

**PUBLICATION NAME** : **The Times of India (Ascent)**  
**EDITION** : **Ahmedabad**  
**DATE** : **31.07.2013**  
**PAGE** : **01**


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DESTINATION IN-FOCUS

**GUJARAT IS TURNING OUT TO BE AN IDEAL PLACE TO WORK FOR ANY WORKING PROFESSIONAL DUE TO THE FOLLOWING REASONS:**

**Ever-increasing career opportunities:**  
 Harish Sheth, founder chairman and managing director, Swiss Administrative points out, "Gujaratis are inherently entrepreneurial and seek new venture/business opportunities. In such cases, career opportunities are available in plenty. Growth conducive policies, a high level of industrialisation, rich heritage of entrepreneurial skills, state-of-the-art infrastructure, metropolitan strongholds, quality network of educational institutions, great recreational opportunities, good quality of life and reasonable cost of living add up to become a hotbed of professional opportunities."

Shreshth Hegde, circle business head - Gujarat, Unisys points out that the traditionally strong sectors - such as auto, manufacturing and textiles continue to grow. "What is interesting is the solid growth we see in sectors like infrastructure, retail and services. Of course, the sector I come from - telecom - is on a major upswing in Gujarat. The highest number of new mobile connections are being sold in Gujarat. I would attribute this growth to a positive investor sentiment, industry-friendly labour and land laws and an overall positive development in consumer spending. These together attract financial development and regional investments, which in turn, further boost prosperity and spending. In a way, we are in a virtuous cycle in Gujarat," he shares.

## Gujarat Inc shining!

GUJARAT INC IS GROWING BY LEAPS AND BOUNDS, THUS OFFERING SEVERAL CAREER PROSPECTS TO ASPIRANTS. YASMIN TAJ HAS THE DETAILS



**Talking about Ahmedabad, Thakur says, "Take for example the city of Ahmedabad - you have everything that one would wish to have in a modern city, yet life is not as fast paced that people are running around aimlessly, time is never so much at a premium that they have no time for their families and friends. Work-life has not become so obsessive and stress-inducing that they have no leisure time for their hobbies. It is fast enough but not stressful, slow enough but not lethargic."**

According to Jha, people in Gujarat are peace-loving and it tends to show in their work. "The culture here fosters collaboration and helps organisations. There is a great degree of openness and conservatism among people," he concludes.

Gujarat offers great infrastructure and other facilities, thus making it attractive for companies to locate and expand. And to top it all, it has some excellent career opportunities and an equally good work culture.

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**INDUSTRIES ON TOP**

THE LEADING INDUSTRIES, ACCORDING TO HEDGE AND RATHI, ARE:

- Auto-manufacturing
- Textiles
- Infrastructure
- Retail
- Telecom
- Power
- Infrastructure

**Law and order:**  
 According to Nalin Karar, Thakur group president (HR & Systems), Aarti Group of Companies, Ahmedabad, "Combined with the impeccable infrastructure, if you also take very good law and order situation and in general peace-loving people of Gujarat, it is a heady cocktail for any working professional."

**LEADING CAREERS**  
 "In the coming times, we would need a lot of engineers in Gujarat. They will be needed in manufacturing set-ups as well as infrastructural developments," Thakur points out. "The love the state-citizen professionals and supply chain management professionals will see a huge growth in their careers in the coming years. Also, research and development is seeing a huge growth potential in electrical and infrastructural companies," says Jha. In Hegde's view, the emerging careers would be for he in the services sector together with retail and telecom. "Each of these sectors is especially attractive to a young professional - seeing the capital push of growth and innovation. Interestingly, these are also sectors that have a cascading effect on employment further down the value chain. Telecom, in particular, is creating exciting opportunities not only with mobile operators, but also in content generation, telecom services and retail," he informs.

**A VIBRANT WORK CULTURE**  
 Hegde says, "This is a state that takes pride in its culture, celebrates its festivals in the most traditional way and yet offers a very progressive environment for work and daily living. You see this progressiveness with its organisational life. Organisational cultures in Gujarat are quite open and flat. Hierarchies are liberal. At the same time, you will see a deep respect for talent and experience. On the work front, you will see the entrepreneurial and business mindset to play across functional categories work hard and celebrate hard!"

Sheth shares, "In most of the family-owned businesses, employees are considered to be extended family members."

**TOP 5 HIRING INDUSTRIES IN AHMEDABAD**

INDUSTRY	CURRENT SHARE OF MARKET	GROWTH/DECLINE IN Q1
Manufacturing & Engineering	20%	-12%
IT/Telecom	16%	4%
MSO	12%	-20%
Consumer	8%	-8%
Pharmaceutical/ Oil and Gas	5%	-14%

**TOP 5 FUNCTIONS IN AHMEDABAD**

FUNCTIONAL AREA	CURRENT SHARE OF MARKET	GROWTH/DECLINE IN Q1
Core IT/Telecom	17%	17%
Sales/Business Development	16%	-21%
Engineering	15%	-12%
Marketing & Advertising	11%	44%
Finance/Account/ Financial Services	8%	44%

**TOP EXPERIENCE SEGMENTS IN AHMEDABAD**

EXPERIENCE SEGMENT	CURRENT SHARE OF MARKET	GROWTH/DECLINE IN Q1
<2 years	20%	-11%
2-5 years	30%	12%
5-10 years	26%	-16%
10-20 years	12%	28%
>20 years	5%	46%

*"In the coming times, we would need a lot of engineers in Gujarat"*

