

Celebrating Success of Organisations and Brands



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CREATING A CULTURE OF CHANGE Inspiring multigenerational workforce

The Most Preferred Workplace 2022, brought to you by Team Marksmen, boasts a galaxy of brands embodying meaning and purpose above all else

Everywhere we look, the world around us has changed, and this is equally true of society and industry. Needless to say, this has also caused us to revisit and reimagine the nature of work and the workplace itself. Traditional norms have melted away and the emergence of a younger workforce with a raft of unique needs has seen remote offices come of age, as has the evolution of our workspaces from being a 'work hub' into a 'social hub'.

But in adversity there is opportunity for change, and growth, and learnings anew. And one of these learnings to emerge from the pandemic-induced pivot is that of the need for innovation. This comes across in many ways, such as the way we think about employees, their needs, what gives them meaning, and how that connects back to the organization by creating a meaningful workplace and everything it entails.

It's an exciting shift, and one that sees employees seeking greater trust, social cohesion, and purpose at the workplace. While desiring recognition for their contribution to organizational growth, they seek to find purpose and cross-functional collaboration that can drive their personal

and professional growth. And they seek all of this, and more, while immersing themselves in an appropriate physical and digital environment that helps them achieve the much in demand work-life balance.

As we seek to fully understand the importance and role of the office, we must also understand the gilt-edged opportunity these changes have presented to us, one that is perhaps a generational one. And as it often is with all things in life, a select clutch of leaders and organisations have come to the fore and shown the way for us all, creating physical and digital work environments that are flexible and collaborative, and delivering the elusive, but much in demand, work-life balance. It is an unenviable task to create this New Possible sought by many, but those that count as one of the Most Preferred Workplace 2022 epitomise a can-do spirit that has seen this vision be realised.

By marrying the ideas of old with those that hold the promise of a better tomorrow, these brands are creating an unmatched industry ecosystem and a brighter future that benefits all.



- Organisation in the spotlight included**
- AB InBev GCC
 - Adobe
 - AiThent Technologies
 - Coforge
 - Cyble
 - Danfoss Industries
 - DCM Shriram
 - DHL Express India
 - Diageo India
 - ESAB India
 - EY Global Delivery Services
 - Gharda Chemicals
 - Go Airlines (India)
 - ILK Designs (India)
 - HDFC ERGO General Insurance Company
 - Hikal
 - Infra Market
 - JMS Mining
 - Kirtilal Kalidas Jewellers
 - Maanaveya Development & Finance
 - Malabar Group
 - MDIndia Health Insurance TPA
 - Medica Super-specialty Hospital
 - Neeraj Modi School
 - Nexus Malls
 - NTPC
 - ORRA Fine Jewellery
 - Pearl Global
 - Poonawalla Fincorp
 - Quinte Financial Technologies
 - Serum Institute of India
 - SynGene International
 - Syngenta India
 - Tanta Platforms
 - Tata Consultancy Services
 - Tavant
 - Tech Mahindra
 - Vijaya Diagnostic Centre
 - Yotta Infrastructure
 - Zaggle Prepaid Ocean Services
 - Zee Entertainment Enterprises
 - Zeevee Manufacturing
 - Zydus Lifesciences



Industry Perspectives



"The organisations that are featured in the list of the Most Preferred Workplace 2022 have holistically reoriented the business landscape to create delightful employee experiences that are inspiring and the gold standard for excellence. We applaud these organisations for their accomplishments, and look forward to witnessing them continue to shake up the traditional establishment and way of doing things."

- Dr. Ritu Anand, Chief Leadership & Diversity Officer, Tata Consultancy Services



"What we're witnessing is the re-emergence of individual purpose. There has been a blurring of the boundaries distinguishing our personal and professional lives, and a lot of professionals are now seeking greater purpose in what they do, and that raises the bar. This creates an opportunity for organisations to help people find that purpose, and those counting among the Most Preferred Workplace 2022 have done so to great effect."

- Sharad Gupta, Co-Founder and COO, Team Marksmen Network



"Reimagining culture is no mean feat, because it asks a lot from the leaders and organisations, but the brands featured in Most Preferred Workplace 2022 have done so in inspiring fashion. These brands have orchestrated a new wave of change, reinterpreting how everything transpires. As they build towards the future, they're always connecting this forward planning with the idea of how to maximize the true value of human capital, and that is a profound idea."

- Atash Tward, Co-Founder and CMO, Team Marksmen Network

Leadership Learning

"Avenues like these open up important dialogues, and create platforms for sharing and learning to ensure we build continuously on the progress we are making in the area of diversity, equity and inclusion."

- Dr. Ritu Anand, Chief Leadership & Diversity Officer, Tata Consultancy Services



"This pandemic really taught us something better. We were always service oriented, so I would say this was an opportunity for our team to develop multi-faceted skills. They not only worked towards their defined job responsibilities, but they took initiative proactively as well. This gives a sense of satisfaction, and taught us to enjoy the moment. Having our employees focus on this paid off."

- Kaushik Khona, Chief Executive Officer, Go Airlines (India)



Iconic Insights

"It's so necessary to have a great working environment, I know that it's so important to so many of us, and even in our line of work. To do well, we have to have a great place to work in, so an idea like this is the need of the hour."

- Zeenat Aman, Actor



"The innovative aspect of this award is the need of the hour, not just from an ethical perspective, but also from an HR perspective if you want to attract the best talent. Creating that solid bedrock where people can flourish and optimise their performance is essential, and a collaborative exercise between organisations and their personnel."

- Vivek Oberoi, Actor and Philanthropist



Putting People First

An NTPC spokesperson elaborates why organisations must walk the talk on standing by its people

India is at present the fastest-growing major economy in the world. NTPC, as the country's largest power producer, plays a central role in this growth story by lighting up people's lives and electrifying economic activity. Hence, it is imperative for NTPC to ensure high levels of operational excellence and take necessary steps to ensure its continued success at a time when the global energy landscape is facing severe challenges.

"We realize that we need to be creative in our talent acquisition and talent management strategies to have the required skills we need to succeed as a future-ready workforce is the best hedge against the disruptions of the VUCA world. This is especially significant when we consider that NTPC is venturing into renewables and emerging fields like energy storage, solar, thermal, carbon capture, green hydrogen, and so on," spokesperson of NTPC.

tion to its employees with purposeful engagement through people-centric initiatives as people are at the core of its growth. Introduction of a contemporary Performance Management System with continuous assessment, focussed L&D initiatives like Harvard Management, GPELearn, Competency Assessments, Samarth modules for facilitating job rotation, fair and transparent Career Development & Succession Planning System, and a holistic Leadership Development System, besides progressive and supportive people policies, are few of the levers deployed for building the enabling and engaging culture unique to NTPC.

In order to make employees Future Ready with respect to New Digital Technologies like AI/ML, NTPC has provided them online access through NASSCOM's FutureSkills Prime Portal. Customized courses on Energy Storage Systems, Solar Thermal Technologies and Carbon Capture Utilization and Sequestration have been started in association with IIT Mumbai to meet the requirements of NTPC in the context of emerging business opportunities, GOI thrust areas, and the company's expansion and diversification plans.

ional assistance for employees as well as their family members. Our thread of emotional connect with employees continues even after their separation. Instilling the confidence among employees that "the organization stands by you" is going to be important for organizations," said spokesperson of NTPC.

The second important ingredient in the secret sauce is career and growth opportunity. With the millennials coming into the organization, organizations must enable inclusive performance culture for building and sustaining high performance teams. Providing lifelong learning opportunities and inculcating and sustaining a sense of purpose, belongingness and organizational pride is critical. Spokesperson of NTPC said, "When we say career growth, it is not only vertical growth but deriving a sense of job satisfaction is also very important. It includes offering growth opportunities, challenging assignments and leadership development through the mandatory planned interventions, special interventions for high-performance individuals and customized leadership programs."

The third important ingredient in the secret sauce is an enabling organizational culture. An organization which stands on the foundation of good teams, familial culture and belongingness always has an edge over others. Building Trust, generating organizational pride, promoting diversity and inclusiveness will be important in the times to come. So, providing a continuously supportive and enabling environment to all will be one of the factors for being a preferred workplace. As one of the most preferred workplaces, it is no surprise that people practices in NTPC have been acclaimed widely not only at the national level, but also at the international level.

The essential ingredients of great workplace culture

Mukul Pachisia, Global Operations Leader, EY Global Delivery Services, sheds light on the tenets that are central to creating a winning workplace

At EY Global Delivery Services, we had a flexible work culture pre-pandemic as well, which helped us successfully transition to fully remote work in March 2020, and now into a hybrid work environment. From an employee standpoint, the flexibility presents an opportunity for our people to balance work and well-being. It has improved collaboration as offices have become more of a social hub where teams come together to work and collaborate. From an organization's standpoint, it helps us plan the fallout in the offices, which is paramount for employee safety during these uncertain times. Also, the planned travel does have a positive effect on the carbon print. Overall, when employees are happy and content with the way they work, it reflects upon the quality of work they do, which is a win-win situation," says Mukul Pachisia.



Create a winning workplace culture

The definition of the workplace has changed, and belonging is the keyword for creating a winning workplace culture in the post-pandemic era. When employees feel they belong to the organization and the organization belongs to them, it makes for a great workplace. In addition, transparency, trust and open communication are essential part of creating a great workplace culture.

Creating a preferred workplace

NTPC, therefore, endeavours to have the right induction strategy to have the right talent and has brought about a change in its approach towards the change in business realities. From "building our own timber", NTPC is shifting to "Build, Buy, Borrow, Share" approach. The lead time of recruitment cycles is being shortened to meet business needs by leveraging technology while at the same time providing equal opportunity to all. In a bid to enhance women representation, NTPC had launched a special recruitment drive in 2021 only for women executives. NTPC has implemented an Internal Talent Marketplace for democratizing work opportunities and promoting workforce agility.

NTPC continuously endeavours to provide a compelling career proposi-

The secret sauce of happy workplaces

The biggest takeaway of the COVID-19 Pandemic has been the realization that employee wellbeing is the most important ingredient of this secret sauce. "At NTPC, we have taken many initiatives for securing safety, social security, welfare and emotional well-being of employees, even going beyond the norms. It is important to understand that employee well-being comprises of both physical as well as mental well-being. NTPC has a 24x7 Help Line Number called SNEHAL for any kind of emo-

