



Welcome to Calibehr's

NEWSLETTER BLAZON

Discover:
Latest Happenings @ Calibehr, Our CSR Initiative,
Industry Insights & Much More

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Latest Happenings @ Calibehr

Sharing Learnings from the Legacy

Edelweiss ARC hosted Mr. Narayan Bhargava, Founder and Managing Director, Calibehr for an engaging session with their staff and leadership team. He talked about his entrepreneurial journey of 40+ years, business philosophies that have guided him to create diversified brands and people management tactics. The wise words imparted had a profound effect on everyone present.



4th Industry Staffing Conclave by ISF

Calibehr participated in the Indian Staffing Federation's 4th Industry Staffing Conclave – Employment 2024 held in Mumbai. 200+ delegates and 20+ speakers participated in the ISF event. The attendees derived great insights on a wide range of topics such as Diversity, Equity and Inclusion (DEI), the Role of Human Resources, the Future of Work, Technology, Upcoming Staffing Challenges and others.





Calibehr Helps a Leading Indian Multinational Conglomerate to Achieve Unique Recruitment Needs

A first-of-its-kind museum for children, developed by a leading multinational conglomerate in India, faced the challenge of assembling a unique team of specialists with specific skill sets. But the company achieved its goal with Calibehr's agile recruitment process outsourcing solutions.

ONE-of-a-kind Project, MULTIPLE Challenges

The program director while discussing the project with the team, ran into a pressing challenge. He learned that the museum with never seen before interactive exhibits, unique learning programs related to scientific concepts, carpentry, robotics etc. and fun-filled activities requires people with peculiar list of skills. Without suitable and skilled Guest Relationship Executives, customers could leave unhappy and dissatisfied.

The company, with high standards of recruitment and an approaching project launch date, realized the need for seeking an onsite recruitment process outsourcing partner and zeroed in on Calibehr. They believed that the vast industry experience of Calibehr can support the recruitment goals of such a special project in India.

Solution: How Calibehr Went All Guns Blazing

The Calibehr's Recruitment Process Outsourcing team did an extensive review of the client's requirements. A comprehensive roadmap was created keeping in mind the challenge that some of the job responsibilities described and created didn't exist. Finally, the recruitment team cracked the code and made a pivot to a multi-pronged innovative approach. It included visiting commercial institutes for kids & Montessori schools, scouting for talent at the National Skills Council for Tourism and Hospitality and finding candidates with excellent communication skills.

Despite the rising recruitment challenges, workplace transformation and changing employee demands, Calibehr utilized its vast and strong network of recruiters and partners to deliver fast outcomes. To be precise, Calibehr went all guns blazing and achieved recruitment goals for the company.

Out Comes the Desired Outcome

- **Efficient time to hire rate**
- **Increase in candidate response rates**
- **Reduced cost**
- **Quality candidates**

Industry Insights

A Tale of Rising Business Interest in Tier 2 and Tier 3 Cities of India

A true indicator of any nation's growth is how its people dare to dream big, use technology to innovate and develop scalable solutions for local and global problems. And undoubtedly, India is growing. But today, the growth isn't limited to metro cities. India's development story is strategically shifting and decisively percolating to markets in tier 2 and tier 3 cities.

Some of the small cities rising in prominence include but are not limited to Chandigarh, Kanpur, Surat, Nagpur, Jaipur, Mysore, Indore, Vishakhapatnam, Ahmedabad and Kochi.

Leading companies like Reliance, Godrej, Axis Finance, Infosys, Wipro, Zomato and others have recognized the stupendous potential of small cities to drive the advantage primarily on two fronts: cost and talent, both necessary to accomplish sustainable growth in this decade.

Read on to find the **“why” and “how”** behind this trend, what your business can learn and how Calibehr could help you excel.

Why businesses are investing in tier 2 and 3 cities?

Companies are now actively looking for ways to redefine and rethink the way business is done. The focus is keenly on **cost-effective** hiring strategies, **optimization** of processes and maximizing the use of **technology** to steer the company towards achieving set objectives. The growing cities emerge as a fertile ground on which companies can thrive.

Key advantages businesses see in small cities include



Attractive Commercial Real Estate Propositions



Better Infrastructure



Talent Availability & Skill Diversity



Less Competition



Growing Local Market



Industry Insights

Tier 2 cities such as Jaipur, Indore, Ahmedabad and Surat have achieved a 40% economic growth rate due to the availability of large spaces at low and affordable costs. As a result, development of technology hubs and operational centres paves the way for industry leaders to invest and develop enterprises of the future.

Changing consumer behaviour and the consequent increase in the consumption pattern have also opened up opportunities for businesses in the local market.

Another reason leading experts attribute to this major shift among businesses is the reverse migration of talent from metro cities to their hometowns. This has occurred due to reasons such as:



Skyrocketing Costs



Expensive Office Spaces



Compromised Standard of Living



Poor Work-Life Balance



**Other Factors such as Pollution,
Traffic and Travel time**

Why leading companies are recruiting from tier 2 and 3 cities?

Businesses are using smart and innovative strategies to hire the right people and build a workforce that can deliver. As small towns produce 60% of India's overall graduates from engineering, arts and science colleges, companies are reaching out to where talent resides and reaping maximum benefits.

Here are a few of the major reasons leading companies are recruiting employees from tier 2 and 3 cities of India:



Lower Attrition Rates



Diverse Talent



Low Cost



Knowledge of the Local Market



Increased Loyalty

Sticky Statistics

Tier 2 and Tier 3 cities contributed to 40% of India's GDP in 2015, and are predicted to reach 45% by 2025.

- National Council of Applied Economic Research (NCAER)

The BFSI sector leads the list, hiring 80% of junior-level roles from small Indian cities, per a study conducted by My RCloud, a subsidiary of EMA Partners. In the future, 54% of employers are planning to hire candidates from tier 2 and 3 cities, as per a Randstad report.

Key Takeaway for Businesses

The available data combined with emerging trends which when put together alerts you to a major phenomenon: the rise of tier 2 and tier 3 cities as India's next growth markets. This is precisely the reason why businesses should explore possibilities in the smaller cities of India to optimize costs, hire the best talent and achieve sustainable growth.

Calibehr's synergy of people, process and technology solutions on PAN-India level can help your business to be on the fast track. The experienced staffing and recruitment services can fulfil all your hiring needs and make sure that only the best walk through the door.



CSR Activities

Tata Institute of Social Sciences (TISS)

Calibehr sponsored the 7th National Conference on Disability, Accessibility, Inclusion and Well-being, organized by the Tata Institute of Social Sciences (TISS). The event was a resounding success where researchers, experts and other dignitaries offered deep insights on various topics focused on empowering Persons with Disabilities and improving their lives.



American India Foundation (AIF)

Keeping up with the deep-rooted belief in the power of education and employment for transformation, Calibehr actively participated in the American India Foundation (AIF) Job Fair to recruit and offer employment opportunities to persons with disabilities. This commitment reflects our dedication to fostering a diverse and supportive workplace environment.



National Society For Equal Opportunities For the Handicapped (NASEOH)

Calibehr participated in the NASEOH job fair aiming to 'Educate, Empower & Elevate' persons with disabilities. The recruitment team interviewed around 150 candidates and selected 38 specially-abled individuals for the next round of interviews at our Belapur office. You can also join us in our mission for a more inclusive workplace.





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