

Celebration

TIMES

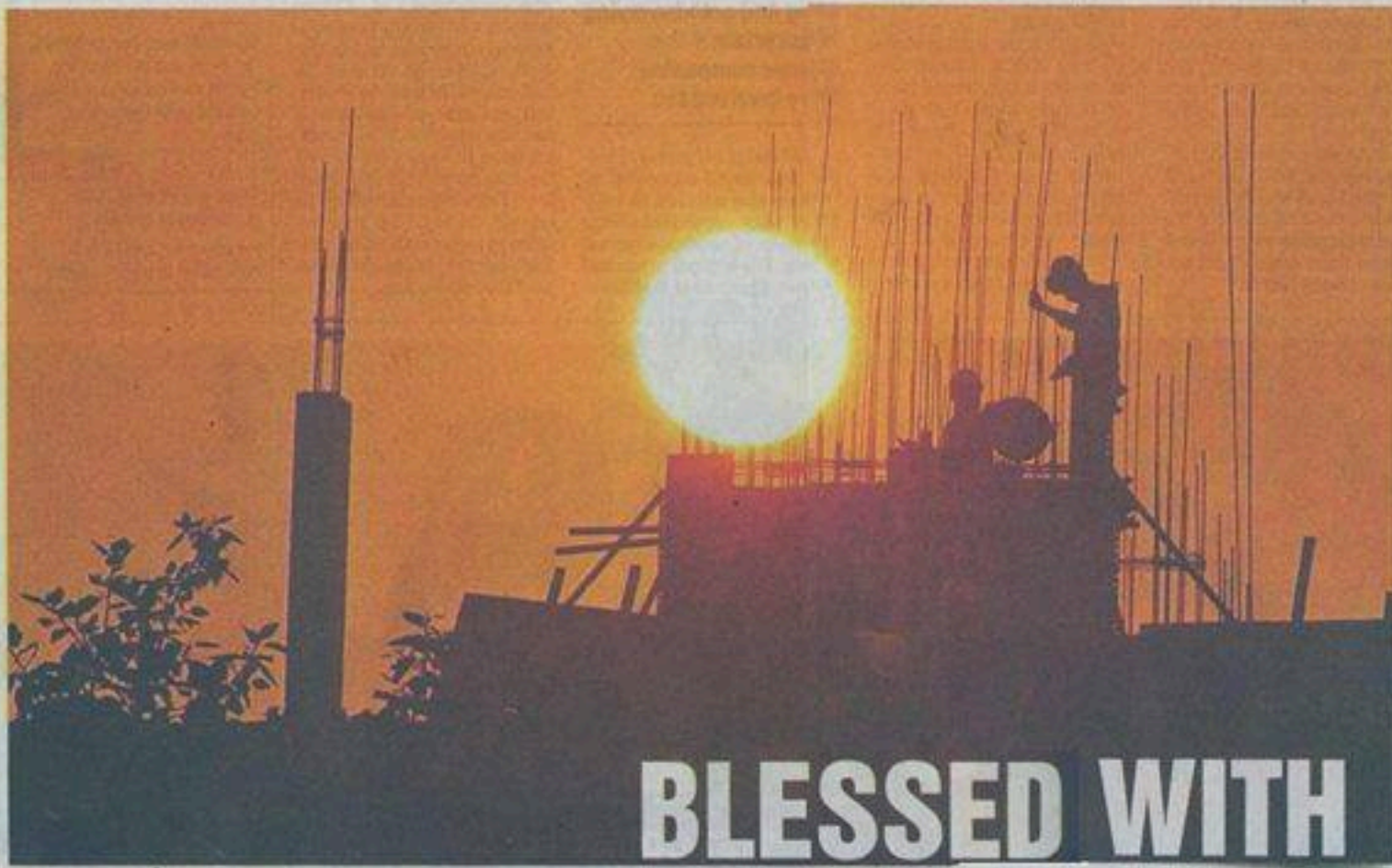
Noida
Special

CONSUMER CONNECT INITIATIVE

At a time when the real estate developers across the country are cribbing against the labour shortage and absence of migrant work force to justify the delays in meeting the project timelines, Noida real estate is apparently showing the way forward. There is no dearth of man power in this market, either skilled or unskilled and the reason is pretty simple; instead of looking to tap the workforce from other regions, Noida real estate industry is banking on the local talent to meet the project requirements. Moreover, this market is actually blessed with the availability of local talent, and the developers are giving preference to make use of it.

The best part is that what started as a voluntary exercise has now got a mandate by the Noida Authority as well. The Noida Authority, in a recent circular has asked the developers to prefer the local people in employment for the projects at every level. The said circular has yet, again shifted the spotlight on the availability of the local talent pool.

After all, talent shortage is a major issue confronting the real estate sector across the



BLESSED WITH LOCAL TALENT

While the developers in other cities face challenges finding work force, Noida real estate players are utilising local talent

country and the Noida market definitely stands better positioned, due to the focus on the local workmanship. Analysts also point out that the realty business is quite different from other manufacturing businesses and this is one of the main reasons why it is a difficult business in terms of attracting, managing and retaining the work force.

Noida is also blessed on

this industry-academia synergy as the city is home to real estate specific courses. Then some of the developers are proactively providing in-house trainings to their staff on a regular basis in order to be able to provide efficient and better customer service and to address the skill gap that exists in its existing man power. Others are encouraging internships, collaboration with academia and profes-

sional bodies and investment in continuous professional training and development of staff and encourage brand loyalty.

R K Arora, CMD of Supertech, agrees that with an increase in the demand for Noida real estate, subsequently the requirement for the well-trained talent has become the need of the hour for the developers. Developers have been very cautiously

TAPPING TALENT

Developers in Noida are engaging local work force to make sure that labour shortage or absence of talent pool does not affect their timelines of delivery of the project

and successfully hiring the local talent pool of engineers, management graduates, architects, and construction companies to get their projects completed on time and simultaneously, maintain high quality standards of their projects. "Most of the projects are constructed with supreme quality under the stewardship of well-trained and qualified professionals. Moreover, the job opportunities in the Noida region are attracting migrants and thus, these settlements are experiencing fast rate of professionals to the Noida region," says Arora.

Nikhil Hawella, managing director of Hawella Group, agrees that the developers have to go through various stages of construction before the final structure and shape of any given project takes place. In this process, there is involvement of services with people having certain expertise in this entire construction process at various levels. According to him, so far the experience has been that the involvement of local talent is mainly on civil and supporting work, more precisely in the construction of super structure rather than at the planning level. "As far as we are concerned, right from the beginning we have always encouraged local talent in all our work. The participation of local talent in all our endeavours has been a long tradition for us and we are proud of it, and this may be the reason that we enjoy a very cordial

relationship with each other. Since, the Noida Authority has now issued guidelines, all of us have to abide by it now. The fact, however, is that it really helps to hire the local talent, subject to availability of course," says Hawella.

Abhay Kumar, CMD of Griha Pravesh Buildteck, maintains that there is high percentage of the total work force that Noida developers are using at present. Developers are willingly giving preference in hiring all types of professionals from the local market. They are able to fill all their requirements from Noida itself because of easy availability of a wide range of personnel. "It is a willful exercise to use local talent in Noida even before the guidelines were issued. I don't think developers necessarily need to follow the Noida Authority guidelines to rope in local talent because the availability of man power is any way quite good here. There is a unique demand-and-supply equilibrium in Noida as far as manpower is concerned. Moreover, I don't see any dearth of good skilled or unskilled work force in Noida. This city has attracted a lot of talent due to high economic activity, good infrastructure, and proximity to Delhi and collectively this is a blessing in disguise for the real estate market here," says Kumar.

Beyond the guidelines and advisory of Noida Authority, the fact is that hiring local talent serves many purposes to the developers in Noida. It is cost effective, it is serving a social cause and last but not the least, it helps in maintaining the timelines of the project. The Noida developers have hence, welcomed the guidelines of the Authority since they are blessed with the talent pool that many other real estate markets are missing in the last few years.

- Ravi Sinha, CEO, Track2Realty

