

Adecco unveils outlook on industrial staffing; forecasts space getting organized and increased industrial labor mobility across state

Adecco India, the Indian arm of the world's largest HR Services company and e20.4-billion human resource services major Adecco SA, today exclusively shared with the Pune media, its outlook for industrial staffing (aka Blue collar temping) in India with focus on the western region. The company through its recent acquisition of Ajinkya, India's leading industrial staffing company, has emerged as the front runner in this fast growing space which is till now largely unorganized. **Pune-based Ajinkya** is a niche staffing company focused on blue collar temping with over 150 reputed clients and more than 4500 outsourced manpower on its' payrolls.

According to **Sudhakar Balakrishnan, CEO, Adecco India,** 'White collar temping has been the focus hitherto in India and is today a mature segment with most organized players present. In contrast, industrial staffing has largely been largely unorganized. So much so that we estimate that for every one person who goes through a organized player in this space there are 25 others placed by the small local players and contractors. The entry of large and organized players like Adecco will not only expand the market but will result in certain positive benefits like increased mobility across states, salary standardization etc. among others. Against the backdrop of the tremendous growth of Indian manufacturing and allied industries over the past few years, this space is expected to witness exponential growth which we would like to ride on. In that sense our acquisition of Ajinkya is well timed.'

According to In his comments, **C R Kale, Founding Director, Ajinkya, said,** 'Data available with us shows that the western region comprising Maharashtra and Gujarat accounts for over 25% of the industrial staffing need in India due to its long history of industrialization and focus on manufacturing. We see this region continue to be the leader in demand for industrial staffing. An interesting trend we have observed recently has been the increased labor mobility in this space from Maharashtra to other states. We see this cross state mobility spurting exponentially in the coming years and as an organized player with national presence and reach we will be able to catalyze this in a structured manner unlike the existing scenario where it is not. With companies getting larger and their operations more diverse, their staffing requirements will get more complex which will pave the way for large, structured players who have multiple domain expertise in this space more and more.'

Added Sudhakar Balakrishnan, 'India has a definite demographic advantage wherein it has a younger, educated workforce compared to other markets where the workforce is aging. This has primarily been looked at from the white collar/IT/BPO perspective and it is time that we realized the same is true of industrial staffing as well and actively encourage and promote cross-national mobility in this area.'

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