

Press Release

Mahindra Group launches Saral Rozgar Job Card in West Bengal to facilitate blue collared employment

- 'Saral Rozgar' is a unique Mobile job marketplace that helps blue collared and entry level job seekers to connect mainstream employers anywhere in India via mobile in their own language in an affordable manner
- Saral Rozgar has won seven (07) National and International Awards for INNOVATION
- Currently Saral Rozgar has more than 4000 jobs identified in Kolkata and its neighbouring regions


Kolkata, September 09, 2014 – Tech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering and part of USD 16.5 billion Mahindra Group announced the launch of Saral Rozgar Cards in Kolkata today, with an objective to create a common pool of jobs and job providers. With the launch of the card, Saral Rozgar aims to provide a simple, easily accessible, and low-cost nation-wide service to jobs seekers below the graduate level, and job providers. The service will facilitate easy access to the plethora of jobs and candidates from anywhere in Kolkata and its neighbouring regions via mobile.

As per CII only 14% of the 500 million Indian workforce accounts for the formal sector and the remaining 86% are part of the unorganized sector. Nearly 12 million people join the workforce every year. Over the next two decades, India is estimated to add 25% to the world's workforce. According a recent report on Employment and Unemployment survey 2011-12, West Bengal was found to have one of the largest numbers of unemployed population. The state also accounted for the highest number of persons in informal sector in the country. Saral Rozgar Card will bridge this gap between the unemployed population and job providers and offer a platform which is a win- win for all.

Key Highlights:

1. Saral Rozgar cards to be available across more than 1 Lakh PoS outlets of Telecom recharge retailers across India
2. Easy to use and customer support handholding - 1860 180 1100
3. Availability on all mediums – Voice and Web services for job seekers and job providers
4. Voice based profile creation
5. Multi-way communication between "job seekers" and "job providers" through SMS and Voice Call alerts
6. Location based mapping, aiding both "job seekers" and "job providers" in local search of jobs and workforce respectively
7. One stop shop for getting the employment and manpower for SMEs and Corporate companies





Job-seekers can now easily access the service by buying the Saral Rozgar Card for Rs. 50 and registering through a simple voice call, in the preferred language, by dialling 1860-180-1100 from anywhere in India. The company also helps job seekers to create their first ever resumes online and therefore, connecting them to potential corporate and mainstream employers. Additionally, job providers – SMEs or Entrepreneurs – can also reach them via voice call. Once the employers short-list the required set of jobseekers, they can approach thousands of shortlisted candidates with one click, via SMS or via automated voice calls in the preferred regional language of the job seekers. On receiving these notifications, candidates connect with employers directly without any intermediaries involved. By removing the involvement of any intermediaries, Saral Rozgar also reduces the cost of hiring. Mobile customers across the country, especially in the semi-urban and rural parts can now easily subscribe to the service by buying the job card for an affordable price of Rs. 50 and availing the service for 60 days.

At the launch of Saral Rozgar Cards, **Jagdish Mitra, Head – Mobility, Tech Mahindra**, commented, *“As part of our philosophy, we, at the Mahindra Group and constantly enabling people to rise in all facets of life through technology innovations. Saral Rozgar is one such inclusive innovation. In the past 2 years we have registered close to 2 million subscribers spread across 800 locations in India, and have successfully engaged more than 50,000 job seekers with prospective employers. We are excited to introduce Saral Rozgar Cards in West Bengal. Our aim is to reduce the socio-economic gap by ensuring that job seekers get ample job opportunities. We have placed more than 1 L Saral Rozgar Cards at more than 6000 mobile recharge and FMCG kirana outlets in Kolkata and the surrounding districts.”*

Mayuk Dasgupta, Business Head - Saral Rozgar said, *“Currently Saral Rozgar has more than 1.00 L job openings in over a 100 job categories at a pan-India level. In Kolkata and its neighbouring regions, we have more than 4000 job vacancies identified in the major industrial clusters of Kolkata, Howrah, Uluberia, Haldia, Durgapur and Siliguri.”*

The top job categories in demand are Field Sales, Retail Operations, Cashier, CNC Operators, Fitter, Welder, Electrician, Industrial Painter, Security Guards, House Keeping Assistants, F & B Executives, Cooks and many others.


“We intend to generate more than 15,000 Job vacancies across West Bengal by end of the year,” **Mayuk** added.

Saral Rozgar has been acclaimed by initiatives such as NYKS under the Ministry of Youth Affairs and Sports, the National Skill Development Corporation of India (NSDC), Govt. of India, DGET, Ministry of Labour and Employment, NIESBUD, Ministry of MSME and also engaged with IGNOU centres across the country to extend placement support to the students of entry level vocational training courses. Additionally, it has received several accolades from national and international bodies of repute for INNOVATION.

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About Saral Rozgar (fact sheet):





Saral Rozgar is one of its kind technology revolutions for India's employment needs. It has a registered job seeker base close to 2 million and reached 1 Lac job openings in March 2014. Tech Mahindra has successfully engaged job providers such as Godrej and Boyce, Mahindra Tractors, Mahindra First Choice, Alstom Bharat Forge, Glaxo Smithkline, Gain India, Siesta Hospitality and others. Saral Rozgar has also partnered with the e-governance CSC companies like SREI Sahaj, CMS Computers and others for expanding the reach to the hinterlands. Partnerships have been extended with the skill development training partners of National Skill Development Corporation (NSDC), DGET, NIESBUD and IGNOU for engaging the trained youths to the entry level jobs.

Accolades for the offering:

- mBillionth Award (2013) for m-Inclusion
- Special Mention Award at Manthan Awards South Asia & Asia Pacific (2012)
- Aegis Graham Bell Award (2012) for "Innovative Value Added Services"
- CMO Asia Award (2012) for "Best use of CSR Practices in IT Industry"
- Rural Marketing Award 2012 for Innovative Ideas for Rural Development
- 5th National Telecom Award 2011
- Mahindra Innovation Award 2010-11

About Tech Mahindra

Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.2 billion company with 92,000+ professionals across 51 countries. We provide services to 632 global customers including Fortune 500 companies. Our innovative platforms and reusable assets connect across a number of technologies to deliver tangible business value to all our stakeholders.

We are part of the USD 16.5 billion Mahindra Group that employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

Connect with us on www.techmahindra.com

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