

Media Coverage

| Publication | Date | Edition | Link | Headline |
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| Your story | 16 July 2019 | Online | https://yourstory.com/smbstory/kolkata-hr-genius-consultant-flexi-staffing | How This 63-Year-Old Entrepreneur Quit His Job To Start An HR Firm, And Now Makes Rs 940 Cr Revenue From Airtel, TCS, And Bosch |

In the early 90s, India underwent a significant economic reform on the back of the New Economic Policy. As the economy ushered in the new era of globalisation, there were scores of new and international companies coming up in India.

With the industrial focus on India, job opportunities opened up, however, there was a need for somebody to step in and connect industries with the right talent. This opened the door for HR companies to establish themselves in the industry.

Kolkata-based Genius Consultant is one such company that made the most of the 90s. Started by marketing and sales specialist Rajendra Prasad Yadav (63) in 1993, Genius Consultant started its journey as a placement agency and permanent staffing solutions provider.

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