

Press Release

Mahindra Group's Saral Rozgar aims to engage 1 Lac Job Seekers and Employers in Maharashtra by 2015

- 'Saral Rozgar' is a unique Mobile job marketplace that helps blue collared and entry level job seekers to connect with mainstream employers anywhere in India affordably via mobile in their own language
- Saral Rozgar has won seven (07) National and International Awards for INNOVATION.



Mumbai, November 12, 2014 – Tech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering and part of USD 16.5 billion

Mahindra Group announced its future plan to digitally revolutionize the Indian job marketplace in Mumbai today. The job card aims to provide a simple, easily accessible, and low-cost nationwide service to undergraduate jobs seekers and job providers. The service facilitates easy access to both jobs and candidates across India via mobile.

According to an official data, graduate unemployment rate in India in the 15-29 age group is 33%. Out of the 12 million Indians joining the workforce every year, only 7% end up in the organized sector, while the rest are largely cut out of social security benefits. Less than one in 10 job seekers in India is trained in desired skills. Over the next two decades, India is estimated to add 25% to the world's workforce.

At present, the Saral Rozgar Cards are available across more than 10,000 telecom recharge and FMCG Kirana outlets in major cities of Maharashtra and have identified more than 15000 job vacancies in Mumbai, Navi Mumbai, Thane, Bhiwandi, Kalyan, Nashik, Pune, Aurangabad, Jalna and Nagpur. The job categories include Sales Representatives, Retail, Accounting, Carpenter, Plumber, Electrician, Machine operator, Logistics and warehousing, Security Guard, House-keeping, Steward, Bell Boy, Cook and others.

Job-seekers can easily access the service by buying Saral Rozgar card for Rs. 50 and registering through a simple voice call, in the preferred language, by dialing 1860-180-1100 from anywhere in India. The company helps jobseekers to create their first online resumes, thus helping them connect with potential corporate and mainstream employers. Additionally, SMEs or Entrepreneurs can also reach them via voice call. Once the employers short-list jobseekers, they can approach shortlisted candidates with one click via SMS or via automated voice calls in the jobseeker's preferred regional language. Candidates can then connect with employers directly.

At the event, **Jagdish Mitra, Head – Mobility Business, Tech Mahindra**, said, *"In the past 2 years we have registered 2 million subscribers across 800 locations in India, and have successfully engaged more than 50,000 job seekers with prospective employers. We hope that our endeavour will provide fillip to the government's Digital India initiative that aims to make India a manufacturing hub by 2020. While the government drives the development of the infrastructure, we at Tech Mahindra are helping bridge the communication gap between the job seeker and provider by creating a digital presence for them. Advancement of jobs and tackling the looming issue of helping skilled and unskilled workers find the right jobs will help provide a holistic skill development in India. Maharashtra is also important as the government plans to set up one of the first manufacturing clusters in the state."*

He further added, *"Currently there are more than 370 million blue collared workers who are unskilled or semi-skilled. Our aim is to create market place that is easy for both job-seekers and job-provider to initiate and reduce the digital divide."*

Key Highlights:

- Saral Rozgar cards to be available across more than 10000 point of sales (PoS) of Telecom Recharge and FMCG Kirana stores across Maharashtra.
- Easy to use and customer support handholding - 1860 180 1100
- Availability on all mediums – Voice and Web services for job seekers and job providers
- Voice based profile creation
- Multi-way communication between "job seekers" and "job providers" through SMS and Voice Call alerts
- Location based mapping, aiding both "job seekers" and "job providers" in local search of jobs and workforce respectively
- One stop shop for getting the employment and manpower.

Mr. Vivek Chandok, Vice President, Mobility VAS Product & Portfolio, Tech Mahindra, remarked, *“Currently Saral Rozgar has more than 1.25 Lac job openings in 100 plus job categories. Our biggest opportunity today is to spread this revolution across the nation. Helping a job seeker create a digital resume in minutes is a first step towards this revolution specially in the rural areas. Major corporate houses and small and medium-scale enterprises can avail our services that help them to source these resources quickly to enable and grow their business. This service also eliminates the involvement of any intermediaries, and hence Saral Rozgar help reduces the cost of hiring. By the end of 2015 we hope to achieve a registered subscriber base of 3 million.”*

Saral Rozgar cards will be available in more than 1 lakh PoS outlets including the Telecom Recharge shops and Kirana Retailers across the country. Customers across the country, especially in the remote rural and semi-urban parts can now easily subscribe to the service by buying the job card and availing the service for 60 days.

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), DGET, Ministry of Labor and Employment and the Indira Gandhi National Open University (IGNOU) to facilitate the job search for the students enrolled for various vocational training courses spread across the study centers in India. 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 and CMS Computers for expanding the reach to the hinterlands. Partnerships have been extended with the skill development training partners of National Skill Development Corporation (NSDC), DGET, MoLE 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 3.4 billion company with 95,300+ professionals across 51 countries. We provide services to 649 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. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2014 List.

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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