

#MDPreferredWorkplace



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Inspiring **Environments**
Empowered *Teams*

Recognizing the

MOST PREFERRED WORKPLACES 2024 - 2025

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A Case for **CAUTIOUS OPTIMISM**

HOW DO WE LIVE AND **WORK BETTER** IN **TODAY'S WORLD ORDER?**

This is a complex question weighing all of us down. Be it concerns that overworking could lead to professional and societal burnout, worries about disinformation shaping false narratives, culture wars flaring up across the board, or even the big, burning question: will technology and AI replace humans in workplaces across the globe?

But is it necessarily a zero-sum game? Futurists disagree. When polled by BCG, they painted a different picture of the future of work and society, one in which entire populations will benefit from new opportunities and clarified purpose in a **world emboldened by Generative AI**. Forward thinkers merely need to tap into the plethora of opportunities on offer to build tomorrow's critical skills, while more conscious professionals can veer towards community-based economic models, such as those that support indigenous communities' nature-based activities.

Futurists pinpoint that the importance of human ingenuity and creativity will not diminish. If anything, while new skills will be honed, intrinsically human traits such as vivid creativity, strong interpersonal communications, and a desire for continuous improvement will continue to be of great value.



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Seizing **OPPORTUNITIES FOR POSITIVE ACTION**

Even as technology continues to sink its tendrils deeper into every section of society and industry, organisations that understand the value of human contributions are ideally poised to tap into the next wave of value creation, in this decade and well beyond. These are the organisations that collectively form the universe of Most Preferred Workplace 2024, who have enjoyed the fruits of their vision by investing in their human capital. Through a deep understanding of the myriad factors impacting the global economy and crafting future-ready strategies that are tailored to their talent pools, they have ensured that they are well positioned to enjoy shared purpose and sustained success.

By keeping their finger on the pulse of epochal transformations in the offing, such as emerging technologies and the rising influence of younger generations, these organisations, these organisations have helped us better understand how to tackle the challenges of not just today, but tomorrow as well. They represent a new paradigm of excellence, which will be recognised in a gala ceremony that celebrates their successes.

This year, the event will be held in the nation's capital, New Delhi, adding a prestigious backdrop to honor the accomplishments of these forward-thinking organizations.

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Shaped by **IN-DEPTH RESEARCH**

This unique initiative has been shaped by insights gleaned from an industry-wide study conducted by LeadCap Ventures with organisations appraised on the following parameters:



**Employee
Centricity**



**Reskilling and
Upskilling Initiatives**



**Organisational
Purpose**



**Career Development
& Rewards**



**Diversity, Equality
& Inclusion**



Work-life Balance

This initiative has been brought to you by Team Marksmen. We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.

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Learn newest workplace trends and best practices



Build your knowledge through power-packed leadership sessions



Engage with industry peers



Showcase your commitment to creating a dynamic and fulfilling work environment

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Key DISCUSSION POINTS



Exploring Cutting-Edge
HR Technologies



Spotting and
Cultivating
High-Potential Talent



Improving Employee
Experience with
Analytics



Implementing
Effective Change
Management Practices



Strategies for
Addressing Evolving
Workforce Needs



Fostering an
Employee-Centric
Culture with Emphasis
on DEI Initiatives

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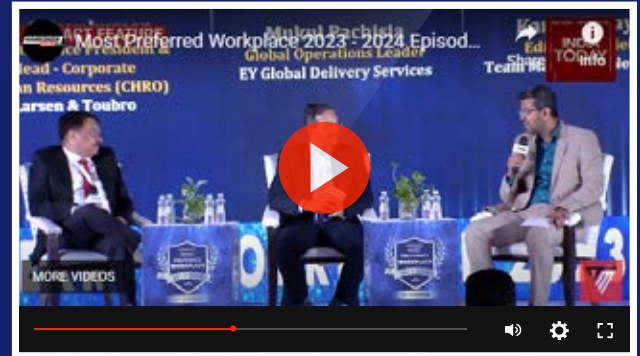
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Episode 1



Episode 2

Press RELEASES



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MAXIMISING THE POWER OF HUMAN CAPITAL

SHAPING A 'NEW POSSIBLE' THROUGH EXCEPTIONAL WORKPLACES

> The 3rd Edition of Most Preferred Workplace 2023-24 lauded brands that pursued a greater purpose, and inspired in challenging times

Making sense of jigsaw puzzles is no mean task; it calls for seeing the big picture, and understanding how everything pieces together. It's all a bit complex and challenging, and it is the same task facing organisations and leaders today. Like puzzle enthusiasts, they too must examine each piece before them, experiment with new configurations, and find innovative ways to connect talent, technology, and strategy to reveal a complete and compelling picture of success.

In this changing workplace characterised by agility, flexibility, and constant innovation, it is crucial to embrace change and equip ourselves with the tools necessary to thrive. Our traditional ideas of work are being reshaped by trends such as remote workplaces, gig workers, and AI. This calls for a re-understanding of our professional lives if we are to enjoy sustained success.

The changing workplace demands that we become perpetual students, constantly seeking 'new knowledge', acquiring new skills, and adapting to emerging trends. A new wave of organisations are doing exactly this. Recognised as a Most Preferred Workplace 2023-24 at a gala function in Mumbai by Team Marksmen, these are the change-makers that have a growth mindset and changed for the better as they charted a course forward in this evolving professional landscape, helping maximise the power and potential of their human capital in the process.

The changing workplace rewards those who are proactive, creative, and willing to take calculated risks. By turning challenges into opportunities, and continuously innovating to stay ahead of the curve, these organisations have served as an example for all to aspire to.

BS MARKETING INITIATIVE
Monday, 31 July 2023

FROM THE CO-FOUNDER'S DESK



RAJESH KHUBCHANDANI

At the heart of every successful organisation lies its people, and crafting exceptional workplace experiences is the key to unlocking their full potential. We believe that when employees feel valued, inspired, and empowered, they become catalysts for innovation, collaboration, and growth. The organisations recognised as a Most Preferred Workplace 2023-24 epitomise this philosophy, creating an environment that nurtures talent, fosters well-being, and encourages personal and professional development.



AKASH TIWARI

Exceptional workplace experiences not only attract and retain top talent but also drive organisational success, fueling creativity, and building a culture of excellence. By investing in our people, we lay the foundation for a thriving organisation that is future-ready and poised for greatness, and none embody this better than those recognised as a Most Preferred Workplace 2023-24. We are certain their example will inspire others to do likewise, and strive for excellence.



SHARAD GUPTA

Building resilient organisations is a modern-day imperative, essential to create a forward momentum that allows lasting change and emerging opportunities. Those recognised as being a Most Preferred Workplace 2023-24 have embodied this spirit, swiftly pivoting to modern themselves by discarding what doesn't work, and doubling down on everything that does, in the process creating a business paradigm that will surely stand the test of time.

**THE EVOLVING NATURE OF THE
MODERN WORKPLACE**

> Sh. Dilip Kumar Patel, Director (HR) - NTPC Ltd, reflects on the major trends reshaping the future of work, and how NTPC is poised to address them

There are many trends reshaping the work landscape, bringing both opportunities and challenges for individuals and organisations alike. Some of the major trends that come to mind are given below, as well as the approach adopted by NTPC for addressing them.

ORGANIZATIONS NEED TO BE PROACTIVE IN THEIR TALENT ACQUISITION AND TALENT MANAGEMENT STRATEGIES TO HAVE THE NECESSARY SKILLS THEY NEED TO THRIVE IN THE FAST-CHANGING BUSINESS ENVIRONMENT.

NTPC endeavours to have the right induction strategy and has brought about a change in its approach aligned with the change in business realities. Our manpower planning and recruitment efforts are geared towards enabling us to reach the right talent (internal or external) through effective recruitment channels and creation of internal Talent Marketplace. The latest time of Recruitment cycle is being shortened to meet business needs by leveraging technology.

A well-established talent management system is in place to ensure that NTPC fulfils its promise of meaningful growth for its employees. These include a contemporary Performance Management System, a fair and transparent Career Development & Succession Planning System, and a holistic Leadership Development System.

CREATING A FUTURE READY WORKFORCE BY BUILDING CRITICAL SKILLS

The competencies of NTPC's workforce are continuously being enhanced by focusing on delivering need-based interventions for current and future roles, besides providing suggested IDPs based on ADGs and Competency, Potential, and Value (CPV) assessments. Internal and external e-learning modules ensure time and location agnostic learning in the flow of work. Job Rotation preceded by Samarth (job-rotation facilitation training), Simulations and VR modules provide experiential learning. Learning paths based on work area and posting location on the CHLearn+ platform for Operation and Maintenance executives (around 6000) is unique in terms of both scale of customization and coverage.

Considering the future of work and to ensure future readiness, courses on AI&ML, Big Data Analytics, IoT, Block Chain, Cloud Computing, Cybersecurity, Digital Leadership and Innovation and Design Thinking etc. have been made available on the NASSCOM-MeITY FutureSkills Prime platform. Customised courses on Energy Storage, Solar Thermal Technology, Carbon Capture and Wind energy Technology have been started in association with IIT Bombay/ NWE in response to the emerging business opportunities, Go! thrust areas and the company's expansion and diversification plans.

CHANGES IN STRUCTURE AND SYSTEMS TO PROMOTE EFFICIENCY AND COLLABORATION

Reorganization of various functions has been done to ensure better use of resources by leveraging technology/digital platforms. For functions like HR, Finance, and CRM, Unified Service Centres have been introduced which have ensured consistency of employee experience. NTPC has implemented PRACIP (PPE-Active and Digital Initiatives to become Paperless), which has transformed the way of working by bringing speed and transparency.

PURPOSE, FAIRNESS AND EQUITY SHALL BE CRITICAL.

The major learning during the COVID-19 Pandemic has been that 'Purpose' can enable individuals and organizations to overcome their fears and limitations and work for the greater good. This was displayed by our employees, who acted like "Power Warriors" and ensured that our sites provided uninterrupted electricity during the Pandemic.

"WELLBEING" - THE GAME-CHANGER

Holistic wellbeing of employees is NTPC's top priority. Besides attractive compensation, benefits like lucrative loans, unlimited medical facility for self and family, Study Leave, Sabbatical, Maternity Leave, paid Child Care Leave, Post-retirement Medical benefits, Family Economic Rehabilitation, etc. are extended to meet requirements that may arise in their lives. Counselling Services are available under SNEHAL (24x7 Online Employee Assistance Programme) for employees and family members. Welfare and recreation facilities including schools, hospitals, and clubs are provided at Townships to enhance the quality of life. The company encourages employees and families to engage in Yoga and Mindfulness through programs and awareness sessions.

EQUIPPING MANAGERS TO ESTABLISH AND DEVELOP MORE HUMAN RELATIONSHIPS WITH THEIR TEAMS

In order to further strengthen the implementation of its HR Policies, NTPC has focused on Team Leaders, who are the crucial link for translating great people practices into positive employee experience, and has rolled out customised interventions for People Managers.

THE INCREASING IMPORTANCE OF DIVERSITY, EQUITY, AND INCLUSION

At NTPC, we recognise the value of a diverse workforce. NTPC is committed to providing equal opportunities and creating an inclusive workplace and work culture in which all employees are treated equally with respect and dignity.

Our workplace operating across Indian geographies clearly demonstrates NTPC's commitment to diversity in the workplace and equal opportunities for all employees based solely on merit and ability. We have policies in place to ensure that the work environment across NTPC is free from discrimination on the grounds of caste, religion, disability, gender, age, sexual orientation, race, colour, ancestry, marital status, or affiliation with a Union, political religious organisation, or majority/minority group. The compensation and benefit structure and learning opportunities are fair and inclusive.

NTPC's status as a preferred workplace is an outcome of such an approach, which is helping us to grow and expand our business.



**एनटीपीसी
NTPC**

REIMAGINING PERFORMANCE MANAGEMENT SYSTEM TO MAKE IT MORE AGILE

NTPC has introduced continuous assessments (in the form of Weekly Planners and Monthly Assessments), which together with Individual KPIs, IDPs and real-time feedback make it a contemporary PMS aligned to business needs.

IDENTIFY AND ADDRESS THE UNMET NEEDS OF THE WORKFORCE THROUGH PROPER LISTENING AND COMMUNICATION FOR ENHANCING ENGAGEMENT

A structured Communication Matrix is in place to facilitate upward/downward/horizontal communication, fast mile connectivity, and an inclusive approach to decision-making. Feedback is taken from employees through annual surveys in order to understand their changing requirements. NTPC is also leveraging digital tools (Apps like SAMUAAI) and social media for engaging with its employees and stakeholders.

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About

TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



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