

## APARTHEID @ THE CALL CENTRE

# BHAIYAS, MUSLIMS NEED NOT APPLY

RAJ THACKERAY'S HATE  
WAVE HITS COWBELT.  
BHAIIYAS NOT WELCOME  
IN THEIR OWN STATE.

ARJIT SEN

JOEL JOSEPH / ROSEMARY MARANDI  
insource@metronow.co.in

**R**aj Thackeray's anti-Bhaiya virus seems to be spreading. It has reached Noida. One BPO here has reportedly advised the HR consultancy doing its hiring that "those candidates belong (sic) to Bihar and UP and Muslims are not eligible". This new apartheid in the sunrise world of BPOs may seem to have come out in the open in this one case, but the virus has invaded the industry and people from these states admit to even hiding their origins to escape discrimination.

The emailed invitation for interviews sent out by Connect Global Recruitment clearly mentions that Bhaiyas and Muslims are not welcome. We asked the Rajender Nagar based consultancy firm as to why candidates from these states are not eligible. "Even we were surprised by this condition. But the BPO, Netambit, explained that people from UP and Bihar have a problem with their diction, especially with words like insurance where the "sh" sound is pronounced as "s"," said Nadeem Faruqi, Director, Connect Global.

He was unable to get any logical explanation as to why Muslims were also excluded. We decided to find out and headed for the Netambit office in Noida. After a short wait, we were met by Priyanka. She wanted to know how we had got to know about the hiring disqualifier and then went to get someone more senior to answer our query. **PAGE 2**

