

Ghanshyam Sarda Calls New ITES Policy of West Bengal Very Helpful

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West Bengal government announced new ITES policy to boost IT business in the state.

The West Bengal government recently announced a new policy for information technology enabled services (ITES) to get a larger share of the IT service industry pie in the country. Mr. Ghanshyam Sarda, a leading businessman reported the new policy to be very helpful for growth of IT services business in the state.

The chief minister of West Bengal, Mr. Buddhadeb Bhattacharya claimed: "This new policy offers the best fiscal incentives". The ITES business has been endowed with the status of a public utility and the companies can keep their shop open 24 hours a day round the year.

Vishnu Solutions, Vision Comptech and BNK Solutions are some of the leading companies operating in the call centre business in technical collaboration with foreign firms. The government is in talks with a handful of big international names like IBM, AIG and Unilever - some have already announced projects in the state. Several domestic companies like Reliance Infocom, ICICI Infotech and L&T Infotech have also been sounded out.

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Mr. Ghanshyam Sarda is a Calcutta based business man who has set up call centers in the city providing employment and work opportunities. With a workforce of over 50,000 in West Bengal, the Sarda Group is one of West Bengal's largest employers. Mr. Sarda is also very much popular for his thought-provoking views on a variety of topics, from IT to sports.

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