

Growing From Strength to Strength

Manish Chaudhari, President & Chief of Staff- Poonawalla Fincorp, takes us through the company's growth story

Firstly, I would like to congratulate all the employees of Poonawalla Fincorp. Without their support and hard work, it wouldn't have been possible for us to get recognized as the Most Preferred Workplace 2022. I would also like to thank Team Marksmen for selecting us and honoring us with this recognition," said Manish Chaudhari.

Key Factors to Get Right

There are always multiple moving parts in creating a preferred workplace. "When I look back, I can proudly say that our collaborative, concerted and continuous efforts towards employee well-being, building a culture of performance, recognizing performances, transparency and building up a communication channel with leadership along with continuous engagement have been key ingredients in this journey. Also, our timely focus on digital and cultural transformation associated with digital is one of the important factors which we got right in creating a preferred workplace. We focused on rebuilding our culture and bringing new skillsets and the right talent into the organization. We also trained our people to adopt the new technology and the new ways of working. This has helped us immensely in setting up the right kind of leadership team. We used a healthy mix of classroom training, on-the-job learning, and virtual tools to impart training to the employees. We also worked on enhancing the skills

and capabilities of learning & development (L&D) teams internally with a well-equipped competency chart and an internal learning calendar. This focus on reskilling and learning keeping technology and digital innovations at its forefront played an important role in strengthening our employees. This has made them well equipped with the recent trends. To sum up, I can say the approach of building it with right foundation has been a key success factor for us and we remain committed to the same as we move forward in our growth journey," shared Manish Chaudhari.

Building Digital Capabilities

"We have worked extensively on building a digital first organization. The journey started with replacing some of the legacy systems with the start of the art systems, transitioning from on premise to cloud based applications and from pure web based to mobile based applications. This required building teams on technology, infosec, digital transformation, digital marketing, data, intelligence, and analytics. We are also upskilling internal employees to become adept at handling technology changes. We believe that digital is going to be a differentiator and hence are committed to building a strong talent pipeline for the same. Thus, we have started investing heavily in



this and have hired talent fresh out of engineering and management institutions to build these capabilities, to build the same," shared Manish Chaudhari.

Key Industry Trends and Innovations

"As offices reopen, we have seen some interesting trends. During the lockdown, various organizations focused more on the technology part and most of them have introduced a lot of new innovative ways of working, keeping technology at the forefront. As far as Poonawalla Fincorp is concerned, we were ready with the right usage of technology and data analytics teams to cater to the various needs of our customers as well as employees. We have made a 360-degree shift and become a fully digital organization right from onboarding of employees, marking their attendance, and accessing various HR-related documents, right to providing end-to-end digital access to our customers. We have also been training our people to adopt the new technology and the new ways of working. The adoption of technology within the organization has gained momentum and we see this trend continuing.

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Decoding the Future of Work

In the world shaped by 'the new normal', organizations are navigating constant change and accelerating business value through people-centric approach that brings a stronger focus on empathy, care, and wellbeing. Additionally, organizations are broadening their data-driven approach to improve overall employee experience through digitization, cloud computing, and collaboration technologies.

Key trends to watch out for

With the future of work being driven by multigenerational workforces, organizational culture is the key driver of innovation and enhanced employee experiences. Adapting flexible work models with additional employee benefits, and prioritizing an overall positive experience has become more crucial to attracting and retaining talent. As employees are actively seeking opportunities to bind their impact and value in their work, focusing on reskilling and upskilling has become essential to align organizational goals with individual ones. Additionally, empowering employees in cross-functional expertise through exposure and practice is fostering an environment of continuous learning and development.

Furthermore, technology is at the forefront driving businesses and operations in the times to come. The next-generation technology continues to be dominant as it simplifies integrated HR processes including managing performance appraisals, employee benefits, and learning. Hyper-personalised learning tools are emerging as effective tools keeping up with leaps in the new-age tech era. AI and ML are regarded as critical aspects in not only the end-to-end recruitment process but also in ensuring a better and seamless experience for all, given the hybrid working conditions.

With hybrid working models being the mantra, cybersecurity is to be deemed as the most important aspect of workplaces. As our systems become the primary source of communication and collaboration, it's of paramount importance for our information to be end-to-end secure. So, there may be an uptick in the investments pertaining to cyber security in organizations that are

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getting ready for tomorrow.

Focus areas for India Inc.

Empathetic leadership is the way forward to creating the most preferred workplaces. With unprecedented times, it has become necessary for the leaders to integrate even the individual needs of the employees to create valuable impact on their wellbeing. Workplaces are one of the principal areas where employees spend much of their time making it important to focus on creating a constant environment of compassion and consideration.

Creating a space for dialogue and conversation is another best bet. Although managers are expected to do all the thinking and direct their teams toward execution, a positive and uplifting shift in this area will enable the teams to present their opinions and mostly importantly feel valued to have their thoughts being heard. No matter what the hierarchy, there is an innate desire in employees to feel valued and have their contributions put to good use.

Embracing diversity at all levels and ensuring equality will be a game-changer in making the workplace future ready. It not only acknowledges the strength of an individual but also respects and honors the values each of them brings to the table. Sustaining such a culture requires one to be open-minded and tolerant of varied opinions. A diverse culture is the best-kept secret that leads to vibrant and thriving workplaces.

Organizations will have to leverage features and components from different solutions to increase employee efficiency.

Leading the way with a renewed approach, challenging the status quo, and adding value for people and community at large will lead the narrative of the future ready workforce.

Preparing a digital and future ready workforce is going to lead the way in the times to come. With organizations counting heavily on innovative digital infrastructure, people-centric initiatives and transformation strategies to gain a competitive edge will create better work environments to increase engagement and productivity. "

-Satya Kaliki, CTO, Infra.Market



Sheetal Bhanot Shetty, CHRO, Infra.Market



Satya Kaliki, CTO, Infra.Market

The Upside of the Hybrid Workplace

Mahendra Inge, Head - HR, Serum Institute of India Limited, shares his perspective on the post-pandemic workplace

The hybrid model, that came into prominence during the pandemic, transformed the concept of work, the workplace, and the workforce. While one could have never imagined a situation where working from home becomes a part of life, the change has been for the better. It gave rise to a workforce that is today extremely agile and flexible. The majority of companies today are witnessing an increase and improvement in the efficiency output, and productivity of their employees.



An Eye on the Future

A Syngene spokesperson highlights key trends

In science-based organizations, scientists must stay abreast of scientific developments and update their knowledge regularly. Programs like 'The Science Certification Program' at Syngene aim to enhance their scientific staff's capabilities and provide opportunities for continuous learning. The program comprises multiple modules delivered by recognized industry leaders, internal subject matter experts and academics. Initial courses offered during the year covered aspects of Discovery Chemistry, Discovery Biology Safety Assessment, and Research Informatics. The program is ongoing to encompass more areas to broaden the knowledge and skills of the scientific teams.

- Diversity and inclusion in the workplace help drive innovation, stimulate new thinking and create a more enriching environment
- The workforce must be provided with an environment which allows them to challenge themselves and grow along with the Company. Syngene is very proud of the careers that they offer to young scientists. They are supported by world-class talent, including -500 Ph.Ds and accredited state-of-the-art facilities. If you're a young scientist working with Syngene, you can travel the world scientifically by collaborating with some of the leading global pharma companies and the best scientists in the world inside of their campus
- Several scientists working with us have studied in European or US universities and have worked in global pharma companies. They help them to bring global best practices to Syngene

Orra's Aura

Orra's focused people philosophy is the guiding force of the workplace

ORRA has constantly evolved with the changing times. Our competitive advantage flows from our customer-first approach, driven by our extremely passionate team, which makes our workplace vibrant and dynamic," said Dipu Mehta.

The evolving nature of work and the workplace

"Our new corporate office is synchronous with our brand identity and has gone a long way in cementing a sense of affiliation to ORRA amongst our people and our key stakeholders.

ORRA's People engagement philosophy is simple and mindful of the best practices in employee engagement. We are in the business of delighting our customers by selling finely crafted jewellery. This can be only achieved if our internal stakeholders from the leaders to the counter sales team to the support staff are aligned to our values and business objectives.

We truly believe our people are our assets. Our work culture is defined by equal opportunity without any bias, meaningful and safe working atmosphere to ensure learning, growth and the right compensation," said Dipu Mehta.

ORRA's brand philosophy

What makes ORRA unique is that, as a brand, it embodies everything that a diamond symbolises. It is precious, rare, glamorous and versatile. It is multifaceted and has a special offering for everyone. In all its forms, it retains the same mesmerizing experiences. That is what the ORRA promise stands for.

"Being chosen as one of India's Most Preferred Workplaces means a lot to us. For one, it is a huge validation for all the efforts we have untravelling spent in bringing us to where we are. It is a testament that our efforts and endeavours have been noticed, and a huge inspiration to the company and its people that we do have what it takes to be one of the best in the category," shared Dipu Mehta.



Dipu Mehta, Managing Director, ORRA

Building People to Build Business

Rishikesh Raval, President, Group Human Resources and Corporate Communications, Zydus Lifesciences, underlines the need to help people realise their full potential

People are the prime movers of any business. In that sense, the key factor which makes an organisation a preferred workplace is aligning people's growth with the organisation's growth. "Building people capabilities and giving them ample space to grow and spread their wings has always been our brand proposition at Zydus. We believe in 'building people to build our business,'" says Rishikesh Raval.

Today's youth workforce has immense potential. They are exuberant, they like challenges and are go-getters. They are perhaps more exposed to the outside world than ever before. Businesses must leverage this opportunity to tap this energy. "Today at Zydus, we have more than half of our workforce under the age of 35. Through this outreach, not only are we providing a pedestal for youth to prove themselves, but are constantly enriching our talent pool. Through the years, we have created a pool of industry stalwarts. Their expertise channels the youth energy towards our organizational goals. While we entrust our youth workforce with responsibility, we also make sure that they align with our larger business objectives and our core behaviours that have shaped our organisation over the years like respect, trust, integrity and collaboration," shares Rishikesh Raval.

"We have built a culture where we encourage people to learn by providing them the right exposure. As a business, we understand that our people are the catalysts for growth, and we recognize and respect them for their skills and talent. We give people the right opportunities and right choices to grow across the value chain. All of this makes Zydus a preferred workplace," said Rishikesh Raval.

Upskilling has always been of immense importance, especially in today's world where we are in the midst of

ever-changing trends in terms of technology and know-how. Equally important is the thrust on digitisation as it brings speed, agility and more responsiveness. "At Zydus, we also place a lot of emphasis in learning and development. Zydus has a multi-level, diverse and expansive programme which allows employees to learn, upskill, share their knowledge, at their own pace and convenience through the digital platform Zylearn. We have also collaborated with institutes of higher learning to train our talent. These initiatives in L&D go a long way in enabling our people to stay ahead of the change curve and change the future of Zydus," shared Rishikesh Raval.



Rishikesh Raval

