

OUTSOURCING CONTENT DEVELOPMENT TO INDIA.

Outsourcing Content Development to India.

Content outsourcing happens to be the next big wave that has hit India. Going by recent reports and trends, an estimated quantum worth \$15million has been outsourced to content development companies in India who are gearing up for much more business this year.

As Trade Analysts indicate, there are two major driving forces that have been responsible in making content the newest and perhaps the most lucrative outsourcing proposition in India. First being massive explosion of information on the Internet by global brands who constantly need to craft and update the rapidly evolving product line.

The other being abundance of talent and fluency of English language, that writers in India are skilled with as compared to writers in other Asian countries. Which makes sense as India has always been perceived as an intellectually reliable outsourcing destination. However it is only now when global and economically fertile brands are heavily relying on India for developing their content.

The writing outsourcing business is way too spread out contrary to what is generally understood. Specialization seems to be the keyword to big business here. The bouquet of services offered by Off-shore Content Development agencies in India consist of Technical Writing, Medical Writing, Creative Writing, Educational Writing, Product Update Writing, Product Reviews and multi-language translations. And the list is growing with fresh categories filling up.

This has also boosted the phenomenon of professionals who are fast identifying writing as a lucrative proposition to make the most out of their technical intellect. More and more individuals with a flair for writing gifted with specialization in a certain stream are being welcomed by content development agencies to join them as that cuts down costs on research.

Referring to the moolah factor here, it is surprising to learn that Indian content development agencies and boutiques have a rate card that is less than that advised in the West. Yet the inflow of business is on the rise as reliability and performance factor is one edge that Indians are know to redefine every now and then.

While the grass looks green, a stroll on the other side unveils a lot more. Since content development is sort of an exercise that calls for great deal of creativity and hard work on the part of the content/creative writer, the challenge of identifying the right talent is something that keeps haunting content development agencies. Couple this up with a time bound contract system makes newcomers think twice before committing to anything.

Thus filtering and making space only for those deserving few who understand the nuances and seriousness of outsourcing content development.