

Advantage North

NORTHERN BUSINESS REVIEW

The Northern part of India, especially Delhi/NCR, has turned out to be a major career hub in the past few years. With several organisations setting up operations here, there are a plenty of opportunities for job seekers waiting to be explored

The Indian economy is on a growth trajectory once again and the robust economic growth has made businesses across sectors go on a hiring spree. Being one of the fastest growing nations in the world, India is one of the brightest spots in the global economic landscape. Even conservative estimates put India's annual GDP growth at 7 per cent.

The North of India generates the highest rate of employment, making it the leading job marketplace of India. As per experts, India Inc will create 9,17,000 new jobs in 2010-11, which does



NORTH INDIA, YOUR JOB DESTINATION



RONESH PURI,
managing director, Executive
Access

Because of the vast population in northern region, companies find it viable and economical to set up their bases in various locations

can be seen getting opened in North India. The real estate sector in Delhi and NCR has grown to a great extent and are thus, creating employment opportunities in the same field. According to experts, North India, is experiencing growth in many of its industrial fields like BFSI, retail, education, ITes, manufacturing, health-care, services sector, etc., which is resulting in the boom of this part of the country. The emergence of other Tier-2 and Tier-3 cities in Northern India has added to more of job opportunities in the country."

According to Soumik Bandyopadhyay, CEO, ATS Group, "There are a number of reasons behind North India becoming a major career hub. First is the fact that the infrastructure of the northern part has really improved in the past few years. Secondly, the proliferation of the education industry and the English speaking nature of people have also increased considerably in the past few years. And then of course, the general economic activity has resulted in the northern cities to have become a major hub for organised economic activity and therefore, it is resulting in concentration of employment opportunities in this region." He believes that the growth in this part of the country is not really industry specific, but actually a reflection of the general growth that is being seen in the region. "Though every sector is witnessing growth here, there are sectors like manufacturing, services and real estate that are certainly growing at a healthy speed," he adds.

"After the recession fiasco, professionals are growing at a fast pace and are witnessing a glut of opportunities with different and new roles and functions. As per ASSOCHAM, this region has reported a growth of 34.37 per cent in employment generation (Apr-Aug'10)," explains Deepak Kaistha, director, Planman Consulting, adding, "India has always been seen as a preferred destination for companies that



DEEPA MOHAMED,
group head - HR & L&D
department, SMC Group of
Companies

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not include IT/ITes. They claim that the pace of hiring will be back to what it was like in 2007. Also, they reveal that there is no more 'cautious optimism' among employers anymore and the growing economy has given way to 'definite optimism'. According to them, sectors with most favourable hiring environment would be - services, aviation, education, mining and construction, finance, insurance and real estate.

ON A GROWTH PATH

So, what kind of growth is North India witnessing at the moment and



SOUMIK BANDYOPADHYAY,
CEO, ATS Group

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how is it becoming a major career hub? What are the industries and sectors, which are witnessing the highest amount of growth in North India? Deepa Mohamed, group head - HR & L&D department, SMC Group of Companies expresses, "With an

employment growth rate of 5 per cent (approx), the Northern regions are keeping it high in terms of employment opportunities. Media, arts and entertainment are also emerging as great careers in the country and especially more number of media agencies



DEEPAK KAISTHA,
director, Planman
Consulting

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NORTHERN BUSINESS REVIEW

NORTH INDIA, YOUR JOB DESTINATION

continued from page 6

want to foray into Asia to provide varied services at a cutting-edge price, with the North of India receiving much attention from companies looking for talent from the largest universities in the region."

Sachin Puri, head - HR and faculty, Annik Systems comments, "IT is experiencing a major boom especially in north of India. This region is now becoming the ultimate career destination for young IT professionals unlike in the past, where IT was completely controlled by the Southern market like Bangalore, Chennai and Hyderabad. With the set up of IT parks in Northern India, the organisations have identified this region as a potential source ground for fresh and skilled manpower in IT at a very affordable price."

Ronesh Puri, managing director,



Executive Access further states, "Traditionally, North India has been a major hub of economic activities as a majority of the industries such as telecom, both service and hardware based companies, pharma, healthcare, real estate and manufacturing companies are based in the Northern region and thus, provides a plethora of employment opportunities. Because of the vast population in northern region, companies find it viable and economical to set up their bases in various locations, which activate the entire eco-system for creating and maintaining robust growth."

CAREERS GALORE

It is a known fact that this region is experiencing major growth and throwing up numerous career opportunities as well. So, what are some of the hottest careers

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in North India these days?

"As per Manpower Survey India released on December 2010, following are the key areas of growth in recruitment in 2011 - computer systems design, software publishers and related services, management and consulting services, BFSI sustainability and social service sector, research and development services, healthcare and construction & educational services. Based on the growth expected in BFSI, it is

touted that about 8.4 million persons would be employed in BFSI industry alone. The incremental human resource requirement between 2011-2022 is expected to be about 4.2 million as per a NSDC report," Mohamed shares. According to Kaistha, "Media, PR and marketing are the domains that are increasing and demanding."

Bandyopadhyay expresses that the growth in any industry means that it is bound to need people. "The real estate sector is perhaps the largest employer of semi-skilled and un-skilled workers. So apart from that, obviously at the operations and the construction stage, there is a huge demand of qualified technical people. There is again a huge demand for managerial people. For any industry that is growing and has reached a sustainable growth situation, the demand is huge whether it is for support functions or technical functions," he points out.

So, jump on the bandwagon and make sure you are a part of this growth story.