

ICFAI®  
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JAIPUR

# PROWESS

VOLUME IV

RE-IMAGINEERING HR

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# MESSAGE FROM PRESIDENT, THE ICFAI UNIVERSITY



Prof (Dr) H. P. Singh, VSM  
President - The ICFAI University, Jaipur

*Greetings!*

*I am very glad to see that the fourth edition of 'Prowess' is ready to be launched with a theme of 'Re-Imagineering HR' which is so contemporary and relevant topic in the context of the evolving landscape of Human Capital Management in education, industry and corporate sector.*

*The FBS, as an integral school of the University, has been in the forefront of embracing the New Education Policy 2020. It has commenced sourcing industry experts as faculty in the domains of Marketing, Finance and HR, in order to include the industry perspective and integrate the industry inputs into the course curriculum so as to have the students industry ready with the right kind of skills.*

*The FBS is genuinely engaged in empowering its students by providing them the right kind of exposure and opportunities for developing leadership qualities. The establishment of Student Council and dynamic nature of various club activities through the right kind of mentorship are yielding the desired dividends for the student fraternity.*

*I am very pleased to note that the School has ensured very impressive placements for the MBA Batch of 2022, with three students securing international placements and all other students getting offer letters from the reputed companies. This trend is likely to continue with further improvements.*

*I am quite certain that the readers will find the 4th edition of Prowess interesting and worth reading.*

*Best Wishes*

*Jai Hind*

*Prof(Dr) H P Singh, VSM*

*President, IUI*

# Dr Shweta Jain

*With every edition of "Prowess" that we bring to our readers, our efforts, energy and enthusiasm take a new height. And this time, it's about uncovering novel insights related to the people function, the principal theme being "Re-imagining HR", reinventing the work and workplaces for today and tomorrow.*

*Our team has compiled perspectives and contributions from various stakeholders, the ones directly or indirectly driving the people operations. As the readers would navigate across the pages, it would come as an insightful expedition through the emerging landscape of HR, readying to adapt to the dramatic changes in the business environment.*

*My sincere appreciation for the editorial team for bringing out this delightful piece of work for us to relish and reflect. "Prowess" would continue serving exciting content to our readers, with all gratitude for the feedback and suggestions coming from all well-wishers.*



**Dean & Program Head,  
ICFAI Business School, Jaipur**

# Dr Shivangani Rathore



**Dy. Academic Co-ordinator & Student  
Activity Co-ordinator,  
ICFAI Business School, Jaipur**

*Namaskar to all readers!*

*We warmly invite you to the fourth edition of Prowess, "Re-Imagining HR". HR leaders are focused on steering their organization in the right direction, by leading the drive to reimagination and redesign. This precision-driven effort requires a lot of dedication and effort.*

*This edition of the IBS Jaipur includes perspectives from HR practitioners and academics on issues related to HR, as well as experiences from students at the IBS Jaipur campus.*

*Our "Prowess" editorial team attempted to investigate the developing trends and goals that would characterize HR and work technology in near future.*

*We eagerly await your opinion, which will assist us in redefining and revamping our magazine for the future edition!!!*

*Happy Reading...*

# The 'S'quad



## Editor

*"Words have power, it's the writer who decides how much."  
This endeavor has all my heart, for it's not just a magazine, but an expression.*

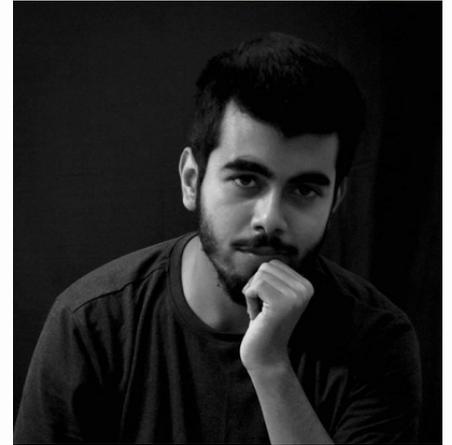
*- Sourav Chauhan*



## Creative Lead

*Designing the magazine was both overwhelming and satisfactory. It opened up my artsy arena, and amplified progression.*

*- Sakshi Chandel*



## Editor

*Serving as the custodian of the institute's magazine has been a life altering experience, giving me a catholic exposure. This has been my proud prowess.*

*- Samrat Dutta*

# RE-IMAGINEERING HR

## *“No one-size-fits-all”*

As true as this concept is for the layperson while making their choice of apparel, it perhaps is far more factual for any organization in the 21st century.

The market is slowly bouncing back from the advent of COVID-19 and so are the employees. ‘Bouncing Back, really?’; well a resounding YES wouldn’t suffice to state the gravity of the affairs at play. Companies are now having to create tailor-made plans to retain employees - to negate the dawn of an event COVID propelled; The Great Resignation. Just like Heath Ledger’s Joker, the gig workforce awaits with a sly smile in the backdrop waiting to alter the folklore of Human Resources; its partner in crime? Artificial Intelligence perhaps!

Some argue that this is a FAD, something that might not be a mainstay. Others describe FAD (in this context) as the need to be Flexible, Agile and Dynamic. In a world where alignment to work and the workforce is needed more than ever, traditional functional alignment is something that needs to be reconsidered. Where should one start with improving the agility of the HR organization?

The radical breakaway from the traditional approach of HR Management brings with a surfeit of questions:

1. Are work outcomes stable?
2. Are jobs predictable?
3. Are people fungible?

and many more.

*Presenting the fourth issue of the bi-annual magazine from the Department of Management - ICFAI Business School, Jaipur.*

*PROWESS.*

*Cover Article by -  
The Editorial Team*

# *Rendezvous with Expert Partner (Human) Resources*

For this issue, we reached out to people managers for up-close dialogues to understand the perspective from inside the system.

# A Seat at the high T A B L E



Dr Rupinder  
Kaur

**T**he interview started by addressing the elephant in the room – the rhetoric that goes around in the corporate fraternity that the role of an HR is limited to employee engagement practices. We placed on record our disjoint descent on this relative and placed on record our observation that HR is a visionary to accompany the ‘Human’ factor in any organization.

Dr Kaur proceeded with her attempt, in hindsight a more than successful one, to explain the importance of HR for the layperson. Taking reference from a recent Harvard Business Review article, she shared about two very talented individuals who graduated from Harvard and worked as strategic consultants for a number of years and shifted careers by choosing Human Resource as their next path. The sanity of understanding psychology is the explanation of HR to the layperson.



That is - 'To their minds, HR sits in the middle of the most important competitive battleground in business - finding and retaining the best of talents. Talent Acquisition and Retention is not only the most important aspect of HR but also one of the top prioritizing factors that organizations should focus on.

The conversation moved on to a brief discussion about the dilemma that clouds the mind of an HR Personnel while acting as the mediator for employees who fail to align with organizational goals (albeit those of the employers) at the cost of personal ones?

Ma'am addressed this long standing struggle by relating it to perceptual biases rather than factual ones. At the end of the day, the organization is one. With dissimilar motives at stake (between the employer and the employee) one needs to have a balcony vision - a vision that oversees all. The outlook changes! Suddenly one finds that the need for recognition, respect and pay packages of the employee perfectly align with the vision of the employer as he/ she looks up to the success of the organization to act as the source of bread for himself/ herself.

*Human Capital Index designed a survey way back in 2002 to assess 43 HR practices in organizations with the key parameters being:*

*Improved Financial Returns, Increased Shareholder Value along with Employee Satisfaction - reported that companies with the best HR practices provided 64% additional return to the shareholders over a 5-year period. When compared with the companies that had suboptimal HR practices, the numbers stated that the returns were three times less over the same time period. The numbers substantiated her perspective and further reinforced ours.*

*Facts state that if basic employee needs apart from compensation are met, that vis-à-vis translates into financial gains for the organization in the long run.*

The next question had been designed to explore Ma'am's views and opinion on talent acquisition and payroll management. We played with the words and asked her if the 'Resource' in 'Human Resources' is now scarce to acquire and retain. The perspective - changing work environment.

She gracefully navigated her response to tailor the complex question. Firstly, she was assertive in admitting this change and went on to explain how COVID further propelled this change - changes that have led to 'The Great Resignation'. Work-Life Balance has shot up to being one of the absolute necessities for the modern-day workforce. The role of CEO is now more aligned to that of a CHRO having to navigate the new normal.

We further forayed into the domain by requesting her to express her view on Strategic HR. According to her, the advent of strategic HR was in tandem with the industry's shift from individual performance to collective performance. In the industrial era, Taylor's theory and work units were prevalent but as globalisation stepped in and the workforce became geographically dispersed, the focus shifted on organizational performance rather than individual performance. Solving business problems is now the need of the hour. Strategic HR focuses on having an integrated alignment between organizational goals and its strategic implementations. In her eyes, she views strategic HR as a mainstay for the coming decades and a key player in the evolution of how organizations conduct business.



THIS IS THE MOMENT FOR HUMAN RESOURCES. NOW IS THE TIME TO STAKE A SEAT AT THE HIGH TABLE!



The next line of questioning was to uncover her take on how the shift to a data-driven approach affects the 'emotional' aspect of Human Resources. Does the transformation from a qualitative to a quantitative approach take away the 'Human' in 'Human Resources'?

*Quoting her immediate response, 'That's where the rubber meets the road'.*

She went on to explain that with a measurable approach it is easier for organizations to discover the touchpoints as human resources behavior has been very unpredictable to this point. The concreteness of models such as Learning Experience Platform (LXP) has allowed business stakeholders to project long term business cases in terms of workforce output. She concurred that data is king and this is indeed the approach that will be practiced and perfected in the industry henceforth but went on to reiterate that the emotional aspect can never be side-lined.

She went on to disclose the viewpoint of the CEO of a Big Four organization on this topic, stating that although a part of running the organization is catered by number and profits, a lot of it has to do with people and empathy. So much so that the gentleman would not mind being called as Chief Empathy Officer. This approach is sure to percolate down into the hierarchy with powerful implementation models such as roleplay. COVID acted as an eye-opener for employees in terms of understanding which organizations value people and which ones do not.

Our deduction from this conversation? Although the rubber (i.e., data) helps the car (i.e., organization) navigate the road (i.e., business), the fuel (i.e., emotional approach - people) still has to have a major say in the functioning.

A fine balance with people at the center is the key.

The conversation moved on to shift in balance of power with organizations opting for a flatter hierarchy structure. She took the example of Project Oxygen - A Case Study on Google stating that at any given point of time a manager at Google has 35-40 direct reports. This is by design and choice to steer clear of micromanaging. The company attributes its success, innovation as well as decision making to this structure. The feeling of formal authority is disavowed owing to technical expertise and domain knowledge. The bedrock of this entire structure - attracting original thinkers.

Simply put, the more the focus shifts from individual to collaborative efforts, the more distributive decision making has to happen. Power centers delay decision making. Autonomy should be promoted in day-to-day decision making with long-term decision-making staying vigilant at the helm.

*"Start with Why - for anything and everything. If you can make the Why clear, the What and the How becomes much easier."*

*Simon Sinek*



With all the diverse trends and topics covered, we proceeded to put forward our final question which sought to understand the impact of the digital age on talent acquisition as the Indian workforce slowly reaches 'The Talent Cliff' phase.

Ma'am's major concern on this topic was not whether the digital age would prove to be a wrongdoing but if the Gen Z workforce is ready in terms of experience and expertise or not. The lack of exposure will eventually relate to a shortfall of tacit knowledge. The concept of Radical Candor can be used in this scenario to marvellous effects - being absolutely candid with oneself.

This assists with obstacle discovery at a team level before taking strategic business calls. Organizations can rightly discover the gaps and plug them with utmost effectiveness and efficiency.



# Bullseye



The evolution of Human Resources; particularly post COVID has been nothing short of momentous. If one couples that up with the wave of digitization that has swept the corporate world in recent years, one finds that the role of the HR personnel is not what it was five years ago. On these lines, Ms Shankar emphasized that although technology needs to be incorporated, in no way can the interpersonal lines be tampered with.

Rarely do we find instances where the opportunity and the threat are the same. Ma'am fears that the advent of technology may completely cut off the relational arm of people management in the long run.

With remote workstations popping up left, right and centre, the personal interaction is minimized. Albeit in a familiar & relaxed work environment, employee productivity should logically increase.

(To the reader, you can relate these changes with the rise in discussions about the Pomodoro Effect and similar concepts).

*The solution? A concoction between the two.*

Ma'am drew reference from the Japanese Economy wherein traits such as:

- Brand Value
- Loyalty
- The Feeling for the Organization
- Team Spirit
- Comradery

are practiced eloquently. She advocated a strong implementation of such value chains that can assist this evolution process.



**To add to this, Ms. Shankar brought in two further insights:**

### **The heightened expectations of the Gen Z workforce**

The impetus on hygiene factor while joining a prospective organization has been seen to intensify in the contemporary corporate. The cause-and-effect relationship points to the booming start-up culture in India that might probably be seen as the mainspring.

The conversation deepened over the same discussion point – this time with the question whether new-age technology would discount and eventually replace human factors, that till this moment had been a key facilitator in an organization's growth.



On this aspect, Ma'am emphasized that concomitant steps should be taken to ensure that people do not get alienated. Concurrently, realizing the utility of Human Resources in any organization should be a pro-active step from the management.

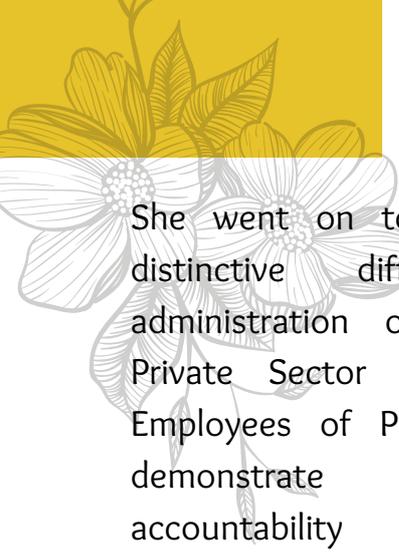
The next line of discussion was the comparison between Soft HR and Hard HR. We wanted Ma'am's view on whether HR personnel should focus on people management traits like compassion and empathy or solely prioritize productivity; since at the end of the day, organizations demand productivity to grow. Her response was crisp and concise. It is not a straight-jacketed yes or no. She stated that compassion for the workforce works in synchronization with the line and staff function churning results that are tangible in nature. Stakeholders are jeopardized if profits are not harnessed. The mandate, thus, needs to be fulfilled. Only when the mandate is fulfilled can organizations be more benign in welcoming HR policies that are employee centric. She spoke on the lines of corporate governance, particularly emphasizing the need for transparency and structural rigidity. She concluded by stating the HR policies work in tandem with the life cycle of the organization.

### **Removing regional biases**

Organizations have turned their heads to inclusivity in terms of gender diversity and geographical background. This effort can be attributed to the need for youth to feel recognized; thereby giving them a platform to harness their multifaceted skillset.

On being asked about the role of Human Resources in being the department that serves as the bridge for a PSU through its transition into private ownership, Ms Shankar responded with one word -

*'Bullseye'*



She went on to equate the distinctive differences in administration of PSUs and Private Sector Organizations. Employees of PSUs need to demonstrate exemplary accountability since their salaries are being taxed from the taxpayers. Therefore, it should be the onus of the employee to repay in faith to the organization in terms of service. The unfairness in such organizations is in stark contrast to the private sector where KRAs are pre-defined. The company analyses the cost, business per employees, NPAs per employees and other statistical reflections to determine the value of the workforce. Herein comes the role of the HR to underplay the effects of the paradigm and cultural shift, thereby enabling the employees to make the switch without any major complication.

She does not view the privatization of PSUs as a major hurdle since none of these market segments are any longer a monopoly. With commercial private units present in each sector, the PSUs, over the last decade, have had to up its game to remain competitive in its offerings - thereby already incorporating employee policies that in some ways are akin to those in the private sector.

Stimulated by the interesting insights, we attempted throwing a curveball at her, by placing a question about the HR's role in the corporate branding process as organizations are manifesting their desires to transition to greener initiatives.



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Her response was on the financial aspect of it as she sees such moves as strategic decisions with a layering of social elements to it. Organizations need to be upfront about such branding behaviors. If geographical viability is key, organizations will never be burdened by social objectives. The HR's role in this process is to tighten the build internally while also acting as the mouthpiece with external stakeholders to ensure that such decisions are viable in the long run.

# AN ARROW IN THE ARMOUR

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*Mr Sandeep Menghani*

Founder & Director,  
Yeshaswi Bhav Training  
& Development

**Sir initiated by laying emphasis on the changing work model i.e. the Hybrid work model.**

The way one sees wellness has changed - its physical, followed by mental wellness and then comes financial wellbeing. The evolution of DEI to DEIB, with belongingness being one of the main constituents in today's day and age along with Diversity, Equality and Inclusion, has changed the way workplaces operate.

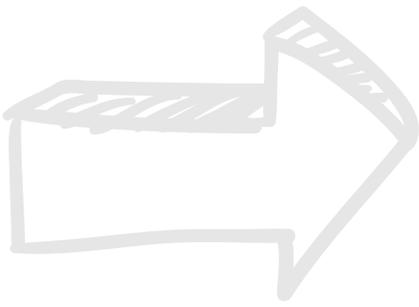
**Today, the need for 'Transferable skills' is not a choice but a necessity.**

With the changing WFH setup, people are engaged in dual employment, due to which data infiltration is happening. Hybrid working style is the changing workspace, and employees have to be transparent working in the same. Gig economy is also booming and HR has to make themselves familiar with the same.

**Regular employees have accountability and responsibility, which the freelancers don't have.**

Organizations have to go on contract with freelancers and select the ones who are giving results. Incentivization will play an important role in this regard. There has to be a shift from employee engagement to performance-linked bonuses, for which HR should be ready. Gen Z, the generation of minimalists, is aiming at work-life balance. With such diverse yet concrete changes going around, the role of HR has to evolve as well; their participation in the organizational decisions ought to increase for better decision-making.

The want for extensive emotional labor has also increased with the outbreak of the pandemic, as can be seen portrayed by staff like that in hospitality and cabin crew even during times like this.



**Attrition rate during Covid-19 increased, for 45% employees felt overworked and 46% felt no or lack of support from their employers.**

Mr Menghani said that the organization is as good as the employees, both the entities complement each other. The happier its employees, the better the company performs. Giving a personal example, Mr. Menghani remembered how the HR personnel is the first face for a prospective joiner of the organization, making or breaking the initial impression for the latter. In a huge number of MSMEs, HR fails, since they're just a mouthpiece to the owner, while the same department succeeds in Corporates; Owner thinks of money, HR thinks of people.

The importance of HR comes into play here. Moving forward from the bookish knowledge and getting ready for the real-life, unprecedented situations is what an HR needs to learn. They have to be proactive; constant control, monitoring and analyzing is needed in this role.

Quoting Phillip Kotler, he said,

*"What cannot be measured, cannot be controlled"*

- that's precisely what this disruptive technology helps in.

Talking about Analytics and Data, Mr. Sandeep claimed it to be a facilitator rather than a hindrance for HR.

Improving talent acquisition, increasing staff retention, preventing workplace misconducts and collection of incident reports are some areas where technology comes in handy for this department. Besides, it helps in increasing productivity by quantifying performance.

A proper Performance Management and Rewards System helps in uncovering the skills gap, filling which in turn enriches employee engagement and experience. Moreover, with data and analytics being transparent, normalization is fostered in the organization.



Quantifying KPIs and KRAs, designing rewards and recognition results towards less attrition, happy employees, more productivity and increased profit.

*“Data aur Beta mein se, Beta jhooth bol sakta hai par Data nahi.”*

Data is the most important thing, knowledge just through texts is obsolete; HR Analytics helps one in experimenting and opening up to new horizons thereof.

Humans should control technology, not the vice versa. As the pandemic taught us various life skills, we'll definitely master the art of emotional control in the next 20-30 years, as it is the need of the hour. HR should be inducted in power skills as well.

In recruiting interviews, the HR round is just a formality; everything is decided by the functional supervisor and just conveyed to the HR. Owing to all this, HR is reduced to nothing. But if an organization wants to be successful, its HR should be given free hand. Sir said that Knowledge can be inducted, Skills can be upskilled, which are both seen by the functional heads, but Attitude and Habits is the job of HR to find out.

! ! *Atli sarvatra  
varjayet* ! !

Excess of  
anything is bad.

Further, Sandeep Sir laid emphasis on the evolution of General HR to Strategic HR, they're now overarching the organizational goals. HR helps in achieving individual goals which in turn helps in achieving organizational goals. In most organizations, HR is secondary to management.



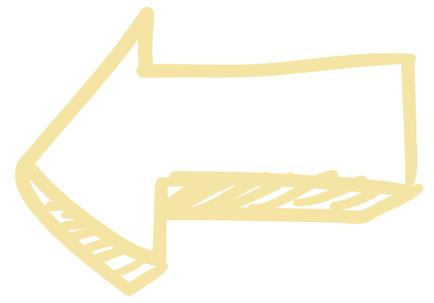
Person Organizational fit is as important as is being Person Job fit, the former gauged by the functional heads and the latter by the HR department. The increase of this department's participation in organizational goals is making them dearer to the management. After Covid-19 outbreak, the importance of HR has been realised by every venture. Today, HR should be empowered to promote an environment of growth and development.

Next, Mr. Menghani mentioned the need for emotional intelligence for HR. As seen generally, females aren't emotionally charged, but they are emotionally balanced. HR is like a whistle in the cooker. Being in this role requires mindful listening and empathy, which resonate to the feminine qualities. Moreover, people are respectful when talking to women, which the management finds acting as a shield in situations like layoffs.



But the trends are changing, with females ready to move, transfers and open to jobs with figures.

Sir said that HR is a non-transferable job, they don't have lots of sales pressure; they're not running after figures. So, we see a bifurcation among gender roles like males in sales and females in HR. This is not by design but by default; it's like a marriage of convenience. Also, most companies don't have decentralized HR, thus, there are less number of HR employment departments. Earlier, not many women used to apply for roles like sales, like we see male dominance in the insurance industry.



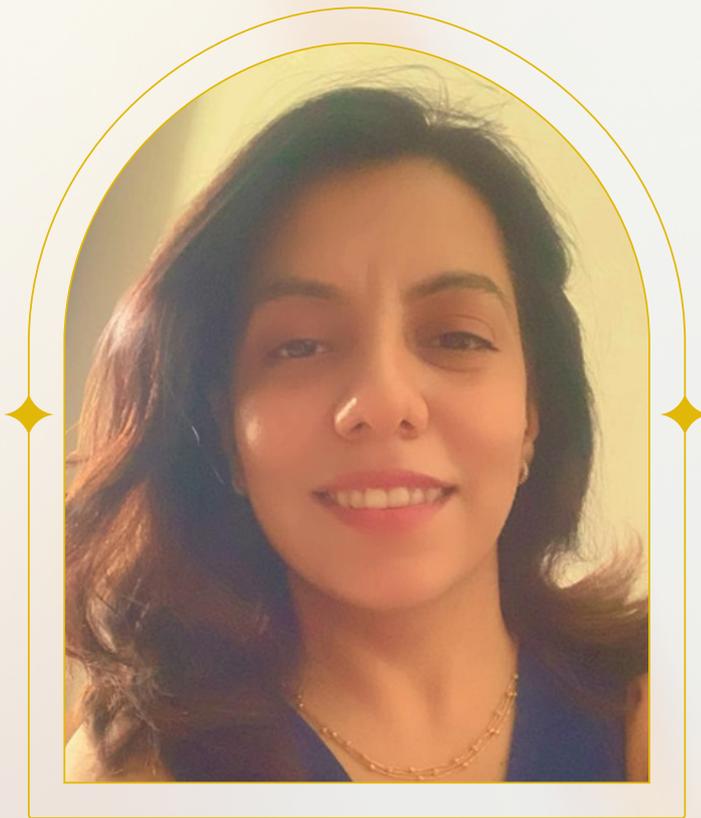
Following the topic of diversity and inclusion, Mr. Sandeep touched on the topic of Pink Washing. This very widely seen issue is not very common in India; we still don't talk about topics like homosexuality in the open. Speaking metaphorically, he said that an organization is a shadow of the bigger organization i.e. the nation.

Quoting the Rule of Conformity, if something is happening at a bigger level, it'll definitely be trending and followed. Change should be at the bigger level, which will be followed by MNCs, then MSMEs and then small businesses and Cottage industries. Besides change in laws, there needs to be a change in perspective of the society as well.

HR is like an Arrow in the Armor, you may or may not need it. It totally depends on the organization how they utilize this resource, which is underutilized by most organizations. HR is the eyes and ears of the company. Mentioning Subroto Bagchi's book, 'Firing your Star Salesperson', Sir said that the HR personnel would fire them, but the Owner would not, giving rise to the Ethical dilemma. This is why most organizations don't empower HR. If empowered, this department would promote standardized processes, equality, belongingness and create a culture.

This Arrow in the Armor must be used, HR should be able to take their own decisions, with suggestions from others as just opinions and not compulsions.





*We got the opportunity to interview Ms. Purva Gera, Head of Culture and Talent at Biconomy. With almost two decades of experience, both national and international, from the banking to the ed-tech industry, and working in both corporates and start-ups, we were keen to gather her views on some questions related to the domain of HR and related verticals.*

## **Ms. Purva Gera**

Head of Culture and Talent at Biconomy

**LEARN, UNLEARN AND RELEARN**  
**LEARN, UNLEARN AND RELEARN**  
**LEARN, UNLEARN AND RELEARN**

The interview started with questioning the reality about the said inclusive and diverse corporations. Ma'am said that not every company puts in conscious efforts, some merely do lip-service. It all depends on the stage on which the organization is. A start-up focuses on hiring diverse talent, making more inclusive policies, whereas an evolved organization has different priorities. It also depends on the country of operation.

Remembering a personal experience, Ms. Gera talked about a session she attended on breaking biases. The importance of people analytics comes in handy here as it helps in accessing relationship biases; data can be used to identify the issues. Some companies are making a lot of strides in this space; they're evolving and setting up benchmarks for other organizations

Giving another example she mentioned how they used to focus on gender diversity in one organization, but there still was an unbalance on higher levels. Now organizations are coming up with programs like Transitioning for Returning moms; employers are recognizing the fact that people take career breaks and are now trying to bring those employees back to work. There are also efforts to eliminate the gender pay gap across different verticals and industries. Firms are coming forward and asking the question, "We may not know the best solutions, but tell us how can we help? We want to help!"

Today HR is not just to securitize everything and monitor everyone but for enabling relationship building in this remote world. Workplaces are changing, but Human Psychology remains the same. One should remember that we are all people and not numbers. What an HR fosters is people, people progression and how employees look at their life, not just work, with the organisation. On one hand, it is crucial to value the employee cycle and work life balance, but we also cannot miss out on the goals and sacrifice the productivity and growth of the firm; there's a thin line to balance. Now, one should keep in view the importance of employee belongingness, which should be supported and facilitated throughout.



Next we talked about the amalgamation of many cultures under one roof in a modern day, virtual organization. Ms. Purva reminisced how earlier you had to do much travelling to make an in-person impact, but all changed after the pandemic outbreak. After Covid-19, organisations had changed within days; they'd adapted to the Hybrid work model. We've also seen how important it is for companies to understand uncertainty. With the new normal, it is necessary for an HR to understand the nuances, to build relations. They've to start evaluating employees without helicoptering them and create a culture of trust, making sure everyone feels empowered and believes in the vision and mission of the organisation.

Continuing the conversation on culture, we discussed Ms. Purva Gera's views on the statement,

*"Practices can be copied, Cultures cannot be. Culture is built"*.



She said that companies can take reference from cultures, but cannot copy them. Culture is very specific to an organization; it cannot be cut and paste. Culture creates a sense of purpose; it drives the real responsibility towards stakeholders. Creating company culture that evokes human emotions in employees is what a firm should aim at. The company and its employees have to be aware of the business values and should strive to build a culture around the same.



Next, we moved to talking about the multi-Generational workforce. Different organisations have different generational constituencies. It depends on whether the firm operates in a traditional setup or does it follow a start-up culture. There is no good or bad company. As an HR, one must acknowledge the uniqueness and the beauty in all the generations working together.

When varied brains will work together, you'll see the magic in how the organisation will grow. There's a beauty in diversity, a beauty in inclusion, and the organisations who crack this will be the most profitable. In a work set-up, different sorts of people should coexist in harmony. As People's Manager, we should make sure everyone is a part of the organisation's conversation, big or small and must make together diversity and inclusion. It is important to have the right details of people, which is helpful when pulling in people that represent that group.

Our jobs are not to give solutions, but to get the right people in the room to make sure that the solutions automatically present themselves. Diversity should be displayed in conscious practices like hiring panels, promotion panels etc. Basically, be Aware and take simple steps to make sure that the org. is trending in the right direction in this space. Again, the need for learning, unlearning and relearning comes into picture.



Finally, Ms. Gera concluded by giving some valuable advice for the upcoming HR aspirants. HR is not a technical job, companies can survive without them, but what HR brings to table is the human element. There are grey zones which are taken care by the HR. No two humans are the same. Making sure to minimize conflict and maximize productivity and potential of these people is an HR forte. This department, if empowered properly, accelerates the growth of the concern. There are immense opportunities in people management, a lot of which are still not cracked even by many big organisations.

When looking for companies to work with, one should be looking at both the said and the unsaid, proper research is crucial. After the global bump, the hiring resources in HR are changing; the companies are working towards employee satisfaction. Firms are learning from events and carrying forward, and that's how it should be.

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*This department should be supporting people on being the best version of themselves. Disruptions like A/F will come but human emotions will stay. There is no end, we just have to keep moving forward!!!*

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## Corporate Talk Series

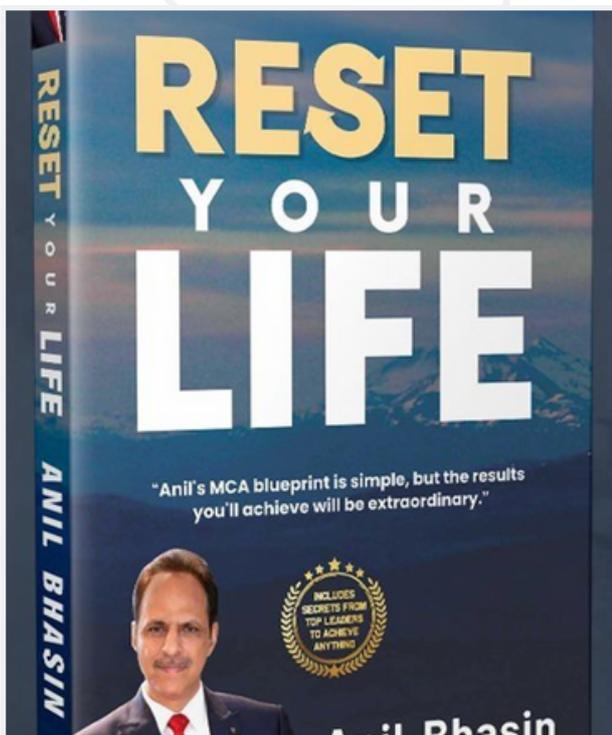
# THE DIAMOND IS WITHIN YOU

*Mr Anil Bhasin*

**Former President – Havells India Ltd.**

At the campus, we have an inclination towards interacting with corporate mentors and leaders who more than often enrich the students and faculties in terms of exposure, manifesting our intrinsic desires as our budding managers keenly look ahead to make a name in the industry.

By our own admission, rarely do we find a persona as grand and singular as Mr Anil Bhasin. His session was aimed to impart his learnings in his so many years in the industry and boy oh-boy did it meet its mark!



References readily relatable to the layperson, Mr. Bhasin enticed every single soul at O16 (our cool way of pronouncing our state-of-the-art auditorium) all the while exuding humility and rationale. I believe he excluded these ever so desirable traits from his presentation on purpose just to see if we seek out or not.

ख्वाहिशों से नहीं गिरते फूल झोली में,  
वक्त्त की शाखाओं को हिलाना होगा.  
कुछ नहीं होगा अंधेरों को बुरा कहने से,  
अपने हिस्से का दीपक, खुद ही जलाना होगा

***"Flowers do not fall in the lap of dreams; the branches of time will have to be shaken.  
Nothing good will come by calling the dark evil; the lamp of your share, will have to be lit by itself."***

Mr. Bhasin highlighted that the need for creative thinking; a trait that slowly diluted away by the employability-based education system that is in practice.

He believes that the approach needs to change and a considerable amount of time and effort needs to be expended towards battle-testing students with real life scenarios. A Human Resource Personnel may term this as 'Critical Incident Method'.

Speaking about the need to think out of the box, Sir gave the example of Dick Fosbury, Olympian – Mexico City, 1968. He emphasized on the thought behind how a mortal managed to jump 7 ft. 4 ¼ inches just by using his mind. The 'Fosbury Flop' has revolutionized the Olympic sport of high jump ever since. The reference of this story has deeper ties – conceive in your mind, believe in your heart, achieve in your life.

The Four 'D' philosophy states that beings are differentiated on the basis of:

- *Desire*
- *Direction*
- *Dedication*
- *Discipline*

Mr Bhasin moved on to talk about how important it is to accept setbacks and learn from them. Although employee rewards and recognitions mitigate said setbacks, the first step of a failed attempt is to accept it. This acceptance, according to him, is crucial in overcoming any peril that lie ahead. Upon entering into the professional career, one has to deal with cultural shocks, in some cases political shocks as well. One should choose his/ her guru as an anchor of faith and not multiple people in terms of emotional dependency.

*Apt Solutions  
for the Knots in  
life*

**ASK FRAMEWORK**

Listening  
Questioning  
Objectivity

**35%  
Skills**

Communication  
Responsiveness  
Experimental

**15%  
Knowledge**

Integrity  
Hard Work  
Empathy  
Maturity  
EQ

**50%  
Attitude**

Positivity  
Sensitivity  
Enthusiasm  
Commitment

He stated that roughly on 30% of management decisions in the corporate are taken on factual knowledge, the rest being compromised of emotional dependence. One has to realise and come to terms with the fact that there is not perfect life. Every being has his/ her own share of problems which have to be mitigated by well-informed compromises

We dearly thank Mr. Bhasin for imparting his life learnings to the budding managers as campus.

*We are heterogeneous in nature, but shall always strive to be homogeneous in our approach.*



# Convocation



The epitome of accomplishment in academia is when a scholar gets to throw the mortarhead up in the air with the immediate family in attendance filling out the storage spaces of their respective cellphone devices with pictures of the moment.

The wooden (paper-ish) plaque or at some places the business folder bestowed upon the scholar lays for one the cornerstone of their success story.

The ICFAI University, Jaipur on March 12, 2022 conferred degrees to students of its three constituent schools in a wonderfully choreographed dance among scholars draped in blue, red and black robes.



*Bienvenida*  
*Welcome to the family*

3

4

SOFT SKILLS TRAINER



---

***Dr Khushbu  
Bhardwaj***

The MBA curriculum at ICFAI Business School, Jaipur has Soft Skills as a credit based course for the semesters. Who better to take charge than someone who holds a certificate of achievement from Dale Carnegie and Associates Inc.! If you add industry experience to it, you get your perfect cocktail for a soft skills trainer.

Presenting Dr Khushbu Bhardwaj, Ph.D. in Management with a passion for helping students explore their untapped potential - the latest addition to the faculty team at IBS Jaipur. If work ethics had a face, we surely believe it would be hers! She does not operate based solely on her work hours; F-113 (Faculty Wing) is always open to any and every student having queries with regards to communication and people skills. She would make you redo your CV a minimum of 20 times - but rest assured, there wouldn't be a single grumpy face.

# ***Dr Payal Phulwani***

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With her avid engrossment in Consumer Behavior, Customer Relationship Management and Advanced Marketing Research - Dr. Payal Phulwani joined IBS Jaipur as a faculty of marketing. She resumes teaching as her first profession after taking a break for seven years as she stepped into motherhood. She has been awarded her Ph.D. in Management from Malaviya National Institute of Technology (MNIT), Jaipur.



A guru with a wealth of knowledge, her ever-endorsing smile and magnanimous personality has instantaneously been a hit among the scholars at campus. Maybe what entices the students more are her research interests which include sustainable consumer behaviour, responsible disposal and related behaviours. Currently, her focus area is responsible e-waste disposal behaviour.

**She holds the office of Dy. Student Activities Coordinator - keeping a keen eye on any and every co-scholastic activities operational on campus.**

**If you ask her, she'd say, "I could not be a doctor, that is why I married one!"**

**If you ask us, we'd say, "You are a doctor in every sense of the word Ma'am."**

*We welcome Dr. Phulwani to the faculty team and wish her a prolonged and fruitful career in the years to come.*

# GROW DIGITAL

Organised by Techno Club



# IBS - MART

Organised by EcoBiz Club



MBA Class of 2024



ORIENTATION

PROGRAM



The course curriculum for the Class of 2024 commenced from June 1, 2022.

The scholars, although, were called up to campus latest by May 15, 2022.

The purpose of the early call was to get them acquainted with the IBS ecosystem - teaching methodologies, corporate sessions, industry expertise and co-scholastic engagements.

At large, they were meant to adjust to life at the Pink City with short trips and rodeos to familiarize them to this beautiful haven.



Enter every activity without giving mental recognition to the possibility of defeat. Concentrate on your strengths, instead of your weaknesses... on your powers, instead of your problems.

Paul J. Meyer

Masters in Business Administration (MBA) - A course that orients cognitive, visceral, perceptual, factual and analytical dexterity in a scholar; thereby enabling an expansive growth of the mind.

The MBA journey does not start with the occurrence of lectures. It starts way back with the sleepless nights spent with the night lamp and the sample papers. One treads next through a multitude of emotions before the zero hour in front of the computer.

The sleepless nights become an ally as one bides one's time for the outcome. The ramifications interlude.

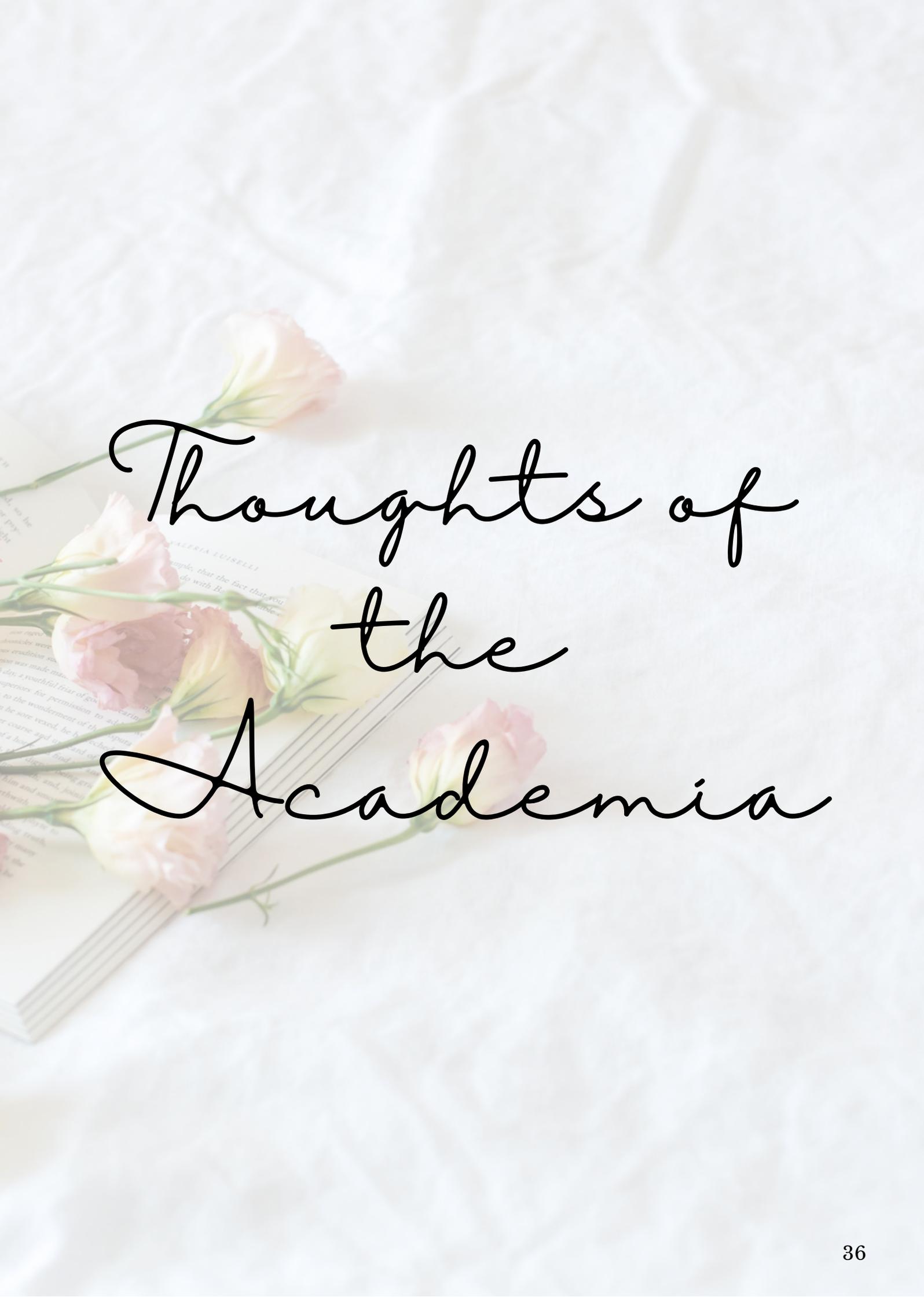
Then comes the success and a spending spree on business suits, executive folders and proper grooming routines.

But how do the educationalists orient soon-to-be-scholars to the program? How do you level the playing field among a diverse crowd - diverse not only in terms of lineage, but also educational background, work experience and scholarly needs.

*For all diamonds shine, the rarest are chosen!*

This representation attempts to articulate the efforts constructed by ICFAI Business School, Jaipur as we welcomed the Class of 2024 with a two-week orientation program to get the batch up to speed about the academic requirements of the program.





Thoughts of  
the  
Academia

Faculty Write-Up

# Emerging Technologies in L&D

Dr Khushbu Bhardwaj

Soft Skills Trainer



*How VR is bringing a transformation in the game for Learning and Development*



*Changing the Scenario*

A circumstance that opens the door for difficulties opens a vast arena for opportunities as well, it is the matter of perception in the gloomiest state of life which either makes or breaks us. When few were still struggling to cope with the truth, the IT industry expanded and human resources joined hands with them, bringing a tectonic shift in the way Learning and Development functioned. Many large organizations have used virtual reality as a key way of learning and growth.

The demand for VR arose as a result of a few flaws in the on-the-job, physical learning setup. During in-person training, it is practically impossible for facilitators to focus on all participants and interact with each one of them, ensuring a 100 percent expected return on the training imparted.

Few challenges are when some learners are comparatively more active than others and gain all the limelight, in activity-based learnings few already confident ones outperform and steal the show, leaving behind the average and below average performers. The idea of developing multiple competencies and training frameworks is to deliver the same to all the learners of different intellect levels, and not just focus on the high performers. When we calculate ROI, every learner is kept in mind, however the in-person training fails to achieve that impact. Digital learning on the other hand came as a boon to the training industry by creating a virtual reality that guides individual learners and they learn at their own pace achieving great success.



**People will spend more on VR than TV by 2025, the technology will generate between \$80 and \$110 billion”**

**- Goldman Sachs, 2016**

**A few areas VR guides the learners with**



- 01 *Managers communicating changes with negative impact*
- 02 *Employees raising concerns with their managers*
- 03 *Settling disputes among colleagues*
- 04 *Handling an angry customer*
- 05 *Practice having conversations with team members on a variety of difficult topics*
- 06 *Incorrect customer service practices, and shift changes.*

The training on the virtual platform is more learner driven and not administrator driven, these are next generation Learning Management System (LMS), along with imparting training these virtual platforms also host various courses, assessments and resources to deliver personalized and more interactive learning experience to the learners.

The buzz is real, out of the emerging technologies, VR is considered the most dominant technology trends in learning and development till date to train learners on various skills from communication to emotional intelligence, from better customer experience to improving management.

This technology combines immersion and presence which helps the learners to experience the feeling of being in the digitally simulated situation, which eventually promotes higher level engagement and retention of the situation handling approach the learner is trained with.

Unlike the in-person training where the trainer shares the experiences and knowledge, here the learner experiences the situation first-hand, something no other medium can provide, this way the learners gain understanding of the situation and handle the situation to the best of his knowledge only to be trained later. Sometimes the real situations might be too dangerous, too expensive or too difficult to handle and there is no chance for a repeat mistake, here VR plays an important role in training the learner about these situations. Researchers Chris Wilson and Alessandro Soranzo define these concepts as "Immersion describes the level of detail with which a virtual environment can be rendered, while presence describes the user's psychological response to the said environment." Therefore, their brain treats the VR experience the same way it would treat real life, making their soft skills training more reliable and notable. This system carries a data driven approach capturing every emotion, expression, hand gestures and record speech which help evaluate the performance and helps in determining what to train for next, learners can also self-evaluate themselves. Learners get to involve themselves in the world in a completely new way from the perspective of a frustrated customer or face an employee who's feeling down.





Immersive Learning offers repetitions in a safe environment for learners to make mistakes and try again. According to a report, because VR provides the ability to practice in an immersive, low-stress environment, it results in higher confidence levels and an improved ability to actually apply the learning on the job.

The learners face less distraction and any kind of interruption to multitask, therefore they are more focused and alert they tend to get more out of the training and have better outcomes. VR has especially been implemented in industries with high-risk working environments, such as energy and mining, manufacturing, aviation, health and defence. In these settings, realistic, repeatable, non-hazardous and accessible solutions have been provided to increase competence, reduce error in complex technical scenarios, and cost-savings that help learners retain knowledge longer than traditional methods.

# Walmart

in 2018 invested in 17,000 Oculus Go headsets in order to train employees in the following areas: new technology, compliance and soft skills, such as empathy and customer service. They created a 'Black Friday' simulation where learners felt all the real time pressure in the store in a simulated environment by seeing and hearing the customers in the store, the system coached them what to do in that situation and trained them for one of the busiest days of the year. The result seemed favorable with increased retention and boosted confidence by 10-15%. During the pilot testing, associates using VR training reported 30% higher employee satisfaction, scored higher on tests 70% of the time, and logged a 10 to 15% higher rate of knowledge retention than before VR.

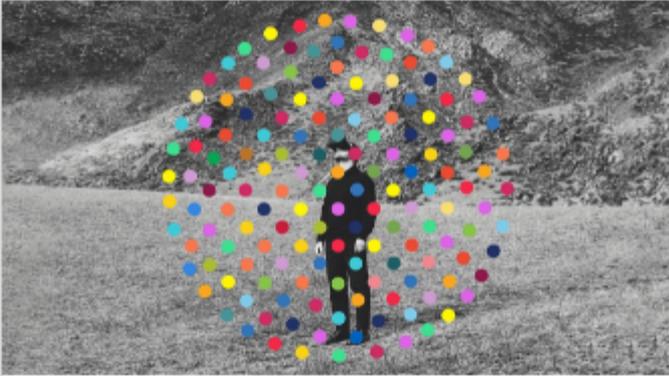
*From the learner's perspective "Going through the VR and feeling like I'm physically in it and making decisions makes me feel very comfortable about going straight to the sales floor."*

# Cognizant

developed a multi-stage VR-driven training program to train the employees on preparing a client presentation through storytelling, the learners practiced giving a client (VR avatar worked as a client role play) presentation, the feedback was shared on various points such as key words used during the presentation, the emotions reflected, tone of voice, body language using Google NLP and parallel dots API to test confidence and was shared with the learner for self-analysis.

*Kshitij Nerurkar, North America Head of Cognizant's Learning Academy, explains, "Practicing client presentations is just one of VR's many soft skill applications, enabling new hires to practice presenting without needing to be in a classroom, and then receive instant feedback to fine tune their communication and data-storytelling skills."*





## How Companies Are Using VR to Develop Employees' Soft Skills

Soft skills such as conflict resolution, teamwork, and leadership are more important than ever — but they can be tricky for employees to develop, especially a



## How virtual reality is redefining soft skills training

V-learning can help drive a new age of enterprise training, delivering a cost effective, immersive,



## In the footsteps of trailblazers: How Walmart embraces Immersive Learning

Walmart uses Immersive Learning to transform the associate experience, providing situational experience to elevate performance and critical customer service



## Developing immersive soft skills learning experiences - Leadership blog | Deloitte...

Engaging Virtual Reality to deliver immersive soft-skill development experiences. Find out more in our leadership blog

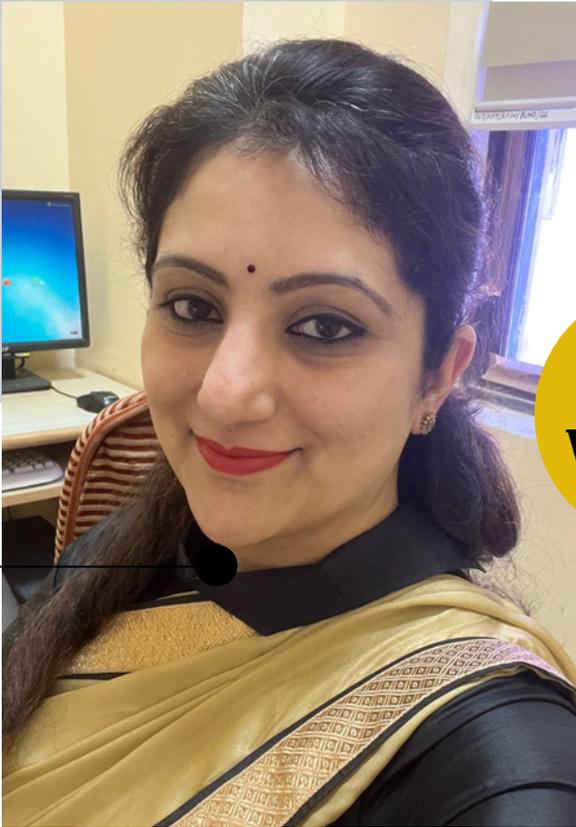


## 5 Emerging Technology Trends Influencing Learning And Development

Discover what the technology Trends Influencing Learning And Development are. PDF:Download eBook Top Emerging Technology Trends And Their Impact O

# OUR PRAYAAS





**Dr Payal R. Phulwani**

*Faculty - Marketing*

**Faculty  
Write-Up**

## **Hey HR, Let's do Branding!**



As budding management professionals, all the students are investing their valuable resources (time and efforts) in enhancing skills that can help them in outperforming during the early career stages. Nearing the end of this semester, we all will witness moments of pride and joy with our students from MBA Class of 2023 getting placed with companies of repute. It's time when they focus on how to get their dream jobs. Corporate Talk Series, Resume Building, Aptitude Training, Mock Group Discussions and Personal Interviews are being conducted for ensuring that we get them placed at the best companies with the best offers.

As a first time job seeker, one may have queries that may sound like "Top companies to work for in 2022" or, alternatively, "Top recruiters in XYZ industry." This indicates that the company's reputation as an employer also matters. In fact, many of us wouldn't apply for a company that has a bad reputation with former employees. Thus, it is important for organizations to create and sustain a powerful employer brand for ensuring efficiency in talent acquisition and retention.

Having a strong brand with respect to the products or services offered by the company will not be sufficient in convincing the top talent to work there. Similar efforts are required in branding it as a great place to work. A good employer brand can reduce turnover rates, cut down costs-per-hire, and increase the application rates. These will surely help in reducing the costs borne by the company for the recruitment processes.

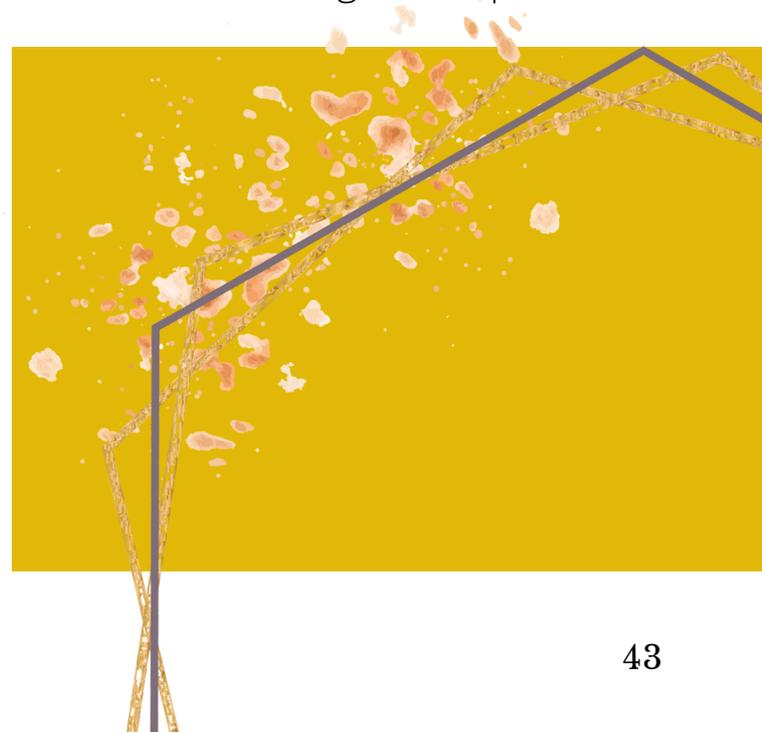
For a company, creating a strong employer brand will require strategic planning. The starting point here is the company's unique value proposition, which can be formulated by identifying the business' needs and then working backwards to understand what type of talent should be acquired to fulfill those objectives.

Next step in this direction could be uncovering those aspects of the company culture that employees like and dislike. The company could treat the 'dislikes' as scope for improvement, and the 'likes' as employer value propositions.

These propositions form the message evoking passion in potential candidates by highlighting the great work culture, company's positive impact on the world or its deeper purpose.

The potential candidates might want to validate these propositions from the current and past employees of the company. For this, the company must encourage the current employees to share their testimonials on the company websites or professional networking sites like LinkedIn.

Employer branding is not limited to job-seekers or potential candidates. A company needs to establish its prominence even among new hires. This can be achieved through a successful onboarding process. Negative impression in the initial weeks can have big consequences.



*Instilling a positive company brand image is critical to get employees engaged and excited about their roles, and their teams, from the start. By arming your new employees with the instructions and tools necessary to excel in their roles, you're ensuring a smooth transition, lower turnover rates, and more productive teams.*

Beyond this, a strong employer brand also includes a positive image in the minds of the current employees. In 2018, the number one reason people left their jobs was because they were bored, and needed a new challenge. This is relatively easier to fix. The company should allow employees to pursue learning opportunities and become proficient in new skills. This strategy emphasizes the company's support system for continuous learning and improvement of its employees. By adopting it, the company can ensure that the employees are not bored in their roles, thereby leading to higher retention rates. Plus, as the employees develop new skills, they become more valuable for the company.

*A Win. Win.*

The correct approach towards employer branding can help the organization in many ways. From reducing the recruitment costs to retaining the best talent in the industry, the list of benefits is long. It can have similar influence as positive word-of-mouth has in marketing perspectives. An employee who feels passionate about his work and work-place will have the willingness to take up responsibilities, and be a better performer in challenging situations.

Ultimately, organizations spend plenty of time, money and effort in creating a compelling, incentivizing brand story surrounding its products or services. But how long do they spend cultivating a powerful employer brand to ensure that they attract and retain top talent?



# STUDENT ACTIVITIES AT CAMPUS



The Changing  
of the Guard

# BEYOND THE PRISM

*“Queer” A word that many still don't understand, but everyone judges. We really don't think much when it comes to providing unsolicited opinions about individuals and entities. Anything that doesn't fit with social norms is declared anti-social. Queerphobia is one such problem. Queerphobia is not a new or unique phenomenon in India. But it is often subconscious and stems from inadequate information and conditioning.*



“ ” Section 377 of the Indian Penal Code is a section of the Indian Penal Code introduced in 1861 during the British rule of India. Modelled on the Buggery Act of 1533, it makes sexual activity “against the order of nature” illegal. The British were liberal enough to abolish such a rule in their country in the late 1960s, two decades after India's independence, but it took us as a country more than 7 decades to realize this. On September 6, 2018, LGBTQIA+ people in India and their allies found new hope for the community to break down walls limiting visibility, access and growth towards a progressive future. After Sec 377 was read, the queer community found the legal support they needed for equal status in society and thus in the workplace. Despite legal support and efforts to combat discrimination and bias against LGBTQIA+ talent, significant gaps remain. In addition to discrimination, the existence of phobia towards the queer community costs the country and society not only in terms of culture, but also economic losses. According to a 2016 World Bank report, persistent homophobia and transphobia cost the Indian economy \$32 billion in GDP. Another study by Out Now Consulting found that the US economy could save \$9 billion annually if organizations were more effective in implementing diversity and inclusion policies for LGBTQIA+ employees.

*While most of the human race continues to struggle to come to terms with justice for all—due to years of rigid and biased psychological conditioning—this challenge presents a consequential phobia for those in queer communities to be authentically themselves at work. in society in general.*

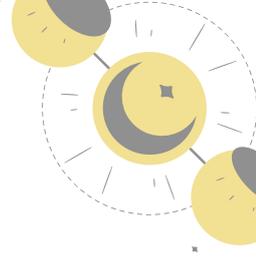
**Corporate India has a major role to play in the process of empowering the LGBTQ community, especially when it comes to offering a dignified form of employment and ensuring that the community is not discriminated against in the workplace.**

*While prominent people, including corporations, have spoken out in favour of the decision, there is a need to assess the actual efforts that organizations are making to make workplaces inclusive. Mere tokenism is not enough. Focus on substantive progressive change that touches every employee and every corner of the office, practice zero tolerance for any discrimination or harassment against the LGBTQ community, engage as an accessible and reliable ally, and most importantly, stay away from name-calling or Pinkwashing. Harassment remains a big factor despite sensitization workshops. Regardless of what worker training organizations offer, interpersonal interactions between colleagues often rely on humour that could be offensive.*

*The organization may have awareness programs and anti-discrimination laws. But if there is discrimination, abuse, bullying, insults, ridicule among colleagues, then queer talent will hide. Ensure that no one in the organization can escape abuse and that anyone who is being abused or discriminated against knows what to do.*

*They should feel safe that when they seek support they will be looked after - not laughed at/mockered, taken lightly or told they are overreacting, being over sensitive.*

*ALL IN THIS  
TOGETHER!*



*As important as it is to tackle queer phobia and unconscious biases, it is equally important to bridge conscious inclusion. The reason can be explained through the experience and impact of an inclusive people manager.*

## PINK WASHING, IN OTHER WORDS TOKENISM, BECOMES A DETERRENT TO AUTHENTIC INCLUSION.



*While brands portray an inclusive image of themselves through social media propaganda every June, it detracts from real change. It's one thing to say you're safe and friendly to LGBTQ+ organizations, and quite another to actually be an organization that not only communicates, but actually delivers on its commitments. And it is this gap that creates the loopholes that enable a cascade of harassment and discrimination.*

*The corporate world, like the rest of the country, must move beyond tokenism and strive to ensure that the equality promised to the community by the court translates into equality in society. Corporate India would have to adjust its recruitment policies and also ensure that no one faces discrimination on the basis of gender or sexual identity in their workplace. Given the wide spectrum to navigate, it will continue to be critical to ensure both education and action to increase queer diversity, equality and inclusion in the workplace.*

“ Organizations need to step up to tackle myths, overcome phobias and make authentic efforts to increase awareness, acceptance and progress. From basics like establishing gender-neutral restrooms, making all policies gender-inclusive, to creating a community of role models and training leaders to communicate with empathy, companies are promising LGBTQ+-friendly programs.



SOURAV CHAUHAN

MBA - CLASS  
OF 2023

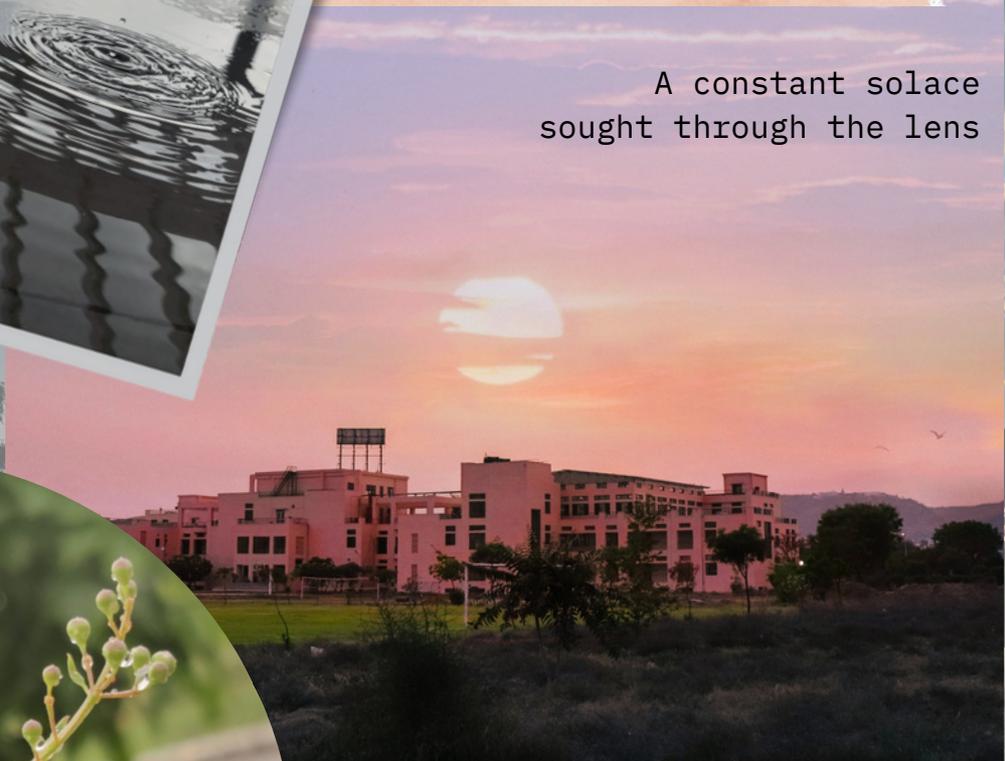


# Rare Monsoons

and In The Dusk -

OUR CAMPUS

A constant solace sought through the lens



# PIXEL CORNER

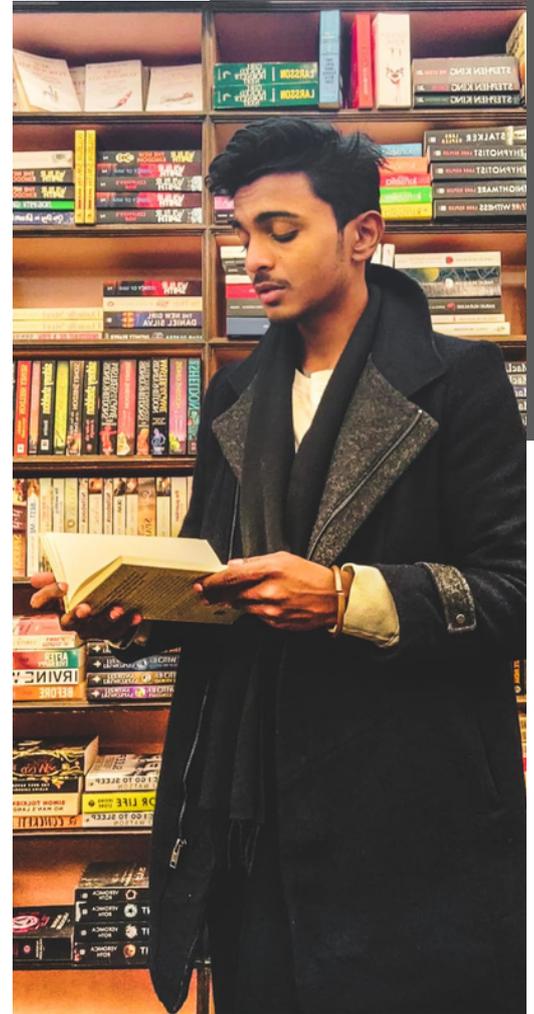
PRATHAMESH JAGTAP • AKSHAY NEEKHRA • VISHAL MARATHE • KHUSH MISTRY • ANKITA SINGH

# A DRIVE TO EMPLOYEE MENTAL WELL-BEING



My dad has a car; **A Premier Padmini**. He had bought it during his teenage years and would pose to be one of the cool guys of the town. That car also had played a very vital role in the 30-year long marriage of my parents. Now he doesn't drive it as frequently as in the yore owing to the rising fuel prices and the very little mileage that these vintage cars have to offer but every year on Diwali, my dad takes us all for a ride in his beloved car from Ratnagiri to Kolhapur to pay a visit to the Mahalaxmi temple.

It's been more than 35 years since he brought the car home but still looks fresh as new. Every year when I see my dad drive that car as well as seeing the bystanders gazing at the car with envy and appreciation fills my heart with a sense of joy and pride. For dad, that car is his greatest and most precious jewel and he has been caring for it accordingly. May the repairs be as simple as changing some screws or dealing with a whole engine failure, he personally looks into it and doesn't let anyone else touch his car.



**Souham Shinde**

**MBA - CLASS  
OF 2023**

Now, looking at this through an HR's perspective might sound a bit stupid but let's give it a try and imagine our employee as my dad's old car. My dad's car needs to be refueled once it is running low on petrol; Similarly, our employee needs to be catered when he is exhausted. My dad's car needs to be repaired for minor dents and scratches; Similarly, our employee health benefits help our employee to seek medical attention in case of accidents or illness. But unlike our employee, my dad's old car doesn't have a brain that takes its decisions for itself. Neither does my dad's old car have feelings that enable it to witness what happiness and sorrow feels like. This is the point where a machine and a human being differentiate.

*According to MHPA England, every year it costs businesses £1,300 per employee whose mental health needs are unsupported. One in every five people take a day off due to stress and yet, 90% of these people cite a different reason for their absence. 67% of UK line managers say that supporting employee well-being is a core skill, but only 13% have received mental health training.*

“

*In short, my dad's old car needs repairs of a nature that haven't been done before.*”

For decades now, society hasn't been as considerate towards mental health as it has been towards other issues that an individual faces in his day-to-day life. In the corporate world too, we have seen employee health benefits to reach out to an employee's physical health but there isn't much effort done to look out for a person's mental health. Having experienced similar challenges, I believe there are two reasons to why mental health isn't being given as much of weightage as it should be given:

- Lack of awareness about mental health.
- Inability to accept mental illness by the individuals themselves.

While the former is a well-known and well-discussed phenomenon, the latter turns out to be the most underrated and crucial reason that has led to a lot of corporate structures to not have a proper and streamlined mental health awareness and well-being program.

*In Aesop's Fables or the Aesopica; a collection of fables credited to Aesop, a slave and a writer that is believed to have lived in the ancient Greece, a phrase originated as a moral of one of the fables named "Hercules and the Waggoner" — "God helps those who help themselves".*

People, on a general basis seem to misunderstand mental illness to be insanity and hence are either ashamed or scared to accept that they have a problem that needs to be solved on priority. As an HR the practices that we have been carrying out have surely benefitted in making an employee feel good and happy. May these practices be as simple as ice breaking sessions or as major as salary increment and bonus systems. But are we really helping our employees to recover from their stress?

I haven't had much exposure in the corporate world but thanks to my university's plan for its MBA students, we were given an opportunity to work in a company for three months as an intern. I worked as a recruiter for a consultancy firm and after just the first month I found myself to be stressed and depressed. Of course, the appreciation I received and the salary slips that came with it did bring a smile to my face but I always seemed to have a never-ending void in me. I overcame this void through the guidance of my faculty mentors as well as my company guide who made me understand how to compartmentalize my energy and effort into different segments so as to always be content and grateful to the opportunities I'm being given.

With the advancements in technology and work culture, the job of an HR is becoming tougher and challenging. Discussions about topics such as "Technology will soon replace HR" have been blooming all over the globe. Nevertheless, everyday I wake up I see additions to my reasons for why nothing can replace a human touch. An employee is the most important resource of a company and we as human resources personnel have the most crucial job of looking after our employees. The car needs internal repairs as much as external ones so as to give you and your family a sweet, smooth ride.

# Industry Visit



# An Ascetic Approach to HR

Corporate, the word itself suggests the expectation of mannered behaviour in order to maintain the decency of that space.

As we get out of our cozy home, we step into the masked or pretentious world of sophistication. But we have our own limitations, thus it's easier if that greeting smile on our face for our colleagues or boss or to a stranger at reception, is genuine.

A genuine smile requires genuine calmness in mind. A peaceful mind is reflected in our overall behaviour, body posture and expressions.

A stable, focused and 'at ease' mind-state is 'the' most important thing while taking any crucial decision or handling any tense in any organization. Moreover, in our day-to-day life, we keep on collecting 'garbage' in the form of taunts, criticism, disappointments, discouragement due to miscellaneous reasons. This results in unwanted and unintended irritation, frustration, anger, yelling or even abuse.

Even a bad gossip, a conversation with a low energy level person or some external factors like 'being stuck in traffic', punctuated tyre or even slow driving 'autowallah' may lead us to this situation.

We can term it as "Energy Exchange Process" where we lose our vital energy while dealing with these external factors like people, situations or conditions.

Thus reduced energy, leads to pissed out mind-state and behaviour.

A mere handshake with a wrong person or sight of any unwanted colleague can also lead to collection of 'garbage'.

We can never feel content in our work atmosphere, if the majority of our peers dislike or fear or hate us or try to avoid us. This can lead to more garbage collection.

*The first and most important step to get rid of this 'garbage' is to realize that we are carrying it.*

This phenomenon has a deep and long lasting impact on our conscious and subconscious mind. In rare conditions, it may also lead to permanent imbalance of mind. We can see people around us tagging their boss or any colleague as mentally impaired due to his or her frequent unprofessional behaviour like yelling, shouting or abusing. A means to express their anger and frustration that reflects the quantity of 'garbage' they have accumulated over a period of time.

*“But not everyone can be a self realized Yogi”.*

*So we need to analyze, we need to do a short self study. Ask a few questions to ourselves.*

How frequently do I get frustrated?

How easily and in short instant do I get 'pissed off' due to some minor issues?

How fast do I get back on track with a genuine smile and the same energy?

If you can answer these questions affirmatively and with a true sense of yourself, we are half done.

The other half is taken care of by certain simple but effective techniques to clear that 'garbage' away.

A sound sleep or an intense body workout can help. A walk in a park or daily cardio exercises can provide you this service.

*Practicing 'Yoga Asanas', 'Pranayama', guided meditations, Mantra meditation, and some specific 'Yoga-Kriyas' also help.*

A brief play with your pet or talk with your toddler does provide you with a positive energy dose on a daily basis.

Regularly playing some indoor or outdoor game, solving puzzles and crosswords, chatting with your favorite person can also be your stress buster.

Periodic trek or hiking to a nearby hillock or a walk over beach, visit to a temple or to a disco pub, ironically both can give you the same output.

Listening to your favorite music or a 'talk' by your celebrated personality can clear that accumulated 'garbage'.

”

This Ascetic approach says, do anything and everything that helps you in regaining your true-self, dusting aside all those negative energy impressions you have accumulated, to be alive and agile again.

*Know your 'key' and work over it to achieve complete control and balance over your mind.*

Your behavior and your conduct in the corporate defines how good 'Human Resource' you are and how good humans you can maintain around you, in order to successfully rule over as an administrator and to rule over the corporate.

MBA - CLASS  
OF 2024



**Omkar Naik**

## ALUMNI TALK SERIES

Customer Relationship: Key to Business Success

Mr. Yash Rathi  
IBS Alumnus Class of 2007)  
Director - Customer Success  
LoginRadius



February 26, 2022  
12:00 noon onwards  
Zoom Platform



Corporate Talk Series  
Beginning your career:  
Startups vs. MNCs

Our Speaker:  
Ms. Anjali Rathore  
Sr. HR Business Partner  
Meesho



JOIN US  
May 21, 2022  
12:00 noon onwards  
Zoom



## EXPERT TALK SERIES

Yoga and Meditation for a Happy and Harmonious Life

Ms. Supriya Saraswat  
Architect, Design Coordinator-  
Tata Realty & Infrastructure Ltd.  
Life Enthusiast, An Aspiring  
Yogi, Meditation Facilitator



January 08, 2022  
11:00 am onwards



## Expert Talk Series

Reprogram Your Mind  
for Better Career Goals

Our Speaker:  
Dr. Anamika Chawhan  
Life Skills and Business  
Coach & Cognitive  
Scientist



JOIN US  
May 1, 2022  
11:00 am onwards

## EXPERT TALK SERIES

Content Writing As a Career

Ms. Mayuri Rajvanshi  
Certified Content & Blog  
Writer



March 08, 2022  
8:30 pm onwards  
Zoom Platform



ICFAI UNIVERSITY JAIPUR

## Corporate Talk Series

Mr. Shivank Sharma  
Co-founder - Finurja

July 11, 2022  
12:00pm onwards  
Seminar Hall - 016

ICFAI UNIVERSITY JAIPUR

## Life Skills Workshop

How Self Awareness is a Game Changer

Dr. Pragya Kumar  
Psychologist, Trainer, Mental Skills Coach  
Founder@Arunima Ankuran.

January 22, 2022  
4:00 PM  
Zoom

ICFAI UNIVERSITY JAIPUR

## Corporate Talk Series

Ashish Golcha  
Managing Partner -  
Saksham Realtors LLP

July 12, 2022  
12:10pm onwards  
Seminar Hall - 016

**ICFAI UNIVERSITY JAIPUR**

**CORPORATE TALK SERIES**

**BUILD YOUR OWN PERSONAL BRAND**



**Dr. Rupinder Kaur**  
Inclusion Strategist, Leadership Coach  
Former Assistant Director- Firmwide Learning at EY

January 15, 2022  
12:00 noon onwards  
Zoom Platform

**IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

**ICFAI UNIVERSITY JAIPUR**

**CORPORATE TALK SERIES**

**The Subtle Art of Leadership**



**Mr. Yash Kalra**  
Managing Director  
The Kalra Group

February 19, 2022  
1:30 pm onwards  
Zoom Platform

**IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

**ICFAI UNIVERSITY JAIPUR** **IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

**CORPORATE TALK SERIES**

**5 LIFE LESSONS THAT ENTREPRENEURSHIP AND START UP TEACHES YOU**



**MR. VIVEK LODHA**  
DIRECTOR  
JVS FOOD PVT. LTD.  
ENTREPRENEUR & ANGEL INVESTOR

MAY 20, 2021  
3:00 PM TO 4:00 PM

**ICFAI UNIVERSITY JAIPUR**



**ASHWIN BHADRI**  
CEO-EQUINOX LABS  
NATIONAL RESOURCE OF FSSAI

**CORPORATE TALK SERIES**

**FUTURE JOB PROSPECTS AND IDENTIFY A LEADER IN YOU**

 Saturday, August 21, 2021

4:30 PM onwards  
Zoom Platform

**IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

**ICFAI UNIVERSITY JAIPUR** **IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

**Expert Talk Series**

**Using LinkedIn to Enhance Employability**



**Our Speaker:**  
**Mr. Hitesh Gulati**  
Founder-Diversity Ace  
Business Consulting & Change Management Consultant

**JOIN US**

May 18, 2022  
3:45 pm onwards

**CORPORATE TALK SERIES**

**MANAGING YOUR BUSINESS CHALLENGES AND OPPORTUNITIES**



**MS. MONISHA KOHLI**  
FOUNDER  
KHAANSAMA  
GROW4SURE

**JOIN US**

April 13, 2022  
12:00 noon onwards

**IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

**ICFAI UNIVERSITY JAIPUR**

**Corporate Talk Series**

**CAMPUS TO CORPORATE-GETTING READY FOR TOMORROW**



**Mr. Anil Bhasin**  
Former President,  
Havells India Ltd  
Author, Motivational Speaker  
and Business Leader

Day & Date: Wednesday, 15 June 2022  
Time: 11:00 AM onwards  
Venue: Seminar Hall 016  
Platform: Zoom

**IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

**ICFAI UNIVERSITY JAIPUR**

**Corporate Talk Series**

**A Perspective on Global Banking**



**Mr. Ankur Jain**  
Vice President at  
Citi India

Day & Date: Friday, 17 June 2022  
Time: 10:30 AM onwards  
Venue: Seminar Hall 016

**IBS**  
ICFAI BUSINESS SCHOOL  
JAIPUR

# TALK SERIES



# CBRE

# CB Richard Ellis

Company Mentor - Asst. Commandant  
Dhakshina Varadarajan (Retd.),  
Facilities & Global Physical Security  
Operations Centre Lead, Pegasystems  
Worldwide

↓  
*Recruited Student(s)*

**Shivangi Shukla, MBA - Class of 2022**

**Ashish Sahoo, MBA - Class of 2022**

It gives me immense pleasure to tell you that the students hired from the class of 2022 are extremely tenacious and arduous in nature.

They yearn for excellence and have been delivering beyond expectations, this alone is an attribute that has obtained them enormous appreciation from business leaders and the management. The potency that the hired candidates command is an emissary of how well they have been trained and groomed for the business environment, by IBS and especially by you.

As always, IBS Jaipur leadership remains the anchoring point for me to keep coming back to the campus. Reason being students picked by them have weathered all storms and have demonstrated the ability to learn as well as be molded as per business objectives.

Looking forward to recruiting more similarly bright minded and diligent candidates that you train, for any future opportunities at my organization. Before I conclude, I would also like to thank the faculty team at ICFAI Business School, Jaipur.



# IBS<sup>®</sup>

ICFAI BUSINESS SCHOOL

JAIPUR

SUMMER INTERNSHIP PROGRAM

CLASS OF 2023

The Academic Curriculum required the scholars to complete a fourteen week internship in the domain of their choosing. The following section gives a bird's eye view of their time away from campus.

# Internship Feedback



## Larsen & Toubro Construction (B&F IC) - Kolkata, India

**Company Mentor** - Mr. Dhrubajyoti Majumdar, Regional HR Manager - East, Building and Factory IC

**Student Intern** - Sourav Chauhan, MBA - Class of 2023

At the outset, it is my great pleasure to be associated with IBS Jaipur for the last 5 years, albeit indirectly. We all know that summer internship is an integral part of any M.B.A curriculum and the same holds true for the students from IBS Jaipur.

Summer internship programs commonly known as SIP supports the budding talents to reflect upon and explore the actual usage of their specialization subject.



At the same time it hones the domain expertise of the students through their ability to integrate subject knowledge in various practical work scenarios. Therefore, it is the best possible way of grooming students but unfortunately, often it has been treated as a formality to be completed or securing a completion certificate from corporates without adding value or making independent research.

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However, it's my pleasure to declare that all past students from the IBS Jaipur campus are totally exceptional in their approach towards summer internship. I have personally observed that none of them considered it as a formality. Summer interns, including girls from the Jaipur campus moved to Kolkata, Chennai and other locations of operations for Larsen & Toubro navigated roadblocks from accommodation woes to acclimatizing to public commutes on their own and worked as understudies without any stipend from the organization.

It is our pleasure to mentor some of the finest summer interns with L&T Constructions Limited at Kolkata since 2017. All the summer interns were punctual, diligent, and obedient towards assigned tasks and at the same time followed the professional etiquette which is essential for any office.

Apart from the internship topic, we have engaged the summer interns in our campus recruitment drives at various engineering colleges with more than 250 footfalls per day which interns handled proficiently with a very little hand holding. Some engineering colleges appreciated their effort and way of handling the students.

As a mentor or company guide, it is my honor to declare that all students are still in touch with me and seek help whenever required to grow in their own personal and professional lives.

We all know that 'learning never ends' but practicing it in letter and spirit may not be so easy, but I have witnessed the same zeal towards learning amongst the students who turned to be professional from an intern. Maybe this is the differentiating factor which makes IBS Jaipur unique in value creation.

# Internship Feedback



## **G R Infraprojects Ltd. - Gurugram, India**

**Company Mentor** - Mrs. Nidhi Babbar, Manager - Human Resources, Lead Performance Management

**Student Intern** - Priyodarshini Roy, MBA - Class of 2023

It gives me immense pleasure in sharing a first-hand account on the internship programs arranged for the students of IBS Jaipur. It was indeed a wonderful experience mentoring the students and witnessing the extraordinary professionalism displayed at all levels may it be the students or the college management. I will take this opportunity to highlight the extensive support extended by the faculty and their efforts reflect in the way the students have performed during their internship period with our organization.



Their hard work is evident through continuous mentorship and coaching provided to the students during their internship tenure and immaculate assessment methods where the faculty mentors reached out to the industry mentors to take feedback and assess the need for guidance of the students.

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I would also like to congratulate the interns from IBS Jaipur, for their excellent performance for the past 4 months, which has proved to be a valuable resource to us. Their determination, innovative thinking, positive attitude, and fresh thoughts have been a great contribution to GRIL and brought a positive impact on the other team members.

IBS Jaipur with such a wonderful management team is successful in nurturing the careers of their students and contributing to strengthening the future of our nation & its youth. I am glad to say that GRIL hopes and wishes to have a long and valuable association with IBS Jaipur.

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# Summer Internship

SNAPSHOTS



Summer Internship Program **Aladinn Group**

*Riya Mishra - HR, Marketing*

*Sourav Chauhan - HR*



Summer Internship Program **Larsen & Toubro**



Summer Internship Program **Yeshaswi Bhav**

*Janisha Jain - HR*



Summer Internship Program **TruKker Technologies Pvt. Ltd.**

*Aishwarya Rajwani - HR*

*Anupama Mishra - HR*

*(left to right)*



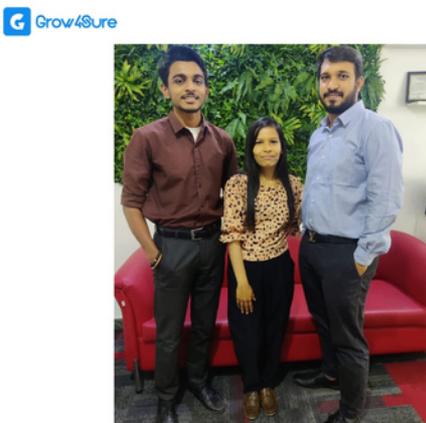
Summer Internship Program **Appstrail Technologies Pvt. Ltd.**

*Samrat Dutta - Marketing*

*Sakshi Chandel - Marketing*

*Naina Sharma - HR*

*(left to right)*



Summer Internship Program **Grow4Sure Consulting Pvt. Ltd.**

*Souham Shinde - HR*

*Shweta Srivastava - HR*

*Raman Joon - Marketing*

*(left to right)*



Summer Internship Program **G R Infraprojects Ltd.**

*Priyodarshini Roy - HR*

Class of 2023

# Some more Internship

NAPS SHOTS



Summer Internship Program **Shri Ramakrishna Hospital**

*Vandana Kumari - HR*



Summer Internship Program **The Capital Box**  
Uncommon Money for Common Man

*Muskan Jain - HR*  
*Kemal Vyas - Finance*  
*Nitin Kumar Saini - Finance*  
*(Left to Right)*

*Aditi Shreya - HR*  
*Era Ratna - HR*  
*Mandakini Gupta - HR*  
*(Left to Right)*



Summer Internship Program **Finova Capital**



*Muskan Mandhyan - Finance*



Summer Internship Program **SBI Mutual Fund**

*Priyam Sharma - Finance*  
*Tathagat Bera - Finance*  
*Mahima Joshi - Finance*  
*Aashika Vijay - Finance*  
*Pooja Chauhan - Finance*  
*Smriti Saxena - Finance*  
*(Left to Right)*

*Abhishek Roy - Marketing*  
*Aakriti Gupta - Marketing*  
*Aman Baner - Marketing*  
*(Left to Right)*



Summer Internship Program **Celica Automobiles Pvt. Ltd**

Class of 2023

# Internship Experience

Learned the art of pitching and selling, something I was not very comfortable before, going for the SIP.  
- Jacob Johnson  
(Class of 2023)  
Interned at Bharat CET

My Internship was a full Package of learning and growth; from lead-generation to sales pitch, cherished every moment.  
- Raman Toon  
(Class of 2023)  
Interned at Green 4 Sure Consulting Pvt. Ltd.

Got to learn the working of stock marketing from the basics. The internship was a very pleasant experience.  
- Komal Khandelwal  
(Class of 2023)  
Interned at PacedPco Research

"Tell me and I'll forget, Show me and I'll remember, Involve me and I'll understand." That is how my 14 weeks of SIP can be summarized.  
- Mahima Joshi  
(Class of 2023)  
Interned at SBIMF.

Working with a fast-paced start up was gratifying as the amount of exposure I received was immaculate. From L&D to HR, a fulfilling experience throughout.

My Internship was a big learning experience. It helped me to learn, grow and Aspiric along with building my self confidence.  
- Aishwarya More  
MBA Class of 2023  
Celica Group.

AISHWARYA RAJWANI  
MBA CLASS OF 2023  
INTERNEED AT TRUKKER TECHNOLOGIES PVT LTD

My internship was an experience of learning, growth and personal development.

- Sneha Singh  
(Class of 2023)  
Interned at Dheaton  
Advisors Pvt. Ltd.

Credited that I could pursue my internship in both finance and marketing verticals. My role as an intern in Finance Research and business development one to learn and grow.

Being a part of the corporate had the lessons of teamwork time management & individual development.

P.V. Swathi Kumar  
MBA Class of 2023  
Interned at proedico  
Global Research Pvt. Ltd

TATHAGAT BERA  
MBA CLASS OF 2023  
INTERNEED AT SBI  
MUTUAL FUND, JAIPUR

A launchpad for my corporate journey. This internship has helped me explore my forte & interests.

My internship helped me in developing my skills and accounted in overall development. Got corporate exposure and had a happy learning.

- Trivisha Jain  
Interned at  
Yeshaswi Bhar  
Training & Mngt.  
Solutions LLP.  
(Class of 2023).

- K. Tulsi Rao  
Interned at  
Bridgegroup Solutions  
privated limited.  
(class of 2023)

The internship provided me an opportunity to understand the work culture of start-ups and the experience of working in different verticals of "HR". This was an opportunity in expanding my thought process & developing my skills professionally & applying my learnings practically.

- Anupama Mishra  
(Class of 2023)  
Interned at Bhukkar  
Technologies Pvt. Ltd.

My internship helped me in gaining work experience! and also developed my skillset, both personal and professional.

- Smriti Saxena  
MBA Class of 2023  
Interned at SBI  
Mutual Fund, Jaipur

# BICTIONARY

**Advertainment:** Advertising that doubles as entertainment.

**Big Data:** Massive collection of structured and unstructured data that is often difficult to process through traditional means.

**Hyperlocal:** Issues that affect a specific community or market.

**Soonicorn:** Soon-to-be-unicorn.

**Bandwidth:** The energy or time an employee can contribute to a project; their ability to take on new assignments or additional tasks.

**Freemium:** A strategy where the "basic" version of a product is offered free of charge.

**Leverage:** Taking advantage of a great opportunity or using a feature to its full extent.

**Wheelhouse:** A person's or company's specialty.

**Touchpoint:** One moment that a prospect or customer has with your business.

## Corporate Synergy:

Coordinating and collaborating more effectively in an organization.

**Logistics:** The coordination and organization of a project or event. Specific details are often referred to as logistics to emphasize their importance.

**Deep Dive:** Another word for brainstorming.

**Low Hanging Fruit:** An obvious, easily attainable win you have to grab.

**Disruptor/Disruptive:** Something that "rocks the boat;" It's a game changer.

**Ballpark:** An estimate that is within the range of something desired.

**Pain point:** A problem that a business or its customers are experiencing.

# Changing Job Titles in

- Chief Happiness Officer
- Chief People's Officer
- Chief Purpose Planner
- Chief Engagement Officer
- Workspace Environment Architect
- HR Data Detective
- Genetic Diversity Officer
- VR Immersion Counsellor
- Climate Change Response Leader
- Employee Experience Developer
- Head of Business Behaviour
- WFH Facilitator
- Human Bias Officer
- Director of Wellbeing
- Talent Enablement Partner
- Distraction Prevention Coach

# Human Resource

# CORPORATE MYTHBUSTERS

<i>Expectation</i>	<i>Reality</i>
Work is done at a fixed time (business hours).	Work is done at all times.
There's a right way to do things, and as you become senior, you'll learn it.	There are different ways to do things, and as you become senior, you'll figure out one way that works for you.
You should know how to do something before you start.	You figure out as you do it.
There's a goal we'll work towards.	There may be an unclear goal, or conflicting goals.
I have a degree from one of the best colleges in the country, so I'll be really good at my first job.	Formal education covers only a small part of what's needed.
My performance will be evaluated fairly.	Your manager is human as well.
Managing me is my manager's responsibility.	It's a two-way street.
Disagreements can be resolved by each side explaining where they're coming from.	Some people aren't satisfied even if you discuss with them for hours on end.
I can use my expertise in cramming, just like in the University.	Procrastination would slow you and your team down. In the worst case, your outputs may not be as relevant if you present it way past the deadline.

SOURCE:

- <https://karti.medium.com/expectations-vs-reality-at-work-4f58b3a2f5c8>
- <https://www.linkedin.com/pulse/welcome-corporate-world-expectation-vs-reality-raphael-guinto>



## ICFAI Business School

The ICFAI University-Jaipur, Near Cambay Golf Resort,

Agra Road, Jamdoli, Jaipur - 302031, Rajasthan

<https://iujaipur.edu.in/> | Email: [ibsjaipur@ibsindia.org](mailto:ibsjaipur@ibsindia.org)

For any suggestions - [prolessibsjaipur@gmail.com](mailto:prolessibsjaipur@gmail.com)