



ORIENTATION PROGRAMME

MBA - HRM



**By MBA-HRM Faculty Members , Resource Persons &
HR Experts**

SESSION: 2024-2026



DAY 1

(10.07.2024)

FUNDAMENTALS OF RESEARCH

DR. SREYASHI CHAKRAVARTY

Assistant Professor, Facundo Valdez School of Social Work,
New Mexico Highlands University, USA.



Fundamentals of research involve formulating a hypothesis, conducting systematic investigations, analyzing data, and drawing conclusions to expand knowledge and address specific questions or problems. Students were also introduced to concepts of quantitative, qualitative and mixed methods of research studies.

INTRINSIC MOTIVATION

DR. MADHUMITA MOHANTY

Professor, IISWBM



Intrinsic motivation is driven by internal rewards, such as personal satisfaction and interest in the activity itself, rather than external incentives like money. Intrinsic motivation arising out of intangible gain is stronger than external motivation. It fosters engagement, creativity, and sustained effort.

HR CHALLENGES IN IT CONSULTING INDUSTRY

MR. VIVEK KUMAR VERMA

Director HR, ASPIRE



High attrition in the IT industry necessitates HR in IT consulting to be adaptable and agile, ensuring effective talent management, retention strategies, and the ability to swiftly respond to dynamic workforce needs. HR needs to hone the numerical ability and the flexibility to work across teams.

CAPITAL MARKET- A PRIMER FOR HR MANAGERS

DR. SATYAJIT DHAR

Professor, Dept. of Business Administration, University of Kalyani



The speaker emphasized on understanding financial markets where stocks, bonds, and other securities are traded. HR professionals in finance need knowledge of market dynamics, regulatory frameworks, and the skills required for roles in trading, analysis, and compliance. This ensures better return on investment on recruitment, retention, and development of talent activities.



DAY 2

(11.07.2024)

ENVIRONMENTAL REGULATIONS IN INDIA AND ITS IMPLEMENTATION BY HR MANAGERS

DR. TAPAS GUPTA

Former Chief Engineer & Chief Technical Advisor,
WBPCB, Dept. of Environment, GoWB



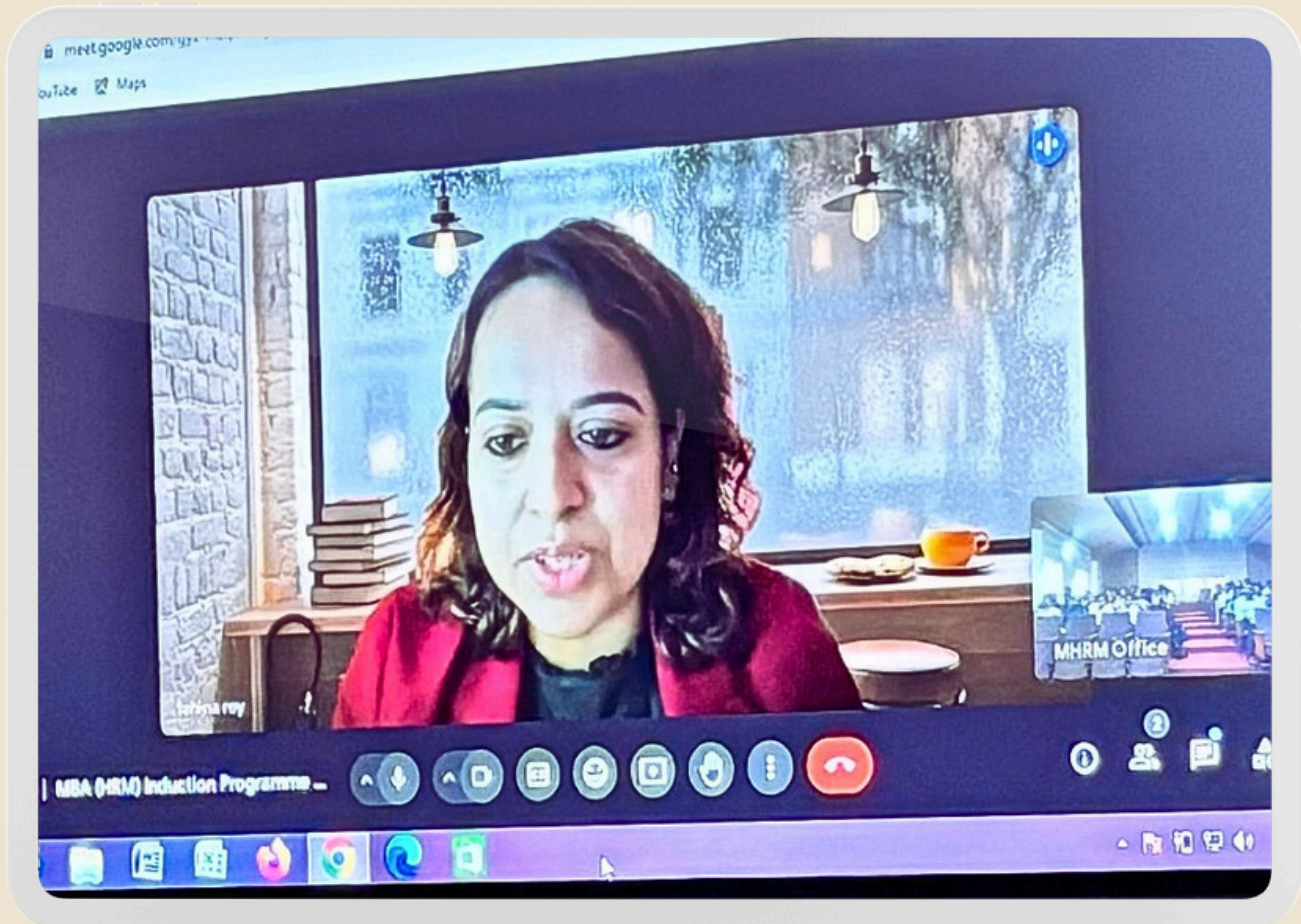
In his address, he highlighted a significant project undertaken in November 2004 to handle the conversion of Kolkata's auto rickshaws to CNG, which faced severe hurdles. A five-member project team in the eastern region, along with a three-member committee, was instrumental in ensuring no petrol-driven auto rickshaws were allowed. This initiative, supported by a High Court green bench order, mandated technical and financial assistance for the auto rickshaw conversions, leading to significant improvements in pollution levels and environmental standards. Dr. Gupta emphasized the importance of collaborating with various officials and bureaucrats to develop and implement the best available technologies for environmental management. He addressed issues like high water usage, pointing out that Kolkata Municipal Corporation (KMC) draws water from the Ganges and underscoring the need for effective wastewater treatment before discharge. Air pollution mitigation strategies included the adoption of CNG auto rickshaws and electric vehicles. He also discussed waste management practices, such as converting Dhapa waste to compost, which has a high demand, and recycling construction and demolition waste with a new plant in Newtown.

Dr. Gupta's talk covered the principles of circular economy and sustainable development, along with national environmental policies and laws like the Environment Protection Act, emphasizing the need for restoration and improvement to achieve a better standard of living.

AI IN HR DOMAIN

TUHINA ROY DAVID

Senior Business Transformation Consultant, IBM



She highlighted the "7 Habits of Highly Effective People" and stressed the need for active listening, coaching, and encouragement skills. The speaker delved into HR talent transformation practices, noting that AI helps individuals work more accurately and autonomously. She suggested that people knowing the effective use of AI will eventually replace those who do not.

Furthermore, the speaker touched on talent-centric offerings and the shift in HR towards analytics. She described exercises in design thinking aimed at enhancing customer experience and building strategic HR analytics capabilities. The talk included discussions on diversity analysis in executive positions within conglomerates and the role of digital labor.

The speaker also shared how IBM addresses HR challenges, including converting contingent workers to employees. She also emphasized the importance of responsible AI and addressed concerns about carbon footprint.

IN PURSUIT OF EXCELLENCE- A SELF-REFLECTIVE STORY BOARD

MR. ARKADEB CHAKRABORTY

Director- Customer Success, Darwinbox



He spoke about what recruiters look for in a candidate, emphasized on the importance of having practical knowledge, importance of gaining experience, making the best of what is available, and doing live projects. He shared about his own experience and interests how he always loved to gain experience, take part in events and learn from doing, solving problems and how he learnt to apply his knowledge in the practical world.

A few things he said it was to pursue excellence, not to settle for mediocrity, HR will be integrated around AI so one has to learn how efficiently data should be used to improve HR functions. Picking up skills, taking part in constructive discussions, always update oneself and to be authentic.

EMPLOYABILITY NEXT LEVEL

MR. ABHINANDAN MOOKHERJEE

Director NUEST Consulting and WenPower Asia,
Former HR World Bank Singapore



He was the former HR of World Bank Singapore. Mr. Mookerjee spoke about Employability next level where he shared his insight how HR is not just a strategic role but how we would have to learn to do mundane things. He did a few activities with us through meanwhile where all the students were answering questions. He emphasized how HR has gone beyond than being just a function how important diversity is in the workplace. He spoke about Talent Synergy, how AI can be used in recruitment, employee engagement. He spoke about employability skills and did another activity for the students to enhance their speaking ad listening skills.



DAY 3
(12.07.2024)

CORPORATE SOCIAL RESPONSIBILITY

SUDAKSHINA ADDY

Director CSR, Amplo Global Inc USA



The speaker started with A TRIPLE BOTTOM LINE APPROACH, which is defined by how a company contributes to the well-being of communities and society through environmental and social measures. Sustainable Development Goals (SDGs) are 17 goals that member states of UN have committed to achieve by 2030, like hunger, poverty, health, education, gender equality, climate change, peace, justice, etc.

CSR is to keep the planet for future generations. This offers insight into ethics concepts relevant to economic sustainability, environmental sustainability, and social equity. The pillars being People: Care for the whole society ;Planet: Being proactive in promoting a healthy natural living environment and solving major environmental issues and Profit: Maintaining a healthy financial position. The types of CSR are Environmental: Reducing carbon footprint ; Social Activities: Education and Economic Initiatives.

The challenges faced are Maintaining transparency, Visibility factors, Lack of people's awareness, Narrow perception, No proper guidelines and Lack of consensus.

NEW HORIZONS OF LEADERSHIP

ANWESHA MUKHERJEE

Asst. Professor Management Dept,
Dinabandhu Andrews Institute of Technology & Management



Leadership is all about providing direction, motivating, and acknowledging the employees to achieve desired goals. Previously management leaders were outcome oriented, no interaction, no guidance was provided and employees were only burdened with huge work load without any help from the management, no acknowledgement. But now there is a shift from COMMAND & CONTROL to COLLABORATION.

The speaker also focused on different Leadership Theories which are Situational Leadership, Transformational Leadership, Servant Leadership, Charismatic Leadership, Authentic leadership, Autocratic Leadership and Laissez-Faire Leadership.

She concluded the session by giving some examples of Knowing different leaders by their leadership styles: Ratan Tata: How he introduced servant leadership in Indian corporate world; Steve Jobs and Nelson Mandela.

SHIFT OF HR, ORGANISATIONAL DEVELOPMENT, CHANGE MANAGEMENT IN EVEREADY

SANDEEP BANERJEE

CHRO EVEREADY



Shift in HR mainly consists of rudimentarily labor officer, then after personnel manager. Now it is a Human Resource Manager or Human Asset Manager. Dimension shift from paper works to Artificial Intelligence. Change in mindset: empathetic, trustworthiness, flexibility in thinking

How to be people's manager? - Concentrating on cognitive behavior: Inculcate trustworthiness, be patient ; Connecting with people: understanding their problems arising ; Removing hierarchical boundaries between workers and employees Giving value to people. Listening to the employees.

The Organization Development in Eveready has 3 changes: 1.Changes in leave policy ; 2. Human to human connection and 3. Feeling of oneness.

While stating his experience in Taj Hotel, Mumbai on 26.11, he focused on going beyond the job role when emergency occurs, the need to keep good rapport with all the department and having control over nerves during emergency

To concluded, he emphasized on having focus on cognitive behavior by discarding ambiguity , having control on anger and having patience.

EMPLOYER BRANDING, LATERAL THINKING

BUDDHADIP MUKHERJEE

Assistant Professor, IISWBM



Employer branding is the reputation you have as an employer among your employees and the workforce. Employer branding is critical to the bottom-line of any organization . It can reduce turnover rates and cut the costs per hire in half, helping save the money. Additionally, active job seekers are more likely to apply for a job if the employer actively manages its employer brand.

Sir ended the session with a Management game : Lateral Thinking, which helped our

- **Thinking capability in different ways**
- **Using another way when other resources are exhausted**
- **Exercising lateral thinking**



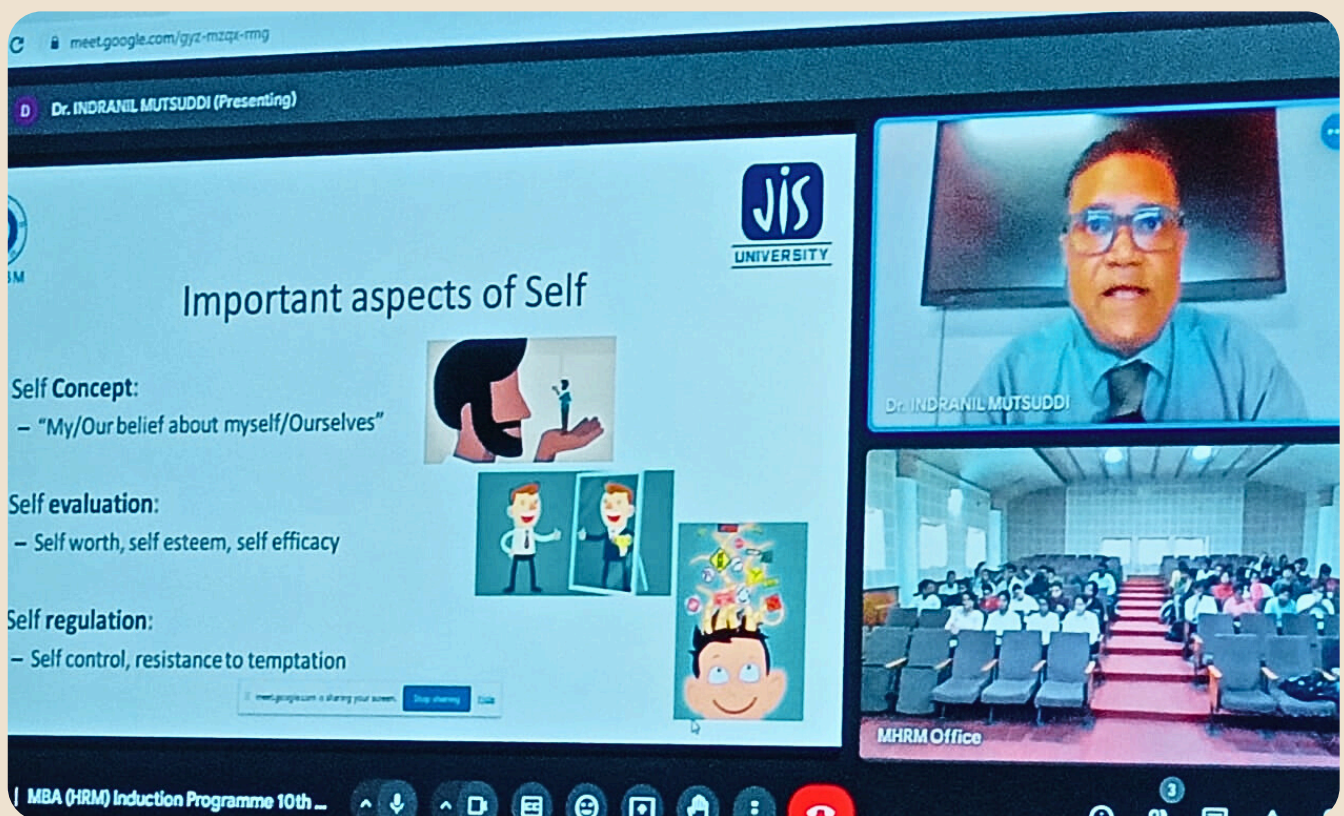
DAY 4

(15.07.2024)

SELF-AWARENESS FOR PROFESSIONAL EXCELLENCE – KNOWING YOUR INNER SELF IN A SCIENTIFIC WAY

DR INDRANIL MUTSUDDI

Associate Professor HR & HOD, Management Dept, JIS University



The speaker emphasized on the fact that *“we cannot manage others if we don’t know ourselves”*. Self is a person's essential being that distinguishes him/her from others, especially considered as the object of introspection or reflexive action.

The self is the subject of one's own experience of phenomena: perception, emotions & thoughts. Important aspects of Self includes : Self-Concept , Self-evaluation and Self-regulation.

Without Self Awareness we cannot cherish our goals. Exploration of self-identity is the most important juncture to achieve professional excellence. He also suggested changes that we can make in ourselves by:

- See yourself outside yourself
- Find the habit associated with the thing you want to change
- Surround yourself with people who will tell you the truth.
- You have to take risks etc.

He ended the session with a quote *“It's a Jungle out there, a Harsh World! Expect nobody would be going to appreciate you... Inculcate Self-Care & Self-Appreciation* Self-appreciation is the secret sauce to your delicious joyful life you deserve.”

LEGAL CHALLENGES IN HR

DR. KALLOL DUTT

Former Additional Labour Commissioner,
Govt of West Bengal



The session started with an interactive assignment called the Value Auction , where we were required to first budget and then bid on the pointers given by Sir with a given amount of Rs. 86,400. As the assignment ended a common question aroused that why the amount specified was 86,400 only, the answer to this was – we have only 86,400 secs in our life each day. So, if we commit each day towards the achievement of our goals , we will surely attain success.

There are 3 layers of our life: Knowledge, Skill and Attitude (the way we lead our lives). One example of challenge faced by the companies was during the Pandemic. These challenges give us motivation to move forward towards the attainment of our goals. Coming to legal challenges in HR , law is there to safeguard the interest of the workers and employees; but this law becomes obstacle to profit maximisation for the companies. But if we don't consider the human beings as resources and treat them as they are , it will surely become a motivating factor.

STUDENT INTERACTIVE SESSION

SENIOR BATCH

MBA - HRM

IISWBM



This interactive was filled with conversations among the senior and junior batch of students where we learnt about the junior batch students their hobbies , background , why did they choose HR and so on . They were made aware about the day to day disciplinary rules that they have to follow along with the brief idea about the Committees of the MBA - HRM department (Placement Committee , Events Committee , Alumni Committee and E-Cell) . They were also excited to learn about the different events and practical exposure that they will experience in this 2yr course.

This session ended on a very light note leaving all of us contented.

HR COMPLIANCE – WHAT EVERY NEW HR PROFESSIONAL SHOULD KNOW

MR. SUBHRO SHANKHA MUKHERJEE

Former Associate Vice President, Talent Acquisition
AVIVA



The reality of hiring is very different from what we have learned – It starts from determining whether it is a fresh hiring or replacement hiring and then continues through profile selection , budgeting and other steps.

The speaker emphasized on the fact we need only two things to do our job that is skill and will. This is called the Competency – Temperament Theory (CT Theory).

Coming to the compliance area, notice boards in majority of the offices are not maintained properly. For this it can become non-compliant. To handle this, we should try to understand why the Show Cause Notice (SCN) is received, immediately contact the consultant and/or Compliance team, Accept the SCN, ensure a reply/ action is taken within 24 Hours.

Handling labour inspectors is also very crucial. We should ensure they are attended immediately. Whereas, while handling the vendors we should have a regular meeting with the vendor and have contact details of the vendor and his/her team handy.

Idea was to prepare us for the situations of non-compliance. Always respond don't react. And learning how to change the topic.



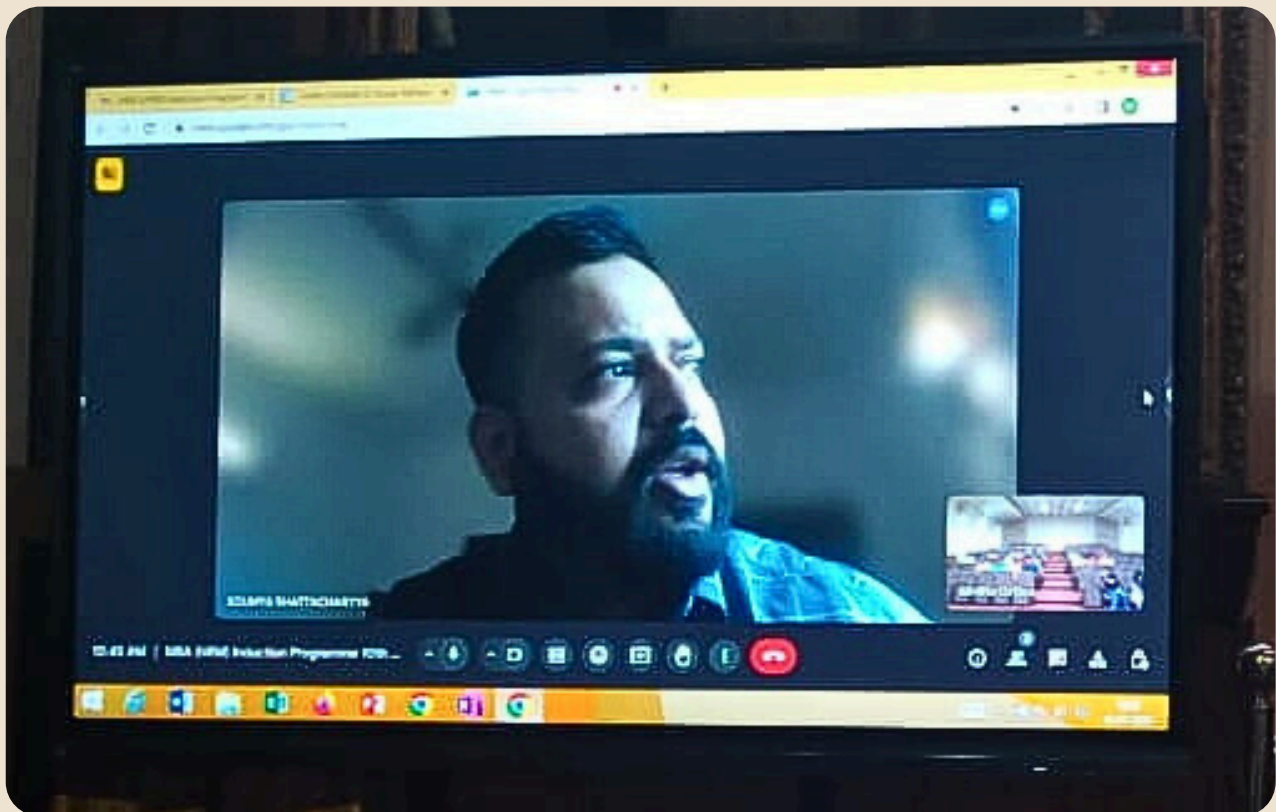
DAY 5

(16.07.2024)

TECH LANDSCAPE IN HR

MR. SOUMYA BHATTACHARYYA

Practice Lead – Employee Experience,
INFOSYS



The speaker mainly focused on Short term goals - long term gains and the 3rd Industrial revolution , the AI. The main role of HR is to implement strategic practices in the organization. In this changing business environment, the main thing is to keep ourselves updated.

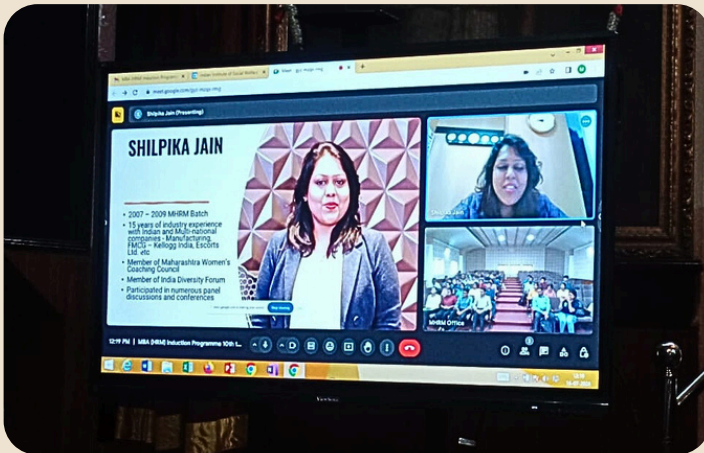
The technology in HR is directly linked to Employee Experience. And to increase the Employee Experience we need to keep updating ourselves in these nuances like implementing technologies in different functional areas of HR.

Any challenge can be solved if we have a good acumen towards the problem statement by implementing the knowledge of technology and also AI.

DIVERSITY & INCLUSION

SHILPIKA JAIN

Plant HR Manager , Owens Corning India



The speaker emphasized on the term Inclusion and Diversity not Diversity & Inclusion, because if inclusion is present diversity will automatically follow. Inclusion can be in the form of Gender, Physically disabled persons (PwD), LGBTQIA+ people etc.

The steps to build an inclusive environment consists of

- Alignment with leadership team to bring in diversity
- Diversity programs as a part of their annual objective
- Building of Employee Resource Groups (ERG)
- Building of I & D goals based on objective of bringing up the diverse talent through 70-20-10 rule.
- Focused initiatives for retention of these diverse talents

Engagement with these people can be effectively done through communications and survey and through programs like courageous conversations.

The speaker concluded stating that the I & D should not be owned by the HR, it should be a collaborative approach of every department of the organisation.

PERFORMING ART THERAPY

ALAKNANDA ROY

Indian Classical Dancer, Choreographer, Trainer, Dance Educationist and Therapist, and a Social Reformer



The key takeaways from her inspiring session were :

- **We should dance to our lives**
- **If we are content then we will be happy**
- **We should think but not just for ourselves**
- **No child is born a criminal, the situation makes them enter the dark world**
- **Everybody deserves a second chance but if the person fails to utilize that chance effectively then that person does not deserve a 3rd chance**

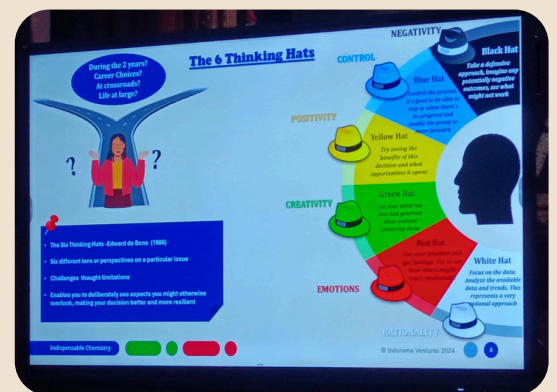
She also insisted in doing social welfare and emphasized on the fact that everybody should be given equal opportunities and money is not everything in life . What is important is that how many lives you can touch and improve them for the better.

HR IN ACTION

WHEN RUBBER HITS THE ROAD

MR. BIRESH RANJAN DAS

Regional HRBP-APAC , Director
Indorama Ventures Ltd



The speaker explained the tagline of the session when Rubber Hits the Road stating that we are like rubbers, we will get shaped once we will enter the corporate world. Each individual should be a subject matter expert.

He focused on explaining the difference between the classroom learning and practical applications of mainly Recruitment and Performance Management System. The traditional PMS has evolved and now Continuous PMS is being followed. All the HRs should focus on Right Person Right Seat / Position rule for the effective functioning the departments.

Moving to the last segment he explained the 6 thinking hats –

- 1.Negativity (Black)
- 2.Control (Blue)
- 3.Positivity (Yellow)
- 4.Creativity (Green)
- 5.Emotions (Red)
- 6.Rationality (White)

While concluding the session he talked about how we should not stop when achieve positivity and continue on the paths of improving ourselves through creativity, emotions and rationality.