



Global Information and Communication Technologies
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Providing Business Opportunities for Women in the ITES and BPO Industry

THE CASE OF eGHANA

SDN WEEK

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Mavis Ampah

Snr. ICT Policy Specialist

Agenda

Structure of Presentation:

- Overview of ITEs and BPO - Opportunities for Growth and Employment
- eGhana PDO and importance of gender equality
- Approach used to integrate gender
- Lessons learned – Designing Gender Friendly Projects

ITES and BPO- key to Growth

IT Enabled Services Sector (ITES)

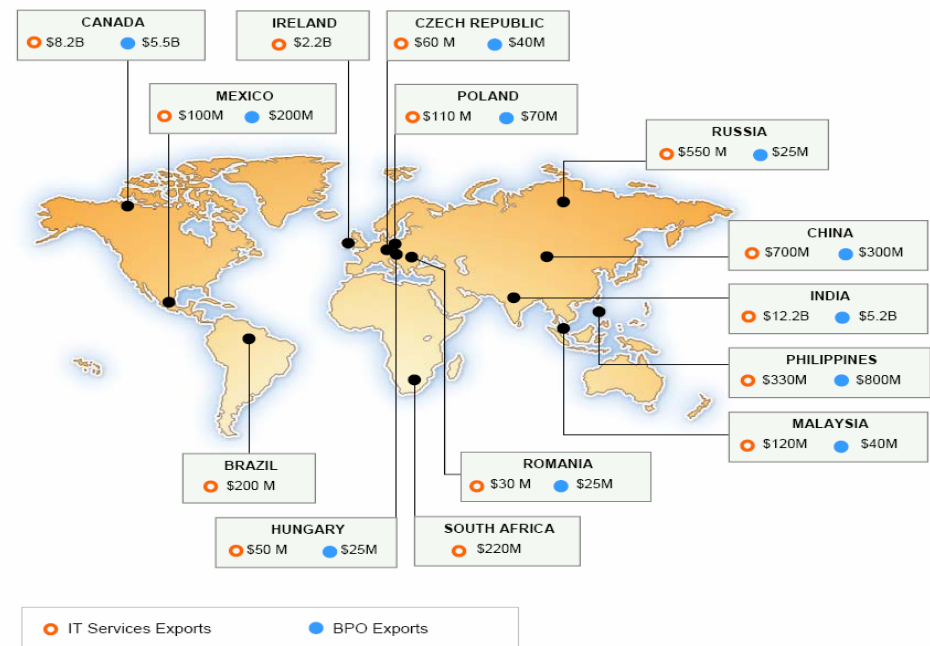
• Sector of IT industry which aims to provide various services through use of IT

- Call Centers
- Data entry operations
- Medical Transcription
- Claim processing etc.

Business Process Offshoring (BPO)

• The practice of outsourcing business activities to providers overseas to take advantage of skilled but relatively cheap labor

ITES and BPO Industry



- \$300 Billion IT/ITES Industry ... only 10% realized
- India / Canada / Ireland have captured 75% of the realized market
- Small but growing market for Africa

ITES and BPO - key to employment in Ghana

eGhana PDO (Project effective 11/06)

Assist Gov of Ghana to generate growth and employment by leveraging ICT and PPP to:

- i) **develop ITES industry, and**
- ii) **contribute to improved efficiency and transparency in selected government functions through e-govt applications**

•Call Centers and Data Entry Operations in Ghana already providing employment for some 2,200 people – **Attractive sector for women**



Slide 4

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Why Sector Attracts Women

70% of existing BPO jobs in Ghana held by women

- Flexible working hours
- Relatively high salaries
- Short & affordable re-training courses – 2-6 months/\$150
- Secure work environment
- More women graduates in Administration

Challenge

- Inadequate awareness of ITES/BPO business potential
- Very few women in management



eGhana Activities for ITES and BPO

Special emphasis on women – reflected in project implementation and grant manuals

1. TRAINING AND CAPACITY BUILDING

- Training grants for trainers and professionals in key segments of BPO



2. INVESTMENT PROMOTION

- Support to identify markets

3. DIRECT SUPPORT TO ITES INDUSTRY

- Matching Grants for Business Incubation



eGhana Activities – Expected Results

- Projected 5 year job growth – Approx. 6, 000
 - For every 1 direct job, 4 indirect created – Significant multiplier effect

(National Estimates indicate approx. 40,000 job potential over 5 year period)
- Increase in ITES contribution to GDP

(National Estimates indicate approx. \$750m Revenue potential over 5 year period)
- Increase in export-led revenues generated by ICT/ITES industry
- Increase in number of ICT SMEs

Monitoring for Results

- Target: At least 50% of new jobs created to be held by women
 - Arrangements for Results Monitoring: 50% annual increase over baseline of no. of new jobs held by women
- SPECIFIC EMPHASIS ON WOMEN IN MANAGEMENT
 - Arrangements for Results Monitoring: % Growth in women in ICT/ITES in i) managerial and ii) non-managerial positions

Early Results on the ground

1. Govt developing Gender and ICT Strategy in recognition of Potential

OPPORTUNITY -

More focused roadmap and interventions for sustainable development of women in ICT

2. Collaboration with UNDP on training

- **About 300 trained in Data Entry, Call/Contact Centre and Medical Transcription**

CHALLENGE -

LOWER % OF WOMEN IN MEDICAL TRANSCRIPTION WHICH REQUIRES MORE SCIENCE BACKGROUND

3. Active engagement with existing BPO companies leading to gender sensitivity

- **Knowledge sharing, including on opportunities for women under eGhana**

Lessons learned – Designing Gender Friendly Projects

- Selectivity is key – Where there's comparative advantage and activities have highest Impact
- Well defined targets and monitorable indicators
- Active engagement of both govt and private sector on gender issues
- Dedicated resources for activities which promote gender equality
- Encouragement of Gender equality in Project Implementation team