

MARKSMEN DAILY .com

in Focus

INDIA TODAY









The Information Technology (IT) and IT-Enabled Services (ITES) sector plays a pivotal role in India's economy, contributing significantly to GDP, exports, and employment. As a global IT powerhouse, India has established itself as a preferred destination for outsourcing and high-value technology services. However, the sector faces critical workplace challenges that require urgent attention to maintain its competitive edge and sustain growth.

Employee engagement and work-life balance have emerged as pressing concerns in the fast-paced IT industry. High stress levels, long working hours, and the blurring of work-life boundaries, especially in the wake of remote work trends, are impacting employee wellness and productivity. These factors contribute to increased turnover rates, exacerbating the existing shortage of skilled IT talent. The industry must prioritize strategies to enhance the overall employee experience, focusing on mental health support, flexible work arrangements, and career development opportunities.

Amidst ongoing layoffs in certain segments of the sector, companies face the dual challenge of rightsizing their workforce while retaining top talent. Additionally, the rapid advancement of artificial intelligence (AI) presents both opportunities and challenges. Organizations must navigate the complexities of integrating AI into their operations, upskilling their workforce to leverage these technologies, and addressing concerns about job displacement.



Key Parameters



Recruitment and Retention

Work-life balance

Reskilling and Upskilling

Job Security

Key Point of Discussion

- Insightful discussions around current HR trends in the tech industry
- Industry best practices to overcome challenges around attrition and moonlighting
- Explore technologies that enable creating a collaborative and seamless hybrid working model
- Learn effective employee retention strategies
- Enhance employee engagement

Why **Attend?**

- Interact and network with industry stalwarts
- Build your knowledge through thought leadership sessions.
- Learn newest workplace trends in IT & ITES sector
- Engage with industry peers Recognition and Felicitation ceremony

Industries Covered



IT Services



Software product developers and engineering services



Hardware systems manufacturers



Cloud and data center service providers



Co-location service providers

Media Coverage 2023



Most Preferred Workplace IT and ITES Edition 2023

Televised on



Print **Publication**

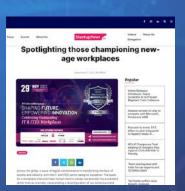






Press **Release**

Pre-Event Press Release









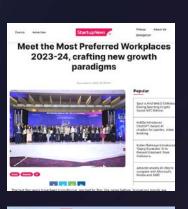
Post-Event Press Release









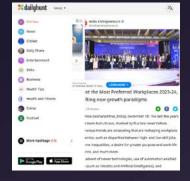














Glimpses 2023





































About **TEAM MARKSMEN**

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.











ABOUT MARKSMEN DAILY

Marksmen Daily is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

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LETS DISCUSS!!



