

Cos look to Hire Migrant Workers Stuck in Cities

Essential product firms plan to fill up back-end, delivery posts; manpower restrictions at plants remain a hurdle

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Kolkata: Several companies in essential industries plan to hire migrant workers stuck in cities and large industrial towns as they continue to grapple with acute labour shortage. Large retail chain, FMCG companies like Amul and Parle Products, ecommerce firms like Flipkart and Grofers, RPG Group, and several temp staffing companies including TeamLease and CIEL HR Services have either already hired some of the workers or are in the process, company executives said.

“There is a big opportunity to hire migrant workers in places like Delhi, Mumbai, Gujarat,” said RS Sodhi, MD at Amul, India’s largest dairy firm. He said the company will work with partners to facilitate the process.

Retailers Association of India (RAI) CEO Kumar Rajagopalan also said some large food-and-grocery retail chains are already hiring “But not all can be employed or would want to work since they are skilled like painters and carpenters, and several want to go back home,” he said. Partial relief to some



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industries like ecommerce and manufacturing could further create demand for workers, industry executives said.

Rituparna Chakraborty, co-founder at temp staffing firm TeamLease Services said, “We are trying to put them in jobs like delivery, in stores, warehouses, stacking, which are suffering from a labour shortage.”

However, industry executives said restrictions on allowing workers in plants — 50% maximum — could be a bottleneck. Parle Products category head Mayank Shah said while it wants to hire more workers, there are manpower restrictions to be followed.

KEC International HR chief Somraj Roy said its projects across T&D, civil, railways need a large workforce. “We do hope to meet our requirements in a phased manner once lockdown is over.”