

## 'More BPO Jobs for Rural Masses'

### Express News Service

**Mysore:** BPO will create more jobs for the rural masses in India, said co-founder and CEO of MeritTrac Services, Bangalore, Madan Padaki.

He was delivering the keynote address at a two-day international conference on 'Managing Human Resources at the Workplace' at SDM Institute for Management Development here on Thursday.

Padaki said that human resource should be viewed as human infinite potential and not just resources because with the increase in life span, even people above 60 years are extremely energetic. These elderly resources are highly potential for a paradigm shift from shallow generalist to serial masters. By 2025, the world will not be recognised as developed in technology. Instead, technology will be embedded in human life itself, he added.