

## **BARC India gets Great Place to Work Certified**

Mumbai, 22nd March, 2018

BARC India has added another feather to its cap. It has been certified as 'Great Place to Work' for cultivating a culture of high trust and high performance.

The certification has been provided by Great Place to Work Institute, which is recognized for its rigorous and objective methodology for identifying and defining great workplaces across business, academia and government organizations.

This certification is a great feat for BARC India and a testament to all BARC Indians and various initiatives undertaken by People Operations, under the leadership of BARC India CEO Partho Dasgupta.

"The fact that BARC India in its 3rd year of its operations has been able to create an environment of happy and motivated workforce is a matter of great pride. In my experience, a great place to work is where the sum is larger than the parts. This is so true for BARC India where we brought and built talent with diverse and varied cultural backgrounds. This was quite a task when there was an absence of skilled and ready workforce," said Partho Dasgupta, CEO, BARC India.

According to the 'Great Place to Work' certification, BARC India has scored high on both Trust and Culture Index.

"This definitely is a reflection of the good work that all of us at BARC India have been doing over the last 3 years. At BARC India, we believe in cultivating a culture of ownership and belongingness amongst employees. This has led to high performance and trust. This culture is influenced by the leaders who provide strategic direction to all the employees. I am overwhelmed with this achievement and would like to take the opportunity to thank each BARC Indian for their effort and dedication," added Manashi Kumar, Chief People Officer, BARC India.