



MEDIA RELEASE

Srei Sahaj launches www.chaakri.in, job portal for rural India

Kolkata, 8th December, 2008: Srei Sahaj e-Village Limited, a subsidiary of Srei Infrastructure Finance Limited, has embarked on a unique Rural Employment Programme, which will provide employment to rural youth. Srei Sahaj is already in the process of creating 26,500 entrepreneurs and 58,000 employees in rural India through employment opportunities created in Common Service Centers (CSCs), over and above the employment programme through www.chaakri.in.

The initiative is distinct from the perceived employment agencies in the country which cater largely to the 'white collar' youth in the urban areas. The Company has launched a portal called www.chaakri.in with a completely rural focus. The youth in rural areas will register themselves and their CVs with the Village Level Entrepreneurs (VLEs) who are running the Common Service Centres (CSCs) in the states where Sahaj has set up these facilities. Alternatively, they can register themselves directly on the web. However, given the paucity of internet access in most rural areas, the VLEs will be the ideal choice.

Announcing the development, Hemant Kanoria, Chairman & Managing Director, Srei said, "In the present days of an economic downturn, where jobs are being lost by the day, we at the Srei Group are actually creating jobs for a class of people who have virtually no one to turn to in a situation like the one being witnessed."

The employment generating portal has developed both a back-end and front-end facilities to service the requirement of job seekers among the rural masses. The model has a Business Development team which directly takes the opportunity from the client, in this case the CVs of the rural job seekers and matches them with the possibilities that are created through the back-end Recruitment team that has a continuous ongoing interaction with potential employers.

Srei Sahaj will also undertake skill building and upgradation of the rural youth to make them suitable for the relevant job. The jobs being targeted for the rural youth are carpenters, plumbers, electricians, courier boys, drivers, security guards, masons, barbers while for rural female youth, the jobs being targeted are village computer operators, data entry operators, beauticians, healthcare assistants etc.

This portal has been developed by the Sahaj IT team headed by the Chief Technical Officer Subash BGK. The Sustainable Livelihood Programme is being spearheaded by Head of Human Resources, Sondeep Banerji, who drives the entire initiative.

Srei Sahaj, through its uniquely designed venture, has actually procured a number of 'blue collar' jobs already among the rural youth in the development phase itself. Besides, 5,000 jobs have already been created through the CSCs set up in West Bengal, Bihar, Orissa, Tamil Nadu, Assam and Uttar Pradesh. By the end of the current financial year, this figure is expected to swell to more than 26,500. Given the requirement of another at least two possibilities per CSCs, the direct employment in the centers across the states will eventually go up to over 80,000.

Elaborating on the model, Dr. Sabahat Azim, CEO of Srei Sahaj e-Village Ltd. said that the 'rural livelihood programme' not only perseveres to create jobs, it also looks at skill development to match the need of employers. "We also have in-house trainers who will undertake to upgrade the skills of the rural youth so that they fit the bill". There will be a cost to the training, he said. "But the key differentiator in our model is that these trainees will be deployed in suitable jobs after the completion of the training. In short we expect to evolve a 360 degree employment cycle generation strategy which will accord the maximum results to this exercise", Dr. Azim said.

About Srei Sahaj e-Village Limited

Srei Sahaj e-Village Ltd. is a subsidiary of Srei Infrastructure Finance Ltd. It is a business integrator in the field of IT infrastructure with a focus on rural India. It has 30 offices across 6 states and is emerging as one of the largest implementers of ICT projects in India.

About Srei Infrastructure Finance Limited

Srei is an Integrated Infrastructure Solution Company, constantly and consistently ideating to deliver innovative Infrastructure solutions to the nation for over two decades, both in urban and rural India. One of the leading private sector infrastructure organisations, Srei's business ranges from Infrastructure Equipment Finance, Project Finance, Project Advisory and Project Development to E-governance, Investment Banking, Venture Funds, Insurance Broking and Equipment Rental through Quippo. Srei operates across the country with a network of 61 offices and also has its operations in Russia with 3 offices. Srei is the first Indian Infrastructure Financing Institution to be listed on the London Stock Exchange (LSE). BNP Paribas Lease Group, a subsidiary of BNP Paribas with an asset base of over EURO 1, 694 Billion has a partnership with Srei.

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