

Closed Door HR Roundtable – Best Companies to Work for – Gurgaon, Mumbai

Interesting insights, exhilarating discussion and amazing company – This was the experience when the Best Companies Survey team met the Chief Human Resources from over 15 leading organisations across sectors to get the perspective from the other side of the table. The third season of Annual Close Door CHRO Round Tables that were held in Gurgaon & Mumbai as part of Business Today-PeopleStrong Best Company to Work for Survey in collaboration with Naukri.com was a huge success. In the discussion that continued for more than an hour the HR Leaders shared their experiences and views on three major aspects of creating a preferred Employer Brand. The discussion provided a glimpse into world of “Employers” and how they are trying to create an employer brand in the competitive business environment and also helped in providing the employers perspective to the survey outcomes. The summary of the discussion held is captured in the following pages.



Gurgaon: Ajit Singh, Head HR, Encore Capital. Biplob Banerjee, CHRO, Jubilant Foodworks. Deepak Bharara, CHRO, Lanco Infratech. Piyush Mehta, CHRO, Genpact. Pritpal Kular, VP-HR, General Motors. Sameer Khanna, VP & Head HR, Ericsson India. Pankaj Bansal, Co-founder & CEO, PeopleStrong. Shelly Singh, Co-founder & Chief Business Officer, PeopleStrong. Harveen Singh Bedi, Business Head, Naukri. Alokesh Bhattacharya, Deputy Editor, Business Today.



Mumbai Kalpak Huddar , Country HR Leader, Sitel India; Vivek N Jain, Head HR, Kotak Securities; Vikram Tandon, Head HR, HSBC; Vivek Paranjpe, Business Leader & Independent Board Member; Vineet Kaul, CHRO, Hindalco Industries; R Alexander, Director HR, Oracle India Pvt. Ltd. , RajKamal Vempati , Head HR, Axis Bank; Debi Prasad Das, CHRO, Ceat; Pankaj Bansal, Co-founder & CEO, PeopleStrong; Prosenjit Datta, Editor, BT; Kiran Kumar, Founding Member & Vice President, PeopleStrong; Harveen Singh Bedi, Business Head, Naukri.com; Alokesh Bhattacharya, Deputy Editor, Business Today

Discussion Summary

Flexibility at Workplace – Is it a Norm?

- Demand of Flexibility is Industry agnostic, however might not be appreciated equally across generations. For e.g. Gen Z demands it, while Gen X is not that comfortable with flexi-timing and Flexi-dressing.
- Flexibility allowed depends on the Job Role / Industry. For e.g. when clients do not allow VPN access due to security reasons flexibility is not an option.
- When organizations cannot provide flexibility it always helps to be honest with employees about it and make them understand.
- With new generation coming in flexibility in terms of dress code, social media access are a norm and are gaining acceptance
- Demand of flexibility is no longer looked down upon as sign of inefficiency – Often found that people working from home work harder
- Flexibility at workplace – especially related to timing and location is blurring the lines between work and personal life

Employer Brand – Is it truly a focus area?

- Employer Brand is important, however HR cannot be the only owner
- Consumer brand influences employer brand
- In some organizations employer brand is finding place in HR Scorecard and a separate line item in budget. However in most of the companies effort is being made without specific focus.
- CHROs agree that a strong Employee Value proposition can help in creating better Brand perception amongst employees
- Talent Marketing is picking up pace with social media playing a larger role.

Ethical Leadership & Employer Brand

- Employees are increasingly looking at what their leaders are doing.
- Though there are variations of what being ethical means for every individual – walking the talk is of utmost importance for any organisation along with transparency.
- Proactive communication helps in driving ethical behavior
- HR's role is not only to define ethical behavior, but also ensuring cultural implementation of these elements.
- Ethical leadership impacts the brand – be it consumer or employer brand. E.g. Volkswagen issue. Episodes might still happen, but if they are dealt carefully the company is able to set an example

Inputs for Best Companies Survey

- Look at new ways of including studying the employer's perspective
- Take informed view of the employees
- Revisit the idea of researching on employee perception
- All the survey respondents should receive the copy of survey. It will help in increasing the reach.