

Small demands, big commitment

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With entrenched globalisation, of late a submissive trend is taking shape where big companies operating in metros are extensively hiring people from tier-two cities and state capitals.

This arrangement works both ways: companies gain a passionate and hard working employee and the latter is up against a challenge to prove his or her worth.

Many advertising agencies, IT companies, BPOs etc in big cities are aggressively hiring people from smaller towns. A company like Apna Circle.com, a social career-networking website owned by Yogesh Bansal with a membership of 3,50,000 from across the country, has staff that is loaded with people from small cities. And these people hold key positions in the company. Says Bansal, "In order to expand their base and finances, the companies are hiring people from small cities. Also, such employees stick to a company for long and have the drive to work hard. Though it can't be generalised, but it has been seen that the zeal among people from small towns to get into the corporate culture and gel with it is very high, as it is something new for them. They are ready to slog and have cost-effective demands."

Value360 Degree Communication, an advertising agency based in Delhi, has more than 50 per cent of its staff from small cities and towns. Admits Kunal Kishor, CEO of the company: "It's been a trend for the last seven years. I have noticed that the output of the employees from small cities is 50 per cent more than that of those from big cities. The young-

That's what makes young professionals from tier-two towns sought after by companies in metros

sters from big cities get everything easy and don't realise the importance of opportunity while the guys from small cities take it as a do-or-die opportunity. Their confidence is immense and commitment is high and social obligations are less, as they are new to a city." He adds, "Their communication skills may be a point of concern but they are quick learners."

Nishant Gupta, who studied B.Tech from Panjab University and opted to work in Delhi over Chandigarh, reasons, "An IT Park might have come up in Chandigarh but not many organisations are coming up there and job opportunities available are less. In Delhi NCR alone, job opportunities are abundant and there is no room for stagnation, one can pick one job after another."

City girl Mona Goyal, who did her mass communication degree from PU and had a stint with a media organisation here, now works with an IT magazine in Delhi. She avers, "The best thing about working in a metro is that the people around you are broad-minded and their mentality isn't narrow. They won't look down upon a person working in a Café Coffee Day or a pizza shop for that matter. Also, I feel there are better salaries and perks offered to employees in metros."