



sssihl.edu.in

Challenges in Human Resource Management

27 FEB 2016 @ PRASANTHI NILAYAM CAMPUS

To create successful organisations, it is of utmost importance for employees to actively engage in the functioning of the organisation. While employees' involvement in any organisation is one part of the story, the role of the organization in helping employees grow personally and professionally is equally important. To dilate on these very issues in the current times, Department of Management & Commerce, SSSIHL, organised a one day workshop on the **Challenges in Human Resource Management** on **27th Feb 2016** at the Prasanthi Nilayam Campus.

The workshop was structured into two panel discussions each involving participation of industry experts and moderated by institute faculty; followed by a question answer session.

PANEL DISCUSSION 1 – ENGAGEMENT LEVELS IN ORGANISATIONS – HOW LEADERSHIP BASED ON ETHOS AND BELIEFS CAN PROMOTE ENGAGEMENT IN THIS AGE OF GLOBALIZATION

PARTICIPANTS

- Mr. Shabbir Merchant** – Chief Value Creator, ValueLead Consulting
- Mr. K Shankar** – Executive VP, Group Head HRD, Infosys
- Mr. Prasanna Sai V** – Director, Management Consultancy and SSSIHL Alumnus
- Prof. Kumar Bhaskar** – Professor (Hon.), Dept. of Management & Commerce, SSSIHL

Prof. Kumar Bhaskar, started the discussion by giving an overview of the topic. He defined the term 'engagement' as a property of the relationship between an organization and its employees. He opened various aspects of employee engagement and Indian ethos and thus left the area open for discussion for the other speakers.

Mr. Shabbir Merchant talked about three perspective on engagement – current trends, reasons for disengagement and possible solutions. He gave live examples of few companies like Cipla, Johnson & Johnson, Philips etc. which are actively involved in the employee engagement process. In his view, when greed takes over the need, it may result in employee disengagement. He also mentioned about insensitivity of organisations towards employee's situation that leads to strong disengagement.

Mr. K Shankar actively involved audience in soliciting various established theories on employee engagement. Few areas of engagement like purpose, drive, intention, skill and motivation were discussed. He presented a flow matrix of skill vs will and the most desirable position to occupy to unleash optimum employee engagement.

Mr. Prasanna Sai V presented Swami's perspective on engagement. Drawing instances from his personal life, he talked about how engagement can be critical in organisations. He also drew a vivid picture of ethos in the corporate world.

The discussion was followed by a question and answer session. The key insights from this session was that blind imitation of the western theory on management must be avoided. Instead, accepting relevant theories and modifying them to suit the Indian culture and environment can be fruitful.

PANEL DISCUSSION 2 – PEOPLE ISSUE TO BE FOCUSED ON IN THE MAKE IN INDIA ERA WITH EMPHASIS ON GENERATION Y WORKFORCE

PARTICIPANTS

- Mr. Sridhar Thiruvengadam** – COO, Cognizant Technologies
- Mr. R Nanda** – Sr. Vice-President, HR, TATA Chemicals
- Mr. P R Sankaran** – Director for India, Broward College, Florida, USA
- Mr. Karthik Ramesh** – BPM & Head (Governance), FSSC Scope International and SSSIHL alumnus,
- Prof. Radhakrishnan Nair** – Dean, Dept. of Management & Commerce, SSSIHL

Prof. Radhakrishnan Nair began the afternoon proceedings by stating his views on Generation Y (also known as the Millennials - those born from the early 1980s until 2000). He considers that generations are defined by mindset rather than by age. On a lighter note, he commented that he is Gen Y although he was born before the early 1980s. He presented the stage to the speakers by drawing the boundaries of the topic, i.e. how young people will respond to 'Make in India' and what can be the people issues they are likely to confront.

Mr. Sridhar T in his enthralling talk laced with humour,





commented that last 100 years of change is more impactful and purposeful than 1,00,000 year of change that humanity has seen before that. He told that Gen Y is about change and nothing else. Success according to him was about:

Understanding what customer wants and
Understanding what the domain of industry wants

Mr. R Nanda started by saying 50% of the workforce in India will be Gen Y by 2020. Gen Y has the work hard, play hard attitude. He said making manufacturing attractive to this tech-savvy Gen Y people is a challenge. He focused on need in increasing PPP (Public Private Partnership). The gap between the unskilled mass and the need of skilled work can be bridged by university tie-ups, productivity improvement and making manufacturing cool again. He ended by saying – The change that is happening should be looked at as an opportunity and not as a threat.

Mr. P R Sankaran said MANAGEMENT is MANAGE MEN but before that, MANAGE ME! He focused on cost and quality of education, employability, demand and mobility for workforce,



work life balance, etc. He argued on the policies regarding labour, social, wage, education, etc. he concluded by giving example of Uber which stands for disrupting the work environment.

Mr. Karthik Ramesh started on a nostalgic note as he confessed he was nervous speaking here. He gave a very different picture of Sai Students outside the portals of the institute. He said that though we may not believe in the fact that students of SSSIHL are different, after going out we realize how different they are. He shared few incidences where his focus on values, ethics and people management in organisations helped in taking thoughtful decisions. He also commented that there are a few other institutions that also have high ideals and principles just as SSSIHL, and he is also a proud associate of XLRI.

The discussion was followed by question answer session where students asked about the dilemma that MNCs face in India about corruption when they participate in PPP. Also students asked about recommendations on labour laws and GST Bill that can help solve peoples' issue in the industry.

