essential to study the scope of skill augmentation service in current IT industry.

OBJECTIVES OF THE STUDY

1. To study the customer expectation towards skill augmentation services
2. To find the level of awareness of skill augmentation services
3. To identify whether customer are satisfied with the performance of skill augmentation services.
4. Find out attributes which determine the selection of support provider

SCOPE OF THE STUDY

The results of the study will help the company to take vital decisions to improve their current scenario and it also helps them to identify customer expectation towards skill augmentation services

The study also helps to reveal the existing trends used by the competitors in the same industry and customer's opinion about the other providers.

- It is possible to identify the real event or situation
- Inferences are drawn to studying the entire situation
- Due to close interaction between respondents and researcher it is possible to collect more accurate information.

SAMPLE SIZE

Sample unit for the market survey consists of software companies.

Sample sizes of 50 are taken.

METHODOLOGY

Study is mainly based upon primary and secondary data. Primary data was collected from direct personal interview with the help of structured and unstructured questionnaires and secondary data are collected from news paper, magazines, internet etc.

PLAN OF ANALYSIS

The collected data will be analyses with the help of statistical tools and techniques. Wherever possible to make the presentation effective tables, charts, diagrams and graphs will be used.

LIMITATIONS OF THE STUDY

- The study is limited to Bangalore city due to time constraint.
- The study mainly depends on primary data, which is basically elicited from the respondents.
- The sample has to consider to 30, due to lack of time and resources and thus result may not be representative of the IT firms.

CHAPTER SCHEME

Chapter 1-Introduction: It include an introduction to the broad area of the topic chosen, specific area of the topic chosen, introduction to the topic itself, and an overview of industry in general.

Chapter 2-Research design: This chapter provides a plan of the study which should include statement of the problems, scope of the study, methodology, sample design, sources of data, tools and techniques for data collection, plan of analysis, limitation and overview of chapter scheme.

Chapter 3-Industrial and Company profile: It include a complete profile including history, nature of business, products and services, organization structure, competitors etc

Chapter 4-Analysis and Interpretation of data: This chapter includes analysis of the data with required interpretation

Chapter 5-Summary of Findings, Suggestion and Conclusion: This chapter includes summaries the findings under each objective, suggestion and conclusion based on the findings.

Bibliography: It include list of the books and websites that were referred and useful for research study.

Annexure: It include questionnaire

INDUSTRIAL

AND

COMPANY

PROFILE

Industry profile

Evolution of IT industry

The information technology (IT) industry has been the history of shake outs since it began. And it has always been shakeout of standards. Standards for uniformity in computing, standards to enable communication between entities. The PC revolution sets the ball rolling for the former in the early 80's. And the more reason internet revolution sets the stage for the later. Thus the IT industry has been the history of more paradigm, shifts or rather, more frequent paradigm shift that say, the auto industry, which is the oft- repeated comparison. But the end result is very clear: it is the user who is becoming more and more powerful.

If one uses any industry that light, then one would understand that the end result has been the same. The frequency of development become faster and faster and the market rises to be more and more mass oriented. And when a technology becomes mass market, it is the market or the user who start dictating the nature and extent of development are carried out in the industry.

In the late 60's, computers promised a lot but delivered very little. It was more to automate certain business process. Mainframes, the computers of those days were used for application like research and development manufacturing, technology, design and production. These processes were getting automated these were more of money-savings application for the users.

Then, late 70's and the early 80's we saw the creation of the network, which paved the way for the emergence of the clients-server architect. That was further transformed in to two tier and three tier client-server architectures. A lot of software came in to existence RDBMS ERP and others. Those were clearly aimed at bringing at productivity enhancement in the business process. Amidst all these developments the PC evolved, thus giving the raised to what was later termed as the PC revolution. And the beginning of the demise vertical computer manufacturing-new start-up computer companies emerged, building their systems by integrating components made by specialized components manufactures. That was one of the major breaks through in the IT industry, which so fragmentation activities and the creation of masters of specific activities from a pack of jacks. The technology saw the transition from the main frame to minis to PCs. Wintel emerged as the de facto standard for computer. The whole story is one of the transitions. Transition from general purpose application to specific applications, and back to general purpose applications. Transition from glass house to interactive systems.

In the mean time, the dissatisfaction over the return on investment in computing not only persisted but also was growing steadily. In the 90's there were survey conducted in the US that clearly pointed the e-gap in the return of customers from much –wanted client server computing architecture. There were lacunae in the implementation by the vendor or in the execution of infrastructure by the IT departments of enterprises. Or may be the expectations were just too high.

Then the web came in mid 90's the web is probably the biggest break through in the ability of IT to deliver on the productivity promise. apart from the merger of computing and communication, the web also meets the requirements of the users in terms of returns on investments. Thus while computing automated certain processes, the web is automating the entire business.

The PC revolution brought computing too much broader range of people, it was cheaper and standardized. And now the web is driving it even faster. The web is also a great leveler. It bridges the gap between the haves and have-nots. And this is an advantage over the countries like India.

THE NEW IT ITINERARY

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A NASSCOM study reveals that this sector has potential to create more than one million additional jobs by 2008, with annual revenue of Rs. 810 billion in 1998.

Major segment of IT enabled services include customer interaction services such as call centers, finance and accounting services, engineering and design, human resources services, animation for movie and TV serials, cartoon strips, transaction, transcription and localization such as medical transcription services, network consulting and management, data search, integration and analysis covering areas such as preparation of legal data bases, research and preparation of reports based on databases on past During the last couple of decades, immense improvements in technology have enhanced the power of computers by factor of ten thousand:- The capacity of storage by 100000:- The bandwidth of communication lines by a millions and reduced cost by thousand times. There have been major discontinuities in the last five years that are bound to influence them way the world lives conducts business in the next millennium.

Information technology has today evolved into a booming industry catering to the needs of individuals and organization for the management of information of as an aid to faster and smoother working. The industry provides integrated solution in terms of product and services to all the customer's require

With globalization, the IT industry ceases to remain within any boundaries. Wherever one operates, global competition exists. The industry is characterized by shortening product life cycle. Today, IT becomes all pervasive; it is changing the way the world works. Revolutionary trends such as internet and e-commerce have created many new opportunities.

The Indian IT industry has been and continues to be responsible in no minor measure for the next millennium appears to be no less promising. It is rightly recognized by everyone to be that sector of commerce, which can catalyze the transformation of Indian economy. The communication infrastructure has been major up gradation in the recent past with large investment pooled in by all sectors. The country has always had a large repertoire of skilled man power and is now producing skilled IT professionals in masses there has been an overwhelming interest in IT stock leading to investment flows in to the sector at this stage, India is ideally poised to use IT as an economy liberator. IT, in general, has the ability to spread all round efficient to businesses and commerce in the country and enable it to become a global player of significance. Taking IT to the heart of India is undoubtedly the way to economic liberation and empowerment of

India has recognized handicap in its physical infrastructure to be a global player in most conventional industries. But India is also recognized as being very rich in human capital and has demonstrated ability both in professional and entrepreneurial terms, to be a strong member of the global IT industry. With the strong push towards building and deregulating the telecommunication and internet infrastructure, India is poised to be an even stronger contender for richer sticks ahead in the global IT industry.

IT-ENABLED SERVICES

IT enabled services cover the entire range of services which exploit the IT for leveraging improved efficiency or a type of service which may not be possible cost effectively without the same. The activity could be internal to the organization or could be outsourced. The outsourced or cross border IT enabled services today receive greater attention as this category of ITES has a great potential for growth and contribution towards employment opportunities in India.

Records, marketing services such as bureaus for marketing products or services based on call centre or local market data bases web site services for creating site **contents**, advertising, remote education for utilizing IT infrastructure to strengthen formal education systems for remote and expertise starved areas and secretarial services through bureaus. The IT enabled services sector is seen as the gold rushes in the Indian IT-a \$140 billion global market worth India's potential at \$17billion by 2008. After software, the IT enabled services present a golden opportunity for Indian entrepreneurs. People with both technical and soft skill would come in IT professionals who understand the company's business processes and quality, cost and time management.

Company Profile

HISTORY AND SERVICES OF PAREEKSHA TECHNOLOGY

Pareeksha Technologies was established as an IT consulting company but soon it ventured into software development and testing. Customers choose Pareeksha because of its commitment and consistency in delivering tangible value, focus on long-term relationship building, adherence to unmatched quality standards, willingness to take accountability, and flexibility to provide innovative solutions.

In an industry that is increasingly getting known for token service from the larger players and a rapid influx of small and boutique style consulting agencies with no apparent depth and breadth, Pareeksha is in the middle ground. Its methodology and skills, sets Pareeksha above the loosely organized smaller players.

Pareeksha offshore Software development model aims to accelerate development of software by reducing time to market and effectively make schedules predictable in order to better manage resources, predict costs, and reduce market and technology risks. Pareeksha bring strong expertise in integrated business applications combined with a strong resource pool in Microsoft Technologies & Java / J2EE technologies.

Pareeksha customized software testing and validation will ensure Clients software does not have any pitfalls and bugs. Our expertise extents across Black Box Testing, White Box Testing, Manual Testing and Automated Testing.

Pareeksha aspires to be a Competitive player in IT consulting & Software development. Its primary focus is on building long term strategic partnerships in the areas of IT business consulting with leading IT players. Over the last two years this have laid strong emphasis in strengthening its core value deliverables like commitment, team work, process and customer centric approach, consistency.

. SOFTWARE DEVELOPMENT

Pareeksha understands that Software Development not only involves coding but also proper understanding of the clients requirements. It follows a process oriented approach and is always committed to keep the deadlines and to deliver quality software.

Pareeksha Technologies follows the below mentioned steps for software development:

Requirement Analysis, Design Analysis, Coding, Testing - which includes UNIT Testing, Integration Testing, System Side Testing and Acceptance Testing
Software Release Documentation Software Support

SOFTWARE TESTING

Our software testing services are designed specifically to meet client's needs. Pareeksha has put together best practices into a structured test methodology and is capable of delivering cost effective solutions using the blended delivery model (Offshore/Onsite). Our expert testing professionals will leave no stone unturned in the search for bugs that could interfere with the software.

TYPES OF TESTING:

Functionality Scalability Compatibility Usability Integration Security Performance Installation

User Acceptance EXPERTISE INCLUDES:

Load runner, Win runner, QTP, Silk Testing, Rational Robot, Shell Scripting, Perl Scripting, Python, Expect, TCL/Tk CORE TESTING DOMAINS INCLUDES:

APPLICATION SOFTWARE TESTING (.NET, JAVA)

Healthcare Insurance Banking Manufacturing Retailing PRODUCT TESTING

Handheld devices Printers Routers

QUALITY:

Pareeksha Quality Framework is substantial and it is designed to prevent any pitfalls and bugs in earlier stages itself. All projects are tracked on a weekly basis and internal quality audits are carried out frequently. Pareeksha strictly follow industry standards and also make sure that to provide value added business solutions and services to clients

Pareeksha Client base consists of Tier 2 and Tier – 3 IT companies and covers the following domains. These include:

- Retail
- Banking
- Telecommunications
- ERP
- Health Care

Skill augmentation services:

People are the key to our success and we go to great lengths to identify recruit and retain the best of talent in the industry. Selected from India's best-known technology institutions, our recruitment is through a rigorous and well-defined process of written tests and face-to-face discussions. A rigorous training program exposes professionals to all aspects of their expertise, as per the prevalent industry standards. Emphasis on global standards and best practices, equip them to work efficiently with the client teams, worldwide.

Our clients turn to Pareeksha Technologies frequently for not only helping in filling up contract positions but also they believe in Pareeksha Technologies that they will provide good quality people. The HR experience and knowledge of our core staff also enables us to define our client's business needs quickly and clearly and more effectively select appropriate candidates through a comprehensive screening and interview process. We also provide:

- **A commitment to your success.**

We dedicate a team of Business development, recruiters, and technical experts for you. We respond within 24 hours about the serviceability and 72 hours to send a consultant for a technical discussion at your place.

- We will not leave any stone unturned until you are satisfied.

We clearly understand your requirements, identify the right candidates, thoroughly screen, and test the capabilities of the candidates to ensure that they are right for you.

- Customize our solution so that it is right for you.

We recognize that your needs are unique and we will modify our solutions to deliver what you want and when you want it.

- Specialization is the key to success.

Our recruiters specialize in technology and industry domains. Our technical experts screen the candidates so that you have to worry less about screening them.

ANALYSIS

AND

INTERPRETATION

TABLE No: 1.

Table showing awareness of skill augmentation services.

Particulars	No: of respondents	Percentage
Yes	45	90
No	5	10

Interpretation:

In this market research study about 90% respondents are aware of skill augmentation services, the rest 10% are unaware of skill augmentation services.

Inference:

Majority of the respondents are aware about the skill augmentation services. But still there is a negligible percentage who is unaware about this service.

GRAPH.1

Graph showing awareness about skill augmentation services by respondents

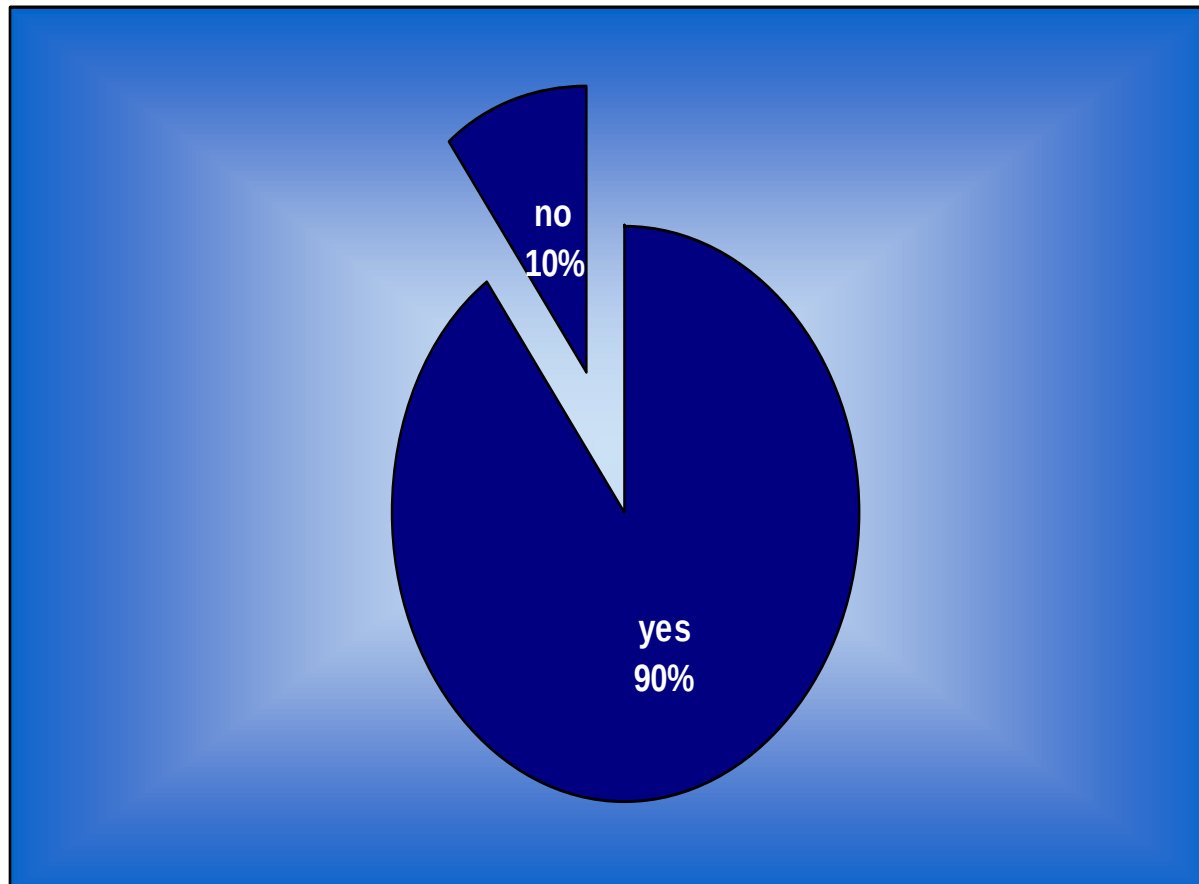


TABLE No: 2.

Table showing no. of years the skill augmentation services are in use

Particulars	No: of respondents	Percentage
Planning to start	12	24
1year	8	16
2year	10	20
More than 2year	20	40

Interpretation:

In this study, about 24% respondents are planning to start skill augmentation services, 16% have completed 1year skill augmentation services, and 20% have completed 2year skill augmentation services and the rest 40% have completed more than 2year of skill augmentation services.

Inference:

It is inferred that majority of respondents are using skill augmentation services. There are still companies which are planning to start using this service in the near future.

GRAPH.2

Graph showing no. of years the skill augmentation services are in use

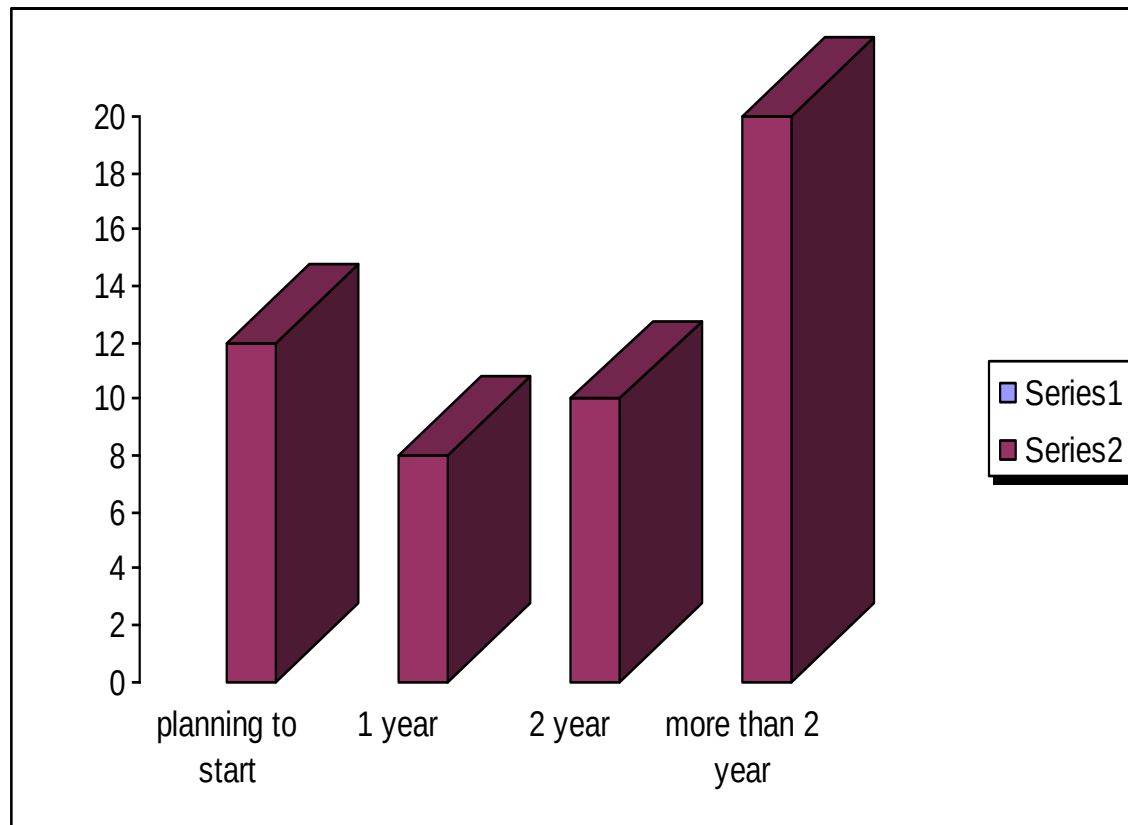


TABLE No: 3.

Table showing Preference for skill augmentation services

Particulars	No: of respondents	Percentage
Cost reduction	15	30
faster ramping-up	5	10
alternate method of sourcing	20	40
policy decision-outsource the non core areas of work	5	10
when there is limited visibility for the project	5	10

Interpretation:

In this study, about 30% respondent's opinions are they prefer skill augmentation services due to cost reduction, 10% prefer skill augmentation services due to faster ramping-up, 40% prefer skill augmentation services due to alternate method of sourcing, the remaining 20% prefer skill augmentation services due to policy decision out source the non core area of work and when there is limited visibility for the project.

Inference:

It is inferred that cost reduction factor is the important factor why the companies prefer skill augmentation services. In some companies it is used as the alternative method of sourcing.

Graph 3:

Graph showing preference for skill augmentation services

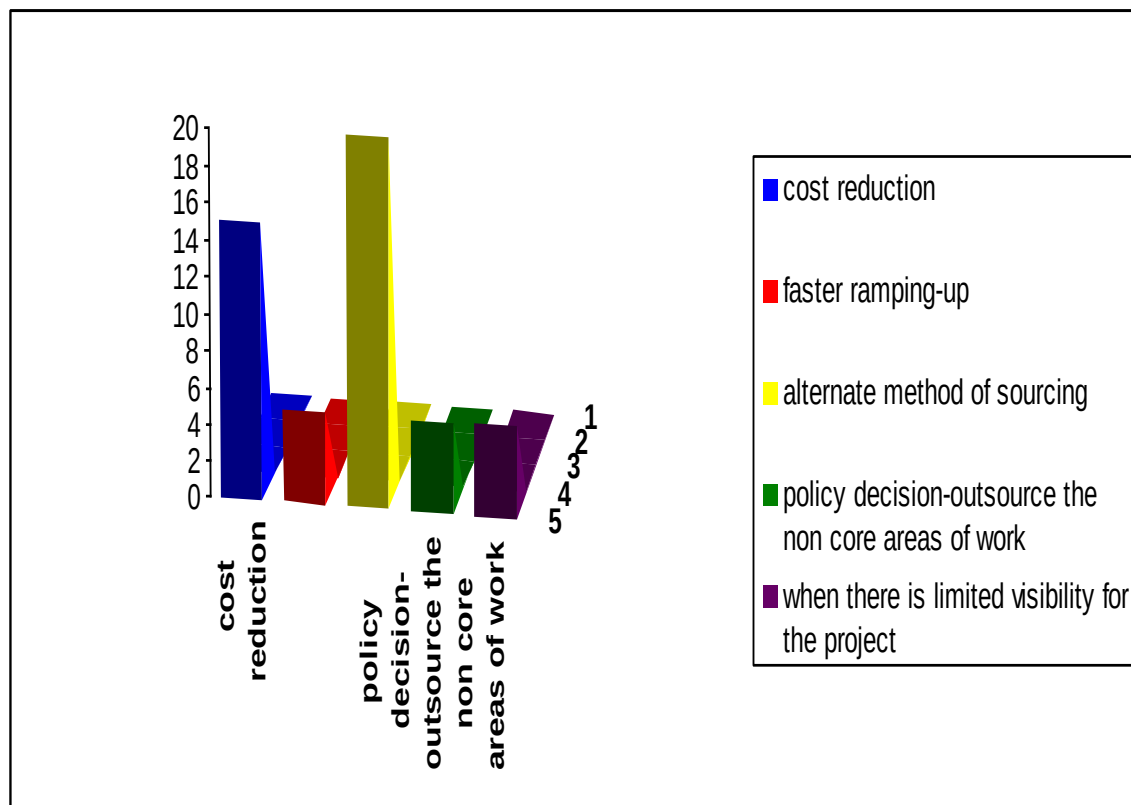


TABLE No: 4.

Table showing criteria for selecting skill augmentation service providers

Particulars	No: respondents	percentage
Quality of services	7	14
Quick response	3	6
Cost	3	6
Commitment	2	4
All of these	35	70

Interpretation:

In this study, about 14% respondent's opinion are quality of the service is the criteria for selecting skill augmentation service providers, 6% quick response, 6% cost, 4% commitment and the rest 70% all of these are the criteria for selecting skill augmentation service providers.

Inference:

The criteria's for selecting skill augmentation services are Quality of services, Quick response, Cost, Commitment

Graph 4:

Graph showing criteria for selecting skill augmentation service providers

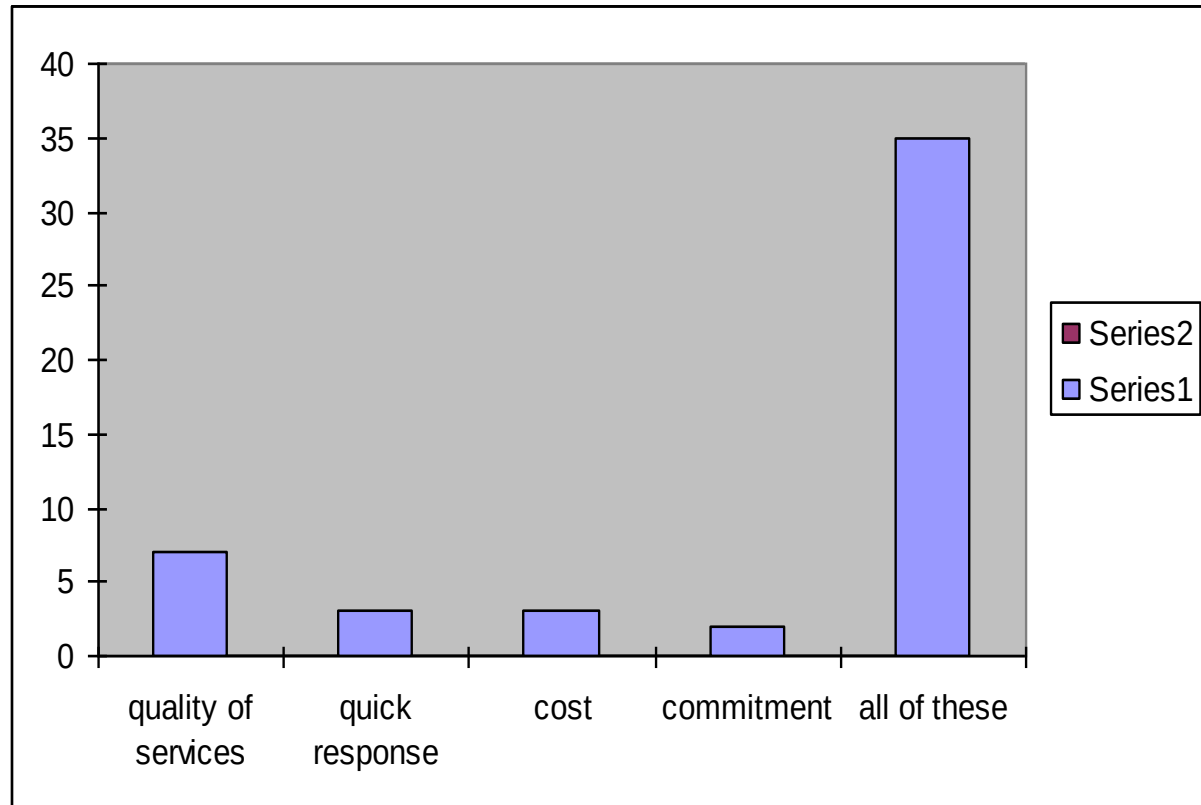


TABLE No: 5.

Table showing providers of skill augmentation services

Particulars	No: of respondents	Percentage
Local vendor	12	24
Inter national vendor	10	20
Self maintained	28	56

Interpretation:

In this study, about 24% respondent's opinion are local vendor are the currently providing the skill augmentation services, 20% opinion are international vendor, the most of the respondents (56%) are self maintained.

Inference:

Its is inferred that majorities of companies skill augmentation service are self maintained. Some companies go for local vendors and international vendors.

Graph 5:

Graph showing providers of skill augmentation services

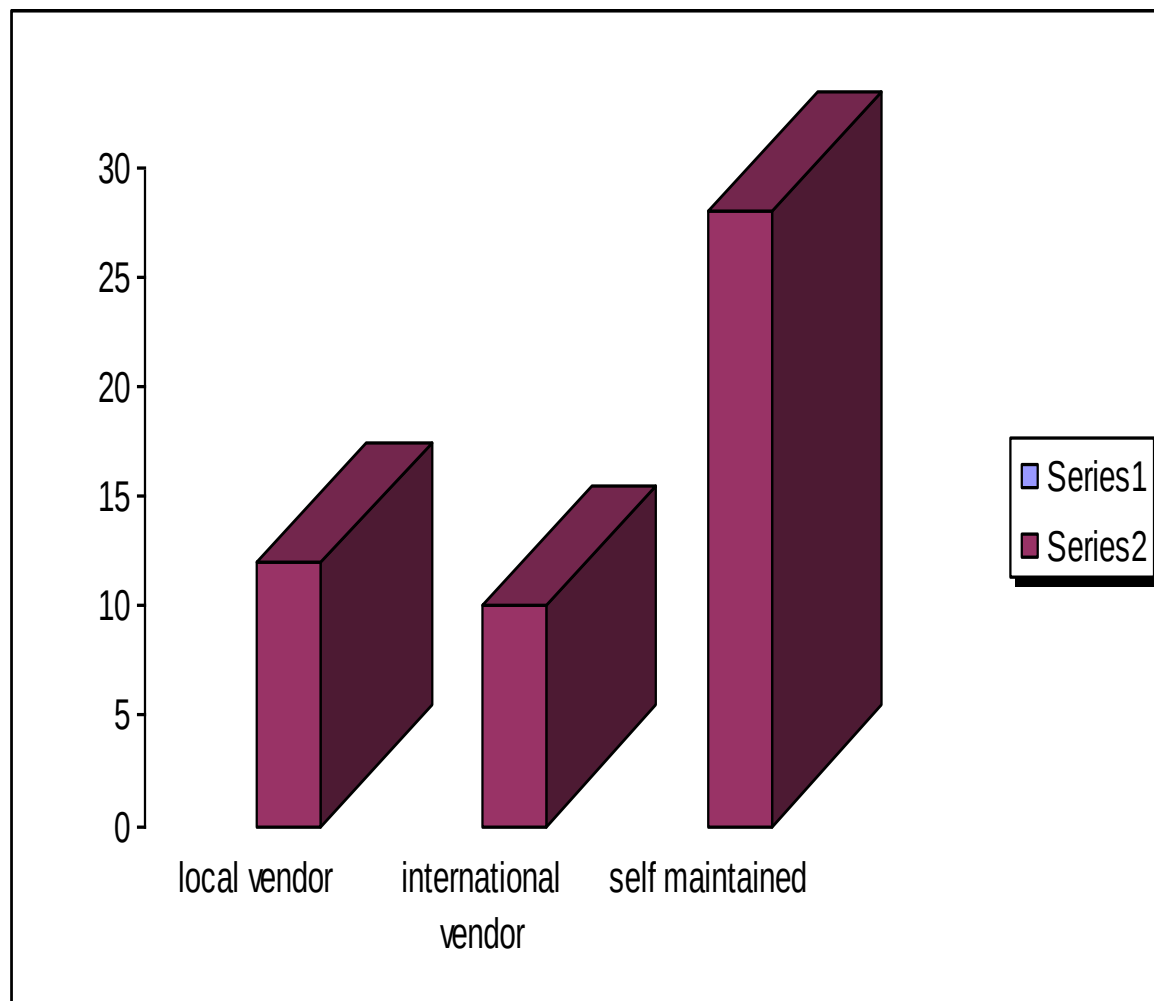


TABLE No: 6.

Table showing rating current service providers

Particulars	No: of respondents	Percentage
Highly satisfied	5	10
Satisfied	19	38
Dissatisfied	4	8
Neutral	22	44

Interpretation:

In this study, about 10% respondent's opinion are highly satisfied with the current service providers, 38% are satisfied, 8% are dissatisfied, and the rest 44% are neutral.

Inference:

Majority of the respondents are satisfied with their skill augmentation services. Some gave neutral response.

Graph 6:

Graph showing rating current service providers

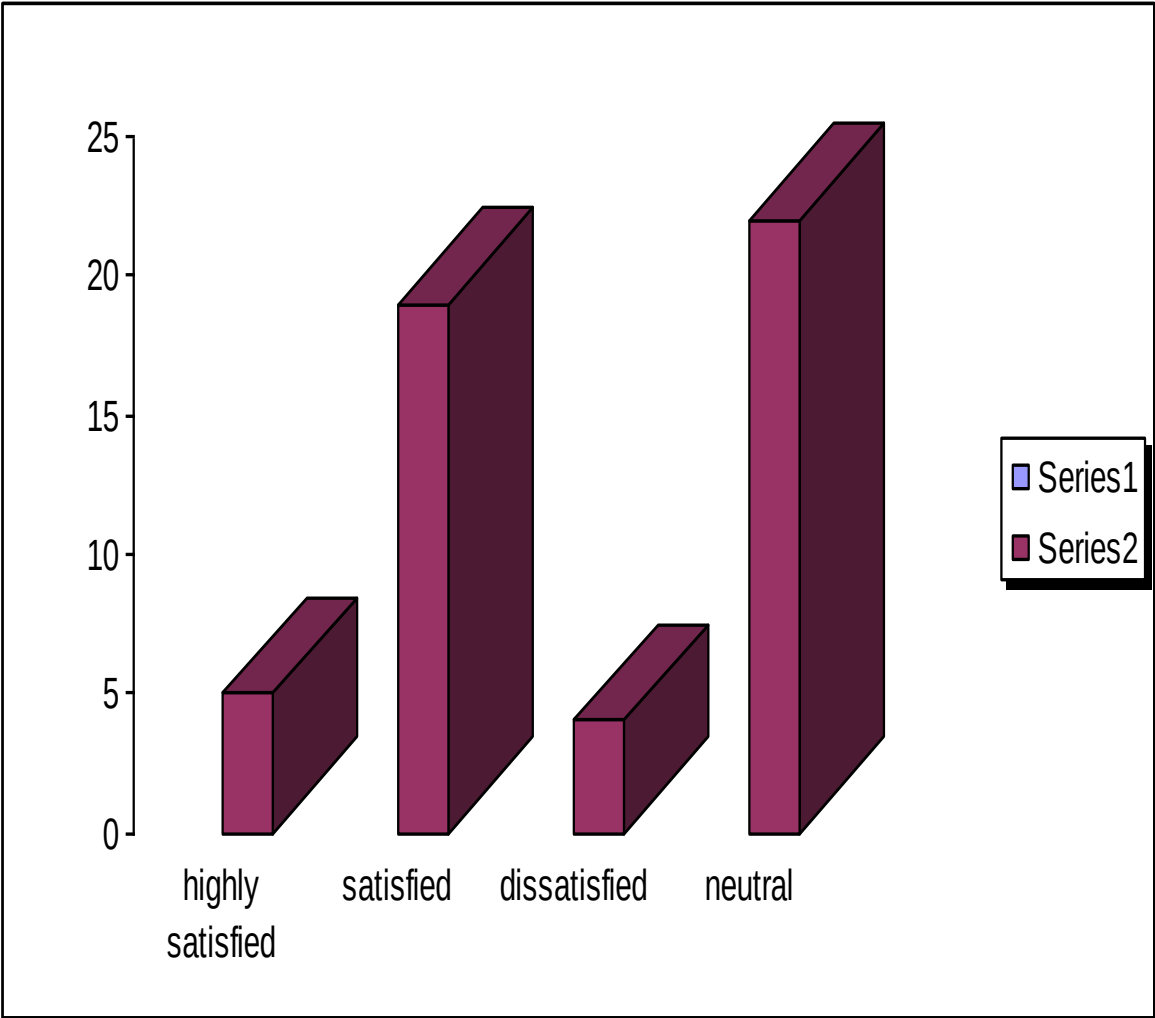


TABLE No: 7.

Table showing helpfulness of skill augmentation service

Particulars	No: of respondents	Percentage
Yes	47	94
No	3	6

Interpretation:

In this study, about 94% respondent's opinion are skill augmentation service is really helpful in organization, the rest 6% only against above opinion.

Inference:

Most of the respondents feel that skill augmentation services are very helpful. Only negligible percentage feels it is not helpful.

Graph 7

Graph showing helpfulness of skill augmentation service

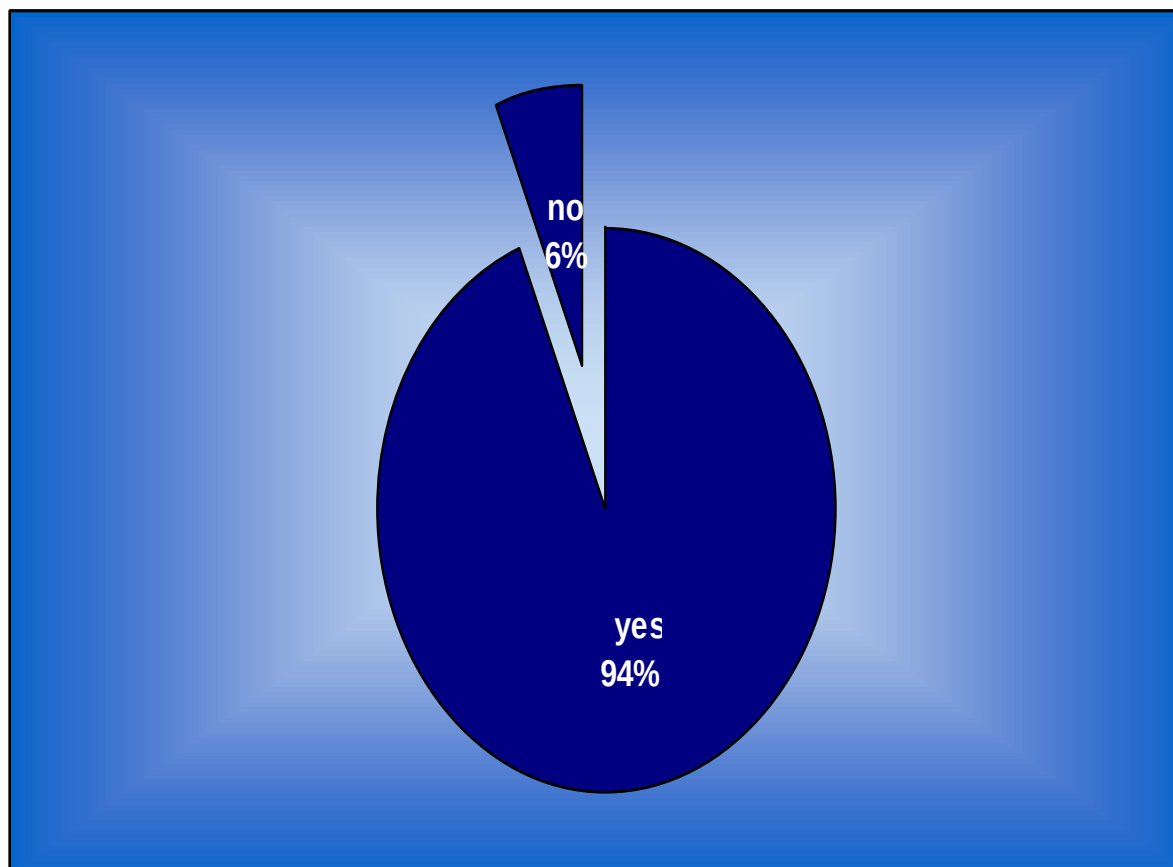


TABLE No: 8.

Table showing domain where skill augmentation services are utilized

Particulars	No: of respondents	Percentage
Software development	29	58
Software testing	13	26
Others	8	16

Interpretation:

In this study, about 58% respondent's opinion are skill augmentation service are utilize software development domain, 26% are utilize software testing domain, the rest of 16% are utilize other domain.

Inference:

Skill augmentation services are mainly used for software development in most of the companies. Some companies also use this service for software testing and some for other purposes.

Graph 8:

Graph showing domain where skill augmentation services are utilized

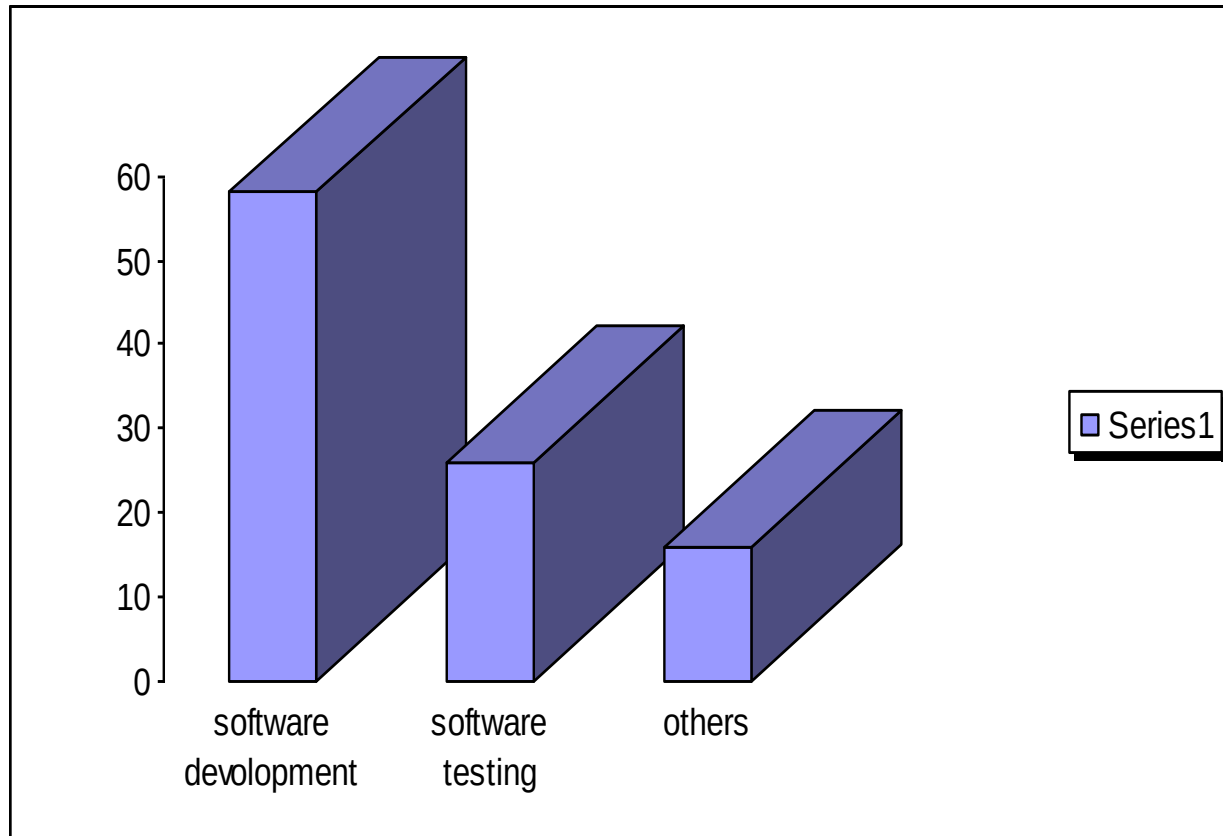


TABLE No: 9

Table showing no. of years of expertise needed for skill augmentation services

Particulars	No: of respondents	Percentage
1-2year	5	10
3-4year	13	26
5-6year	24	48
More than 6year	8	16

Interpretation:

In this study, about 10% respondent's opinion are 1-2year of expertise normally go for skill augmentation services, 26% respondent's opinion are 3-4year of expertise, 48% 5-6year expertise, the rest 16% more than 6year expertise.

Inference:

Companies mainly prefer 5-6 years of expertise in this field. Some prefer 3-4 or 1-2 years of expertise.

Graph 9:

Graph showing no. of years of expertise needed for skill augmentation services

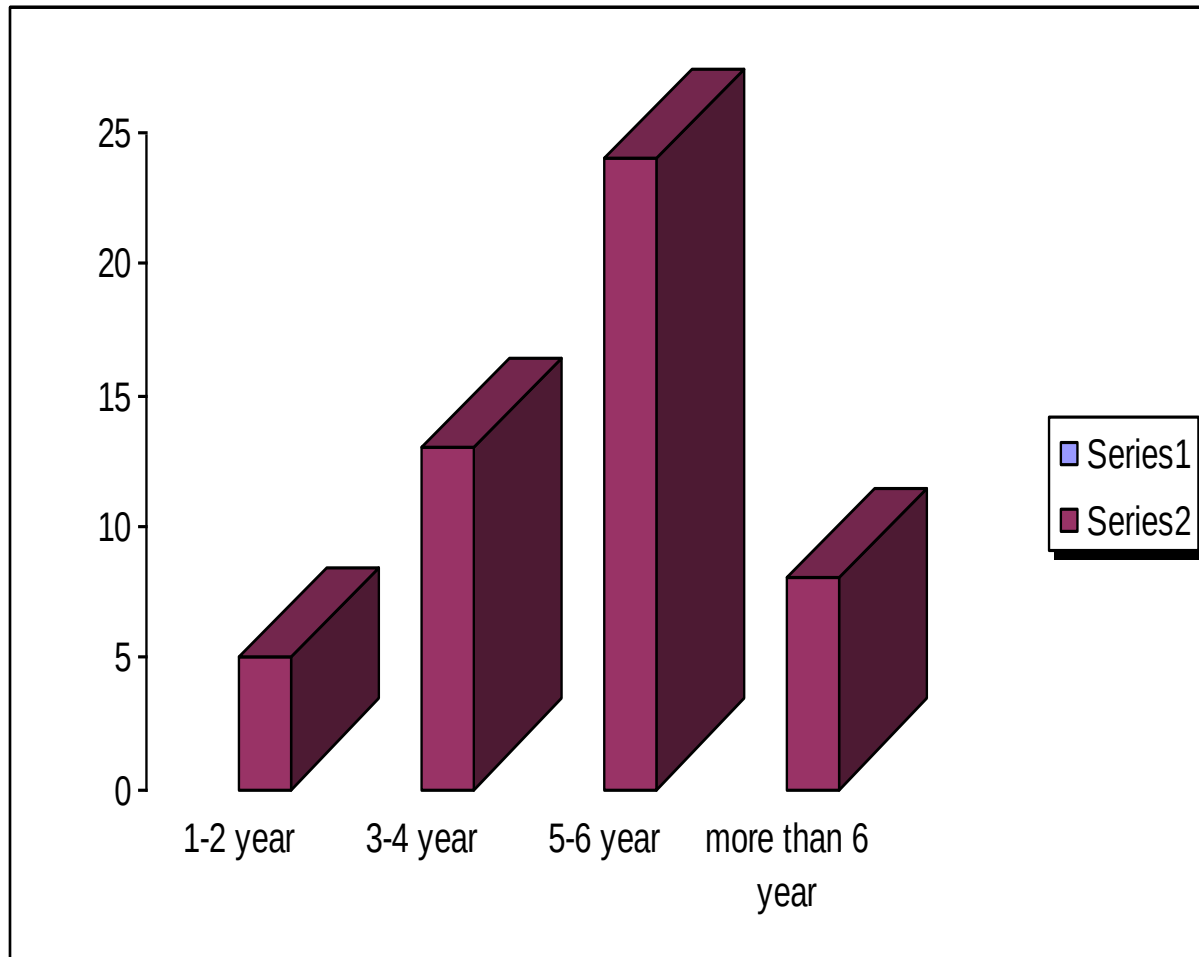


TABLE No: 10

Table showing the future of skill augmentation service

Particulars	No: of respondents	Percentage
Yes	49	98
No	1	2

Interpretation:

In this study, about 98% respondents are strongly believed skill augmentation has a bright future, the rest 2% are against the above opinion.

Inference:

It is inferred that skill augmentation services has a bright future.

Graph 10:

Graph showing future of skill augmentation service

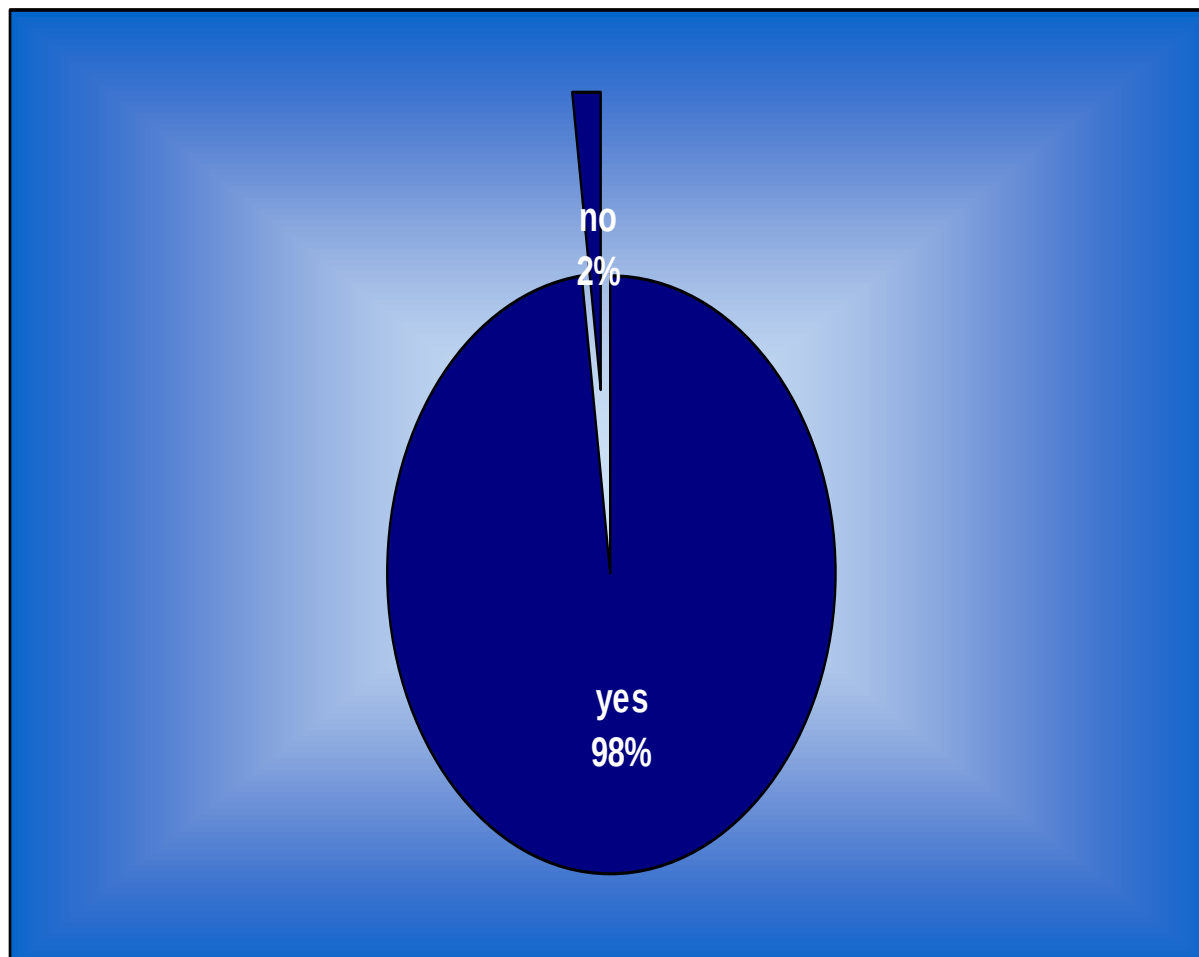


Table 11

Table showing essentiality of skill augmentation services

Particulars	No. of respondents	percentage
Yes	48	96
No	2	4

Interpretation:

In this study, about 96% respondent's feel that skill augmentation services are very essential in present condition, where as 4% is against this opinion this.

Inference:

It is inferred that in the present scenario the skill augmentation services are very essential.

Graph 11

Graph showing shows essentiality of skill augmentation service

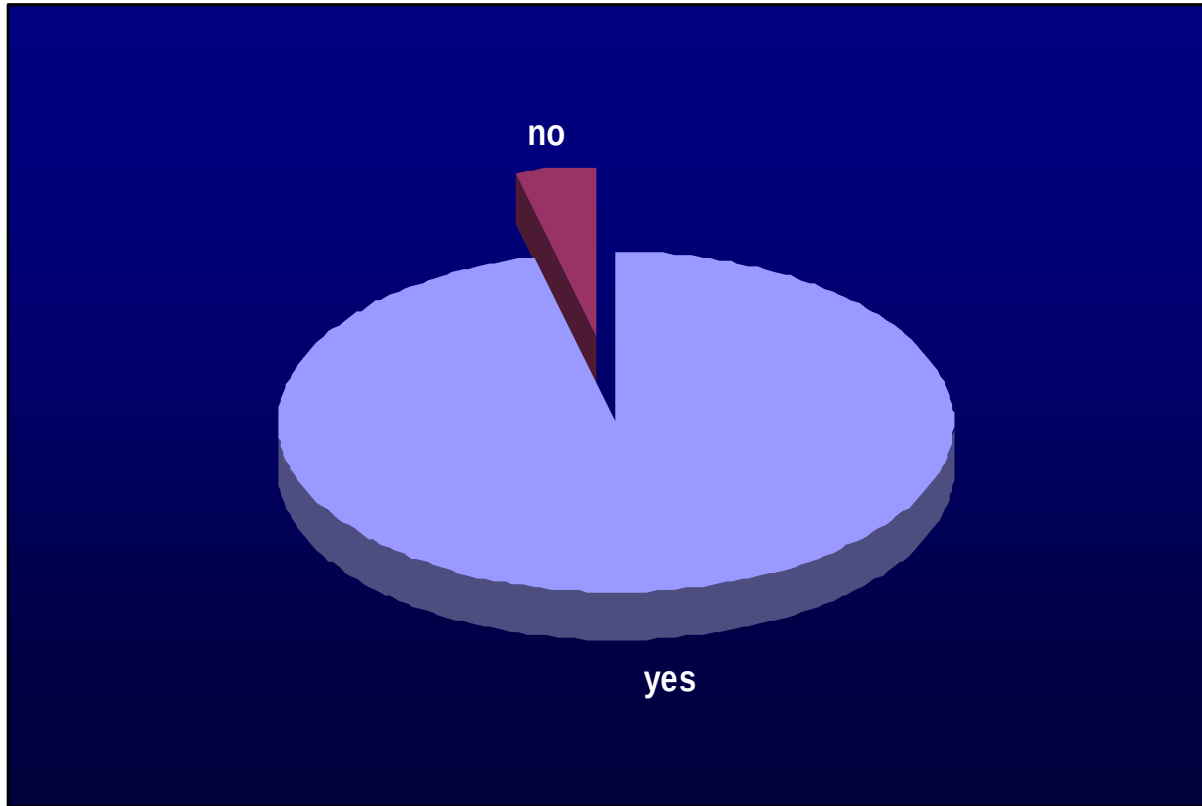


Table 12:

Table showing the respondent's expectation about the benefits of skill augmentation services

Particulars	No. of respondents	Percentage
Cost benefit	22	44
Improving the quality	25	50
others	3	6

Interpretation:

In this study, about 44% respondent's opinion cost benefit is the benefits of skill augmentation, 50% said improving the quality and the rest 6% are said some other benefits

Inference:

Most of the respondent's suggest that benefits of skill augmentation services are improving the quality of software.

Graph 12:

Graph showing respondent's expectation about the benefits of skill augmentation services

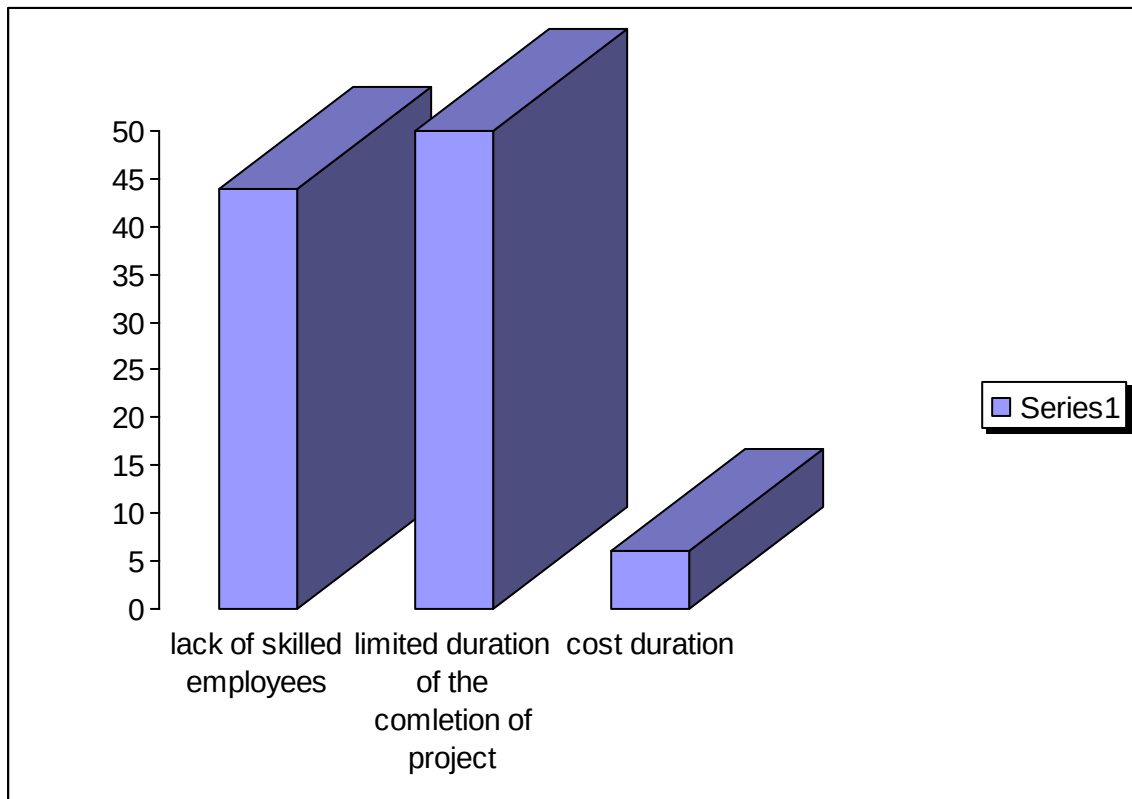


Table 13:

Table showing the reason for opting skill augmentation services

Particulars	No. of respondents	Percentage
Lack of skilled employees	8	16
Limited duration for the completion of the project	20	40
Cost benefit	21	42
Others	1	2

Interpretation

42% of respondents suggest that the main reason behind opting for skill augmentation services is its cost benefits. 40% suggests that its because of the limited duration of the completion of the project. 16% felt its due to the lack of skilled employees. Only 2% opt because of other reasons.

Inference

Cost benefit of skill augmentation services and limited duration for the completion of the project are the main reasons for opting this service. Few percentages opt for this because of lack of skilled employees.

Graph 13:

Graph showing reason for opting skill augmentation services

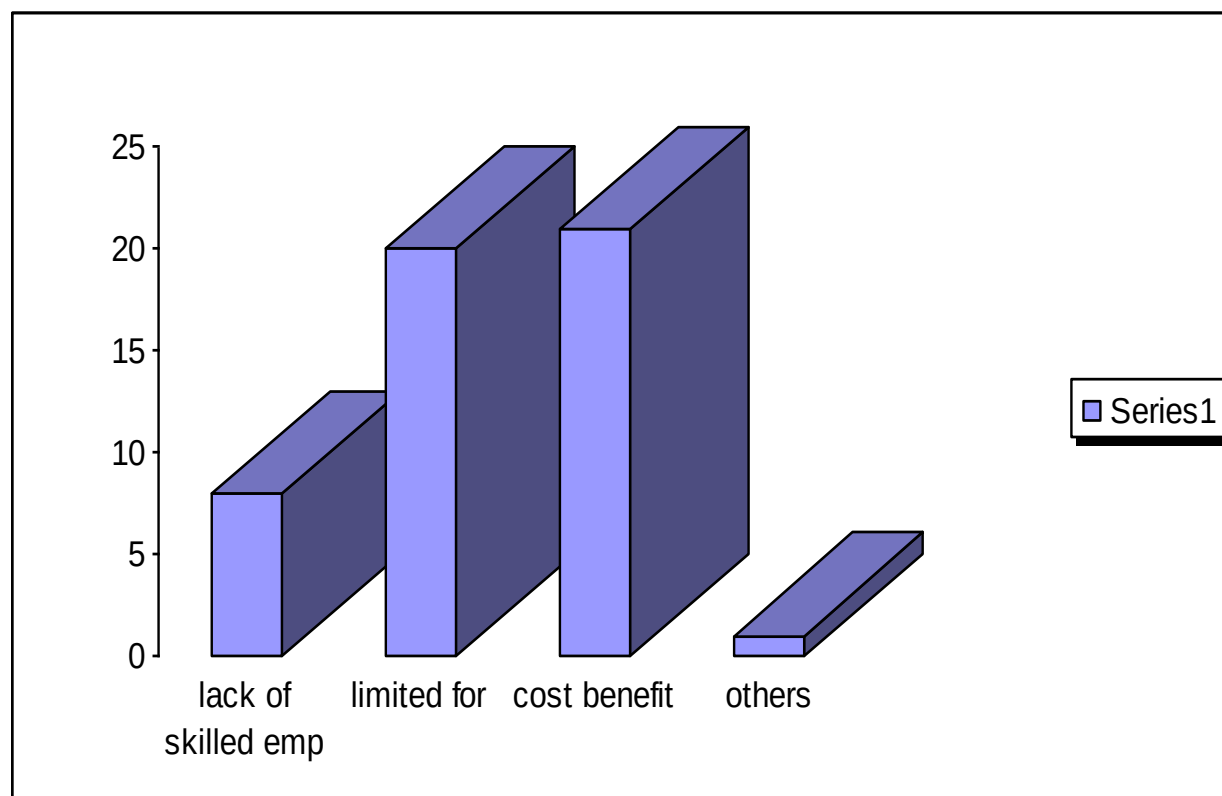


Table 14:

Table showing the opinion about the skill augmentation service

Particulars	No. of respondents	Percentage
Helpful	31	62
Satisfactory	15	30
Not satisfactory	4	8

Interpretation

About 62% of respondents feel the skill augmentation service is helpful in their company. 30% of respondents are satisfied and 8%are not satisfied.

Inference

Most of the respondents feel that skill augmentation service is very helpful.

Graph 14:

Graph showing opinion about the skill augmentation service

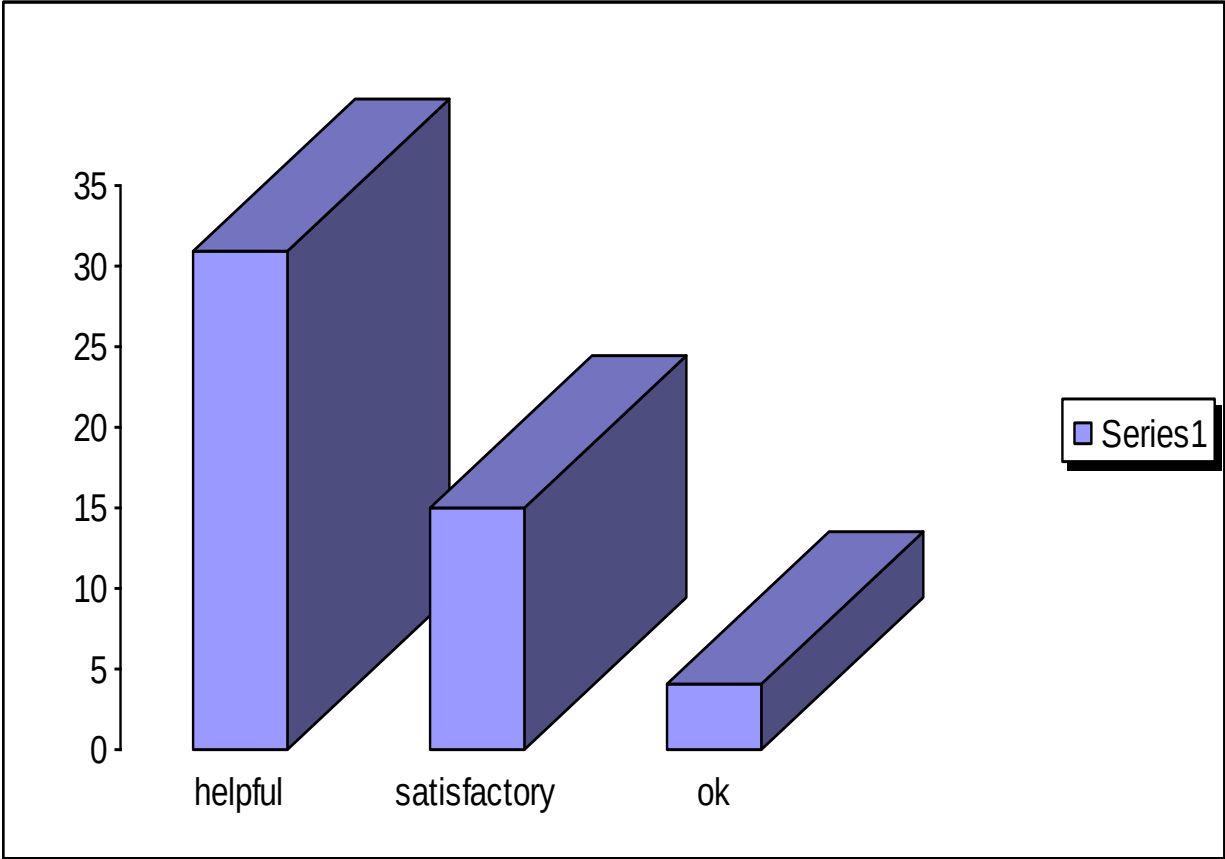


Table 15:

Table showing the duration of skill augmentation service reentered in organizations

Particulars	No. of respondents	Percentage
Up to 1 year	3	6
More than 1 year	2	4
Depends upon the duration of project	45	90

Interpretation

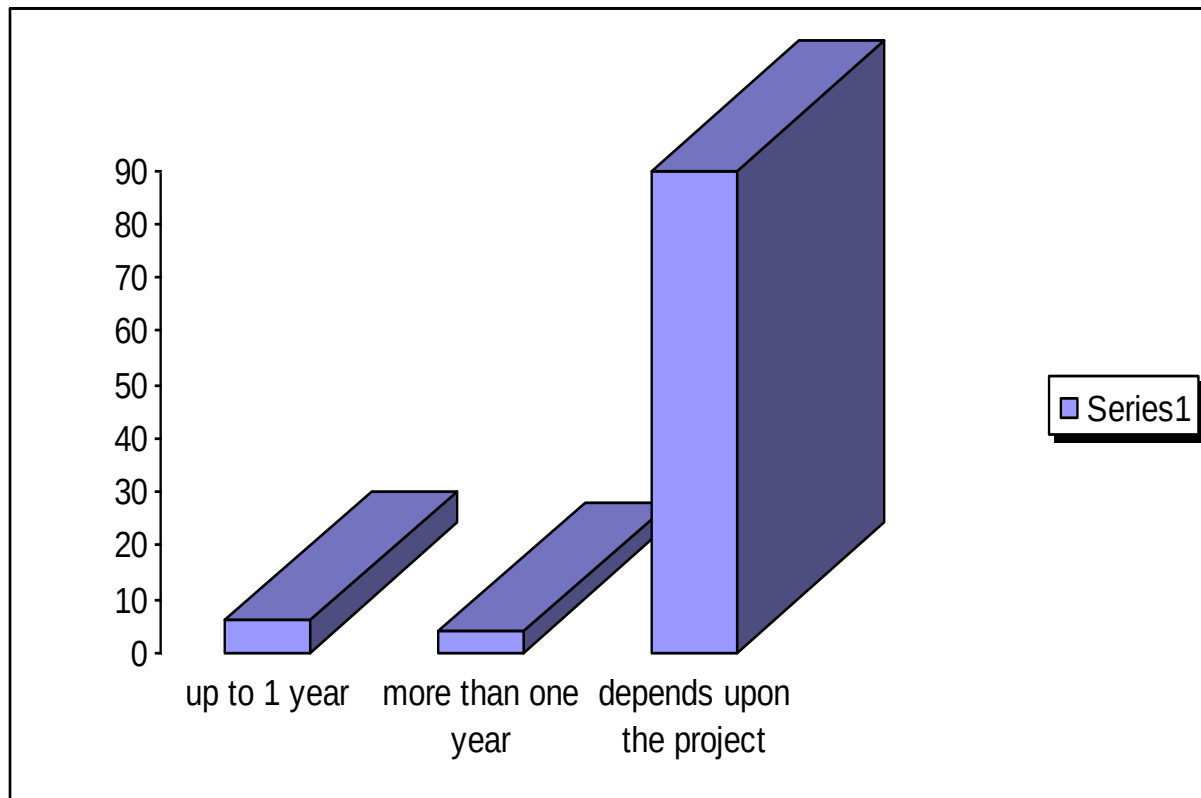
90% of the client's renter skill augmentation services for the completion of the particular project. 6% renter for 1 year and 4 % for more than one year.

Inference

Majority of organizations renter skill augmentation services for the completion of their project. Only few companies renter for 1 year or for more than 1 year.

Graph 15:

Graph showing duration of skill augmentation service reentered in organizations



FINDINGS AND SUGGESTION

SUMMARY OF FINDINGS

- 1) Skill augmentation services helps to increase the performance and productivity of each and every IT firms.
- 2) Most of the respondents are aware about the skill augmentation services.
- 3) Most of the IT companies are utilize the benefits of skill augmentation services.
- 4) Most of the organizations are prefer skill augmentation services due to alternative method of sourcing.
- 5) The most of the respondent's opinion are the quality, quick response, cost and commitments are the criteria for selecting skill augmentation services.
- 6) Most of the organization having self maintained skill augmentation services.
- 7) Most of the respondents are satisfied with the skill augmentation services.
- 8) Most of the respondent's opinions are skill augmentation services are really helpful to organization.
- 9) Skill augmentation services are mainly utilize software development domain
- 10) Majority of the respondents are strongly believed a skill augmentation service has a bright future

SUGGESTIONS

- To meet the dynamic changes in information technology and present day situation skill augmentation services is very essential and necessary for IT industry, so the skill augmentation services have to be updated considering the changes in the IT industry.
- The skill augmentation services helps to increase the performance and productivity of each and every IT firms.
- To give awareness program about the skill augmentation service to all levels of IT companies.
- To provide skilled and experienced employers to the companies, these employers definitely help to increase the productivity.
- To reduces the cost of services for promoting skill augmentation services.
- To provide quality of services for implementing skill augmentation service providers.

CONCLUSION

CONCLUSION

The study was conducted at “PAREEKSHA TECHNOLOGY”, is one of the IT companies in Bangalore. This study has helped to know about skill augmentation services.

The main purpose of in this market analysis is to get the feed back of competitors underlying in the market Perhaps the most important principle to understand in starting a business is that “there is no such things as a sure things” however by analyzing and controlling risk when you choose a site, you can increase your chance of success.

So steps should be adopted to increase level of richness of the service in the market. Thus it is essential to create a general awareness among the IT companies of services. Steps should be taken to provide more details about the company and the services. Being a trainee of “PAREEKSHA TECHNOLOGY”, I gained so much confidence to work any field. The project work was helpful to understand the present corporate level and market scenario. The dignity and prestige of this firm still lingers and will always be the foundation to my career growth.

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www.pareeksha.com

www.google.com

ANNEXURE

**A STUDY “SCOPE OF SKILL AUGMENTATION SERVICES IN CURRENT
INFORMATION TECHNOLOGY INDUSTRY” CONDUCTED AT PAREEKSHA
TECHNOLOGIES, BANGALORE.**

QUESTIONNAIRE

Dear Sir/Madam,

I REJI MON Final year MBA student of AIMS BANGALORE have taken up a project work on “Scope of Skill Augmentation Services in current IT Industry” at Pareeksha Technologies, as part of my Post Graduate Programmes.

For supportive information, I request you to kindly fill up the questionnaire. The information will be kept as confidential your valuable information will be immense help for successful completion of my MBA Programmes.

**Thanking you,
Yours Faithfully,
REJIMON.**

SECTION – A

Organization name : - -----
Contact person : - -----
Designation : - -----

SECTION - B

1) Are you aware of skill augmentation services?

- ◆ Yes
- ◆ No

2) Since how long you are using skill augmentation services?

- ◆ Planning to start
- ◆ 1 year
- ◆ 2 year
- ◆ More than 2 years

3). Why your organization prefer skill augmentation services?

- Cost Reduction
- Faster Ramping-up
- Alternate method of sourcing
- Policy Decision- Outsource the non core areas of work
- When there is limited visibility for the project
-

4. What are the criteria for selecting skill augmentation service providers?

- ◆ Quality of services
- ◆ Quick response

- ◆ Cost
- ◆ Commitment
- ◆ All of these

5).Who is currently providing you the skill augmentation services?

- ◆ Local vendor
- ◆ International vendor
- ◆ Self maintained

6). How do you rate your current service providers?

- ◆ Highly satisfied
- ◆ Satisfied
- ◆ Dissatisfied –Please elaborate
- ◆ Neutral

7).Is a skill augmentation service really helpful to your organization?

- ◆ Yes
- ◆ No

8).In which domain you utilize skill augmentation services?

- ◆ Software development (Please elaborate)
- ◆ software testing ((Please elaborate)
- ◆ Others-(Please Specify)

9).For what years of expertise you normally go for skill augmentation services?

- ◆ 1 – 2 yrs
- ◆ 3- 4yrs
- ◆ 5- 6yrs
- ◆ 6 plus yrs

10).Do you believe a skill augmentation service has a bright future? Why? Specify-----

11).Do you think skill augmentation services are essential in present condition?

- ☐ Yes
- ☐ No

12).What is the benefits you look at skill augmentation services?

- ☐ Cost benefit
- ☐ Improving the quality of software
- ☐ Others

13).Why you are opting for skill augmentation services?

- ☐ Lack of skilled employees
- ☐ Limited duration for the completion of the project
- ☐ Cost benefit

14).What is your opinion about the skill augmentation service which is you using the company?

- Helpful
- Satisfactory
- Not satisfactory

15).What is the duration of the skill augmentation services reentered in organization?.

- 1 year
- More than 1 year
- Depends upon the duration of the project

