

RECRUITER'S FILE

# On a growth drive

**Sara Group is planning to expand its overseas operations, and double production at Sara Textiles**

**How do you view growth in the Indian economy in the next one year, as also the hiring trends in India vis-a-vis the global market?**

I expect the Indian economy to grow at the rate of 9%. Obviously this would increase hiring activity in India.

The global market is expected to remain sluggish and therefore, no significant improvement either in gross domestic product (GDP) or in employment could be expected, except probably in Germany.

**How does the organisation manage its global workforce? How does it inculcate a sense of oneness and keep its employees motivated?**

We involve our global workforce on a regular basis with our Indian employees. They are also kept abreast about the business activities at the corporate office so that they feel a part of the entire company's operations rather than the country where they are based.

Once every few months, employees from India visit these countries or they are asked to visit the head office for interactions.

**What are the highlights of**

**the work culture of the group and its employee development programmes?**

We, at Sara Group, give importance to the work culture and employee development programmes. Training programmes are conducted for developing employees' skills. Not only are our in-house human resources people involved in this but we also hire experts from outside to impart knowledge and train-



**DP Singh,**  
Managing director  
SARA Group

ing to employees. A regular training calendar is prepared

## VITAL STATS



Sara Group is a business conglomerate with interests in commodities, textiles, infrastructure development and ports. Over the years, the group has built on its strengths and transformed itself into a powerful commodities trader.

More than 1500 employees manages its portfolio, ranging from ores and minerals, steel and metals, coal and energy to agriculture. Having had a sizeable presence in the textile business for more than 15 years, it is today one of the top three terry towel producers in India and exports its products to Europe, United States of America, Australia and the Middle East.

Infrastructure is one of the core areas of growth for the group, and it plans to be a key driver in the industry through the development of ports and rail infrastructure.

for the whole year and it is followed for all levels of employees.

**Would the organisation be hiring people in the next three/ six months? If yes, then across which verticals and across what levels and functions?**

The organisation will hire professionals in the field of international trade, especially for the new divisions which the company is envisaging.

We are also reinforcing our regional offices all over the country.

**What is the recruitment process followed by the company and what are the key values and skills you seek in a candidate?**

Recruitment is handled by the HR department and we look at options such as employee reference from within the organisation, advertisements, exploring our networks and recommendations by outside associates.

The recruitment process consists of thorough interviews at various stages depending upon the level of the job.

A thorough background check of prospective candidates is conducted to ensure that the skills and culture match with those of the company.

**What are the expansion plans of the company?**

The company is at present looking at expanding its overseas operations, and doubling of production at Sara Textiles, among other activities. ■

*Interviewed by Shailja Shah Purohit*