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*Taking the HR world by storm....*

# HURECANE

**HU**man **RE**source **CA**mpus **NE**ws

Madras School Of Social Work



THE HR ALGORITHM

PG DEPARTMENT OF HUMAN RESOURCE  
MANAGEMENT

The pandemic not only gives challenges but also provides for opportunities to unleash the treasure. Covid 19 has paved the path for us, HR students, to dig a little deeper and decode the HR algorithm. The scope of this theme goes beyond the present scenario and touches life post pandemic. HR professionals have taken up the role of connecting the knots during the age of disruption. This phase has outgrown many myths about HR and sown seeds to nourish the future of Human Resource Professionals. There is a part of Human Resource Management that has faded adding more colours to the emerging ways of working.

The theme **DeCOVIDing the HR Algorithm** is the need of the hour as it provides scope to survive during pandemic and rise above all odds. HR functions like employee engagement, talent management, change management and other functions have taken a toll during this pandemic, this theme provides scope and throws spotlight on how to equip and upskill ourselves, as Human Resource Professionals, to shine post pandemic. The theme views COVID as a game changer in the field of Human Resource Management.

**Reeva R**  
**II MA HRM, MSSW**

## **NOTE FROM THE EDITORIAL TEAM**

**We take immense pleasure in thanking our Head of the Department, Dr. P. Mohana, the faculty members and other individual contributors for making the 18th edition of the 'HURECANE'. Being the department magazine, HURECANE has been the knowledge bearer of the department. We believe that this year is resourceful in terms of content pertaining to the theme 'DeCOVIDing the HR Algorithm' and the magazine would speak for itself the level of intellectual capability that the department has nurtured.**



**Dr. S. RAJA SAMUEL**

Principal, MSSW

## NOTE FROM THE PRINCIPAL'S DESK

Warm greetings! It's a delight to connect with you through yet another issue of HURECANE – the magazine of the MAHRM Dept. I note that this year the department has selected a contemporary topic for discussion for its HR Symphony 21 seminar and has coined it in an innovative way – DeCOVIDing the HR Algorithm. I appreciate the choice of the topic and I am sure that the participants will be able to decode the implications of COVID for the HR profession. I have noticed that HURECANE contains very useful information for both HR students and professionals. I appreciate the team of faculty and students who have put together the magazine and the seminar. Wish you all the very best in all your endeavours!

## MESSAGE FROM THE DEAN

I am happy and proud to write a note of felicitation in appreciation of the department of HRM. A department that is energetic, vibrant and knowledgeable. You bring MSSW pride by showcasing your ability in being able to attract some of the flagship companies, who come to campus for placement. A focused group of future professionals who work with a lot of zeal and enthusiasm, the HR SYMPHONY is a much planned event to demonstrate this quality of the department. I have great admiration for the HOD, Dr Mohana and her able team to recognise the potentials of her students and show them the path to success. I wish the students and the active office bearers the best for the event and for all their future pursuits. Every endeavour of ours must be aimed at success and enrichment. All the best.



**Dr. R. SUBHASHINI**

Dean, MSSW

## MESSAGE FROM THE HOD



**Dr. P. MOHANA**

HOD, M.A.HRM, MSSW

The P.G. Department of HRM stands tall and proud on the strength of experienced, dedicated faculty team and vibrant students. It strives to promote academic excellence and fosters creativity & innovation in all the initiatives thereby carving a niche for itself in meeting industry expectations.

HURECANE, the department magazine reflects the exemplary work done by our students. I appreciate the HR Symphony team and the editorial board for this lucrative creation and release of first e-edition HURECANE 2021.

On this occasion, I express my heartfelt gratitude to our Management, Principal and our Dean – Self finance for their guidance in taking the department forward and extend my appreciations to the students & faculty team.

## FACULTY CORNER



**Mr. HEMAKUMAR**

Assistant Professor M.A.HRM, MSSW

I am being elated to offer my felicitation for HR Symphony '21. In this tumultuous scenario, the topic chosen by the department "DeCOVIDing the HR Algorithm" is the need of the hour and also displays a great sense of accountability towards the HR spectrum/ community. I wish the present team to be a torchbearer for all their future events in their corporate and personal lives.



**Dr. P. PRABAKARAN**

Assistant Professor M.A.HRM, MSSW

I take this as an opportunity to convey my best wishes and regards for this year's HR Symphony. I am immensely glad to be a faculty of this department. In terms of versatility, the department faculty fraternity and the students have always been empowered to excel in their field of interest. This magazine is a glimpse into the forte of activities conducted by the department and its students.



**Dr. E.T. EVANGELINE**

Assistant Professor M.A.HRM, MSSW

May I take this opportunity to convey my very best wishes for the HR Symphony team. 2020 has been a very challenging year for all of us and our MAHRM students are proud to tell you all about it in this magazine. We hope you enjoy reading this and look forward to your feedback so we can continuously improve this along the way.

# ABOUT THE DEPARTMENT

The PG Department of Human Resource Management of Madras School of Social Work has since its inception, in 2005 focused its commitment to foster diverse and aspirational HR leaders to excel globally. The department aims to develop humane and agile, people specialists for organisational and societal wellbeing. The students are equipped with knowledge on contemporary practices in HR through Industrial Institute Interface, Industrial visits, Certificate Courses and Soft Skills training sessions planned during the two year academic course.





## **ABOUT HR SYMPHONY**

**The Student Forum of the PG Department of Human Resource Management, HR Symphony is an association with a core team of elected leaders, sharing a vision and operating with clearly defined goals. The forum provides a platform for the students to exhibit their leadership skills and unveil their true potential. The forum aims to inculcate a strong sense of curiosity among the students to explore and scour the world of work. Throughout the year, multifarious activities, workshops, and seminars are organized for the students to get a feel of the corporate world.**

**This year HR Symphony was the first ever International Conference held virtually by the Student Forum. HR Symphony has always acted as a medium in synchronizing the right people and the right ideas in tune with the right theme. Attracting hundreds of attendees every year, this conference is organized purely by the students of the department. This event aspires to build a bridge between academics and the corporate world. Influencing leaders from the HR field are brought together under one roof to discuss the emerging trends in HR.**

**The theme for HR Symphony'21 is DeCOVIDing the HR Algorithm. The theme was chosen by the students based on the current scenario. The conference sees the participation of eminent HR leaders and professionals from diverse backgrounds contributing their views and perceptions related to the theme through a panel discussion. The discussion is guided and regulated with the help of a moderator. The conference also includes a detailed presentation of a dipstick study conducted by the students of the department to throw light on the current industry scenario concerning the theme chosen. The conference helps in bringing together a multitude of ideas and views as well as gaining a holistic perspective on the theme. It also enlightens students about the recent HR trends in different sectors and how they can upskill and mold themselves to respond to the continuing change..**

**Ranjana Ambrose  
I MA HRM, MSSW**



## DEANNA CUNNINGHAM

Batch of 2005-07

### “THOSE WERE THE DAYS, MY FRIEND, WE THOUGHT IT WOULD NEVER END”

Two amazing years that brought like-minded, curious young adults to a common goal - MA HRM at MSSW. In the beginning, each one of us in our own way had interpreted the course and our expected outcome after graduating differently. However, 2 years of guest lectures, summer internships, group studies, and molded by experienced hands and hearts of our dedicated faculty, we were equipped to face the corporate jungle head on.

Now, more than a decade after graduating and focusing on our corporate opportunities, the foundation that was provided groomed us to be the professionals we are today. Being the first batch of MA HRM, we worked at setting a benchmark for ourselves and all our fellow students to follow. However, this success is not just measured in our professional life, but by pushing ourselves

and our boundaries out of our comfort zone is what I recall fondly when I was at MSSW. The theoretical knowledge combined with the practical exposure brought the best of both worlds, but the most treasured are our memories and friends that we made for life. We know we will not have a second chance at going back into time to relive the best time of our lives. One thing we know for sure is, we are stronger, confident and more experienced because of who we have become and a major part of this is a direct result of graduating from MA HRM at MSSW alongside the best classmates.

It is important to note that this theme is in relevance to the COVID pandemic. 2020 has indeed left an impression upon all of us, mentally, emotionally and also professionally. Business world is redefining the strategic goals and as we all are getting accustomed to the new normal, the HR world is also evolving. While AI and technology are growing by leaps and bounds, the only unique aspect of being a HR professional that continues and one will need to harness on is, humanity. **Putting the HUMAN back into HR.** Finding that DNA, while working virtually, is what will make the difference and impact in retaining key talent and building a high-performance culture. HR to me is no longer Human Resource, but it is Humanity Readiness.



## **KARTHIK V**

Deputy Manager - HR,  
Cholamandalam Investment and Finance  
Company Ltd  
Batch of 2012-14

MSSW over the years has carved a distinct identity for itself and I am proud to be an alumnus of this distinguished institute. The PG Department of HRM is known for its high standard of education in the field of Human Resource Management and has produced top managers and educators.

Personally, the settling phase at MSSW was quite comfortable and we were very excited about the next two years that were right in front of us. It was second home for many of us. Apart from the academic life, we were a part of diverse cultural events. MSSW and the department gave us a life changing experience (Skill labs, Internships, Industrial visits, Guest lectures, HR Symphony etc.) which cannot be expressed in words or measured but can only be experienced. All my last minute preparation for internals and viva, late evening chats inside and outside the campus are flashing as I pen down these lines. The department and the institute have molded me from a last bencher to a good decision maker with perseverance, ethics

and values. Speaking of decision making let me share my experience during Covid-19 that brings out the relevance of the theme for this year. When this pandemic was testing the patience of individuals, disrupting teams & organisations, as an HR Team we were able to rebuild the organisation structure, policies & processes and support our resource to keep the business on track. We realized that with the current disruption in the industry, traditional ways of working have become things of the past. Right from on-boarding to exit, engagement to policies, all the aspects of HR were revisited and some difficult yet important decisions were meant to be taken. In such situations, striking a balance between the mounting issues and appropriate solutions will be the key to effectively managing such challenging situations.

Master class Covid-19, has taught us all a life lesson on how to fight and move forward. Work from home, the new normal and quarantine are uncertainties that had to be followed. During this period, a few takeaways for me as an HR professional were; Delegate work and trust people around us, always put people first, focus on physical and mental health, practice mindfulness, talk to people and stay connected and most importantly learn new skills and refine your existing skills.

On that note, I would like to wish the students of M.A HRM the very best and keep continuing to learn while taking up challenges in your stride!



## **SANJANA L**

HR Operations, Barclays  
Batch of 2017-19

MSSW was my second home - courtesy of the amazing people and the vibrant atmosphere. During my time at college, I discovered plenty of opportunities to uncover hidden potential and hone myself professionally to embark on life's next adventure.

One key takeaway from my experience at MSSW was learning to develop the ability to be resilient in the face of adversity, and in my opinion, it is an essential quality to possess, especially during testing times as these. 'DeCoviding the HR Algorithm' is a theme befitting the current scenario in which Human Resources as a profession is metamorphosing into an integral component that drives business results, especially in today's virtual business environment and it is imperative to have some foresight of the nature and direction of its progress going forward, in order to be able to adapt quickly. However, amidst all the chaos, let us always remember the basics - to deliver service with a human touch.



## **SHANE JOSEPH RENEAUX**

Management trainee - HR | Manpower management,  
Hyundai motor India limited.  
Batch of 2018-20

College life - a roller coaster ride, I'd say. From not knowing anyone, to sharing in each other's happiness, anxiety, doubt, joy and sorrow, finally enjoying this wonderful ride, wishing to go back in time. It was a blessing to witness this ride with my friends who are more like family. MSSW has given me memories that I'd cherish for a lifetime.

My two main takeaways from the department would be to push myself to the fullest, showing up every single day, giving it your best no matter what life throws at you, learning every step of the way.

Over the years, HR Symphony has paved the way for students and professionals to dive deep into the minute details in the world of human resources, a platform for everyone to learn, unlearn & re-learn. With the pandemic hitting us big time, bringing in the greatest workplace transformation of a lifetime, I think the topic of this year is spot on and is much needed for everyone to drill down to the roots understanding what to expect in today's disrupted business world. Even in times of a pandemic, the HR professionals transformed themselves into a front line worker for the organisation, thus, putting the 'H'uman first in HR. Wishing the juniors and the department all the very best.



## **HRISHIKESH N S**

HR Business Partner- Digital Workplace,  
Microsoft Business Unit, TCS  
Batch of 2018-20

The two years I spent in the department of MA HRM is the best growth period of my life in terms of profession and behaviour. During the initial days of my journey in MA HRM, I was testing around and was trying to discover my areas of interest. It is during this time, I was elected as the Class Representative, in my first year. My HOD, Dr. Jayanthi Peter and other faculty members empowered me to become a potential leader. My journey as a class representative helped me bring out my leadership skills and paved path for me to think and come up with initiatives for the betterment of the department, my peers and myself. One such initiative was L.I.N.K. (Learning Initiative for Networking & Knowledge), a peer-to-peer learning activity. Apart from aiming to be innovative, I also strived to implement my ideas with the guidance of the department.

Yet another significant point in my journey way Innovatia. I was elected as the student lead for the academic year 2019-20.

Under the banner of Innovatia I brought in a new initiative called Co-Create, an intra-collegiate event. Implementing initiatives like these would not have been possible without the support of the department and this also boosted my confidence level to do better. I started gaining more interest in the departmental activities and made my contributions in all ways possible. Various academic activities helped me connect the theoretical concepts with practical organizational practices. My key takeaways from the department would be leadership skills, innovation, negotiation skills and most importantly a bunch of friends who stood by my side and supported me throughout.

The theme is a hot topic in the field of Human Resource. COVID pandemic has brought along with it a new kind of HR. As a fresher from college to now, the pattern of the field has been modified. Digitalization has become a new branch of HR. Though the pandemic disrupted the field it accelerated automation. In terms of TCS, cloud was taken as one of the main disruptions but COVID has enabled many opportunities to attract clients for the business to grow. The role of HR is becoming vital, that it is a necessity for HR professionals to not only learn people management skills but also to learn technology itself. Despite all this, personal touch still does exist though, problem solving has become digital. As a fresher I am motivated to learn Cloud related business for the betterment of my competencies.

## AI IN HR'S TOOLBOX

In today's fast paced world and with the introduction of high-level technology 'Human Resource Management' is being reinvented and Artificial Intelligence plays a major role in this revolution. An HR is no longer a person who is immersed in a sea of files, rather has transformed as an important stakeholder in the business organization. Moreover, the world has become "SMART", everything is secured on the cloud, all operations are digitalized, most obviously in the IT sector. Thus, it has become mandatory for HR professionals to upgrade themselves and become more "Tech-savvy". A recent and fast spreading technological trend is AI. It refers to machines being simulated to think like Humans and imitate their actions such as learning and problem-solving. Everything has become possible through AI. Although initially the workforce had been intimidated by the rise in AI, believing that it was replacing their role in the organization, Human resource has learnt to incorporate it in their department while simultaneously

keeping their job intact. AI is an important tool for an HR. We can see its uses in recruitment, performance appraisal process, succession planning and digitalization of files on the cloud and so and so forth. The major advantage of artificial intelligence in human resource is to curtail repetitive tasks, such as sourcing, screening and conducting initial level tests in recruitment. Human bias, an irrevocable error that, at times comes unconsciously for humans can now be prevented with the use of AI in recruitment. AI backed Chatbots are extremely useful in employee engagement activities. Human like conversations help employee-HR relationship. It gives out a signal to all employees that they can connect and get a response during any given time during a day. It doesn't only help employees within the business organization but also applies to the customers associated with the company as well.

**Vaishali Kalyan**  
II M.A.HRM, MSSW

# REALIGNING HR IN THE POST COVID ERA

Human resources, a key element in any organisation, has a far more significant role to play today apart from conducting interviews, explaining benefits, training employees, and managing relationships. The function has gradually evolved from just filling the vacancies to contributing business development decisions to the organisation. As the role of HR becomes extremely critical in the post-Covid era, every hr needs to upskill themselves related to function and current trends. It is important, the HR managers should keep themselves aligned across the industry and stay motivated

till the organisation come back to some normalcy soon. The lockdown affected various sector, HR must ensure employee understand and do the needs of employee. Every employee will need training for up skilling themselves to work in the current global environment. Every employer should retain talented employees and explain newly hired employees about the company's culture and values. Most importantly Employers should make sure that every employee is satisfied and motivated so that it would increase the productivity as result.

**Krithika R**  
II M.A.HRM, MSSW

## WHAT DOES HR DO ANYWAY?

Latest research has shown that in India, 50% of employees are concerned about an uncertain future due to Covid crisis. Also, a survey taken by 7th fold had revealed that 36% of Indian employees are suffering from mental issue post pandemic. According to a survey, 53% of employees are willing to switch job if it is remote working. So, let us ask the question now, what does HR do anyway? Most of the HR related activities are now focused on three important things, communication, remote work and ongoing health and wellbeing. To ensure effective communication with the employees it is important to consider

content, method, and people. Content is phased and situation-specific, ensuring coordination during the different pandemic phases precedes and tracks the organizational and community response. "In order for teams to remain productive while working from home, HR leaders and managers must be prepared to listen and be open to change," said Dania Shaheen, VP of Strategy & People Operations at Kazoo. This can involve introducing new digital technologies or simply engaging regularly with workers to understand or remember and celebrate any significant events that occur in their lives.

**Jene Sweetlin C**  
II M.A.HRM, MSSW

# CLOUD TALENT MANAGEMENT

According to Deloitte, “The pandemic has created an opportunity—or rather an imperative—for organizations to re-engage with their workforce, revisit how work gets done, and reinvent their workplace.” The COVID-19 Pandemic’s impact was direct on the most important resource of any business - the Humans, the very target of the virus.

Those organisations that struggled to get their business running amidst the pandemic all report the same issue.

- Limited remote access ability
- Lock of flexibility and adapt ability
- For data integrity and difficult reporting.

These impacted the way an organisation reacted and adapted to meet the frightening rapidity and unpredictable path of covid-19. To mitigate disruptions in the business, organizations must take steps to analyse the current technology capability to frame a future-ready solution that will incorporate features like employee well-being, post pandemic counselling, catering special pandemic financial needs, addressing the issues of mental and physical wellness of Covid

affected employees in such a way that these tools will be easy to use by both employees and HR professionals. The agility of decision making will depend on planning, managing and optimising people processes with one common data source.

Crucially, a cloud platform with necessary customization to help businesses re-engage employees, assess business needs, frame models for unpredictable situations and is accessible at any place and at any time.

In the new workplace, digital ways of working matter more than ever. Organizations and the HR community must enable a blended workforce, changing business strategies, and new operational approaches. With flexible tools in the cloud, it’s possible to prioritize safety, support employees, and show them that firms care for them. This in turn, not only keeps the workforce motivated, but also help organizations frame models for unpredictable circumstances and be future-ready.

# PRE & POST COVID ERA, EMPLOYEE RETENTION AND ENGAGEMENT CONTINUES TO BE A CHALLENGE

'Organizations are not strangers to the challenge of employee engagement and employee retention. No one individual is the same, no one organization is the same, hence, there has never been a concrete solution which would solve this issue for all. In normal working conditions, it was hard enough to achieve this, how is remote working making this more difficult?

Times before covid, employees had the freedom of face to face social interactions, fixed working hours, proper office environment, the job itself, separation of work and personal life. All these factors and many others played a role in employee motivation and were the reason for employee loyalty towards the organization and their work. And now, though the job remains the same, they are deprived of social interactions, lines have blurred between work and personal life, employees are expected to be on call 24x7.

Organizations deal with different kinds of employees. There are employees for whom work from home is not an issue, as they are self-motivated and ambitious enough to enhance their productivity and complete their work on time without their managers looking over their shoulder.

Whereas, there are individuals, who need to be constantly looked over, pushing them to complete their work. With remote working, organizations have the most difficulty in managing these employees and successfully engaging them and keeping them motivated. In terms of keeping employees engaged and retaining them, while ensuring the same level of productivity, the challenge remains the same, the difficulty bar has just reached new heights. So how are organizations to tackle this? How are managers to keep their employees engaged? This can be done successfully by:

- Ensuring work-life balance
- Regular check-ins
- Channels for feedback and recognition
- Wellness offerings

Employee retention and engagement may be a challenge, but it is not an impossible one. There is no one size that fits all solution to this challenge. All the organization needs to do is, analyze the workforce and their needs, the organization culture, and based on that come up with their own personal way of tackling this situation successfully.

# MANAGING REMOTE WORK POST COVID-19

'Remote work is here to stay post the COVID-19 world' says the executives of top companies. This marks the end of a long tradition in which employees show up in the office five days a week and 50 weeks a year. A recent Gartner CFO survey suggests that more than two-third (74%) of companies plan to shift employees to remote work permanently after the COVID-19 crisis ends. This shows that work from home is not going away anytime soon and things need to change.

With remote work, there are many things which managers should take into account. Firstly, working remotely requires discipline, structure and boundaries - employees could easily burnout if they are not setting good practices in place and creating a routine for themselves.

Next factor that should be considered while managing remote work is hiring talents across the globe. By enabling the team members to do their best work regardless of location, employers will be able to hire a diverse mix of people from different backgrounds and skill sets without having to compete with other companies within a certain region.

Thirdly, an important factor to be considered is communication. With the obvious lack of face to face communication, lack of trust and feeling of isolation will be high. Managers should be aware of different video and communication tools like Zoom, Teams and create virtual spaces that facilitate idea exchanges, bonding and socialisation to keep their team engaged and connected to each other. At the end of the day, remote work shouldn't be looked at as a cost cutting measure - a program centered on this thought is doomed to fail.

Finally, working remotely can cause people to feel isolated, making it more important to routinely check in with their team, not only about their work product, but also to see how they are doing. While the benefits of remote work and flexible work options are endless, it is important to recognize that everyone operates differently and one must figure out what works best for them and their team. Remote work will likely be a large part of the future business and it will work only if the organisations are willing to put the work in.

# CAN THE HR PERSONNEL STILL RETAIN THE “HUMANE” FACTOR AMIDST THE PANDEMIC?

'Remote working/ work from home is a fairly new concept which has been enforced into our lives because of the COVID-19 pandemic and now HR personnels need to amend and update organizational policies and procedures to enable a healthy work-life balance. As of now, there are no structured labor laws and regulations to prevent the exploitation of employees working virtually which makes it even more binding on the HR professionals to ensure that there is a smooth transition from the blue-tinted glass windows of the offices to the four walls of employee's home and also ensure that interests of the employees and employers are protected .To avoid conflicts and connect the employees to the employers while working from home; policies and

procedures need to be followed for seamless functioning of the firm. The entire HR process from recruitment to exit including performance management, training and succession planning now must include strategies for virtual teams. A few ways HR personnel's can still retain the “humane-factor” is by maintaining real-time contact, organising team celebrations and by communicating Organisational updates and ensuring policies are strictly adhered to. With such availability, care must also be taken to restrict usage hours and responding time frames so that it does not get overwhelming or unrealistic. An excellent software for HR professionals would be “ZING HR”.

**Sana Siddiqua**  
**I M.A.HRM, MSSW**

# INNOVATIA

Innovatia is a national level student competition conducted by the students of PG Department of Human Resource Management, Madras School of Social Work. It is an annual event conducted for a vibrant crowd of participants across the nation. It is a branch of the mega event- HR Symphony'21. Innovatia brings out the organising ability of the students and provides a platform for showcasing talent. Innovatia provides platform for the students and the participants to handle obstacles and fly in colours. The competition features a diverse group of participants with innovative yet implementable ideologies. The theme for Innovatia'21 in 'DeCoviding the HR Algorithm', which provides scope to look at the changes in this pandemic and how to equip oneself in the Human Resource arena.

**Reeva R**  
**II M.A.HRM, MSSW**





**“The powers of a man’s mind are directly proportional to the quantity of coffee he drank.”**

*Sir James MacKintosh, Scottish politician and historian*

The HR Coffee Club is the brainchild of M.A. Human Resource Management Department. It is an exciting platform, wherein, students are provided with an opportunity to listen, absorb and interact with the big guns of the industry. Changing trends, new inventions and innovations, latest legal amendments are all covered under the blanket of HR coffee club. However, this novel event is not just restricted to theory-based HR concepts, it also includes casual and breezy conversations with the experts from the HR field over a hot cup of coffee. Students are free to express their view, ask relevant questions and simply observe their superiors at work.

Knowledge is like an ocean, it is never ending, and there is no limit to learning. The department works seamlessly to provide such great platforms for students at MSSW to consistently upskill and update their knowledge in the area of Human Resource Management. One such was the invention of HR Coffee Club, where just like coffee the refilling never ends.

Experts invited were:

- Mr. Mohan Paul Varghese, Principal Cloud Architect, SAP, Canada
- Ms. Rebecca Rajkumar, Hrad HR, Letsconnect Technologies, India
- Mr. Deepak Ramakrishnan, Chief Manager HR, Reliance Retail, India
- Ms. Lekha Shankar, Chief Operating Officer, School Serv Solutions, India
- Mr. Raghunath Ramaswamy, Founder & CEO, Spectrum Consulting, India



### **RAGLAND THOMAS G**

Director

Institute of Organization Effectiveness

The words of the Greek Philosopher Heraclitus that, Change is the only constant may not be new to most of us, especially after the Covid-19 Pandemic. The pandemic has led to the emergence of many new normal which would not have been possible before the pandemic period. Organizations and people have made significant changes in response to the pandemic and this change has had an impact on both the personal and professional lives of people. This helps us to understand two things – that the external environment has the power to trigger change in organizations and people and that organizations and people can adapt to changing circumstances as the need arises. However the point for reflection is whether we need a change in the external environment to force us to change. The reason I am saying this is that, there are many changes we accepted during the pandemic which we would not have accepted normally.

In this context of rapid change, the HR Function has played a significant role in all the organizations. The HR functions were able to rise to the occasion to play a lead role in providing the required support to both the organizations and the people and to manage the changes triggered due to the pandemic. The value of the HR function was also experienced by all the stakeholders including the employees as they were able to see the HR function as the People Champions. The HR functions were able to focus on the 'Human' in the 'Human Resources' during the pandemic. They were able to experience fully their core mission of taking care of the people in the organization and were able to fulfill the original HR Algorithm of being the 'People Champions'.

I agree that this may not have been the case in some organizations, which had to take extreme decisions relating to people or in those organizations which were not empowering their HR Functions enough. In spite of this possibility, the HR Functions were able to fulfill the HR Algorithm of being a people champion in their organizations during this pandemic.

However as the pandemic slowly recedes and as organizations are able to slowly return to normalcy, there are a few key reflections for the HR Function.

- Does the HR Function require an external event to create an opportunity for them to fulfill their HR Algorithm of being a People champion? The HR function should use the opportunity created by the pandemic to retain their people champion role and continue to play this role with passion and strength.
- How can the HR Organization help organizations and people to adapt to normalcy while retaining the lessons learned during the pandemic? While the pandemic created several sad stories, there were also many good benefits for both organizations and people and these benefits should not be lost. The HR Function should be able to identify these lessons and add to the organizational algorithms for current and future use.
- How can the HR Organization help organizations to be ahead of the curve by preparing them for future change? The HR Function should now be in the vanguard of change and be able to prepare the organizations and people for change proactively.

Even though the HR Functions were able to activate their original HR Algorithm of being the People Champions during the pandemic, they should remove some of the elements which may be preventing them from fulfilling their algorithm - that of being reactive and not proactive, following the change instead of leading the change, being a Business Partner instead of just a HR Partner and standing up for themselves instead of being a non-entity in an organization. There can be many more based on the context and every HR function should reflect on these aspects to make use of the learning's and emerge as the People Champions in their organization.



## **ISWARYA LAKSHMI S**

Director - HR  
Freshworks

The year 2020 was an interesting one on many counts, especially in the way companies engaged with their most treasured resources - people. The pandemic brought forth a high employee-focus across levels. The way of working was completely shaken-up, and areas like Health & Wellness, Agile Working, Continuous Learning, and Communication & Engagement took on new meaning. The new normal demanded a remote way of working with flexibility.

The most crucial element of the pandemic was to build a high level of trust in employees amidst uncertain times when companies were laying off, by ensuring frequent communication via CEO All Hands, HR- Employee connects, Manager - Employee connects to maintain a high level of engagement and productivity.

Even as work from home continues today, employers are exploring the future of work strategy to ascertain if they should explore an all remote workforce, or all office workforce or a hybrid model to accommodate the best of both worlds. With remote working becoming the norm, HR is having to reinvent the wheel and reimagine HR processes to stay relevant in the new normal.

### **Employee engagement:**

The importance of frequent communication and engagement can't be more emphasised. In the current times, it's important to virtually fulfil the need to have social connections and interactions at work.

Employees no longer have the luxury of indulging in water cooler conversations to solve issues or understand the latest happenings in the company. Monthly All Hands meetings with the CEOs help them understand the business health and realities in Covid times and empathize with company decisions. These forums also serve to reinforce the commitment of the company to its people.

Managers and leaders are coached by HR professionals to be more sensitive and empathetic towards employees as they straddle family and work priorities among these challenging times. HR professionals also often encourage employees and managers to simulate the informal lunch and tea breaks via zoom calls to ensure there are enough lighter moments through the week to sustain the pressure of endless days.

### **Employee Wellbeing:**

At Freshworks, our moto has been to create “moments of wow” for our customers and for the HR organization, our key customer is employees. In order to support employees to maintain a good work-life balance, we have offered a Friday off every 6 weeks which we call “FriYay!” This has helped employees recharge and energize. The company has also offered free online fitness training sessions to ensure employees stay healthy and fit. A helpline to support employees facing mental health issues was also instituted to ensure employees could open up to professionals trained in mental health wellbeing. The company has also designed “No meeting days,” to support work involving deep thinking and creativity.

### **Capability building:**

HR professionals have spent inordinate amounts of time, coaching managers and leaders on how to manage remote workforce and shared frameworks and best practices on keeping remote employees engaged and productive. This skill will also enhance the ability to tap into talent from locations previously ignored due to lack of physical office presence. Learning and development professionals have recreated all training virtually and introduced bite-sized micro learning modules to inculcate the habit of ongoing learning.

**Performance management:**

Companies are moving away from annual, one time appraisals to continuous, agile performance management focused on feedback, feedforward and ongoing development and coaching. Manager and employees have monthly/ quarterly check-in discussions where feedback is shared both ways.

**Virtual employee experience:**

Last but not the least, HR is grappling with the challenge of recreating the magic of the workplace and the employee experience virtually right from remote onboarding to exit. The imperative of preserving and propagating the company culture virtually is one worth exploring in the coming times.

The HR of the Future must focus on the building blocks that help navigate dynamism. Agility is the need of the hour, but as much as companies demand agility, at the same time, employees' working-hours increase, leading to employee burnout. The most important aspect is how to plan the agility while ensuring hustle in the team and preventing burnout. Covid-19 has posed very interesting challenges for HR leaders, and professionals alike.



**AVINASH  
RAMAKRISHNAN**

Senior HR Manager,  
Infosys Limited, Japan

**Reimagining Future from “The Sun’s origin”**

‘Nihon’ refers to Japan in Japanese language. Nihon literally means “the sun's origin”, and in other words ‘the Land of the Rising Sun’.

I have been fortunate to work out of Japan since 2019 and ever since, I have always been in awe of countless unique things in the country. To name a few – earthquake proof buildings, high-tech toilets, capsule hotels, machine-operated multistory parking space, countless vending machines, collectivistic culture (even at work) and the most famous shinkansen (the bullet trains). When I dive-deep to understand the whys and wherefores, it’s even more fascinating than the sophistication itself! I was amazed to realize that the country has learned to make the most of its limited resources, and that too with a superior sense of social responsibility displayed by their well-educated and disciplined citizens. Above all, the Social harmony is the primary objective surpassing all other dimensions (including growth). It’s by no surprise that the country meticulously recovers from numerous debacles over the decades – be it the defeat in WWII or the devastating earthquake & Tsunami in 2011.

So, what do we learn from ‘The Land of Rising Sun’?

Optimization & maximization, technology adaptation & innovation, collaboration through harmonizing employment (job security), decisions by consensus, continuous improvement (kaizen) & thereby life-long training, disaster preparedness & response etc. While most of these are well-known concepts that many institutions might strive to imbibe, there are two most important traits from Japan that are supremely relevant in today's context amidst the global pandemic - Tenacity and Resilience in overcoming adversity. Yes, Japan is a model of 'Resiliency' and a symbol of 'Tenacity' for a nation that has often been pushed close to its limit. Strongly connected to this ideology is the Japanese proverb "nana korobi ya oki", which translates to "seven times down, eight times up"; as is the spirit of ganbaru (doing one's best). These traits are strongly instilled among Japanese children from a young age through folklores and education. The year 2020 has put the entire world under complete shock and despair. The unprecedented year of our times not only tested our physical & mental health, but also our ability to operate in uncertainty and continue fightback with a hope of return to normalcy. And thus, resilience & tenacity are among the must-have skills, not just to overcome the prevailing pandemic but for any of the uncertainties in the future.

Post the outbreak of the pandemic, every organization re-looked at its strategy - if not for the future, at least to navigate the present uncertainty with a so-called 'temporary strategy'. The Human Resources professionals, as owners of Talent Strategy, did exceptionally well in navigating the present uncertainties - enabling tele-working, optimizing cost, accelerating digitalization of necessary processes, prioritizing employee wellbeing, managing global talent mobility, workforce communication, virtual engagements, remote hiring, tweaking employee policies etc. While we can certainly be proud of our accomplishments in recent past, we should certainly capitalize on the momentum to create a long-lasting impact for the organizations. As a blessing in disguise, this pandemic has made many of our employees (including HRs) to be receptive for new ideas, in other words, welcoming change! This is a golden opportunity for the Change Agents, as the foundation (open mindset) seems to have been laid.

HR professionals are the custodians of culture in any Organization. They have a vital role in perpetuating a strong culture across the company. While we practice or preach resilience as a skill to survive the current uncertainty, it's also the apt time for us to instill the same as a part of Organization culture. We may customize resilience (without tweaking the core-essence of it) to suite the DNA of the company for surviving in the new-normal. As we move forward, there will be greater levels of uncertainty and complexity; Unless we equip our teams and build organizational resilience, survival will be a challenge.

The other priority item for the HRs should be to navigate from legacy people practices to contemporary concepts that acts as a catalyst for the Talent development for the future. For instance - define rewards framework to incentivize upskilling to facilitate continuous learning by employees, replace career ladder with career lattice, enabling agile teams, deploy a performance management philosophy that instills highest level of internal collaboration rather competitiveness among peers, create a structure for ideas to nurture (without any inhibitions / risk of failures) and flow freely across teams, implement a recognition platform benefiting employees who truly embody the values, digitization of HR processes, enabling gig workforce into the ecosystem etc.

To summarize, let me again draw parallels with 'Nihon' - there is an era called 'Ushinawareta Jūnen' translates to 'The Lost Decade' in the history of Japan. The decade between 1991 and 2001, the world's 2nd largest economy then, resisted growth. Unlike recession it was not a de-growth, but it was an economic stagnation at an unprecedented level. In other words, Japan did well to only fall behind as much as it did. They managed to navigate one of the biggest shocks in financial history without letting unemployment exceed 6% and then caught back up not too long after.

We can draw similar parallels to the pandemic in 2020. If given a choice, most of us would write-off the year from our memories by all means. Yes, 2020 was certainly a year to forget! Leaders across sectors seem to be collaborating to ensure that we don't tumble further from here. Regardless of time taken to recover, we should carry the learnings for rest of our lives. Along with our experiential learnings from the pandemic, if we can club the learnings from the Japanese culture (especially the resilience & tenacity),

we can certainly amplify the overall learnings for entire life. HR Professionals should certainly seize the opportunity to build organizational resilience and instill other contemporary practices to organizations during the times when teams are receptive to change, and thereby leave a long-lasting legacy.

To conclude - 2020 is certainly a year to forget with lessons to remember and opportunity to re-imagine the future!



## **MADHURYA BHAVANI HARIHARAN**

Head HR and Learning,  
TCS Microsoft Business Unit

### Silver Lining

I chose to do my Masters in Human Resources; Not an MBA with dual specialization. I knew I wanted to be a HR practitioner. And during the entire time between my decisions to pursue this career and recently, I have constantly seen one topic emerge every now and then, in conferences, debates and articles – ‘Bringing HR to the Boardroom’. Talking brass tacks this means, how important is the HR function to business and is the CHRO a key business decision maker?

There has never been a time better than now to answer in affirmative.

Yes, the CHRO is an important, if not the most important decision makers. And the HR function and how it is empowered, decides the fate of business in most industries. Naysayers would have learnt their lesson, thanks to COVID 19, call it a silver-lining.

**Change leader:** May it be going back to the basics of ensuring safety and well-being through good old one to one connects when the talent base has to stop going to its traditional workplace, due to the pandemic, to developing the ‘un-lock’ plans, now that economy has got a spring in its steps, the talent function in every industry and every Company has not just been a catalyst but has lead change. This also includes industries in Travel and hospitality that underwent a very tough phase to keep things business as usual with a lean team on-board.

**Tech guru:** very much like the teachers community that overnight embraced technology, HR had to reinvent processes in every functions to perform and deliver remotely. Tier one organizations have hired tens and thousands of professionals during the last two quarters whilst working remotely. This means running million interviews remotely with Teams and Zooms of the world, speaking at an Industry level. This is only one of the HR functions. Same goes to regular connects and cascade process that are the pillar of primary functions like Talent management and engagement.

**Intelligent Analyst:** Every HR team on the right trajectory would be already investing on the right tools and methods to use enterprise data, communication or collaboration signals from the Organization messaging tool in place. In the absence of a swipe on and swipe out, how to measure risks of burn out, building stress and thrust the health of the Organization is certainly one of the key items of concern to executives.

The fact that organizations like Microsoft have come up with products like Viva are proof of the demand for such intelligent workplace Analytics tools.

Rider of the wave: it's important to pick the lemons and make that lemonade!

Yes. Covid has presented us with what we've always wanted - chance at a fresh start to reinvent organisational design and processes. No better time than now to democratize hiring, create a presenteeism-free performance management system, re-invent talent engagement, link learning to rewards and growth, build new-age attendance, leave and time office rules, plug and play gig workforce, freelancers or any other internal collaboration methods that you always wanted to as the HR but never could, as you were constrained by location, borders and time zones. This is the place, time, gender agnostic modern workplace.

Looking at the glass half full is most important now more than ever and the community that has had the most takeaways during the last one year is undoubtedly us, the HR. So, take it away!

# DIPSTICK REPORT

During the Covid-19 pandemic, the challenges faced by the organisations were immense. The challenges varied from having to operate both safely and economically, staying competitive in the market, effectively leveraging HR technology, coping with changes to something as severe as a fear of geopolitical fallout. This study tries to find out the changes and challenges in HR practices due to Covid-19 and zero in on how organisations have geared up to negotiate the bottlenecks along the way while limiting the scope to five broad dimensions namely Employee Well Being, Employee Engagement & Communication, Learning & Development, Compensation & Benefits and Workforce Planning & Restructuring.

Employee Well Being was assessed bearing in mind regular and sufficient breaks in work, ergonomics of working from home, financial assistance for both short and long term futures and setting up counselling and HR helplines for their psychological well-being. Most organisations have been employee centric and implemented at least one initiative while also setting up an organisation wide crisis response team to drive initiatives and crisis management plans. Some organisations have also tied up with activity tracker tools/apps to monitor wellness of the employees. A number of measures were taken by organisations to engage and communicate with its workforce like webinars, virtual team meetings, teleconferences, leadership briefings and the like. There were also engagements done during uncertain times like Pulse Surveys, CSR Initiatives, Emotional Well-Being and Leverage AI & ML Techniques.

An important measure taken up by organisations was to ensure continuous learning. But for the learning to be impactful they encouraged peer to peer learning, leveraged the online learning market, introduced New Hire Learning & Training, Enhanced Learner Engagement Levels and Making Workforce Ready for Futurist Skillset. Organisations have also placed emphasis on self-learning to build functional competencies of the employees. Learning has also been extended to

their part time/ contract workers to keep them updated with their functional areas. Compensation and Benefits were assessed bearing in mind help in cost optimization, pay at a later date when businesses are running and save costs incurred by means of transport and food. Most organisations have revisited their compensation & benefits policies to review it under the light of the pandemic. Organisations belonging to the FMCG and Retail sectors wish to increase the compensation paid to the persons whose roles are at a risk.

Organisations have taken steps to ensure optimum employee costs like salary cuts, reduction in workforce, VRS, Redesign of Compensation Structure to name a few. Organisations largely belonging to energy, oil & gas, engineering and automobile manufacturing sectors have preferred to reduce their manpower while downscaling the number of benefits offered is most preferred in IT/ITeS and Construction sectors. Some challenges faced by HR are Managing Employee Wellness, providing adequate technical & infrastructural support, Getting the right framework for workforce planning, Enabling digital learning, Organisation redesign and Engaging employees digitally. In addition to this, some ways to revitalize the HR function are HR Reshaping, Future Workforce Landscaping, Performance and productivity measurement transformation, Policies and facilities management, Culture readiness of employees, Technology considerations and enablers and Effective leadership. Hence, this study suggests that this pandemic has given space to revitalize the Human Resource Function.

**Swernima R S**  
**II M.A.HRM, MSSW**



**SRIKIRAN S**



**JAYASRI S I**



**SWERNIMA R S**



**SAISHRI SINGARAJA**



**ABISHEK  
LAKSHMIPATHY**



**RAMYA M**

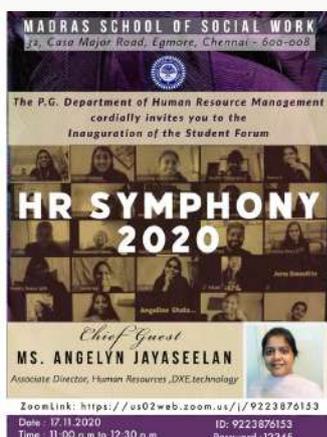


**PRATHEESHA K**

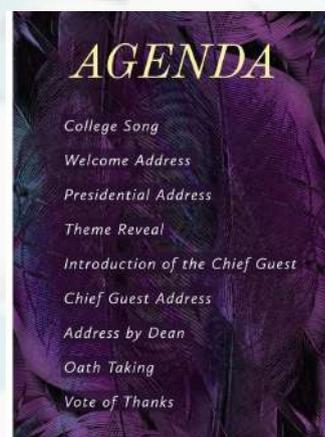


**SANA SIDDIQUA**

# A PEEK INTO DEPARTMENT'S ACTIVITIES



## INVESTITURE



The student forum 'HR Symphony' of the P.G. Department of Human Resource Management was inaugurated on the 17th of November 2020. The event was graced by the presence of Ms. Angelyn Jayaseelan, Associate Director, Human Resources, DXE Technology as the chief guest. The theme for this year -'DeCOVIDing the HR Algorithm' was unveiled by the chief guest. The elected office-bearers were sworn in. This topic is the need of the hour as the COVID-19 pandemic did not just capsized the entire globe overnight, spreading at worrying rates and infecting millions but has also had unfortunate consequences in the world of work, upending jobs. Though HR professionals have plodded through distressful situations before, the pandemic has brought with it seriously overwhelming adversities.

The organizations have tried to adapt; however, the long-term consequences of the pandemic remain unbeknownst. In response to the upheaval, organizations have been pushed to revise their workforce models, re-align business strategies and processes and re-configure workforce management. The world has witnessed a paradigm shift in the work culture. These changes, though they have the potential to transform the future of work, pose challenging questions for the organizations and employees. Questions like what recognized and unrecognized workplace hazards has the pandemic brought with it? How will the world of work thrive post-pandemic? How can HR leaders make it easier for the workforce to adapt to the changes brought by the pandemic? "DeCOVIDing the HR Algorithm" is about seeking answers to these questions and decoding the people strategy to sweep through the pandemic victoriously.

**Sonal George**  
**II M.A.HRM, MSSW**

# GUEST LECTURES

Guest lectures bring in the bright alumni of the department of M.A. Human Resource Management. As a way of giving back to their alma mater, there is an active and vibrant participation from the passed-out students who have made a significant mark in the industry through their vigor and intellect. These sessions typically comprise of various theoretical HR concepts, the current trends that are spreading throughout the industry, tips and tactics for placement preparations etc. In short, these sessions prepare the students for the real world after college. They help mold student's thinking by presenting real life scenarios that shapes their perspective towards the work world.

The sessions were focused on helping the students to imbibe the concepts more quickly and easily. At the end of the sessions, there were a lot of questions posed by the students which were answered by the resource person and also showed student's keen interest for the guest lectures.

Experts who were invited to share their insights were:

- Mr. Arunraj Solaimalai, Senior Manager - HR at Modine Thermal System Pvt. Ltd
- Dr. R. Subhadhini, Dean, Madras School of Social Work
- Ms. Harshita, Organizational Development & Talent Manager, Freshworks Technologies
- Dr. Jalaja Ramesh, Senior Consultant Diabetologist

The department strives to provide the best and innovative ways of learning for their students. Guest Lectures are one major initiative by the department, that helps students meet HR's from various high-profile companies which in turn poses with an opportunity to build their network circle..

**Vaishali Kalyan**  
**II M.A.HRM, MSSW**

 **Madras School of Social Work**  
Department of MA, HRM

**GUEST LECTURE ON  
DOMESTIC ENQUIRY**

By,  
 Mr. Arunraj Solaimalai  
Senior Manager - HR  
Modine Thermal Systems  
Pvt. Ltd. - Sriperambudur, TN.  
11<sup>th</sup> November 2020  
3:30pm - 4:30pm  
Program Coordinator: Mr. M.Hemakumar  
Assistant Professor



 **Madras School of Social Work**  
Department of MA, HRM

**Guest Lecture on  
Road to Health  
and  
Lifestyle Modification**

By,  
 Dr. Jalaja Ramesh,  
MBBS DCP DNB  
Senior Consultant Diabetologist  
St. Isabella Hospital, Mysore.  
17<sup>th</sup> November  
3:00pm - 4:30pm  
Program Coordinator: Mr. M.Hemakumar  
Assistant Professor



 **MADRAS SCHOOL OF SOCIAL WORK**  
Department of MA, HRM

**Models  
of  
Workplace  
Counselling**

Program Coordinator:  
Dr. Evangelina E.T.  
By  
Dr. R. Subashini  
Dean - Self Finance  
MSSW

DATE: 22.11.2020  
TIME: 12:00 pm - 1:00 pm

 **MADRAS SCHOOL OF SOCIAL WORK**  
Department of MA, HRM

**ORGANIZATION CHANGE  
AND ORGANIZATION  
DEVELOPMENT**

Ms. Harshita  
Organization Development and Talent  
Manager  
Freshworks Technologies  
Program Coordinator - Dr. Evangelina E.T.  
February 3<sup>rd</sup>, 2021  
4:00 pm to 5:00 pm



# DIGITAL HR PROGRAM

The PG Department of MA HRM, Madras School of Social Work in collaboration with SaaS Industry conducted a certification course named “Digital HR Program”. The mentors of the course were Mr. Joseph Abraham, Mr. Benjamin Cherian Mathew and Rajesh Thirungnanamurthy. The certification course had a tenure period of 3 weeks starting from 8th June, 2020. Around 120 participants including students, Professors, Employees from various parts of the nation took part in this course. The course offered 8 live courses, 10 video lessons, Practical quizzes assignments, graded capstone assessment and a global certificate. This certification course was convened by Dr.P. Mohana, HOD, MAHRM Dept.

This program would enable the student to develop various skill - set. It includes facilitating the digital transformation in HR, Business & Technology, Thought Leadership, Digital Strategy, Design Thinking and ROI Management. Such skills will help the students to understand the business and take decision quickly and proactively.

## DEPARTMENT'S CERTIFICATE COURSES OFFERED:

- HR Analytics Certificate Course was conducted by Mr. Santhanam
- Basics of Financial Market and Personal Financial Planning Certificate Course was conducted by Mr. Prabhu



**Special Student Pricing**

**SaaS Industry**

M.A HRM Department of Madras School of Social Work in collaboration with SaaS Industry offers

## Digital HR Program

COVID-19 is changing the world. Now is the time to start turning technology into a strategic advantage for you. At SaaS Industry, we teach you the skills that you need to succeed in the rapidly changing world of Digital HR.

Free batch starts on **June 8th 2020**  
3 weeks program

Register today at <https://bit.ly/digitalhrprogram>

**Sessions and lessons**  
Highly engaging eight live courses, and ten video lessons.

**Global Certificate**  
On successful completion and submission of the capstone project, a global certificate will be awarded.

**Ongoing learning**  
You get access to learning material, videos, and webinars for the next six months through a community channel.

**THEMES**  
The Digital HR certificate program helps you to build a strategy for digital HR and develops digital capabilities within HR.

- ✓ The New Normal
- ✓ Digital HR Approach
- ✓ Design thinking in HR
- ✓ Employee experience

**COURSE LEADERS**  
This course is facilitated by experts who are both practitioners and thought leaders in the field of Human Resource and Digital Transformation.

Register today at <https://bit.ly/digitalhrprogram>

**Contact**  
Dr. Mohana  
HOD (in charge)  
Dept. of M.A HRM  
Madras School of Social Work

+ 91 94451 60150  
mohana@mswssw.in

**Reeva R**  
**II M.A.HRM, MSSW**



**Student Edition**

## Digital HR Program

COVID-19 is changing the world. Now is the time to start turning technology into a strategic advantage for you.

**SaaS Industry**

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# HR ORIENTATION PROGRAMS

An interactive zoom session was held by Mr. Jayan Prakash on 16th of September 2020. Mr. David Jayan Prakash, senior HR manager Godrej Solutions, comes with 10+ years of corporate experience in various industries like manufacturing and retail. He is an alumnus of our very own M.A HRM program from MSSW.

HR Orientation was hosted by Ms. Krutha Ashwin on 17th of September 2020 via zoom platform. Ms Krutha currently works with the talent development team of AGS Health.

On 6th October 2020 Ms. Sandhiya Thiruvengadam, was invited as guest speaker for the HR Orientation. Ms. Sandhiya Thiruvengadam is an Inclusions Specialist and DesignThinking enthusiast, with 8 years of corporate experience.



**Vinmeetha A  
II M.A.HRM, MSSW**

## WORKSHOP

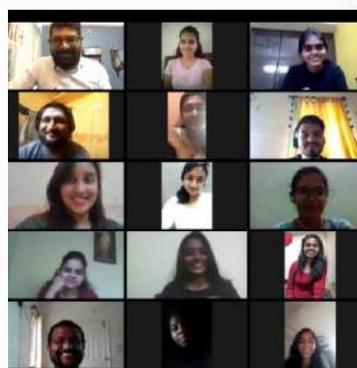
From 12th to 15th October 2020, Dr.Priya Sethuraman, Assistant Professor, Department of Management Studies, St. Joseph's Institute of Management, Chennai conducted a workshop on "SPSS" through online platform for the second year students.

The topics covered were, Day 1 a.Data entry in SPSS, b. Frequency Analysis, c. Reliability Analysis, d. Hypothesis formulation, c. Interpretation of the results. DAY 2 Parametric Test using SPSS - a. One-Sample t Test, b. Independent t Test, c. One Way ANOVA test, d. Paired t Test, e. Chi-square test DAY 3 : Non- Parametric Test using SPSS, a. K-S Test, b. Mann-Whitney Test, c. Kruskal – Wallis Test, d. Friedman's correlation test, e.Wilcoxon signed t test DAY 4 : Correlation, Regression Analysis, Simple Regression and Multiple regression analysis, Chart and graph preparation in SPSS.

**Jayasri S I  
II M.A.HRM, MSSW**

## SOFT SKILLS

The department of MAHRM conducts soft skills session under versatile topic. The department provokes us, students to go beyond the classroom knowledge and excel in various skills. The sessions are very interactive and games and activities are conducted as an added dimension that makes it a fun learning. This year the soft skill sessions were conducted both virtually and physically, irrespective of it the effect and impact remained the same. These sessions focus on the betterment of oneself and the batch as a team. This year the topics focused were emotional intelligence, campus to company transition and relationship management.



**Reeva R**  
**II M.A.HRM, MSSW**

## FRESHER'S DAY'20

Every fresher is always excited and honoured to receive admission at a prestigious institution like MSSW but it is the welcoming that truly makes them a part of the family. The seniors of the HRM department put up exemplary efforts to welcome the fresher's of M.A.HRM department. It was an online attempt but they had organized a fresher's day where they had beautifully drafted personalized messages for each of the freshers. Every senior of the M.A.HRM department had participated in this attempt. A string of fun games followed cementing a bond between the two batches. The seniors interacted enthusiastically with the freshers and as the tradition goes by, each of the fresher's were assigned a senior 'buddy'. In conclusion, the freshers felt guaranteed that their seniors are definitely pillars they can lean on for support.



**Sreenidhi M**  
**I M.A.HRM, MSSW**

## PLACEMENT CORNER (BATCH OF 2019-21)



**SANA OK**



**SONIA ALAPPAT**



**SUBIKTHA SUBRAMANIAN**



**SRIKIRAN S**

**ANEETA TREESA AJITH**



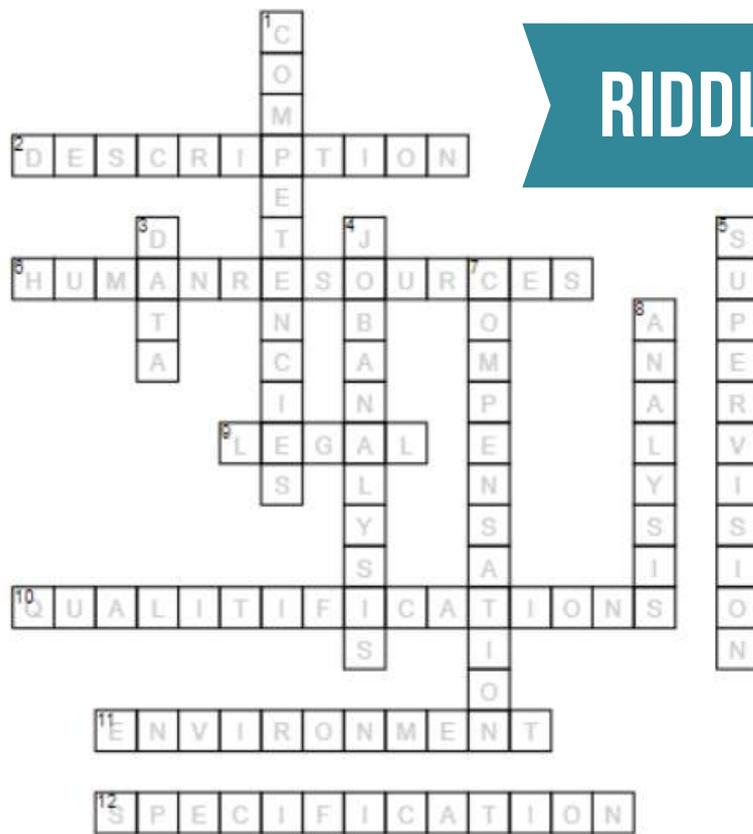
**ARPITH PAUL D**

**REESHMA C**

**SHALINI HARI**

**SWERNIMA R S**

# RIDDLE CORNER

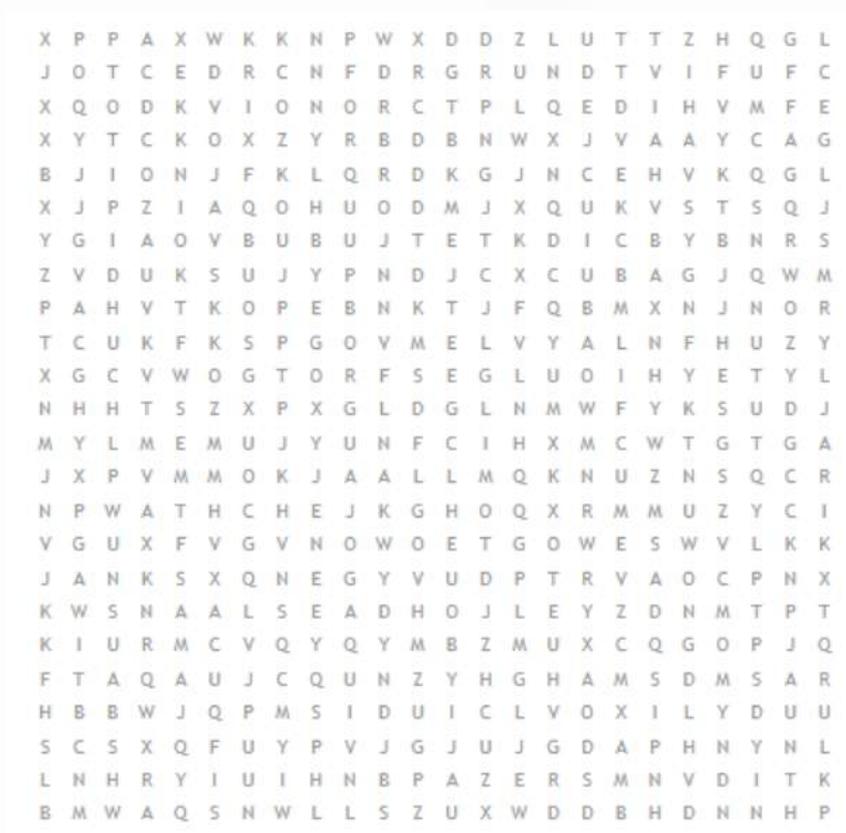


## ACROSS

2. A job \_\_\_\_\_ will tell you what your employer will expect from you, as well as what you can expect from your employer.
6. \_\_\_\_\_ specialists are responsible for recruiting, screening, interviewing and placing workers.
9. Job Descriptions help an employer cover \_\_\_\_\_ bases.
10. Job Specification helps recruiting teams understand what level of \_\_\_\_\_, qualities and set of characteristics should be present for a candidate to be eligible for the job opening.
11. Job Analysis should collect information on the following areas: Duties and Tasks, Tools and Equipment, Relationships, Requirements, and \_\_\_\_\_.
12. Job \_\_\_\_\_ is a statement of the essential components of a job class including a summary of the work to be performed, primary duties and responsibilities, and the minimum qualifications and requirements necessary to perform the essential functions of the job.

# DOWN

1. Job Descriptions are based on objective information obtained through job analysis, an understanding of the \_\_\_\_\_ and skills required, and the needs of the organization to produce work.
3. The main purpose of a job description is to collect job-related \_\_\_\_\_ in order to advertise for a particular job.
4. Job Description and Job Specification are two integral parts of \_\_\_\_\_.
5. In terms of Job Analysis, 'relationships' refer to \_\_\_\_\_ given and received and relationships with internal and external people.
7. The purpose of Job Analysis is to establish and document the 'job relatedness' of employment procedures such as training, selection, \_\_\_\_\_, and performance appraisal.
8. Job \_\_\_\_\_ is a process to identify and determine in detail the particular job duties and requirements and the relative importance of these duties for a given job.



# MEET THE TEAM

## EDITING TEAM



**REEVA R**

II M.A. HRM, MSSW



**JAYASRI S I**

II M.A. HRM, MSSW



**SWERNIMA R S**

II M.A. HRM, MSSW

## DESIGN TEAM



**VINMEETHA A**

II M.A. HRM, MSSW



**SONAL GEORGE**

II M.A. HRM, MSSW



**RANJANA AMBROSE**

I M.A. HRM, MSSW

## THE TEAM



**AASTHA MALHOTRA VAISHALI KALYAN**

II M.A. HRM, MSSW



II M.A. HRM, MSSW



**PRISHA JAIN**

I M.A. HRM, MSSW



**SREENIDHI**

I M.A. HRM, MSSW

# CLASS OF 2019-21



# CLASS OF 2020-22



