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Right staffing agency can work wonders for SMEs

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By **Tias Chakraborty**

The rapidly growing SME sector in India has created tremendous opportunities for recruitment and HR service firms today. Finding the right employee at the right cost and also ensuring growth opportunity for the employees can sometimes be challenging for the higher management and this is where such firms come into the picture. Such firms take over the HR and recruitment department's responsibility and sometimes work in tandem with them during their contract period to give the company the right set of employees.

Enhancing HR efficiency

During expansion, recruitment and HR service firms can play an even more crucial role as **SMEs** look to either diversify their product or service or specialise further in their field. Having the right human resource with good work culture and appropriate skill set is therefore crucial. According to Gautami Sarkar, HR manager at an established BPO in Pune, "Sometimes a third person's point-of-view is important. These firms add value by bringing in quality HR practices and also improve the recruitment process for SMEs."



Of late, mid-sized multi-country market research firm Majestic MRSS has chosen Kelly Services as its staffing and HR service provider. Speaking in this context, Raj Sharma, co-founder and president of Majestic MRSS, said, "Given the robust (60-70% CAGR) value-volume growth in our India operations, we felt a strong need to scale up our human resources to power this growth. We are also planning to widen our footprint in Asia and the Middle East. To support this expansion plan, we intend to add 20-30 very senior level team members to the current staff. For this, we chose Kelly Services, which would understand our industry specific requirements and also conduct an Industry Mapping activity for us, thereby helping us recruit the right resources."

Many other SMEs are adopting similar routes. However, since the return on investments of contracts with HR and staffing organisations could be slower than most SMEs' expectations, it is important for them to consider the pros and cons of such contracts thoroughly before going ahead with the same.