# Building the workforce of tomorrow: The role of GCCs in tech talent development

**Keywords:** Talent and Workforce at GCCs, Workforce solutions at GCCs, Workforce solutions, Talent solutions, Emerging technology adoption by GCCs, GenAI, Digital technologies, AI, tech and talent development at GCCs

As India emerges as the world capital for Global Capability Centres (GCCs), there is a larger scope that has evolved over time. It is now well established that global organizations are no longer viewing GCCs as basic support units for routine tasks. Instead, global organizations are looking at GCCs to grow into hubs of transformation and innovation.

But is it only about adopting new technologies? Not really. It’s all about bring both the right tech and right talent together to make innovation happen. That means upskilling and reskilling teams so they can keep pace and grow.

**How are GCCs future-proofing tech and talent?**

Taking references from the 2024 [NASSCOM](https://yourstory.com/2025/04/genai-impact-india-gcc-jobs-future) report, “76% of GCCs have already initiated GenAI upskilling programs. This includes: Prompt engineering workshops, AI-augmented product design training, ethical AI and governance modules. So, rather than replacing jobs, GenAI is reshaping skill demands.” Adding on, “GCCs are investing in nano-certifications, internal AI labs, and partnerships with edtech platforms to enable continuous learning. Companies like J.P. Morgan, Walmart, and Shell are rolling out GenAI bootcamps to prepare talent for hybrid roles — part domain expert, part AI collaborator.”

Ultimately, when we talk about the future of work, it is obvious that technology plays a huge role. But technology by itself is not the whole story. It is people who are skilled, curious and ready to innovate, making transformation happen. This is where GCCs are stepping up in a big way, building both the tech and talent for tomorrow.

Continuous learning and improvement are the key to everything that organizations want to achieve through their GCCs. It becomes critical for GCCs to put serious effort into building deep expertise across up and emerging tech areas such as AI, machine learning, cloud computing, cybersecurity, and data analytics. It is not just upskilling; it is about creating a culture where there is constant learning to stay up to speed, as standing still is not an option.

**Does on-the-job innovation and learning for GCCs make sense?**

According to EY’s [GCC pulse survey](https://www.ey.com/content/dam/ey-unified-site/ey-com/en-in/newsroom/2024/11/ey-gcc-pulse-survey-2024.pdf) 2024, “GenAI is gaining traction among GCCs, with many starting adoption in the customer interaction function due to its ease of implementation and potential to boose efficiency.” It adds, “Many GCCs are already deploying use cases to enhance efficiency, with 78% upskilling internal teams and 49% collaborating with external vendors to accelerate the transformation.”

Statistics such as these validate how GCCs are at the forefront of initiatives that are inducing innovation and experimentation to find that competitive edge. This implies a regulated and constant learning and training workflow for the workforce.

And learning is no longer limited to classrooms or online modules. It is hands-on and rooted in real-world challenges. That is why many GCCs are setting up innovation labs, hosting hackathons, creating digital sandboxes, and encouraging rapid prototyping.

Picture a team working on a smarter checkout experience for an e-commerce platform. Instead of waiting for approvals, they go straight in, build a ready-to-experiment prototype, test it, learn from it, and improvise on the go. This kind of learning happens by doing, not by waiting, which is helping teams stay agile and future-proof for any contingencies.

**How are GCCs building teams with real-world confidence?**  
GCCs understand that staying ahead in today’s world means building teams that are curious, adaptable, and always ready for one-the-job learning. Hence, they are creating cultures where people feel safe to experiment, learn from missteps, and keep moving forward.

Let’s consider this. A GCC working with a global fintech company, partners with a local university to co-design a course on responsible AI. Students get to work on actual use cases from the company’s product pipeline. Some of those students later join the GCC, already equipped with relevant skills and fresh thinking.

Doesn’t this sound like a win-win for both?

At the same time, the GCC runs regular hackathons and rapid prototyping sprints internally. They implement sprints to explore a solution, work on prototyping, and eventually launch it at speed. Well, considering all the necessary compliances and security aspects needed.

By connecting learning with real challenges and bringing in external partnerships, GCCs are helping build talent that is not just future-ready, but shaped up for the next.

As per [NASSCOM](https://community.nasscom.in/communities/global-capability-centers/gcc-annual-report-2024), India remains the global leader in GCCs, hosting over 1,800 centres that contributed $64.6 billion in revenue in 2024, with projections to surpass $100 billion by 2030. Approximately 364,000 new jobs are anticipated by 2025.

The growth path for GCCs in India is set!

At Enablr, we see GCCs as powerful engines for building future-ready talent. By blending hands-on learning, an environment of curiosity, and strong partnerships, we are shaping up teams that are not just skilled but adaptable and aspirational.

Schedule a consultation with our leaders and experts to get your GCC roadmap up and running with the right tech, talent, and infrastructure.