

A start up to help other start ups: Sutra HR

Waqar Azmi, founder of Sutra HR says, "Right out of college, I was involved with couple of start ups, either directly or indirectly. One thing that I noticed was that funds, ideas and infrastructure was not a problem for them, but finding the right people for there organisation was a huge challenge. Seeing a huge gap in the market, I decided to set up Sutra HR, with the aim to find a solution to the biggest problem faced by start ups and entrepreneurial-driven companies."

Mumbai, Maharashtra, April 21, 2008 /[India PRwire](#)/ -- Start up and entrepreneurial companies have an ally in their quest for finding the right talent to facilitate their growth as a company and as a business.

A small entrepreneurial start up company from Mumbai has taken on the mantle of finding good quality talent for start up companies that need the skills and attitude of motivated go-getters to attain their goals. Sutra HR is now what can be called, India's first people consulting firm, exclusively for start up and small, entrepreneurial-driven companies.

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In partnering with start up and small entrepreneurial companies, Sutra HR is aiming to fill a niche, but important need in the talent market. Increasingly, graduates and freshers take up more "paying" options as jobs, such as call centre operators, or doing a highly commoditised, repetitive job for a "big brand" employer. These jobs, says Waqar, provides cash, but are bereft of learning opportunities, satisfaction, and energy on which youth thrives. In taking the 'easy way out' with a short term view of things, graduates and experienced people alike, forgo opportunities that they could use to build a much larger, happier and secure future.

So, do the working youth buy the idea of working for start ups?

Says Waqar, "As Indians, we tend to foster this mindset that careers are made only with big brands, and the brand seems to provide a false sense of security to employees in terms of a 'secure' career. What people fail to understand is that the challenge, the learning curve and the growth opportunities that a start up or an entrepreneurial set up provides is infinitely more valuable than the false notions created in your mind by working for a big brand."

Sutra HR's speciality is talent integration. It specialises in bringing together diverse professionals in cross functional teams, made up of multi-skilled individuals such as entrepreneurs, techies, business development stalwarts, along with fresh out of college graduates who have no prior work experience, but have a lot of attitude and the will to learn as they go along. Each of these forms a constituent of the fabric of any start up, as 'multi-hatting' is a prevalent norm in start ups, as opposed to straight-jacket dead pan jobs offered by some of the big brand employers.

Sutra HR's business mantra is rather simple. The small firm partners with other start up and entrepreneurial-driven companies, and provides them with a steady stream of talent to fuel their growth. The company, in a brief time, has notched up an enviable client list that boasts some of the best start up and entrepreneurial companies today, including well known start ups like Zapak.com, Webchutney, Komli Media Pvt Ltd, Burrp.com, and Communicate2.

For More information please check <http://www.sutrahr.com>

Notes to Editor

We are Sutra	HR-A full services People Consulting firm which	has the
unique partnering model with Digital;Mobile	and Internet startups and entrepreneurial	
companies	in their quest to find,retain,assess and train talent	to take them

to the next level, and beyond. Being small
and nimble ourselves, Sutra HR wears the shoes of startups and entrepreneurial companies
every morning, and sets out to find not just employees, skill sets, and profile
for out clients, but also people who are dependable, a good fit, and have the same drive
and values that support and grow a small company such as yours. We are the partners you
were looking for, to take on your worries about people; training, assessment, increasing
operational efficiencies with dashboard as you grow, and to stand by you in the long haul to
fame and glory.

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