

### Media Coverage

Publication	Date	Edition	Link	Headline
Bangalore Insider	21 Dec 2019	Online	<a href="https://www.bangaloreinsider.com/genius/">https://www.bangaloreinsider.com/genius/</a>	Genius: Flexi Staffing Solutions



The business environment in a country depends on the regulatory environment, the type of governance imparted, the socio-cultural fabric of the nation's people and last but not the least, free market principles based on liberty, equality and justice. It is only when all these elements coalesce amongst each other, that a clean, healthy business

environment is able to provide an impetus to thinkers, innovators and entrepreneurs alike to make sustained progress towards their economic and social goals.

Business is fundamentally about people, amongst many other things.

India, a diverse nation full of people with varying mindsets, beliefs, thoughts and personal and professional skills sometimes feels like a minefield with surprises abound at every corner. The country's regulatory environment leaves a lot to be desired and under such circumstances it is prudent to reason that our entrepreneurs deserve credit simply in starting-up something of their own.

Today, at Bangalore Insider, we interacted with Mr. R.P Yadav, the chairman and managing director of Genius Consultants, who is based in the city of joy, Kolkata with offices spread all over India. The company's focus on Staffing solutions caught our eye in particular because we have never strived to understand how this business segment works. Now, we do.

Responses from Mr.RP Yadav, CMD, Genius Consultants Ltd

Give a brief info about your company?

Genius is an ISO IEC 27001:2013 certified 26 years young company and started its business operation with Permanent Staffing Solutions as its core competency under the leadership of Mr.R.P.Yadav (Chairman & Managing Director). Subsequently, Genius diversified its operation into Flexi Staffing Solutions which was launched in 2001 that deals with outsourcing of manpower. During the course of its further diversification, Genius has launched five of its featured products, namely Payroll Processing Services, Background Checks & Verification Services, Statutory Compliances Management , Facility Management & Security Services , HRMS & Payroll on Cloud and Training & Development Services.

Genius has managed marquee clients by providing the technical platform for processing the employee's Leave , Attendance, Income Tax, Salary, Statutory, Disbursement, Appraisal , Training etc. Genius has also undertaken integration of biometric and GEO tracking attendance through the mobile device.

What made you start your company and what problem does it solve?

My father used to work for an employment exchange, he used to help people to get a job and because of this he was highly respected. He used to feel very happy about this which probably prompted me to start a business focused on HR Services.

Tell us about yourself, your previous jobs/ventures? What were you doing before this?

I have worked with a few companies such as Johnson & Johnson Ltd, Jay Engineering Works Ltd. & HCL Ltd. for 16 years prior to starting this organization.

Where is your company based out of? Why do you think that is the best place for you?

Genius Consultants Ltd. is headquartered in Kolkata but we have 15 offices across India. We have senior professionals who look after Business Development and Operations. Since I have been staying in Kolkata since my childhood, that's the reason why I decided to

start the business here in Kolkata although 50% of our total business volume is from outside this city.

As a founder, what are you paranoid about? What keeps you awake at night?

As the Head of this Organization, I'm always concerned about my employees, Management, Finance, Technology, Process & Procedures and finally growth. I keep working hard to improve and manage the above areas. Good Management and Consistent Results gives me peace.

Who are your competitions and how are you better than them?

Our competitors are all big MNC's and few INC's in similar sector of business. Genius is always ahead in terms of Highly Trained Employees, Cutting Edge Technology, Excellent Support to client, well managed compliance and excellent response time

How hard is it to have a work-life balance as a founder and how do you manage it?

Work Life Balance is possible if you have a very able 1st & 2nd line of leaders followed by very robust processes and procedures which are complemented through technology. Fortunately, I have a very able group of people around me who have been working with us for a long period of time

Have you raised funding? If yes, then we would like to know the details. If no then please tell us if you are looking to raise.

We have raised no such funds from outside and managed internally and we are looking forward for an IPO maybe in the next few years.

What's the biggest misconception people have about you? Why do they have that? What's the reality?

I think outsiders have a notion that I am having a very cosy and comfortable life style and probably no work which is actually not true. I believe in a disciplined lifestyle and working hard every day for a better future and a better tomorrow

What gets you excited about this company?

Genius has been growing consistently and provided job opportunities to almost 35 lac people over the years and today more than 52 thousand people are associated with us as associates. We have been consistent in our financial growth and people management.

Tell us how a day in your life looks like? Your schedule for a day right from the time you get up till you hit the bed at night.

My day starts with golf or Gym at 5am, then to office and finally back home to my family. I'm off for the holidays at least twice a year to spend some time with family and relatives.

Tell us about your team and how did you meet each other?