

**Center for Academic & Professional Career Development
and Research (CAPCDR) Dhaka, Bangladesh**

**Changing Role of Labour in Service Economy
During Covid -19 Pandemic:
A Case Study of BPO Industry in India**

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Introduction

Understand the relationship between

- Technology, Labour, and Workspace.

Understand the relationship between

- Work, Workplace, and Identity.

Methodology

- This study adopts an ethnographic method.
- Random Sampling and Telephonic interviews with the BPO employees working in different parts of Delhi.

Mystical lives of BPO Workers in India: Work, Workplace, and the Economy

- Pandemic has impacted everyone differently.
- Offices or workplaces are place where people exchange ideas and thoughts. They are also place identity and selfhood.
- Workplace identity makes ones distinguish and unique due to a person's workplace identity.
- There is a strong relationship between work, workplace, and identity.
- Pandemic has ruined this form of recognition of work, workplaces, and formation of identity.

Future of Labour in BPO Industry: Concerns and Possibilities

- The impact of a pandemic would not cease even after the situation gets normalized.
- It is inevitable that in the name new normal exceptional efforts would become part of organizational routines.
- Three things Digitalization, skill-based work and changing pattern of the workplace is an inevitable outcome of Covid-19.
- The concern is whether above mentioned changes are solitary answer for the problems ?
- The biggest concern of this industry is scope of labour unions is even further sidelined. It means labour concerns would be dwindled even further.

Conclusion

- BPO industry survived due to its quick adaptability of the work approach.
- BPO industry has gone through some changes such as digitalization, mobility of the workplace and further liberalization of policies by the Indian government.
- Pandemic has further dwindled the already under-represented identity question in the BPO industry.
- In the name of business and economic growth, labour concerns have been put under the carpet.
- Now, the pandemic has further weakened the future of labour unions as well as representation of labour concerns in the BPO industry.

Thank You