

# India Calling: Call centers from the Indian point of view

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 [devblogs.microsoft.com/oldnewthing/20080528-01](http://devblogs.microsoft.com/oldnewthing/20080528-01)

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In the United States, the growing relocation of call centers to India has been the source of much hand-wringing, but for every action there is an equal and opposite reaction: What effect is this having on India?

The primetime soap opera *India Calling* looks at the effect of a 600,000-person industry, the eyebrows raised when neighbors see a young single woman heading to work at night and returning in the morning, the social change this new affluence brings, and the stress of a job that consists in large part of talking to rude, angry Americans. [Welcome to Bollywood](#).

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