

PEOPLE'S PRESS THE HR BULLETIN

ISSUE 1 • NOVEMBER 2021



OUR HR CLUB

HRise

HRise, IIM Bodh Gaya's HR Club, provides a platform to all future management professionals to understand the people aspects of management and learn how to implement the best practices, trends and knowledge in the HR domain. It is the go-to place for HR enthusiasts to meet, network, and exchange ideas.

Various activities of the club include webinars - to shower the students with latest insights; competitions - because we strive to bring out the best in every student; and intense discussion sessions - we aim to become effective HR managers soon.

The HRise Club takes pleasure in presenting you the very first edition of People's Press: The HR Bulletin. It is a humble effort to keep our students updated with the most recent happenings and trends in HR.

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NEWS UPDATES

Hiring activity at all-time high crossing pre-COVID levels; grows 11% sequentially in July

According to the report, as businesses continued to ride the wave of digitalisation the IT-software or software services sector maintained its growth momentum with an 18 per cent rise in July compared to June. This demonstrates that digital transformation of Indian business was underway and it is central to recovery after Covid. [Click here](#) to read more.

Talentedge collaborates with SHRM and IIM-Shillong for HR courses

This is the first time that any IIM has partnered with SHRM. The online, one-year course has been specifically designed to prepare learners for the faster-moving post-pandemic world. The online program is designed to help management students gain both knowledge and application of knowledge across the HR function. It focuses on critical knowledge, skills, and competencies needed by HR professionals to scale the next level of success in the new normal. [Click here](#) to read more.

Why are cyber security workspaces less diversified?

Women are leading in every field at every stage. But surprisingly, a survey reported that they are lagging in grabbing opportunities related to cyber security. Post pandemics, we can also witness a substantial increase in cyber crimes. So, how to increase the workforce with diversification and what are offerings from the Indian govt are discussed here. For deeper insights, [Click here](#)

Technology helps companies screen and source candidates while hiring

Sumit Singh, Head - HR & Admin, Lava International, said, "We have onboarded multiple and specialized recruitment portals to source and screen candidates with the required skill sets and have added psychometric assessment in the hiring process and HR is evaluating employees on competency with a focus on EI (Emotional intelligence) to assess the cultural fitment of the candidate(s)." [Click here](#) to know more.

The secret sauce to fostering a high-performance culture

It is unconventional for an acting CEO to write about his cultural strategy, especially when he is testing it out in real time. But that is exactly what Satya Nadella did. [Click here](#) for more

Why middle managers matter in new normal ?

Middle layer, which fuels an organisation's leadership pipeline, is caught between two extremes – from being excessively used to risking redundancy. With leaders directly connecting with the lower levels, could there be a reduced dependency on the middle layer? Experts are divided on this matter and believe that if middle managers bring strong enough value to their role, they would continue to be a key link in the organisational hierarchy

Middle managers break down the usually larger-than-life vision of the leader into simpler actionable tasks to be executed by employees to help the organisation meet its targets. [Click here](#) for more

HR MUST READS



HR TECHNOLOGY

HR technology has grown abruptly in the past decades, starting from HR Portals to the HR Chatbots. Are Chatbots the last mile advancements in HR Technology? Well, Alexa replies, "No, it is not."

"Hi, Alexa" is the buzzword every person of the millennial generation must have pronounced at least once. Amazon has come up with this fantastic feature where people can use Alexa to find employment opportunities and much more.

For deeper insights, [click here](#)

EMPLOYEE WELLBEING

Zoom, G Meet, Skype, Teams are the often-heard terms after the pandemic. With teams working in remote, how is their well-being ensured? Pandemic has brought with it fear and uncertainty over health and safety. Isn't it the responsibility of HRs to play a pivotal role in taking care of employee's well-being. To understand how it is being done, you are just one [click](#) away.



SUSTAINABLE DEVELOPMENT

Sustainable development is the need of the hour, and every company globally is adapting to this. To make this into reality, every employee in the company has to strive for it. So, for conveying the strategies and plans to employees, the role of HR turns vital. Sustainable development has a crucial role in environmental strategy as failure to do so will have great impact on the society. To dive deeper into the concept, the below link is waiting for your [click](#).

LEADER SPEAKS



**SHREEKANTH
ARIMANITHAYA**

EY, GLOBAL DELIVERY HEAD

**"HR BUSINESS IS EVERYONE'S BUSINESS,
NOT JUST HR'S RESPONSIBILITY"**

Over the course of my 27-year career, I've worked in a number of sectors, including cars, FMCG, software devices, and services. The pandemic has hastened two profound shifts in the talent landscape. The first question is: what is talent's business, and who is talent's business? The talent industry is a business. We need to treat talent management as a business. What company is human resources? It is a matter that affects everyone. Business leaders must accept accountability, workers must accept accountability, and candidates must accept accountability as well. But that's the corporate theory. HR is not just HR's duty, but it is everyone's responsibility. In this journey of redefining a talent vertically with the company strategy and horizontally with the show process, some stuff got accelerated. One is that remote work has become more common. EY Global Distribution Services, on the other hand, has always been a keen advocate of remote work. We used to encourage people to work from home two days a week before the pandemic. We were able to operate from home within three days of the lockdown in March 2020. We had the infrastructure and culture in place to allow all employees to work from home, so the transition was smooth. The second is that we have become more flexible and nimble as an enterprise. Organizational thinking, employee thinking, and leadership thinking are all agile.

HOW IS THE ROLE OF HR BEING REDEFINED IN THE NEW NORMAL?

Gig is the third definition. In the last eight years, I've done a lot of work in the gig economy, accelerating freelancers and contingent laborers. The last one is workplace democratization, which I am a true believer in. Previously, employment was concentrated in Tier 1 cities such as Bengaluru. Many smaller towns and cities will take over as a result of workplace democratization. The most significant is that we have become more adaptable; during this pandemic, we are eager to try out new ideas and circumstances. This culture and pattern will continue. In the future, we want leaders that are more adaptable. These are some of the high-level obstacles that have accelerated the talent market, with people thinking, "Yes, I can," instead of questioning every creative concept.

What are some of the recent equality, diversity, and inclusion interventions that EY GDS has implemented? We've achieved a lot.

The first is that our philosophy has evolved from one of diversity to one of inclusion and belonging. That is the journey that EY Global Delivery Services has taken. You'll notice that these are two very different ideas. Diversity for the sake of diversity is drawing women and people with disabilities. I may display figures to prove my diversity, but is merely getting a diverse workforce enough to promote an inclusive culture? Is there enough diversity in our leadership? Do you have enough diversity in your front-end staff, such as sales and marketing? Do you have a wide range of technological options? Inclusion entails having a diverse range of skills and engaging in corporate decision-making and processes. When you step into EY GDS, you get the impression that it belongs to you, and you belong to EY GDS. An organization's sense of belonging propels it from diversity and inclusion to belongingness. We've taken a number of steps in this direction. Our gender diversity hovers around 47%. We put a lot of work into recruiting people with physical and cognitive disabilities. We now have a gender-neutral job description in EY GDS to help us recruit more women. All of our job descriptions have been run through a technology called Blue Pencil to ensure that they are not skewed toward attracting a specific gender. Every job description is written in a gender-neutral manner. In terms of inclusivity and diversity, we've also organized several sensitivity seminars and training programmes for our leaders. Then, when we perform employee listening activities such as culture surveys or provide milestone services such as onboarding, exit interviews, and so on, we make sure that diversity inclusion is a consideration.

WHAT ARE THE NEW TRENDS AND CHALLENGES IN TALENT ACQUISITION?

In terms of talent management, there are a few things to consider. The implementation of digital technologies and data analytics is changing the overall talent domain. We need to ask how you develop a relationship with a company in terms of talent acquisition in my 27 years of experience, where talent acquisition has been in my portfolio. I've been interested in a number of acquisitions. When hiring numbers are not met; obligations are accounted for; or, in some cases, they start blaming each other for not meeting the numbers, particularly in today's digital hiring, I've found that business and talent teams argue. We're all under a lot of pressure to achieve our goals, but the first step in transforming the talent acquisition platform is to create a good relationship with the talent community and the company. The second problem is that talent development remains a mystery. From demand forecasting to onboarding to the first 90 days of integration, many stakeholders lack insight into an organization's culture and performance. For instance, how many positions are available, how long have they been available, how many resumes are being screened, and how many are being shortlisted? From workforce training to induction and orientation, we deal with a lot of data in talent. As a result, we must ensure that we are transparent. We can evaluate the quality of talent, whether talent has the right mindset, or why people are refusing offers, or why the company is unable to attract a certain group of people to the organisation, by using data technology, qualitative, and quantitative data, over the entire lifecycle management of branding to sourcing to screening selection. There is a lot of qualitative and quantitative data, such as the amount of resumes received, the time it took to recruit someone, and so on. So, the second challenge is to find out how to best use this data and gain sufficient insights in talent acquisition. To ensure that we have the right insights, we are investing extensively in data science during the candidate lifecycle management process. The third, as I like to term it, is mass personalization of candidates, for which we will need to use technology. For example, if you go to some e-commerce website to make a purchase, technology manages everything. It's what I call mass personalization: technology recognises you as a customer, card, address, purchasing pattern, and so on. As a result, most companies aim to provide candidates with a comparable background. When an applicant visits our job page, they should be able to easily move through the entire lifecycle.

EXCERPT AT A GLANCE

- Business leaders need to accept accountability, employees need to take accountability, and candidates need to also account for accountability
- The transition to all employees working from home was seamless, as we had the infrastructure and the culture to work from home second, and we have become more agile and nimble as a organisation.
- Indulgence in concept of Gig - accelerating freelancers and contingent labourer.
- Democratisation of the workplace.
- We are willing to experiment with new ideas and new situations during this pandemic time
- Inclusion means having the right set of diverse talents and being included in organizational decision-making and processes.
- Through Workforce Analytics, we ensured that when we hire, promote, give compensation increments

Apart from mass personalization, we must also learn from other fields, such as e-commerce, which employs the idea of same-day delivery. I'm not talking about same-day recruiting, but when someone submits a requisition in the morning and an offer is made in the evening, you can make a same-day offer. This will necessitate a thorough process re-engineering. The fourth is that many innovations are at work in the talent acquisition domain, such as HireVue, a video interviewing technology; talent gamification for onboarding; and CRM. Today, we get CRM data from a variety of places, including social media, intranets, employee referrals, and agencies. Is it possible to combine all of the databases into a single CRM and then analyse candidate profiles and other data? The fifth argument is that talent development should be treated as though it were a human supply chain. EY Global Delivery Services is doing just that. Is it possible to transform recruiting into a supply chain management strategy? When you think about it, 80 percent of today's recruiting issues stem from a lack of workforce preparation and visibility of demand early in the lifecycle. When the company is informed of the recruiting need, talent is notified. The sixth point is that a lot of talent is being acquired, and it's not just typical lateral hires. Gig recruiting, contract labour, interns, college graduates, and second careers are all examples of talent acquisition. Finally, how do you reimagine talent management to put about more diversity in the workforce? These are some of the problems facing the talent industry, and EY Global Distribution Services is no exception.

HR ESSENTIALS



HR.com

- leading-edge industry research from the HR Research Institute
- 13 monthly HR-themed E-publications
- HR education, including 250+ annual webcasts
- HR certification exam prep that guarantees passing SHRM and HRCI certification

HR GAZETTE

- publishes fresh perspectives on topics connected with Human Resources and improving the ways we work
- It covers discussion on HR Technology, Talent Management, Recruitment, Employee Engagement, Benefits, Law, Performance, Learning, Strategy, and Leadership.



HR Daily Advisor

HR DAILY ADVISOR

- offers free webcasts, podcasts, articles, and reports on topics important to HR and compensation professionals.
- It publishes articles on daily basis like newspaper articles

POV "ONLINE EDUCATION"



**RUDRAKSHULA
DILEEP - PGP06**

Online education is the best available alternative for in class education during the pandemic. This helped students in continuing their studies without interruption. It has lessened the distance between the teachers and students. This made easy for the teachers to teach, share the readings, monitor and evaluate remotely. Although there are many pros, there exists many cons. The student must need a stable internet connection to be able to learn online. This will also hamper the peer learning and pros of in class environment.

Due to the Covid-19 pandemic, we saw a paradigm shift in the way everything was conducted; education did not remain untouched – it shifted online. Students all over the world took to their devices to attend the classes. On the one hand, it provided comfort and convenience; students saved travel time. On the other hand, mental health has been negatively affected due to prolonged isolation and lack of social interaction – terms like “Zoom Fatigue” were reflective of this new normal. Education also became a privilege, as people accessing it needed access to devices and a stable internet connection, which over 50% in India do not possess.



**MINALEE RAGHUWANSHI -
PGP07**



**SHAMBHAVI
HARAYAN - PGP07**

Online education for students has both facilitated and disrupted learning at the same time. It has made it convenient for students to participate in classes from their homes, thereby minimizing travel and reducing the risk of the spread of infection in the light of the Covid-19 pandemic. However, it has widened the digital gap between students from rural and urban areas. The students from remote areas have not been able to attend school for more than a year now due to a lack of proper infrastructure. Online classes for long hours have also affected students’ ability to engage and have reduced attention span. Moreover, it has adverse effects on students’ health, both mental and physical. Therefore, in terms of adapting to the situation that we are in right now, online education might be the way to go. However, there are serious challenges that need to be addressed to continue this learning format

HRISE CLUB EVENTS

- **HR Portal Design Competition**

This commenced the activities of HRise for the academic year 2020-21. HRise welcomed the PGP-06 through the HR Portal Design Competition.

- **HR Professional Day**

Human Resources Professional Day is observed on September 26 every year to highlight the Human Resource industry. It is not just about recruiting and managing the workforce, it's also about linking the company's management with its employees. The backbone holds the body straight, and HR personnel hold the organisation!

- **Webinar - by Sushil Tripathi, HR Head, (Garment Division), Siyaram Silks Mills Ltd.**

Topic: Various verticals in HR Domain & changing expectations from a current-day HR manager.

- **Webinar - by Cpt. Pranav Prasoon, Head of HR, Renault India**

Topic: An Evolving workspace: Future skills & Expectation from Managers/employees.

- **DOs & DON'Ts of Interviews**

HRise organised an event to address essential aspects of an interview. HRise successfully conducted a session on the 'Dos and Don'ts of an interview' on 25th November 2020, where the faculty members addressed the doubts and concerns of the students regarding interviews followed by posting a video with role play around the same.

- **Brain Game**

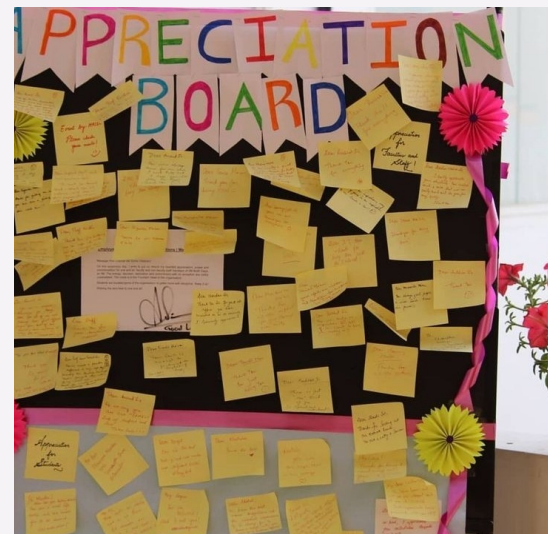
HRise came up with yet another fun event - Brain Game, where you get to know which hemisphere of the brain dominates you. Are you more analytical, orderly, and verbal or You are more creative, intuitive, and visual? Get to know yourself and your brain a little better through a fun challenge.

- **Employee Appreciation Day**

HRise has celebrated the Employee Appreciation Day which provided an opportunity for everyone to show their appreciation towards their colleagues and friends. An appreciation board was set up in the academic & hostel blocks. Students & faculty members were free to convey their appreciation through the same.

- **HR Gamification**

Recruitment processes and methods have evolved to adapt diverse angles to evaluate a candidate for a particular job position. One such recent technique is Gamification wherein the Human Resource Department designs a game that requires the candidate to use multiple competencies to solve or win the game. The participants were provided with the details of the industry and the organization looking to hire a candidate. They are required to formulate a game through which they can select/hire the best candidate considering the constraints given in the case.



WINNERS OF BRAIN GAME.



PARATYAKSH SINGH
PGP 05



KUMAR GAURAV
PGP 06