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REBUILD EAST,
INVEST IN
DEVELOPMENT

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Build Talent to Rebuild East

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Historically, Eastern India has been the hub of major Manufacturing and Industrial organizations, who have come here, set up their headquarters and factories and have done extremely well. This clearly goes on to show that as far as potential of the region goes, we are sitting on an untapped, unexplored goldmine. In terms of talent, we have seen that young boys and girls from the region have done well in any given field. Today the need is to focus on the skill development of rural and semi urban youth and then provide them with ample career and growth opportunities.

A holistic view needs to be taken of the three pillars of Talent Management viz. attracting talent, retaining talent and developing talent to BUILD TALENT TO REBUILD EAST. In my opinion, we must take a three-pronged approach to address the development agenda from a people perspective:

- **Build a solid partnership between the Government and Industries:** The industry and the government need to work hand in hand to create a conducive environment of growth. Taking an objective view at both conventional and unconventional industries like Agro, Food processing, Healthcare and Tourism, apart from Manufacturing, FMCG etc. is of utmost importance. As the country

takes notice that such industrial revolution is taking place in Eastern India, attracting competent talent both from the region and outside the region will not be a difficult ask. Today, “Make in India” is not a slogan anymore, major industries and business houses are taking immense pride in developing Indian multinationals and creating job opportunities in abundance. Take an example of Ola/Uber, Swiggy, Urban clap.....unemployed youth, if they are willing, have multiple job choices. These organizations have shown us the way to use local talent and develop exponentially.

- **Build trust in the region:** Today, both the urban and rural population is open to relocate in search of jobs. People move cities after every few years and the attraction of living in or close to one’s hometown is receding thanks to better communication channels. However, as HR professionals, we find it extremely difficult to attract good talent to East India. Local talent moves to other regions in India in search of better jobs and better quality of life. This is where the lacuna lies. We need to bridge this gap of perception and it will happen only when Eastern India develops like the rest of India. There should be better education opportunities and better healthcare options available. The salaries paid

should be at par with the other major Indian metropolitans. I am not saying that while the rest of India moves to greater heights, East India remains in the age of darkness. However, there is definite need for revamping the image of Eastern India.

- **Build talent indigenously:** It is always preferable to source talent locally than to go out. The local talent will understand the ethos of local industries and this will help them address the pressing issues better. Unconventional career options like physiotherapy, financial advisor, hospital attendants, etc should be promoted. The Pradhan Mantri Kaushal Vikas Yojana, a flagship scheme of the Ministry of Skill Development and Entrepreneurship, has already paved the way towards this. The scheme enables Industry relevant trainings to a large number of Indian youth to help them secure a better livelihood. This is also a perfect example of Industry Government partnership, where people trained under this scheme are provided multiple placement opportunities as well. At the same time, we need to take into consideration, the development of highly skilled talent. Attracting them is one part of the story, but if their career becomes stagnant, they will look for greener pastures outside. We need to devise ways to engage them and provide them growth opportunities in the region itself. As bigger corporations move to the region, Management development programs can be run within the region to tackle this issue.

As we strengthen the theme of “Rebuild East: Invest in development”, we need to remember that unless we address all the three cogs of talent wheel i.e. attract, retain and develop, human resources the theme will remain incomplete and challenging.

I would like to conclude on a positive note –Let’s together build East a destination blessed with talent pool seeking for growth opportunities.



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