



Estd. 1999

THE ALTRUIST



DESIGNED BY

HR CLUB

ankur

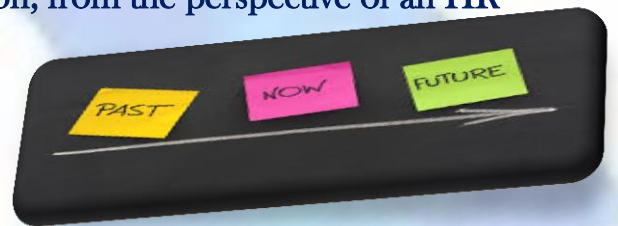
CONTENTS.....

- Is this the Future of HR Tech?
- GST to be mounted on amenities outside CTC
- Special Sheet
- Transformations in HR system by 2025
- Use marketing techniques to improve HR practices
- Why men don't want the jobs mostly done by women
- Corporate Vartalap



Is this the Future of HR Tech?

Here is my take on this coming era of automation, from the perspective of an HR professional



Morpheus: “....at some point in the early twenty-first century all of mankind was united in celebration. We marvelled at our own magnificence.....as we gave birth...to....A.I.”

These seemingly prophetic lines are from the iconic sci-fi movie ‘Matrix’, one of my favourites. (So I will refer to it again in this article!)

And they have come true.

We are in the early 21st century and all around us we hear of this coming revolution, this major disruption called Artificial Intelligence or A.I. It is a technology which is already playing a role in our daily lives through our smartphones, virtual assistants like Siri/ Cortana, Chatbots and other ‘intelligent’ devices.

People in the HR community are no doubt aware of the phenomenon, though I suspect that for most, it is something at the fringes of their attention as they rush about their work.

However, those following the developments closely would have realised the extent of disruption that may occur, in next 5 to 10 years, in the way HR activities are carried out. We will see some jobs completely disappear and some new ones emerge, centred on the nexus of AI, Machine Learning, Deep Learning, VR/ AR and Mixed Reality.

Here is my take on this coming era of automation, from the perspective of an HR professional:

Talent Acquisition - This is one of the jobs which is most likely to disappear and perhaps will be the first to disappear. The nature of a ‘Recruiters’ job is to search, screen & shortlist potential candidates against a set criteria. Most of this has shifted to the online space - online job boards, Facebook, LinkedIn etc. Now imagine that instead of a recruiter sitting at a PC and searching for candidates, you have an ‘intelligent program’ or Virtual Assistant who does the same. The TA manager feeds in the requirements / hiring criteria and the program will search the digital space and your own database, shortlist the candidates who

match and even contact them through a Chabot for initial screening. And this will be done faster and with more accuracy than any human recruiter can match.

So, would you require Recruiters or even Recruitment Consultants in this scenario? For Recruiters it is imperative that they enhance their skills beyond the basics of TA i.e. posting jobs and searching for resumes, to prepare for this scenario. They must emerge as SMEs for creation of a delightful candidate experience.

For corporates, these developments could provide a low cost, always-on candidate search engine which will provide a perpetual pipeline of prospects, provided they can put in place clear, crisp job descriptions and well defined hiring criteria. And of course, they will have to re-skill their TA teams, move them up the learning curve, especially in negotiation and persuasion facets of the role.

Attendance & Payroll - This is one of the easiest areas to automate as it is based wholly on rules and calculations which can be programmed readily into an AI based software. This area is already the most automated activity of HR, but what will change with AI is that these software's can be trained on how to respond to special scenarios, reducing need for oversight to a minimum.

HR Analytics- This is one of the youngest specialisations of HR and likely to be shortest lived one also! Even in its current form, Analytics requires special software which publishes dashboards and provides certain predictive analysis, based on data provided by a human user. An AI powered software will be able to do the same without human intervention as access to data and the analytic software can be built-in. In fact there is a distinct advantage that an AI software has over humans - the ability to deal with unstructured data.

Organisations who are not going digital in the next couple of years will find it difficult to take advantage of Analytics, while those who are using technology will have to strive towards greater integration across data sources.

Comp & Ben- By now, I am sure you get the drift- anything based on rules, data and involving calculations can be automated. So Variable Pay structures, Insurance premium calculations, Tax planning, alignment with Budgets, analysis of salary inequities.....an AI program can be 'trained' on all this and will run on its own subsequently.

How do organisations prepare for this? They must have well documented compensation policies, with deviations and approval levels clearly mapped out. A lot of compensation fixation is arbitrary and out-of-sync with the industry, in a majority of organisations.

Employee Relations- Major impact will be felt in the area of employee grievances and queries which can be handled by chatbots instead of humans.

Engagement- This is one area where a Virtual Assistant can be of immense help. Gathering intelligence for engagement initiatives, predicting attrition or analysing workload on employees at similar levels – all of this can be done through AI. A combination of human and machine intelligence will drive this area. Startups like Infedo have already made a beginning in this field in India.

Companies will need to rejig their engagement strategies, make them more holistic. Culture will need to be clearly defined – what traits, behaviours and values will the AI measure and how.



Learning & Development - This is the most interesting one. Automated Training Need Analysis? Personalised training programs for each employee? These could become the norm 10 years from now.

Aside from this, most radical change could be in delivery and content of programs. Think of the virtual training program in ‘Matrix’, having training modules for anything from weapons to flying helicopters!

MORPHEUS: “This is the Construct. It is our loading program. We can load anything from clothes, to weapons, to training simulations. Anything we need...”

How about employee training delivered through Virtual Reality / Mixed Reality modules?

No requirement for trainers, training rooms or expensive equipment, all you need is a smartphone and a Google Daydream like VR headset. With the right content available, you are ready to go! It is the content that will be crucial and this is where the L&D professionals will find their bread & butter, either as part of in-house L&D teams of large organisations or as employees of specialised VR content development agencies.

Some people might be sceptical, as the spectre of AI has been around for past 50 years without any major impact on our lives. Why is there so much noise about it now? Primarily because of developments like neural networks and machine

learning which have made this technology more effective. For those who want to read more on this, some links are given at the end of the article.

In the Indian HR space, we are already seeing the first experiments with AI in the form of Amber, the Virtual Assistant from Infeedo and Jinie, the chatbot from People Strong.

After having read through this article, you would probably be feeling that the entire HR function is in the danger of being taken over by AI powered machines!

But the intention is not to create a paranoia about losing your job to intelligent machines in the future. The purpose is to generate interest, fuel debate and direct attention towards the possibility of these machines causing a sea change in the HR activities are carried out. All jobs will become not become obsolete, all humans will not be replaced by machines. In most cases the jobs will change and involve a combination of human and AI powered elements.

Another key to success of AI (in fact all technology in HR) will be the ability of corporates to make three changes in the way HR functions :

1. Recognise the criticality of collecting meaningful data
2. Drive integration of all HR tech into a single organisation-wide platform
3. re- skill and upgrade skills of existing teams as people with AI-ready skills will be scarce

Whatever I have written is something which is likely to happen in next 5 to 10 years, based on my understanding of the developments in the areas of AI & ML. The reality might be very different.

In fact, we can be sure reality will be very different from what it is today.



SOURCE:- People Matters

GST to be mounted on amenities outside CTC

As the India's single tax system- GST is all set to be introduced from July 1, let's look at ways how GST will impact amenities offered to employees outside cost to company (CTC)

After the passing of historic GST legislation, the eyes are all set on its implementation and its

Trickling impact on all sectors. For corporates, here is the news - GST will be applicable on all amenities outside CTC (cost to company).

As per the new GST bill, if an employee receives free goods and services beyond its stipulated sum then GST would be applied. Also, if any employee uses company's asset for personal use, then also GST would be mounted on it. As CTC structure differs in companies, broadly all free luncheons, scholarships to employees' children, car drops other such services will fall under this purview.

In addition, input tax credit will not be available on supply of several facilities including life and health insurance to employees. There is negation of input tax credit on free and subsidized food and beverages on at workplace, cab facilities, club and fitness memberships etc. Only those services which an employer is mandated to provide under law to employees, as notified by government, will not be denied input tax credit.

Looking closely at GST code, the main pivot to the whole debate is that supply of goods and services when made in furtherance course of business, without consideration towards any employee is taxable.

However, the GST cites an exception mentioned in Schedule 1 of the bill, where gifts not exceeding Rs 50,000 in value in a financial year by an employer to an employee shall not be treated as supply of goods or services or both.

SCHEDULE I [Section 7]

Activities to be treated as supply even if made without consideration. Supply of goods or services or both between related persons or between distinct persons as specified in section 25, when made in the course or furtherance of business: Provided that gifts not exceeding fifty thousand rupees in value in a financial year by an employer to an employee shall not be treated as supply of goods or services or both

Under Schedule two , goods held or used for the purposes of the business are put to any private use other than a purpose of the business, whether or not for a consideration would result in supply of Goods and Services and GST would be levied on them.

SCHEDULE II [Section 7]

ACTIVITIES TO BE TREATED AS SUPPLY OF GOODS OR SUPPLY OF SERVICES

4. Transfer of business assets - Clause (b) - where, by or under the direction of a person carrying on a business, goods held or used for the purposes of the business are put to any private use or are used, or made available to any person for use, for any purpose other than a purpose of the business, whether or not for a consideration, the usage or making available of such goods is a supply of services;



Other key features of GST bill include - GST won't be applied on high-speed diesel, motor spirit (petrol) and petroleum crude, natural gas. It will be decided when GST would be levied on them. Also an additional tax of up to 1% will be levied by centre on inter-state supply of goods.

In the current scenario, constitution offers for division of taxation powers between Centre and State. The indirect taxes including excise duty, sales tax, service tax, octroi, customs duty etc. are imposed on goods and services. Some taxes are levied by Centre and some by states. Tax rates vary across different states, when taxes are imposed by state.

Now after the bill is passed, all indirect taxes will be subsumed under harmonized single taxation system. GST is actually value added tax levied on goods and services. The new regime will help broaden the tax base, and help compliance of tax more efficiently. Also, it will reduce economic biases faced during inter-state movement.

Lok Sabha passed all four proposed goods and services tax (GST) related bills which will subsume all indirect taxes under one tax. The government seeks increased revenue and economic growth after its adherence.

SPECIAL SHEET

Source:- PEOPLE MATTERS

5 Ways to Ensure Your Employees LOVE Their Jobs.

I ♥ MY JOB

Communication.
Management transparency is the #1 contributing factor to employee happiness, but studies have shown only 42% of employees know the vision and values for their company. Include your employees in open conversations about where the company is headed, and they're more likely to stick around.

Morale.
Offer benefits that appeal to your employees as people, not just workers. For example, a gym membership and competitive employee wellness program (that included all staff members) has been shown to improve employee morale by 71%.

Motivation.
Extrinsic motivation (paychecks, bonuses, etc.) are great, but intrinsic motivators are shown to improve employee morale, happiness, and longevity with the company. A great place to start is encouraging employees to decorate / arrange their own workspace, or pass around an "office award" for top performers each week.

Co-Worker Relationships.
There are shown to impact an employee's happiness 23% more than their manager-employee relationships, so make time to schedule team-building activities. Something as simple as a drink together after work can forge stronger, more trusting bonds between employees.

Recognition.
Employee recognition can be big or small, just be sure you're doing it in the right proportions. Studies show that the most rewarding recognition follows the 20/30/50 principal. 20% of recognition from the business as a whole, 30% from peers, and 50% from supervisors.

Transformations in HR System By 2025 ...

The world 2025 will witness competition between the equals. The major transformations will bring a change in the HR operations like:

Build local talent:-

1. Building local presence
2. Developing partnership with local companies
3. Recruiting talent from emerging market



Virtual network:-

The technology iniquitousness in the wired world of 2025 will render Flexible working as a cheap, credible alternative like never before , offering cost benefit, acceptable by the generation x , y, z.

HR facilitator:-

HR strategies will sit on the board room's table and will stand as a witness for:-

1. Increased leadership accountability
2. Broad based participation
3. Contributor and facilitate or
4. Process-centric



Shift in management practices:-

The redundancy of employees at the sign of economic turbulence and the downshifting career due to stigma and the disincentive related to job loss will practises “ shifting focus from hiring the best talent to hiring the Right talent” in 2025.

Help innovation thrive:-

The companies will have no choice but to be innovative. The employees will be allowed to make mistakes and encourage ex fermentation. Another Imperative will be non-silo thinking, inter functional collaboration as ne Cesar part to question the status- quo.



USE Marketing Techniques To Improve HR Practices

1. Have a targeted audience:-

As the marketers have deep understanding of their audiences so the HR can use such strategies to better reach employees. Or Think like a marketer to deliver the most relevant information to each employee.

2. Every channel. One Brand Voice:-

Marketers use a mix of media to convey their message so the prospective managers can use to communicate. The more ways employees can access and digest information, the better.

3. Bring it all together:-

As marketers want to make the buying process easy for customers the same way HR should integrate the programs, initiatives and information together to make it accessible to all.

4. Measure effectiveness:-

Marketers track measure and adjust everything to find the best strategies. Thus, The HR teams can also track and measure data to improve processes, employee experience and employee's brand.



**BY- Pragyaj Raj Shiva
1st Year MBA**

Why Men Don't Want The Jobs Mostly Done

By Women

Women have always entered male-dominated fields more than men enter female-dominated ones. There are now many female lawyers but male nurses are still rare.

Of the fastest growing jobs, which consist a major portion of health aids, dominated by) females. Some reasons leading to this:-

- Pay and status- a very meaningful

Reason for men to escape from such pink- collar jobs is that jobs done by women

Especially caregiving jobs have always had lower pay and lower status.

- Pink- collar jobs- As because these jobs looks little feminine by nature, thus the option becomes a constraint for the men.

- Glass escalator- This is a type of Motivation for the men to enter into the pink collar jobs and defined as

“A phenomenon, when men (especially white men) enter female dominated fields are paid more and promoted faster than women”.



by: -Madhulika Devi
1st year, MBA

Corporate Vartalap

MR. SANYASI ROUT (HR Manager, INFOSYS)



Q. Your view on the currently followed curriculum in Indian B schools?

A. My recommendation would be to re-examine the curriculum design as well as instructional design to constantly update the teaching methodology and technology used in the classroom. Some B Schools had experimented with two different professors teaching the same subject, thus bringing in unique perspectives.

Q. Do you think corporate has a basic duty towards educational industry for bridging the gap between theory and practical?

A. Academia need to revisit their curriculum, course structure and faculty selection policy to make it more industry-centric. It is required to create a tangible impact with combined credibility rather than in isolation.

Q. What are the expectations of corporate especially while hiring a fresh management graduate?

A. These expectations can witness the stand:-

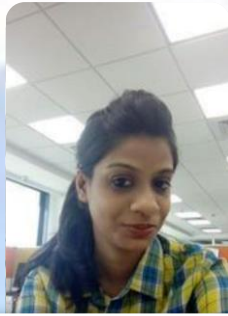
- ✓ Professionalism
- ✓ Initiative
- ✓ Responsibility
- ✓ Resourcefulness and capability to find non-routine solutions
- ✓ Loyalty
- ✓ Focus on cooperation with fellow employee

Q. Do you expect a fresher to be a specialist or generalist?

A. Being a specialist is an option in any environment, but don't limit your career options by being labelled a "one tick pony". General business acumen & cross discipline experience are vital for long and successful career.so, being a generalist will be the right move for career.



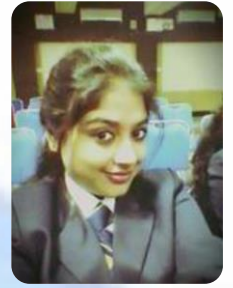
Niharika Das
MBA 2nd year



Sweta Kiran
MBA 2nd year



Swati Shaw
MBA 1st year



Falguni Jagdevray
MBA 2nd year



Pragyan Raj Shiva
MBA 1st year

TEAM Ankur



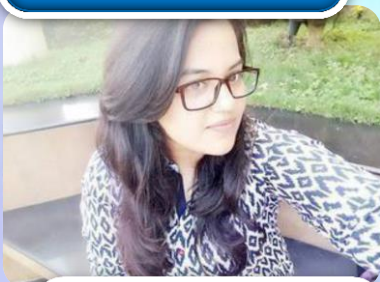
Debadarshi Prusty
MBA 1st year



Madhulika Devi
MBA 1st year



Sibu Nayak
MBA 1st year



Honny Sharma
MBA 1st year



Smruti Ranjan Swain
MBA 1st year



M.D. Majid
MBA 1st year



BIITM

Estd. 1999

Biju Patnaik Institute of IT & Management Studies

Campus: F/4, Chandaka Industrial Estate, Near Infocity, Patia, Bhubaneswar- 751 024

Phone: 0674- 6534 384, 274 3519, 274 3017, 274 3735 FAX: 0674-274 3016

Admissions Help line : 9040003344, 9861687520, 9853510990, 9238377885, 9937041000