

IIM Rohtak conducted maiden Management Conclave on July 21

By **Tanmai Paul**
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The Indian Institute of Management, Rohtak organized a management summit in its sprawling new campus in Rohtak on 21st July 2018. The theme of the summit was 'Human Resource Management: The Next Frontier', which focuses on the challenges posed at Human Resource Management in world driven by technology and millennial generation leading it. Leaders from top organizations of the nation attended the summit. Eleven large corporations were represented by their top management to talk about these challenges.

Director, IIM Rohtak, Prof Dheeraj Sharma set the tone of the summit by emphasizing on the issue of how the millennials poses unique challenges to Human Resource Management. He alluded to the changed social environment that makes dealing with the new generation a challenge. He urged that the conclave should not be limited to the corporate world and should take a wider perspective, encompassing the informal sector as well as the industrial workforce.

Ms. Rashmi Mansharamani, Corporate Head (HR), The Wave Group, began by stating the biggest challenge of taking everyone along towards one single goal. While talking about real life experiences, she mentioned how clubbing the experience of senior managers and the expertise of young employees helped solve this problem. On describing the requirements of industry, she said, "Four competencies that are a must for any position irrespective of age or gender is data proficiency, digital mindset, adjustability and learning ability."

Speaking of working with people from multiple generations, Mr. Diwakar Puri, Head HR, Hero Motorcorp said, "People can't be put in buckets according to only the generations they are born in since people of the youngest generation might as well possess old-fashioned mindsets, and vice-versa." He also mentioned that while choosing a job, youngsters are least concerned about the compensation, what bothers them is the learning and the job requirements in terms of location. Highlighting the initiatives at Hero Motocorp, he added, "As an organization, the methodology of customizing the work environment for employees to make them more comfortable has been followed."

Talking about managing a multi-generational workforce & building an inclusive culture Mr. Anil Misra, Chief HR Officer, Magicbricks mentioned about the frequent tweaks in the policies made in the group to keep abreast with the changing times. While talking about the initiatives at the Times group, he said, "We introduced Gamification mode to facilitate interactions

between the Rookie and the Leaders.” While referring to the increasing need of generation Z to be recognized for their value addition in the organization, he said, “Time should not be the criteria for someone to achieve their career ambitions. Hence meritocracy is important if you have a multi-generational workforce.”

The summit was also attended by Ms. Kamalika Deka, Regional Head HR (North), Domino’s (Jubilant Foodworks Ltd), Mr. Manoj K Prasad, VP Talent, Digital Transformation and Learning, Reliance Industries Ltd and Ms. Ruchi Bhatia, Former Campus Branding Lead, IBM among other prominent leaders.

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