



Experiential Marketing |
Branded Entertainment | Sports Marketing | Public Relations



Genius Consultants



Print Coverage

Smart Life (Week)

రెండేళ్లలో ఐపీఓకి జీనియస్

వెలుగు, జిఎస్ఐ డెవ్లప్మెంట్ అండ్ ఐటీ సెక్షన్లలో గిగ్ ఇండస్ట్రీ డెవలప్మెంట్ అవుట్ బాండ్ డిజైన్ చేసిన ప్రధాన అధికారిగా వేసే జిఎస్ఐ డైరెక్టర్ (సీనియర్) రాజేంద్ర ప్రసాద్ యాదవ్ అన్నారు. హైదరాబాద్ కు వచ్చిన ఆరునెలలు వెలుగు రివ్యూరీకిచ్చిన ఇంటర్వ్యూ సై విషయాలు పంచుకున్నారు. తెలంగాణలోని కార్యకర్తలపాలన పై కంపెనీకి ఎక్కువ రెవెన్యూ వసూలు చేస్తున్నారని, నీటిలోని పాతా, అస్థిత్వం కలిగి, రియల్ ఎస్టేట్, ఐటీ కంపెనీల నుండి ఎక్కువ అమ్మకాలు చేస్తున్నారని, రాజా హైదరాబాద్ లోని రూపా అస్థిత్వం కలిగి 2,500 మందిని నియమించుకుంటున్నారని తెలిపారు. ఇందులో సైట్ అండ్ డిజైన్ సుబ్ కన్సల్టెంట్ వరకు ఉన్నారని అన్నారు. జీనియస్ కన్సల్టెంట్ కి ఈ వ్యాపారంలో 27 ఏళ్ల అనుభవం ఉందని, ప్రస్తుత ఆర్థిక సంవత్సరంలో కంపెనీ టర్నోవర్ రూ. 1,200 కోట్లకు చేరుకుందన్నారు. 2019 మేలో ఐపీఓకి రాజులకు కున్నామని, సెటి అనుమతి కూడా వచ్చిందన్నారు. కానీ రాజులకి పేలుషంట్ కున్నారని, 2021-22 నాటికి ఐపీఓకి వసూలు చేసిన నాలుగు గంటలు, ఎనిమిది గంటలు వంటి కొద్ది సమయానికి కూడా నిపుణులను అందిస్తామని అన్నారు. ఎర్రేజిటీ బహు కమ్యూనిటీని కూడా రికూల్ చేస్తున్నామని, వారిని కన్సల్టెంట్ చూపుతున్నారని తెలిపారు.



తెలంగాణ నుంచే మూడు ఎక్కువ అదాయం వచ్చింది
హైదరాబాద్ లోని రూపా అస్థిత్వం కలిగి 2,500 మందిని నియమించుకుంటున్నారని తెలిపారు.

పనిచేస్తున్నామన్నారు. ప్రభుత్వం గతంలో ఉన్న రేట్ల రూల్స్ ను నాలుగునీ తగ్గించింది అని మేలు చేసే చర్యని తెలిపారు. లైసెన్స్ లో సంస్కరణలు తీసుకురావాలన్నారు. జీనియస్ కన్సల్టెంట్ ద్వారా రికూల్ అయిన ఉద్యోగుల జీతాలు, వారి పీఎస్ వంటి ఎంప్లాయిర్ డెసిస్టివ్ బాధ్యత తమచేసుకుంటున్నారని తెలిపారు. రికూల్ గా ప్రాసెస్ లో జాబ్ అవసరాలికి తగ్గట్టు ఉన్న ప్రొఫెషియల్ స్టాఫ్ తీసుకురావాలని తెలిపారు. ఇందులో కూడా సెలెక్ట్ అయిన అభ్యర్థులను క్రమంగా ఇంకొకటి ఇంటర్వ్యూ చేసి ఫైనల్ చేస్తారన్నారు. జాబ్ లను ఇప్పించేటప్పుడు ఎటువంటి వివక్ష ఉండదని తెలిపారు.

చూసుకుంటాం.. ప్రస్తుతం తమ కంపెనీ రికూల్ మెంట్, వేరోల్ ప్రాజెక్ట్, బ్యాక్ గ్రౌండ్ చెకింగ్ వంటివి చేస్తున్నారని యాదవ్ తెలిపారు. రేట్ల చట్టానికి అనుగుణంగా

Prahaar

కామగార సుధారణ విధేయకాలా మోటి పసంత్

మુંబయ్ : కామగార సుధారణ విధేయకాలా పరిణామ జాగ్రత్త చేయడానికి జినియస్ కన్సల్టెంట్స్ లి. కంపెనీని నుకత్తెవ్వరైనా చేయకూడదని తెలిపారు. సుధారణ విధేయకాలా మోటి పసంత్ అనే 76% రెస్పాండెంట్లు ఆమోదించినట్లు తెలిపారు. అయితే 14% మాత్రమే మేజర్ అమెండ్మెంట్లు అనుమతించాలని అన్నారు. కామగార సుధారణ బిల్లు 2019లో ప్రవేశపెట్టినప్పటికీ, అది 14% మాత్రమే మేజర్ అమెండ్మెంట్లు అనుమతించాలని అన్నారు. కామగార సుధారణ బిల్లు 2019లో ప్రవేశపెట్టినప్పటికీ, అది 14% మాత్రమే మేజర్ అమెండ్మెంట్లు అనుమతించాలని అన్నారు.

Free Press Journal

Genius Consultants Survey showcases views on Amendments on Labour laws

MUMBAI: Genius Consultants Ltd., one of the leading staffing companies of India has initiated a survey to learn the impact of the two labour reform bills introduced by the government on India Inc. The survey showcases that 76 % respondents believe that the revised merged labour law bill will help in ease of doing of business while only 14% said that previous format was better followed by meagre amount of 10% thought that merging is unnecessary.

News Band

Genius Consultants Survey showcases the view of India Inc. on Revolutionary Amendments on Labour laws

MUMBAI: Genius Consultants Ltd., one of the leading staffing companies of India has initiated a survey to learn the impact of the two labour reform bills introduced by the government on India Inc. The survey showcases that 76 % respondents believe that the revised merged labour law bill will help in ease of doing of business while only 14% said that previous format was better followed by meagre amount of 10% thought that merging is unnecessary.

According to the nationwide study, 62% of the participants is of the opinion that reduction of ESI contribution to 4% would encourage people to join the scheme whereas 29% is of the opinion that the lives of the beneficiaries would have a positive impact with higher take home salary due to the initiative.

While engaging with people to know about government's labour reform initiatives of amalgamating the long format labour laws into four codes on wages, industrial relations, social security, safety & health and working conditions, 71% said that this will help to sort out the going labour issues. 18% are saying that disadvantages in the unorganized sector like employment security, low wages etc. will be streamlined.

In terms of ease in percentage of GDP withdrawal from 2015-19, the study says that 88% is positive in their outlook that it will encourage more employers to be part of EPFO

on the other hand 8% says that this change was not necessary followed by 7% indicating that it is unclear because government is requesting RBI to lower the rates and simultaneously allowing high rates on EPFO regulations.

Mr. R.P. Yadav, Chairman and Managing Director, Genius Consultants Ltd, said "According to our survey, the overall industry sentiments with the series of government's initiatives indicate a positive outlook for the industry and its people. These comprehensive laws aim to rationalize different formats into simpler one and bring about uniformity in definitions. This showcases government's action in creating an ecosystem for growth and employability."

The countrywide survey across industries presents a complete assessment of the industry opinions and contains attentive thoughts, facts, and industry validated data from well-known organisations.

Mumbai Mitra

కామగార సుధారణ విధేయకాలా పరిణామానికి సవేక్షణ

మુંబయ్ : భారతదేశంలోని ఆయా యింజనీరింగ్ కంపెనీలకు ఒక అసలేల్యా జినియస్ కన్సల్టెంట్స్ లి. ఏ భారత్ షరకారే సాధ్యం చేయలేకపోయిన దానిని తెలుసుకోవడానికి కామగార సుధారణ విధేయకాలా పరిణామ జాగ్రత్త చేయడానికి సవేక్షణ చేయడం ముఖ్యం అని అన్నారు. కామగార సుధారణ బిల్లు 2019లో ప్రవేశపెట్టినప్పటికీ, అది 14% మాత్రమే మేజర్ అమెండ్మెంట్లు అనుమతించాలని అన్నారు. కామగార సుధారణ బిల్లు 2019లో ప్రవేశపెట్టినప్పటికీ, అది 14% మాత్రమే మేజర్ అమెండ్మెంట్లు అనుమతించాలని అన్నారు.

Print Coverage

The New Indian Express

NO GOVERNMENT SHOULD MAKE PROMISES OF QUOTA IN JOBS

RESERVATION in private sector jobs has been a burning issue. As per a new law, Andhra Pradesh now reserves 75 per cent of private sector jobs in the state for locals — presumably domiciled citizens — though what constitutes a 'local' is not clear yet. Industrial units reportedly have three years to comply with the new law. Lack of local workers with relevant skill sets will no longer be an acceptable excuse. For such sensitive decisions, one needs to weigh the pros and cons of the policy before it is applied.

Pros

The main purpose of reservation is to allow unemployed locals or backward classes to be employed. If reservation is applied in the private sector, then this purpose seems to be fulfilled.

- Government jobs are not enough to provide employment to the unemployed or backward

classes and get rid of the problem of joblessness. Hence private sector jobs can help address the issue and cover the major backward population if reservation system is allowed.

- Many private sector firms get government aid and tax benefits. Then why not they have a provision for quota in their jobs?

- Economically backward classes will be able to acquire new skills to compete in the private sector. Hence reservation can help them in the job market.

- In metros, the hiring rate of scheduled castes and scheduled tribes by multi-national companies (MNCs) is almost negligible because of concerns over technical skills and English-speaking abilities. If reservation is introduced in the sector, they will get a fair chance of representation and learning.

Cons

- Private sector runs on talent and abilities.



R P YADAV

Chairman & Managing Director, Genius Consultants Ltd

And it is a bitter fact that talent will be compromised in the reservation system.

- Private sector is about profit making enterprises. The new law states that if locals with the necessary skills are not there, companies will have to train local workers in conjunction with the state government and then hire them, which could lead to more hassles and expenses for businesses.

- This policy will set a bad national precedent. Though some other states have been

thinking of such legislations, none has actually done so. Now those states can cite this law as a precedent and have their own. Karnataka and Maharashtra, which have plenty of workers from Andhra Pradesh, have been thinking of making similar laws. What if Telangana decides to do so? Andhra workers will be in problem if these states use this new law as a precedent to justify a potential local-job requirement. At a time when national unity is of utmost importance, these sort of things will lead to extreme regionalism.

- Reservation policy has not yielded the desired results and implementing a backfired policy is disastrous for the country

- The private sector will lose the efficiency to function if people with less talent are hired.

- The private sector is somehow handling the unemployment issue of India currently. With this kind of reservation, it will be unable to sustain employment.

- If the reserved category people cannot provide desired results, should a private firm bear the loss of hiring incapable employees?

How the corporate sector responds to this additional burden will partly determine the future of the law. Such laws are a disincentive for industries. Now with the 'mandatory' local labour that puts a cap on 'competing outside labour', the bulk of workers can work less and demand higher remunerations. This is not to claim that the private sector is immune to de facto, if not de jure, reservation. Having rules on what percentage of people should be from the state may show a rise in employment. But in the long term, it shows a fall in the quality of the company. This is something every company tries to avoid. While unemployment is on the rise, no government should make promises such as a quota in jobs if it is trying to make the state better.

Telangana Today

INTERVIEW

Slowing economy to impact auto, telecom, realty hiring

Indian economy, like the global economy, has taken a hit because of several factors in 2019. This impact has not only affected consumer spending but also has resulted in job losses. **R P Yadav**, VP, Indian Staffing Federation (a national body comprising of several national recruitment firms) shares with **Y V Phani Raj** the outlook for 2020 and the sectors that will continue to struggle from the job creation perspective.

Excerpts:

Vulnerable sectors

Automotive, telecom and realty sectors were severely impacted last year. Housing has been the backbone of economy, which directly and indirectly creates employment in allied sectors such as steel, cement and brick sectors. Similarly automotive sales slipped by 12 per cent impacting job creation as well as leading to job losses at retail and manufacturing levels. Telecom is another sector that has taken a hit. All these three sectors will remain impacted this year as well.

Automation impact

Automation has brought in efficiency. The skill needs to change with automation. It is important that skill development companies enable industry in upskilling and reskilling. If the efficiency improves, then business improves, and as a result more jobs are created.

IT domain trends

IT industry has seen a surge in hiring professionals for roles

involving artificial intelligence, data analytics, internet of things, robotics and machine learning. However, the domains that were earlier in demand are not going to die. Java and dotnet will continue to exist.

Pink slip practice

In IT industry, we have seen certain organisations issuing pink slips. The culture of issuing pink slips has come from the west. IT industry works on a contractual model. When companies take people on contractual basis, the employees are hired for a specific period and they are also paid higher than the regular employees. Most often the companies tell in advance when the contractual period is going to end. Short notice pink slips are rare and account for a small portion of job severance. And those companies that don't give adequate notice are not great places to work.

Women workers

After the mandatory maternity leave period is extended to six months, women hiring, which was earlier made on full-time mode, is turning into contractual. This could be a temporary phenomenon. There is a huge requirement for women workforce in the industry. All the multinationals are maintaining a 30-35 per cent women workforce, as a ratio of their total workforce.

Recruiter talent

There is a huge gap of qualified and experienced recruiters in the

recruitment industry today. A lot of jobs have been created for recruiters as the demand for recruitment firms have gone up nationally, and this has resulted in shortage of recruiters. This has created the supply-demand gap.

LGBT hiring

The job applications received for hiring from the LGBT community in India is very low, usually in single digits. Many of them hesitate to disclose their gender. The country will take at least five years to see a shift in increased hiring from this segment from the current levels.

Hyderabad market

In the last five years, the growth has been in IT, BPOs, ITES, pharmaceuticals, infrastructure and entertainment in Hyderabad. There is a positive growth in the city. My own company Rs 1,050-crore Genius Consultants based in Kolkata has seen highest revenue growth (in percentage terms) in the city compared to our Mumbai, Delhi and Kolkata operations.



Online Coverage

Indian Express

The screenshot shows the Indian Express website interface. At the top, there is a navigation bar with categories: NATION, WORLD, STATES, CITIES, BUSINESS, SPORT, GOOD NEWS, MOVIES, and GALLERIES. The main headline of the article is "No government should make promises of quota in jobs". Below the headline is a sub-headline: "Government jobs are not enough to provide employment to the unemployed or backward classes and get rid of the problem of joblessness." The article is published on 17th February 2020 at 04:00 AM and last updated at 02:51 AM. The author is R P Yadav. The article text begins with "Reservation in private sector jobs has been a burning issue. As per a new law, Andhra Pradesh now reserves 75 per cent of private sector jobs in the state for locals — presumably domiciled citizens -- though what constitutes a 'local' is not clear yet. Industrial units reportedly have three years to comply with the new law. Lack of local workers with relevant skill sets will no longer be an acceptable excuse. For such... s to weigh the pros and cons of the policy".

THE NEW INDIAN EXPRESS

NATION WORLD STATES CITIES BUSINESS SPORT GOOD NEWS MOVIES GALLERIES

Home > Opinions

No government should make promises of quota in jobs

Government jobs are not enough to provide employment to the unemployed or backward classes and get rid of the problem of joblessness.

Published: 17th February 2020 04:00 AM | Last Updated: 17th February 2020 02:51 AM

By R P Yadav

Reservation in private sector jobs has been a burning issue. As per a new law, Andhra Pradesh now reserves 75 per cent of private sector jobs in the state for locals — presumably domiciled citizens -- though what constitutes a 'local' is not clear yet. Industrial units reportedly have three years to comply with the new law. Lack of local workers with relevant skill sets will no longer be an acceptable excuse. For such... s to weigh the pros and cons of the policy

Feb-20

Client: Genius Consultants

COVERAGE

SR NO	DATE	PUBLICATION / CHANNEL	LOCATION	HEADLINE	SIZE (sq.cm / no of world)	AD RATE (INR)	AD VALUE (SIZE*AD RATE)	PR VALUE (AD VALUE MULTIPLIED BY 5)
Print								
1	4-Feb-20	News Band	4-Feb-20	Genius Consultants Survey Showcases The View Of India Inc. On Revolutionary Amendments on Lannour Laws	185	₹ 150	₹27,750	₹138,750
2	6-Feb-20	Velugu	Hyderabad	Genius IPO in Two Years	155	₹ 368	₹57,040	₹285,200
3	6-Feb-20	Velugu	Adilabad	Genius IPO in Two Years	155	₹ 300	₹46,500	₹232,500
4	6-Feb-20	Velugu	Karimnagar	Genius IPO in Two Years	155	₹ 280	₹43,400	₹217,000
5	6-Feb-20	Velugu	Khammam	Genius IPO in Two Years	155	₹ 285	₹44,175	₹220,875
6	6-Feb-20	Velugu	Mehbubnagar	Genius IPO in Two Years	155	₹ 250	₹38,750	₹193,750
7	6-Feb-20	Velugu	Medak	Genius IPO in Two Years	155	₹ 260	₹40,300	₹201,500
8	6-Feb-20	Velugu	Nalgonda	Genius IPO in Two Years	155	₹ 285	₹44,175	₹220,875
9	6-Feb-20	Velugu	Nizamabad	Genius IPO in Two Years	155	₹ 280	₹43,400	₹217,000
10	6-Feb-20	Velugu	Warangal	Genius IPO in Two Years	155	₹ 265	₹41,075	₹205,375
11	4-Feb-20	Mumbai Mitra	Mumbai	Survey for Labor Reform Legislative Results	172	₹ 135	₹23,220	₹116,100
12	7-Feb-20	Prahaar	Mumbai	Labour Reform Bill	78	₹ 650	₹50,700	₹253,500
13	7-Feb-20	Free Press Journal	Mumbai	Genius Consultants Survey Showcases Views On Amendments On Labour Laws	26	₹ 716	₹18,616	₹93,080
14	17-Feb-20	The New Indian Express	Mumbai	No Government Should Make Promises Of Quota In Jobs	335	₹ 2,462	₹824,770	₹4,123,850
15	17-Feb-20	Telangana Today	Hyderabad	Slowing Economy To Impact Auto, Telecom, Realty Hiring	1350	₹ 1,300	₹1,755,000	₹8,775,000
Online								
1	16-Feb-19	New Indian Express	Online	No Government Should Make Promises Of Quota In Jobs	-	₹ 20,000	₹ 20,000	₹ 100,000
							₹ 3,118,871	₹ 15,594,355
							TOTAL AD Value	₹ 3,118,871
							TOTAL PR Value	₹15,594,355



TOTAL AD Value	₹ 31,18,871
TOTAL PR Value	₹ 15,59,334