

Kolkata beats B'lore in job prospects: Study

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Kolkata: In turbulent times, Kolkata seems to be succeeding where the likes of Bangalore, Mumbai and Hyderabad have slipped up. West Bengal's capital city has seen the highest increase in employment outlook growth with an increase of 13 index points, closely trailed only by Bangalore, a report by HR firm TeamLease Services has indicated.

Kolkata has recorded the highest employment outlook growth at a time when many companies across the board are looking at consolidating

and downsizing their workforce. It has outstripped Bangalore by three points, the only other city to show any substantial growth in the employment outlook. While Bangalore has cashed in on its strong IT/ITeS sector to pull itself out of the rut, the health sector in Kolkata has been the employment driver closely followed by pharma and financial services.

"The health and pharma sector, along with the manufacturing and engineering sector, have seen a jump from 11 to 20 index points in the employment outlook. As a stand-alone entity, the financial serv-



ices sector has moved from two to 7 index points, which is a substantial increase under the present circumstances," TeamLease GM

Surabhi Mathur-Gandhi said.

Kolkata's much-vaunted IT sector, however, has remained stable in face of the present crisis. "There has been no negative or positive trend in the IT and ITeS sector in the city. There is a smaller concentration of IT business here as compared to those in the other metros," she said.

The same report has also revealed that Kolkata has seen amongst the highest increases in terms of business outlook, following Mumbai and Bangalore.

"A large number of companies, especially in the financial services sector, are looking at

the smaller metros with relatively unexplored markets. With its cost advantage and high potential, Kolkata is at an excellent position, if you take the current market conditions into consideration," Mathur-Gandhi said.

The city's attrition rates, which is amongst the lowest in the country, is also making it an increasingly attractive venue for companies. "With an attrition rate of 3% last quarter, as compared to 21% in Hyderabad and Bangalore, employers in Kolkata can expect stability in business and personnel, and a good potential for expansion," she said.