

**Per Se**

**"We are committed to Bengal, we are committed to growth and ....."**

**- Azim Premji, Wipro CEO**

**Upcoming Events**

**Benchmark Six Sigma Green Belt Training**

**Date: 4th - 7th March, 2009**

**Venue: Hotel Taj Bengal**

**Website: [www.benchmarksixsigma.com](http://www.benchmarksixsigma.com)**

**"New"-s This Month**

- Kolkata on top in employment growth – Survey says
- Metro Cash & Carry takes off in Kolkata
- Best time to hire – says Deloitte
- Retail goes strong in Kolkata
- Corporate Social Responsibility initiatives in Kolkata
- Kolkata shines in Science Olympiad
- Separate development authority for IT township
- IIT Alumni to support green studies
- CAT preparation goes online in Kolkata
- Advice by National Knowledge Commission

**Kolkata on top in employment growth – Survey says**

"Manpower Employment Outlook Survey" an international research survey on employment opportunity has shown Kolkata as the city of highest openings in the country during 2009. Notwithstanding a gloomy economic situation, the city appears to be beating the slowdown. Sharing the same view industry feels that there will be little impact on hiring in Kolkata. Sectors like electronics, banking and insurance will show definite growth in employment in the projected GDP growth of 6-7% during the year.

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**Metro Cash & Carry takes off in Kolkata**

The German wholesale giant Metro Cash & Carry launched its operation in Kolkata on the southern outskirts of the city. The outlet will offer more than 18,000 items of food products, electronic, fast moving consumer goods, textiles, IT products and office automation products. The store will primarily offer products to wholesale customers including hotels at a 20-30% cheaper price than MRP. The outlet will source 90% of its items locally from NGOs and co-operatives, eliminating multi-handling of goods. The company also plans to develop and promote networking and sourcing of merchandise from West Bengal for their India and global operation. The operation will develop Co-operatives and NGO operation and immensely contribute to the economy of the state.

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**Best time to hire – says Deloitte**

Deloitte Consulting believes that the current economic slow down may provide a better opportunity to pick good people in Kolkata organizations. The company also believes that the slowdown will reduce the attrition in the industry and bring correction to the pay structure. Deloitte itself intends to take this opportunity. The core engineering sectors and manufacturing sectors have also started attracting engineering graduates who were reluctant to join those sectors in the past. In view of this development, the company feels that right administrative reforms and strategies may bring in long term advantage for the state.

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**Retail goes strong in Kolkata**

The retail group owning the brand Big Bazaar and Pantaloons in Kolkata has turned even more aggressive in the current economic slowdown when the group plans to double its retail space by end 2009. The group will add new formats and increase the existing formats. The group has a growth plan lined up with seven Big Bazaars, two Pantaloons and ten Food Bazaars apart from five e-zones, with a projected investment of 100 crores over the next twelve months in Kolkata. The group has not experienced any drop in sales so far.

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**Corporate Social Responsibility initiatives in Kolkata**

Mid-sized IT and ITeS companies in Kolkata have reinforced the importance of Corporate Social Responsibility initiatives. The companies, along with IT promotion arm of Government of West Bengal, Webel and Football Players Association, organized a day long program to raise funds to support former soccer stars and the development of new breed of footballers in the country. This is just the beginning of a great effort taken by the IT companies FPA and Webel and will be followed by many more to support the Corporate Social Responsibility initiative program in Kolkata.

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**Kolkata shines in Science Olympiad**

A student from Kolkata fared high in the Junior Science Olympiad recently held in South Korea. Three hundred students from fifty countries had participated in this Olympiad in South Korea and a standard IX student from Kolkata won the silver medal. It is a rigorous process by which students are selected for the Olympiad, out of hundreds of participants; only six students are selected by the designated agency in India, Tata Institute of Fundamental Research on behalf of the Olympiad. The entire selection process and participation to the Olympiad is sponsored by Atomic Energy Department, Government of India. Stringent tests both written and practical were taken before awarding the contestants.

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**Separate development authority for IT township**

The new proposed IT Township near Rajarhat has now been brought under the provision of the West Bengal Town and Country Planning Act. This is done in order to speed up the development of the township where already Infosys and Wipro have been offered 90 acres of land each. The development of this township now will be on fast-track with the construction of a linking road and other infrastructure for the township. The authority will be responsible for overall development of the IT township, the first of its kind.

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**IIT Alumni to support green studies**

IIT-Kharagpur Alumni across the world raised 4-6 million dollars to fund research on alternative energy. The institute will also offer specialized courses on solar cells with the help of nano technology processes apart from specialization on bio-fuel and bio-diesel. The institute plans to bring down the import by way of indigenous production. IIT-Kharagpur is also setting up a campus at Kolkata for which land has been allotted to the institution at Rajarhat. IIT already has a Kolkata campus at Salt Lake City.

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**CAT preparation goes online in Kolkata**

Kolkata launches an e-learning portal for aspiring management students. The portal will help students to prepare for Common Admission Test examination. The study material will cover the entire syllabus of CAT and have a 24X7 virtual coach to respond to the queries of the students. The website has been launched in Kolkata and will be marketed all over India soon. In view of CAT test which is expected to go online from this year, the launch of this portal is quite on time. The Kolkata company which launched this portal is now preparing a similar portal on GMAT test.

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**Advice by National Knowledge Commission**

National Knowledge Commission chairman Sam Pitroda feels that the state should take a fresh outlook in introducing e-governance by re-designing and re-engineering the system of governance. In Kolkata he opined that the colleges and universities in the state need to raise their quality to produce more employable people. He said that specialized education must spread across several sectors which are in perennial need of trained manpower, thereby helping to beat recession. Vocational education should be prioritized. There is a huge opportunity in areas like translation of literature which has a vast unexplored potential. The Government of India has already identified the area and allotted Rs 100 crore to develop the same.

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