

Best Companies to Work for in INDIA

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With companies in developed countries slashing jobs and many in India following suit- Managing human resources comes next to the basic business goal of making money and if there is no money to be made now or tomorrow from a business, then how does the business pay the people it retains? The reality that the days of huge pay hikes and perks are over for now and jobs are no longer there for the taking in the market. All this has given the corporate sector some relief on at least one front: their attrition rates.

The latest study confirms that the best employers are not necessarily the best parameters, and don't aim to be so either. The best are quite content to attract and retain talent with abstract things like decentralized responsibility, the space to do your own things, quick promotions and a

	2008	2007	2006
1	<i>Microsoft India</i>	Microsoft India	Infosys Technologies
2	iGate Global solutions	Mint Tree Consulting	Mint Tree Consulting
3	HCL Infosystems	Johnson & Johnson	Satyam
4	HSBC	Sapient	Dr. Reddy's Labs
5	Marriott hotels India	Infosys Technologies	Sapient
6	Godrej Consumer	iGate Global solutions	Agilent Technologies
7	MaxNew York Life Insurance	Agilent Technologies	Johnson & Johnson
8	Asok Leyland	HCL Comnet	Covansys
9	Eli Lilly and Company	Accenture	HCL Comnet
10	Canon India	Dr. Reddy's Labs	HSBC

learning environment. The following are the best companies to work for in India according to the survey conducted by Business World.

STAYING ON TOP: Microsoft India Development Centre in Hyderabad, core engineering of the BizTalk products to managing the disparate IT needs of Microsoft's partners and customers. In the race to keep the best talent in the industry, Microsoft India has decided to focus on providing its 5,464 employees across sales and marketing, BPO, software development and research, the opportunity to work across a variety of roles. The company is also keen to break the mould and appointing young managers to positions of responsibility. Around 41% of Microsoft India's managers are below the age 35 years and the Chairman of Microsoft India Mr.Venkatesan is confident of his young chargers delivering the goods.

Part of the challenge for Microsoft India's senior management is to squeeze time from business commitments for their employees. The downturn brings its own unique set of challenges for Microsoft India. From keeping pace with hectic hiring schedules and keeping the lid on attrition, it now finds itself looking at a completely different set of challenges. Microsoft has been rated the best employer because it has been able to provide its employees a clear career path, often cutting across business units and countries.

According to Microsoft India executives, the challenge of the company is to make it an interesting place to work in, beyond their specified job routine. And the company pay them pretty well and in return they expect a lot from the employees. And people are allowed and encouraged to speak their mind to the top and most people believe they will be heard.

Company provides health care, tuition reimbursements and childcare facilities on individual needs. The company is also tweaking some more problematic areas: installing control switches that turn off lights at 6 p.m. to ensure people don't stay late at work and providing broadband and other connectivity at home to select employees to address the nagging concerns around work-life balance.

iGate Global Solutions, in a market where big companies and brands are seen the best employers – it emerge as the second best employer. They have a strong integrated approach to their HR process and their people. They realized that people want a compensation with which they can focus on comfortable quality of living, not cost of living. iGate is among a handful of firms to continue to offer stock options to its employees.

They have continues process to be closely connected with mentoring programmes. This help to share the iGate vision across all employees, and they want to focus enhancing the intellectual capabilities of employees, not demeaning measures such as making them work an hour more. Like most companies, iGate has its hands full dealing with the downturn. While people may stay with the jobs they have, iGate continues to struggle to find the specialized talent required to properly runs its new business model.

HCL Infosystems: this makes laptops, devises networking solutions for a variety of industries such as telecom and power and distributes iPods and cameras. They did an intensely entrepreneurial work culture, along with robust training and development that attracts high-quality talent who end up staying with the company for decades. HCL's statistics are astounding: The company has the highest average career tenure in the industry. A hundred and three senior managers have been with the firm for an average of 18 years.

The principal magnet that attracts new talent to HCL is the company's ability to continually stock a culture of innovation and entrepreneurship. And they have regular business plan contests. The ability to learn HCL is also a big attrition for recruits. The firm's HR departments has launched a dizzying array of initiatives that help employees to constantly reinvent themselves and strive for higher ground. The words of employees- 'they couldn't see themselves getting bored at HCL for even a single day', so it opens the job atmosphere of the HCL. Low-key, devoid of pretention, anti-elite, highly diversified and habitually innovative, HCL may well represent the emerging face of the Indian technology firm of the future.

Negative growth prospects and falling bottom lines are tempting organizations to rush into quick fix solutions like drastic headcount reductions and sweeping salary cuts. Many of the global companies are facing the challenge of distributed and diverse workforce, and they have put in place processes that cater to the global employee but also suit local employee needs. They are constantly looking for the maximum returns on each money spend by focusing on cost effective means of developing and empowering their workforce.

While there are the lessons to be learnt from some of the best- they have consistently focused on values, invested in people, gone by meritocracy and finally, developed excellence in HR process. They making employees a partner and making the companies the best to work with rather than

work for. The need for right talent remains, and will always continue to remain recession-proof and understanding this is at the heart of making the most of worst times.

WOMEN ENTREPRENEURS

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In recent years, women have taken a bold step to come out of their traditional domestic occupation to take up jobs out of homes. Today, the entrepreneurial world is also open to the women folk.

It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in India. This percentage is growing every year. If prevailing trends continue, it is likely that in another 5 years women will comprise about 20% of the entrepreneurial force in India. The myth that women are fit only for making 3ps (papad, powder, pickle) is shattered completely today. A study by Global Entrepreneurship Monitor (GEM) which covers a wide range of 37 GEM countries has some interesting results in 2002; the average rate of entrepreneurship among women across GEM countries was 8.9%. This means that one in eleven women is an entrepreneur. Thailand tops the list with 18.5% entrepreneurs followed by India with 14.1% women entrepreneurs. Japan has the rate of women entrepreneurs with just 0.6% women as entrepreneurs.

In fact, there are certain innate qualities of women which can make them good entrepreneurs. Even as a house wife, every woman is an entrepreneur as she manages, organizes, and assumes responsibility of running the house. But their inherent entrepreneurial talent goes unrecognized as it is not reflected in monetary profit and loss.

In traditional societies women had been confined to the 4 walls of home, household matters, rearing of children and family rituals and customs. Very few had the opportunities to come out of 4 walls and shine in different spheres. In Hindu scriptures women are described as the embodiment of SHAKTI, the supreme power, but in practice they have been treated as ABLA, the weak and dependent on men. In age of equality women are still far from being treated as equal partners in male dominated society. Women do not own land or they have no legal rights to use it. Women workers get less wages than men and more likely to be

unemployed. However, women's contribution to the family and national economy is much more than their actual earning.

Men spend a sizable part of their wages on tea and liquor. Cash in the hands of women often mean more nutrition and education for children. An ILO study finds that men tend to spend 60% of their income in their home and 40% on themselves. But a woman spends 90% of her income on her family and only 10% on herself.

To Gandhiji, "Women is the companion of man gifted with equal mental capacities. She has the right to participate in all walks of life along with men. She has the same rights of freedom and liberty as men. She is entitled to a supreme place in her own sphere of activity as a man is. By sheer force of a vicious custom even the most ignorant and worthless men have been enjoying superiority over women which they do not deserve and ought not to have."

Like men entrepreneurs, women entrepreneurs also have an equal role in the nation's development. They must come in forefront in different walks of life. They must compete with men even though there are social, psychological and economic barriers. Women constitute nearly half of the world population. Hence they can contribute equally with men to the economic development of a country. By starting enterprise, exploring new markets, innovating new product and techniques and giving employment to people, women entrepreneurs will be able to add to the growth and prosperity of the nation. In India, there is a growing awareness of the need of women entrepreneurs and their role in the nation's development. The Industrial Policy Resolution of 1991 has highlighted the necessity to provide special training programmes to develop women entrepreneurship. By setting up small scale industrial units, the women entrepreneurs are able to bring industrial development to the nation as well as to enhance their economic and social status. In order to achieve higher growth of economy, more women must enter the field of business. This can be made possible by education, political awakening, legal safe guards, social reforms etc....

Development of women can be achieved through health, education and economic independence. Economic independence can be attained by entering into industrial/business activities. But there are a large number of problems which the women entrepreneurs face today.

Realizing the importance of women entrepreneurs, Govt of India has taken a number of measures to assist them. Some of the important measures are:

1. TRYSEM – Training for Rural Youth for Self Employment launched in 15th Aug 1979
2. NAYE – National Alliance of Young Entrepreneurs it was set up a women's wing in 1975.
3. National Policy for the Empowerment of Women, 2001.
4. KUDUMBA SREE UNITS introduced in Kerala with the objective of poverty eradication.

They earn income through self employment.

5. COMMERCIAL BANKS – SBI has introduced “sthree shakshi” package scheme under which it provides a package of assistance of women entrepreneurs. Similar, Bank of India has introduced a scheme known as “Priyadarshini Yojana” to help women entrepreneur.