

Career Opportunities for Women: Bringing Moms & Wives in India Back into the Workforce

PepsiCo & JobStreet together bring jobs exclusively for women candidates. This campaign is aimed at making job search easier for women trying to get back to the corporate world.

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Sanjivani Kapur was a brand manager on the fast-track at a top FMCG company till her doctor confirmed her pregnancy. Soon maternity leave led to extended maternity leave and finally she chose to stay at home and look after her child, giving up her job and career. Now four years down the line, with her kid in school, she would like to return to the corporate world again. Now, how does she go about it? Whom does she contact?

Questions like these which stare in the face of many Indian career-seeking women made JobStreet.com & PepsiCo think of a platform where women like Sanjivani could conveniently find a suitable job. Thus, was born the Diversity Jobs initiative from JobStreet.com in association with PepsiCo. Launched on 6th June, 2008, Diversity Jobs on www.jobstreet.com has seen tremendous response from female candidates. This special section on the website provides an opportunity to female candidates to apply for jobs at PepsiCo earmarked exclusively for women. The platform showcases exclusive job listings from PepsiCo and aims to provide them access to a larger talent pool. The platform also enables PepsiCo to create awareness about the Diversity & Inclusion practices at PepsiCo. Diversity Jobs on JobStreet.com hosts video, interviews, articles & jobs related to the initiative.

Corporates world over are beginning to realise the importance of bringing women who had opted out of their career (typically due to family/personal reasons), back into the workforce. Women are considered to be good at multitasking and innovative thinking, apart from being stable and dedicated employees. Also, companies are willing to offer suitable work conditions which allow women to join back the work force with their work-life balance intact!

JobStreet.com is also in discussions with other aware and concerned clients who are keen to deploy Diversity initiatives in India. Successful collaboration with some of these will definitely add to momentum of this movement.

Given the socio-economic relevance at a larger level of this program, the first campaign by JobStreet.com with PepsiCo attracted significant media attention and was covered by leading dailies including the The Economic Times, Mint & Hindustan Times.

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About Jobstreet.com (<http://in.jobstreet.com/>)

Launched in 1995, JobStreet.com is among the oldest job portals world-over, and has grown to become one of the leading Internet Recruitment websites in the Asia-Pacific region, revolutionizing the way recruitment is done today.

Besides the job portal, JobStreet.com also offers a comprehensive Recruitment Automation solution,

offered as a hosted service. This solution helps corporates view Talent Acquisition from a strategic perspective, allowing them to create and manage an ongoing talent pool/pipeline, apart from enabling them to hire faster and cost effectively.

Top global, regional (Asian) and Indian companies have subscribed to JobStreet's portal as well as recruitment automation offerings to leverage the ever-increasing pool of top talent registered on the portal, and manage their e-recruitment processes through proven software applications in the HR domain. Network18 has entered the Indian e-recruitment market space via a joint venture with JobStreet.com, Asia's premier e-recruitment portal. JobStreet.com India is now all set to become the leading destination for job seekers and recruiters in India.

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You can also visit www.in.jobstreet.com for more information.