

## Onwards and Upwards

**Kaushik Khona, Chief Executive Officer, Go Airlines (India) Ltd, ponders about the future and professes optimism for the post-pandemic workplace**



ty.” Our pilots have set the example in aviation fraternity and made India proud by volunteering for vande Bharat mission and operation Ganga, and I see many more examples being set by us in the coming times. I am excited and optimistic about connecting to new domestic and international destinations. Along with our customers, our employees also welcome this move as we offer them the perk of free travel along with their families, as a part of our employee benefit program. We look forward to adding 10 - 12 aircrafts every year in our fleet and thereby generate more employment and promotion opportunities for our employees.

## Customers First, Employees Always!

**Sudakshina Bhattacharya, Chief Human Resources Officer, HDFC ERGO General Insurance Company, outlines the key ingredients for success**



The next on being a beloved workplace is how well are employees handheld as they progress in their careers. Most people like mentors and someone who cares about their growth and development. #GrowWithHDFCERGO caters to the growth aspirations of our colleagues. Fund your dream is a part of the employee value proposition, especially for our young talent. Our leadership and talent teams work with the vision of 'Creating Delightful experience, being a Partner, and inspiring Citizenship behaviour'. Our focus at HDFC ERGO is to create a culture of 'Customers First, Employees Always!'

## Pillars of Growth

**Pulkit Seth, Vice Chairman, Pearl Global Industries, pinpoints the factors driving new-age workplaces**



We at Pearl Global focus on 3 areas: Firstly, the relationship with reporting manager and leaders, we believe teams who trust their leaders tend to be more forthcoming and loyal, hence a lot of efforts are put in the hiring of right leaders, managers and supervisors who are empathetic towards their teams, are capable of inspiring the team by walking the talk and can push the teams during tough times. Secondly, the emotional engagement of the employees with the organization, which instills loyalty, a trait which goes a long way in achieving Organizational success, it can be achieved by keeping an open communication, empathetic approach, and ethical policies. This develops mutual trust and understanding towards everyone. And lastly keeping our people motivated by offering flexibility, empowering them to take decisions, allowing vacation and personal time, healthcare, and support to working parents we try to inculcate a positive work culture.

## The Art of Engaging Employees

**Sudhanshu Roy, Group Head HR, Medica Hospitals, puts forth the most significant aspects of engaging and delighting employees**



nal communications continues to blur. Although, humongous effort has always been given for the development of the determinants of consumer delight in marketing activities, less attention has been given to employee happiness and satisfaction. Previous studies have shown that employees who are absorbed, dedicated, and immersed in their work are more confident and positive at their workplace. Engaged, positive, and confident employees not only keep themselves but also their customers happy through their optimistic outlook and efficacious work behaviour.

## Delivering high on People Happiness Quotient

**Ravichandran Purushothaman, President, Danfoss India outlines the levers that help the brand build an aspirational workplace**

Danfoss, a global leader in climate & energy-efficient solutions for nearly 9 decades now works with government and industry stakeholders worldwide as a preferred sustainability and decarbonisation partner. With an uncompromising focus on quality, reliability and innovation, we deliver an extensive range of technologically advanced products, services & solutions across our business segments of Climate Solutions, Drives, and Power Solutions, which help the world address several challenges of tomorrow, starting today and benefit brands exponentially in their much needed green and sustainable transition.

“At Danfoss, our foundation is our people. A highly engaged & empowered workforce, pan-India partner network, and loyal customers are our strength. The company ensures safe, green, & sustainable workplaces, where a multigenerational workforce leverages their synergies and moves together towards larger organization goals, guided by uniform values & behaviour, to deliver exceptional customer experiences. We at Danfoss truly believe that every individual is unique, and we provide ample opportunities for every Danfossian to unleash their potential, gain exposure in a global environment, and achieve their aspirations with due work-life balance. We believe our strong Diversity, Equity & Inclusion mindset

has contributed to us being a Most Preferred Workplace 2022. And will continue to engineer tomorrow and build a better future for generations to come,” shared Ravichandran Purushothaman.



## A Culture of Care

**Rajnish Sharma, Managing Director, MD India Health Insurance TPA Pvt. Ltd, delves into the brand's workplace philosophy**

MD India's service and customer focused culture is the character and personality of our organization which makes our business unique and is the sum total of our values, traditions, beliefs, interactions, behaviors, and attitudes. We always seek to identify problems and opportunities in the Health Insurance Industry and strive to find solutions to these industry issues and utilize the opportunities to enhance the overall performance of not just our Company but the industry and its offerings. Our core focus



has always been to enable all our employees to understand our business and the health insurance industry and its dynamics, attract talent, strive to improve skills and competencies, execution and delivery effectiveness, and enhance performance. Our highly experienced, professional, and easily approachable leadership and management has shaped our workplace practices, policies & people, and these ingredients impact our culture significantly. Our People Practices are enablers of fairness, tolerance, and respect for the individual. The team orientation is Emphasizing and Rewarding Collaboration. Over the years, we have developed a workplace of stability providing security and following a predictable course and rewarding innovation where we encourage experimentation and calculated risk-taking.

## Prioritising Workforce Wellbeing

**Sudhir Singh, CEO, Coforge, expounds on the levers used to create a beloved workplace**

An organization that enables growth for all stakeholders and has a work culture that fosters trust, pride and a deep sense of belonging makes for a beloved workplace. At Coforge, we engage with emerging technologies which makes for very rewarding work.

Our work culture values an intrapreneurial mindset, ensures fairness and celebrates diversity. The entire organization rallies together to support employees and their families whenever needed, as witnessed during the pandemic. We believe that creating a "beloved work-

place" is a continuous journey of adaption & evolution but with a few constants - staying laser-focused on making our customers successful, delivering sustained superior performance, and always keeping our most important asset at the centre - our employees," shares Sudhir Singh.



## Human Capital at Work

**Nilesh A. Kulkarni, Director - Commercial, Gharda Chemicals Limited, weighs in on the value of the human touch**

For the last 5 decades, Gharda has lived up to its mission and has been globally recognised for its position. The focus on knowledge generation has brought the people into the forefront of the company's objective. Gharda has always promoted innovation and intrapreneurship among its employees and they have been a significant part of the value chain of the organisation.



It is one of the few companies in the world where employees are considered as a part of the mission & vision and the profits emerging out of its business activities, have been shared among its employees in a pre-decided manner. Company's policies are designed to meet the needs of each employee based on the needs which includes meeting the life expectations, personal growth, love and belonging within the life ecosystem of each employee. Gharda was one of the role models for sharing its wealth for the benefit of society even before Corporate Social Responsibility became a statutory norm.

## Employee-centricity to the Fore

**Ginu Nair, Vice President - Human Resources, Zetwerk, reveals how the company set about creating an aspirational workplace for all**

The most significant catalyst for our industry-bucking growth is our human capital - our Zetsetters. Over the last four years, we have grown not just on business parameters but also in employee strength, with a strong team of over 1000 Zetsetters. As the organization grows



in size and scale, we will continue to instate policies and practices that foster cohesiveness and ownership by encouraging diverse and independent thought. At Zetwerk, we have always strived to create a level-playing field by adopting a culture of meritocracy so that our Zetsetters feel empowered to drive their professional growth. We believe that what makes us the employer of choice is the equitable growth opportunity, diversity, flexibility, and an emphasis on the mental and physical well-being that we provide to our Zetsetters. In addition, we recognize that our employees' needs and priorities are diverse, so we strive to empower them to give their best in every role and therefore, there is a tremendous focus on skill development for employees to take more prominent roles within the organization," said Ginu Nair.

## Maximising Human Capital

**Suraj Shantakumar, Director - Business Strategy, Kirtitals, elaborates on the differentiated experience that sets the brand apart**

Employees are the backbone of Kirtitals. We always believe in building strong belongingness for employees by encouraging the diverse cultures. We celebrate all religious festivals together with all the employees, recognizing them with awards and special mentions. We encourage their participation & welcome their valuable inputs in decision-making. Also, we provide them with training as an integral part of their personal development. We maintain transparency in communication between the hierarchies throughout to enhance the

workplace efficiency. We organise various employee welfare programmes to maintain a proper work-life balance for them, and also we provide assistance to the employees at times of crisis or other emergencies.

Kirtitals enjoys an overwhelming patronage of satisfied customers who have expressed their trust in us through repeat purchases by several successive generations within families. As a premium brand, we have more than 10 lakh designs in our design bank to showcase to our customers and cater to their needs, with customisable designs across our 13 retail stores and online store.



## Focusing on the Employee Experience

**Madhuri Mhamankar, Head Human Resources, Yotta Infrastructure, reveals the pillars of organisational culture that foster success**

At Yotta, our employees are our greatest strength. Our core value is Fostering Happiness, which implies nurturing, promoting, and increasing the mindset of joy and camaraderie between colleagues, customers and partners.

Employees at Yotta are engaged and happy for several reasons. This includes providing a safe and respectful work environment, allowing employees to develop themselves in all aspects, and ensuring they are compensated and recognised for their efforts. One of the important factors is our people's health and well-being.

For this, an exclusive health and wellness program called 'Yotta Care' has been designed. In addition, we have other indigenous programs to engage with our employees and their extended family.

To share feedback, celebrate our achievements and get first-hand business updates, we have our own employee forum, 'Yes Forum'. Most recently, we also announced an initiative called 'RISE Again' - a return to work program, especially for women who want to rejoin corporates after their break.

We strongly believe in enabling the holistic well-being of our people to build a positive work environment where the organisation and individuals thrive at their best.



## Putting People First

**Sriram Vinjamuri, Chief Customer Officer (CCO), Tanla Platforms, explains how prioritising personnel has helped the brand grow from strength to strength**

Tanla Platforms Limited is among the world's leading and highly ambitious CPaaS companies. Its 'People' first policy has seen it emerge as a home to exceptional talent and houses a work environment that promotes a balanced and healthy lifestyle for all its employees.

The organization has led by example in this regard by adopting some of the most forward-thinking processes, policies, employee benefits, and a dedicated task force that prioritize the creation of a workspace conducive to growth in every sense. From ensuring best-in-class healthcare for employees and their families

to championing women in leadership roles, Tanla has been ticking off all the right checkboxes to truly become a Most Preferred Workplace with an impressive 26% of its employees having been associated with the brand for over 5 years.

Adding to the list Tanla has also recently announced the launch of 'Tanla Academy' an initiative to strengthen its always-on learning culture through tie-ups with some of the best Global Schools and expert networks to support and nurture meritorious employees for becoming the leaders of tomorrow.

