Coverstory EMPLOYMENT

at m levels, education and training on subjects like Six-Sigma and total quality management will be important. Says Surinder Kapur, chairman of Sona Koyo Steering Systems: "A lot more of electronics will be used in manufacturing in times to come, so we will need to attract engineers, rather than them going to the software industry."

IT AND ITES

Total Employee Base: 17,93,000 New Jobs: 97,000

Having dominated the job market with the greatest number of new job additions year after year, India's IT and ITES industry is showing signs of stabilising. An indication of this trend is visible at job portals where the share of IT jobs is down from 35 per cent in 2007 to 25 per cent. NASSCOM estimates that the Indian IT-BPO industry is slated to record 5.5 per cent growth and reach \$49.7 billion in the year ending 2009-10. Clearly, the industry is dependent on revival in the US and Europe. This trend is reflected in the recruitment drive of it majors in business schools and engineering institutes.

While entry level hiring is happening, it's more need-based. The bench strength of most IT majors is not fully exhausted. Saurabh Govil, senior vice-president (talent engagement and development) at Wipro Technologies, says: "Our hiring will be a mix of campus and, wherever necessary, laterals. We will continue to hire B Sc, BCA and BCM graduates for our Wipro Academy of Software Excellence programme." The knowledge-based outsourcing, however, is still going strong. Not only are the kpos doubling employee strength but are also giving fancy

MEDIA & ENTERTAINMENT

The sector will create 2,000-3,000 jobs across India. While the media is still reeling under recessionary pressures, the non-news section is seeing some growth. English media and Internet have been hit worst.

TOP CO RECRUITERS

IT-SOFTWARE/ SOFTWARE SERVICES

- Exa India Pvt Ltd
- Melstar Information Technologies
- Cognizant Technology Solutions India
- Crown Solutions India Pvt Ltd
- Oracle India Pvt Ltd
- Capgemini
- HCL Technologies
- Accenture
- Tech Mahindra
- ASM Technologies

SPO/ITES/CRM/ TRANSCRIPTION

- Serco BPO
- Microland
- Net Ambit
- Tata Consultancy Services
- Navigant Technologies Pvt Ltd
- MPhasis Ltd, an EDS company
- Firstsource Solutions Pvt Ltd
- VCustomer Services India Pvt Ltd
- WNS
- Wipro BPO

CONSTRUCTION AND ENGINEERING

- Era Group
- Jindal Steel & Power
- Suntech Engineers and Contractors
- Nagarjuna Construction Company
- Larsen & Toubro
- Brahmaputra Infrastructure
- Dong Yang Construction Company
- Lanco Infratech
- Blue Star
- BSCPL Infrastructure

COIL AND GAS/ POWER/INFRASTRUCTURE/ ENERGY

- Brunel India Pvt Ltd
- Suntech Engineers and Contractors
- Punj Lloyd
- @ Emco

Enercon (I) Ltd

- Marafiq
- Moody International
- Operational Energy Group India Pvt Ltd
- Lahmeyer International (India) Pvt Ltd
- Jindal Steel and Power

SERVICES/BROKING

- Net Ambit
- Indiabulls Securities
- The Muthoot Group
- AnandRathi
- Reliance Capital
- India Infoline
- Religare Securities
- Angel Broking
- Shriram Fortune Solutions
- Sam Global Securities

AUTO AND AUTO ANCILLARY

- JBM Group
- Imperial Auto Industries
- Minda Industries
- Suprajit Engineering
- Global Innovation Technologies
- Sterling Automobile
- KLT Automotive & Tubular Products
- Krishna Maruti
- John Deere

KINSURANCE

- Net Ambit
- HDFC Standard Life
- DLF Pramerica Life Insurance
 Company
- Kotak Mahindra Old Mutual Life Insurance
- Tata Aig Life Insurance Company
- ICICI Lombard General Insurance
- Bharti AXA General Insurance Company
- Murugappa Group
- Aviva Life Insurance
- Max New York Life Insurance