



ems

**EMERGING MARKETS
SUBSIDY PROGRAM**

BPO CERTIFICATION INSTITUTE

**BCI EMERGING MARKETS
SUBSIDY PROGRAM 2014**

THE BPO CERTIFICATION INSTITUTE. UNITED STATES



BCI Emerging Markets Subsidy (EMS) Program 2013-14

1. The Objectives of the EMS Program

Right from 2007, when the first Industry Development program of BCI was conceived, the Outsourcing Industry Development Committee (OIDC) has been engaged in helping fledgling BPO economies grow through several initiatives and programs. The Emerging Markets Subsidy program of OICD came into being in 2008 and since then, it has impacted BPO development across more than a dozen nations. The program is now in its fifth year and subsidies worth more than 9.8 million US dollars have been approved by the OICD till date for a wide variety of government and non-government stakeholders in emerging markets. Specifically, the BCI EMS program 2013-14 aims at:

- i. Helping governments of emerging BPO nations in Africa and Asia attain worldclass BPO training knowledge and expertise affordably and establish high-quality talent development infrastructure at low cost.
- ii. Helping universities in developing and underdeveloped nations establish worldclass centers for outsourcing, ICT and BPO studies at low costs to facilitate development of talent and indigenous knowledge without forex outgo.
- iii. Helping professionals, companies and governments in emerging markets afford BCI certifications.
- iv. Helping organizations and stakeholders associated with the Impact Sourcing movement worldwide acquire BCI credentials and services at lower-than market costs.

2. Validity of the EMS 2013-14 Program

- i. Unlike its earlier editions, the activation of the EMS Program 2013-14 has a diverse global leg-schedule, instead of one fixed date. The first leg opens up on Feb 26, 2013-14 for the East African region and similarly there are four other legs – one for each of the FOUR BCI operational zones as described later in this document. The last leg is of the Central American region opening on November 2, 2013-14.
- ii. A program expires exactly one year after it's commencement for a particular region, unless otherwise decided by the OICD.
- iii. The subsidies offered under the 2013-14 edition of the program now cover all BCI services and certifications. Indeed, the subsidy is funded by BCI and NOT by any other government, private body, and association or by any other organization.

3. Items Covered under the EMS 2013-14 Program

The following FOUR items have been identified for the grant of subsidy under the EMS 2013-14 program:

- i. **Item S1:** All BCI Professional Certifications (Human Competence Certifications) approved for offer. The list currently includes 18 certification programs for outsourcing/ BPO/ call center



professionals. This list and the details of each program appear on the BCI website www.bpocertifications.com. The subsidies are awarded on the market price of a Certification System Unit (CSU) – which includes training material and certification voucher. Essentially, the subsidy translates into a discount for the beneficiary.

- ii. **Item S2:** All BCI Enterprise Certifications (Certifications for BPO organizations/ service providers/ Call Centers and other entities offering similar or allied services) approved for offer. The BCI Enterprise Certifications list currently includes 5 certification programs belonging to the BTMQ® and BSDQ® series – corresponding to Talent Management Quality and Service Delivery Quality systems of BPO enterprises. This list and the details of each program appear on the BCI website www.bpocertifications.com.
- iii. **Item S3:** All Advisory Services offered by various BCI divisions and service groups to consortia and project organizations funded by multilateral aid bodies, Governments, industry promotion bodies, not-for-profit and charitable organizations, etc.
- iv. **Item S4:** All Research services offered by various BCI divisions and service groups to consortia and project organizations funded by multilateral aid bodies, Governments, industry promotion bodies, not-for-profit and charitable organizations, etc.
- v. **Item S5:** All types of License Fee charged by BCI for the award of licenses for ATP (Certification Training provider); Institutional Partner (ICOS®); Corporate Learning Partners; Impact Sourcing partners and Enterprise Audit & Business partnerships.

4. Categories of Beneficiaries

The following 15 categories of Beneficiaries have been identified under the EMS programs.

- i. **CAT-A1:** Consortia/ Project organizations/ special purpose vehicles funded by multilateral aid bodies and charitable organizations
- ii. **CAT-A2:** Consortia/ Project organizations/ special purpose vehicles funded by elected national governments or elected provincial governments in nations.
- iii. **CAT-A3:** Not-for-profit organizations engaged in employability development and social upliftment through education and training;
- iv. **CAT-B1:** Governments and their Ministries/ departments of ICT/ BPO/ Outsourcing/ IT
- v. **CAT-B2:** Governments and their Ministries/ departments of Education/ Higher Education
- vi. **CAT-B3:** Governments and their Ministries/ departments of HRD/ Labor
- vii. **CAT-C1:** Official ICT Boards/ Outsourcing Industry Associations/ Industry Chambers of nations
- viii. **CAT-C2:** Autonomous but government-recognized associations of outsourcing/ call center/ IT professionals
- ix. **CAT-D1:** Government/ public Universities, colleges and institutions
- x. **CAT-D2:** Private Universities/ institutions/ colleges duly recognized by their respective governments
- xi. **CAT-E:** Quality Management Associations duly approved by their respective governments
- xii. **CAT-F1:** Government-owned Call Centers/ BPO Services Providers/ Shared Services Providers or organizations in the telecom, banking, insurance, power, public utility services having captive call-centers/ service-provider centers



- xiii. [CAT-F2](#): Private Call Centers/ BPO Services Providers/ Shared Services Providers duly recognized and registered in their respective countries
- xiv. [CAT-F3](#): Impact Sourcing community including Call Centers/ BPO Services Providers/ Shared Services Providers duly integrated on a credible global Impact Sourcing platform
- xv. [CAT-G1](#): Private Training companies duly recognized and registered in their respective countries.
- xvi. [CAT-G2](#): Private Consulting firms duly recognized and registered in their respective countries.

5. Geographies Covered under the EMS Program

The EMS Policy of BCI has historically – and interestingly - defined Emerging Markets on the basis of maturity and competitiveness of nations in Outsourcing & BPO space. Hence, a nation like Kuwait, which otherwise is a developed nation, is also classed as an Emerging nation because its BPO industry is still in infancy. In the same vein, it should also be noted that even within developed BPO countries like India and Romania, there are certain pockets that are vastly under-developed though they have high potential. The EMS program also intends to cover such geographies calling them Special Territories. The following lists mention the countries, regions and special territories currently covered under the EMS 2013-14 program.

- i. **G1: Regions:** SADC (South African Development Council); GCC (Gulf Cooperation Council); MENA (Middle East & North Africa)
- ii. **G2: Countries:** Argentina, Bulgaria, Bahrain, Bangladesh, Benin, Bhutan, Botswana, Caribbean Nations, Chile, Columbia, Congo, Costa Rica, Czech Republic, Ecuador, Egypt, Estonia, Ethiopia, Ghana, Indonesia, Iraq, Ivory Coast, Jamaica, Jordan, Kenya, Kuwait, Latvia, Lebanon, Libya, Lithuania, Madagascar, Malawi, Malaysia, Mexico, Morocco, Namibia, Nepal, New Zealand, Nicaragua, Nigeria, Oman, Pakistan, Peru, Poland, Portugal, Qatar, Rwanda, Romania, Russia, Saudi Arabia, Senegal, Slovakia, Sri Lanka, Surinam, Swaziland, Syria, South Africa, Tanzania, Thailand, Trinidad & Tobago, Tunisia, Turkey, Ukraine, UAE, Uganda, Uruguay, Venezuela, Vietnam, Yemen, Zambia.
- iii. **G3: Special Territories:** States and provinces with underdeveloped BPO industry in Brazil, China, India, Ireland, Philippines, Romania, Russia and Hungary.
- iv. **G4:** Other worthy nations/ geographies not currently included: The OIC has kept the provision open for inclusion of other nations and regions under the EMS program after an objective representation is made to BCI by authorized representatives of bodies/ nations/ regions etc., desiring benefits as offered to G1/ G2/ or G3.

6. How does the EMS 2013-14 Program Work?

Under the EMS program, a special BCI fund subsidizes the cost which a beneficiary has to pay for acquiring a BCI Certification or procuring a BCI Advisory or Research service.

- i. **Example 1: Subsidy for Item S1: Professional Certification Fee**
A world-bank funded consortium in Nigeria qualifying under the BCI EMS program intends to certify 1000 finance & accounting agents. The standard Certification fee for these candidates payable to BCI is USD



100000.00 USD. After the EMS application is approved by the Outsourcing Industry Development Committee (OICD), 30% of this fee – USD 30000.00 – is paid by the OID Fund to BCI Professional Certifications group and only USD 70000.00 is paid by the consortium.

ii. Example 2: Subsidy for Item S2: Enterprise Certification Project Costs

A Government-funded initiative by the ICT Board in Kenya intends to get 10 Call Centers BTMQ® certified by BCI. If a typical BTMQ® Certification Project costs USD 40000.00, the government has to invest USD 400000.00 (for 10 companies). However, after the EMS application is approved by the Outsourcing Industry Development Committee (OICD), 30% of this cost – USD 120000.00 – is paid by the OID Fund to BCI Enterprise Services Group and only USD 280000.00 is actually invested by the government.

iii. Example 3: Subsidy for Item S3: Advisory Services Costs

The ICT Board of Ghana (GASSCOM) contracts with the BCI Government Advisory Services Group to offer advisory and consulting for the development of BPO Talent Development Framework and Strategy for the country. If typically, this project costs USD 2.0 million, the EMS subsidy reduces the government outgo to only USD 1.4 million as, after the EMS application is approved by the Outsourcing Industry Development Committee (OICD), USD 600000.00 (30% of the project cost) is paid by the OID Fund to BCI Government Advisory Services Group.

iv. Example 4: Subsidy for Item S4: Industry Research Project Costs

The ICT Board of Sri Lanka (SLASSCOM) asks the BCI Industry Research Services Group to profile and footprint the nation's BPO human talent resources. If typically, this project costs USD 1.0 million, the EMS subsidy reduces the government outgo to only USD 700000.0 as, after the EMS application is approved by the Outsourcing Industry Development Committee (OICD), USD 30000.00 (30% of the project cost) is paid by the OID Fund to BCI Industry Research Services Group.

v. Example 5: Subsidy for Item S5: Partnership License Fee

A training company in Vietnam takes the BCI CTP License. It has to pay USD 30000.00 as License Fee. However, if this company's application for the subsidy is approved by the Outsourcing Industry Development Committee (OICD), this company has to pay only USD 22500.00 only as USD 7500.00 (25% of the License fee) is shared by the OID Fund.

7. Terms & Conditions of EMS Grants

- i. All EMS grants are awarded only after the EMS application from a prospective beneficiary is approved by the **Outsourcing Industry Development Council (OIDC)**. This application has to be made in the format prescribed by BCI.
- ii. The EMS application can be considered by OICD only if it is accompanied by a relevant proof of intent of purchase of a BCI service covered under the EMS program and mentioned in the Section 3 above including Project Orders; Letter of Acceptance of Partner Appointment Offer etc.

