

FORTE

HR vs. COVID-19

Interviewing the
Global HR
Strategist of
24[7].ai



Counsellor's
Note



HR Glossary!



SIP EX!



A GIFT INSIDE
just for you!





CHRIST (Deemed to be University)

VISION

Excellence and Service

MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

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VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

Programme Educational Objectives (PEOs)

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

Master of Business Administration

Program Learning Goals (PLGs)

Program Outcomes (POs)

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
PLG2	Functional Knowledge and Application	PO2	Foster Analytical and Critical abilities for data-based decision making
PLG3	Communication	PO3	Ability to develop value-based leadership ability
PLG4	Critical Thinking	PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG5	Global Awareness	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
		PO6	Identify business opportunities, design and implement innovations in the work environment
		PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

EDITOR'S NOTE

“HR Vs COVID”- sounds much like a battle, doesn't it? Well, the last few months have proven the same. The entire business world took a quantum leap and here we are, more than 60% of the workforce working from home. This is something that even those data-driven AI bots could not predict! No company in the entire world could anticipate it, they just had to get out into the battlefield because of the sudden sally that COVID had sprung. Today, definitely our medical forces are the front-line warriors, but in the corporate battle with COVID, we could give this honor to HR. They have to be the light-bearer for the organization in these unprecedented times and revamp the entire function. With this issue of Forte, we wanted to enlighten you, our future light-bearers, on how HRs around the world faced this battle and what awaits us in the future. This time we have a Global HR Strategist answering your questions, a Corporate Counsellor guiding you, insights on SIP experiences, a funky HR Glossary, and a surprise tool kit curated just for you! This time we also present contributions from our zealous juniors and a note from our very dear faculty coordinator, Dr.Santhosh Basavaraj. We would like to extend our gratitude to Dr. Jain Mathew, Dean, Institute of Management, CHRIST (Deemed to be University), Dr. Sathiyaseelan B., Head of Specialization – OB and HR, and Faculty Co-ordinators - Dr.Santosh Basavaraj for all their guidance in making this issue a success. To all the students who have contributed, your effort, time, and inputs are highly valuable to us.

Wishing you an enlightening read and excellent health,

Team Forte

Pandemic Times: Making the best use of it.

Dear HRs,

The lockdown for the past six months is a lifetime opportunity for all of us; we are sure that it won't recur in our lifetime. In the beginning, we enjoyed the unexpected holidays that brought us both "Kushi (happiness)" and "Ghum (loneliness and sadness)." The next couple of months brought us a plethora of webinars splattering enormous knowledge. Subsequently, we became cautious of attending those webinars - we participated only in those that added value to our candidature. We then started attending our regular classes, completed assignments, and examinations.



We have unknowingly become tech-savvy with the tools that we've previously never heard of. Some good achievers performed exceptionally well during this period. They performed disciplined actions to make the best use of their time. These actions are not new to us but have become more relevant during these uncertain times. Here is a summary of their routine that could help us with spending our time productively:

Firstly, maintaining a list of activities in your diary helps stay focussed on deliverables; prioritizing them as per their urgency creates credibility. Secondly, setting short-term targets (like completing three online courses that are supplementary to the chosen domain, etc). Thirdly, working towards your passion (photography, music, research, etc.). Fourthly, connecting to friends and relatives. Fifthly, working towards long-term objectives and shaping them. They held that a disciplined routine encompassed with meditation and physical exercise helped them stay focused on their goals. I hope that their experiences and strategies will help us stay focused and productive. I pray for a speedy end to this period. Our health is a priority at this juncture, please take care of your health.

I wish you a productive use of your time so that you too can share your experiences with your future generations.

Thank you all,

Dr.Santhosh Basavaraj

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ROHINI KESAVAN
RAJEEV

Counsellor's Note - This Too Shall Pass...Until Then...

Rohini Kesaan Rajeev is a psychotherapist with 18 plus years of clinical & corporate counselling experience. She is a Relationship Counselling Expert who specializes in couples' therapy, women's mental health and resilience-building. Her areas of expertise also include psychotherapy for different levels of distress across age groups; clinical work with persons struggling with acute psychosis and neurosis, corporate counselling (organizational & individual, work-related issues), handling change, conflict management, grief counselling, and prevention of sexual harassment at work/school.

If there ever was a 10-year-challenge for the world as we know it, the results would seem unreal. The pandemic has engulfed us with uncertainty and to say that life is not normal is, to put it mildly. This means, that our thoughts, feelings, goals have all been shaken-up and the new normal is rather unsettling. We are afraid and overwhelmed. But it's okay. It's okay to feel overwhelmed. It's okay to be afraid. It's okay to not be okay always. Remember we can fix this and make it across...because when all this is over, it is our resilience that will take us through and resilience can be built.

Here is how...

1. Be kind to yourself. Self-compassion is crucial to not be a defeatist and stay positive. Be kind to others- everyone is dealing with something we know nothing of, spare them the insecurity.
2. Be grateful, be helpful. We are all on the same stormy sea but on different vessels. Look beyond yourself. Help when you can. It will give you a higher sense of purpose.

3. Put things in perspective. Write down what troubles you and what usually helps you. Make a list with the names of people you can count on. This will help you prepare and not catastrophize.

4. Stay connected- social distancing does not mean emotional distancing. Check-in on friends and relatives.

5. Sleep right and maintain a routine. Well-rested equals better mood.

6. Get up and get going. Exercise in any form is extremely useful to combat stress and anxiety. Assign yourself a partner. It's more fun with a friend.

7. Practice progressive muscle relaxation. Tighten your muscles, from top to toe, focus, breathe then relax.

8. Avoid an overdose of uppers (mood and energy elevating food) and downers. Do not self-medicate. Surround yourself with what you love instead. Be it family, pets, faith, music, plants...remember your home is your refuge. Believe.

9. Learn to let go. Sometimes things go wrong in spite of our best efforts and it almost never is one person's fault. Cut yourself some slack. Overthinking is a wasted effort.

10. Reach out. There are two kinds of people who can help you when you are upset, your inner circle (family/friends/partner) or/and a mental health professional. Figure out who can help you best and talk to them. Heed to their advice if it sounds safe and doable. Please reach out to a Counsellor if you long for genuine, non-judgemental support and cathartic relief.

Things will get better and this too shall pass... until then, hold on. Please don't let go. Within us lies the power to readjust and recover, to lend a hand and surround ourselves with hope. It is what we do with what we have, for those around us, that makes us who we are. So if you want to pull it together then do it together, for together we are stronger.

-Rohini Kesavan Rajeev

Senior Psychotherapist & Doctoral Researcher

Email ID: rohini@destress.in

QnA with Ms. Prabha Masilamani, GLOBAL HR STRATEGIST – 24[7].ai



Ms. Prabha Masilamani is a seasoned HR professional with 16 years of industry experience, working across diverse, global and matrix environments, Prabha currently works with [24]7.ai Innovation Labs as a Global HR strategist, aligning the company's people strategy to business objectives. Her previous roles have also been with global MNCs such as Igate, Xilinx and Brocade in addition to heading HR for a tech start-up and successfully leading it to M&A.

"What trends will shape the HR department in any organisation in the next 5 years?" - Preeti Subnani

HR Digitization is crucial in the next 5 years. Artificial Intelligence and RPA will become an integral part of HR strategies. Already, many HR functions are going through this cycle. Every company is likely to have an AI-powered HR chat-bot at its minimum.

The next five years will also see more of millennial and Gen-Z workforce that will cause both a digital as well as a cultural shift. HR will move at a revolutionary pace and come out with its best to adjust to the changing times and more importantly, diversity will be embraced - across all segments.

"The future of the workplace is influenced by social media, AI & Big Data. What are the changes HR professionals could drive - within their organizations and in their roles?" - S Lionel Roshan

Become Agile and Automated, make wise investments on AI-powered tools and HRMS systems, consciously build/manage the brand, hire the right talent at the right time (and retain the best people). Focus on HR Analytics and facilitate a data-driven approach in everything. Finally, keep the element of human touch alive amidst technology infusions and drive employee experience innovatively.

"If a company is represented by a 'TREE', HR would be which part of the tree?" - Adwitiya Kushwaha

The branches maybe? The culture and values of the organization would be the roots, the management, the trunk that allows the technology and people functions (the branches) to grow and become stronger. The branches provide structure to the organization and it is the bridge between management, business and employees :)

"What is the future of HR with the emergence of technology?" - Apoorva Pagnis

HR will soon become the strategic power that binds the people function to business objectives. HR will move away from supporting the business to becoming an integral part of business, taking part in key decision making in running business operations and generating revenues.

"How would you lead a diverse team?" - Nikita Rathod

Question is widely generic :) Firstly, understand the nature of diversity. Go deeper into studying the culture and practices related to diversity. Then, design your leadership style and approach. It is important to consciously avoid any bias to understand what communication pattern works for a specific diverse group, to know what strengths and weaknesses exist in a certain group and how they can be leveraged effectively.

"What aspect of your profession do you love?" - Sivakami KS

Strategic thinking. Standing between management, senior leadership and employees - managing diverse teams and personalities and aligning everyone towards one common objective with a result-focused approach.

"Is the job of an HR generalist a hectic one, considering that he/she has to take on multiple roles?" - Udipta Dash

The more hectic your role is, the faster you grow. The 'HR generalist' role is a good role to start with to grow into a business partner in the future. It will help you understand HR operations, all policies and processes as you will be supporting the employee first-hand with their queries.

"What is the best way to control your emotions (i.e. anger, stress, frustration) in front of your employees and, how do you do it?" - Sinchita S

It needs practice :). The only tip is "refrain from reacting when you are emotional". Wait until you settle down before you respond to a mail, a call or a person especially in a professional environment. If you give that time to yourself, you will react sensibly and address the issue well. Maturity does come with experience - don't have to be harsh with yourself if you fail a few times!

"Aren't all the managers and leaders of a company supposed to be HRs for their team or group?" - Gopika Vinod

Short answer - No :)

The primary responsibility of managers and leaders is to drive business results and to engage their workforce in the right way to achieve the results.

An HR comes with a special expertise that enables them to do the latter by overlooking and provide guidance on how managers and leaders can align and lead their people better.

"How can virtual onboarding be made effective?" - Yashi Julka

Using a flawless HRMS tool. Have a user manual that can be shared with the new employee so that he/she need not struggle with navigation. Make those documents simple with the right screenshots etc.

Make a virtual onboarding process document that has all the details outlined along with RACI (responsibility matrix).

Ensure that the employee is explained the VOB (Voice of Business) beforehand and clarify if there are questions.

"One piece of advice for the graduating Class of 2021" - Archana Ramchandran

Knowledge is key. It is very important to learn/read/know how the world and technology are changing, how the world around you is changing and how you can add value to the industry through your academic and practical experience. Watch out and change with the change!



A gift from us to you! Do not forget to
collect your tool-kit!



A Daily Planner!!

A Monthly Planner!!



& Fun Stickers!!!





SIP @ GLOBAL PEOPLE SERVICES, NUTANIX

It happened all of a sudden. The end trimester exams were one week away. Suddenly the Corona Virus creates havoc in the world and all institutions close down. The question remained. What will happen to my Summer Internship Project? With God's grace, our supportive placement cell, and due to the company's efficient University Recruitment Team, I finally got my offer letter from Nutanix.

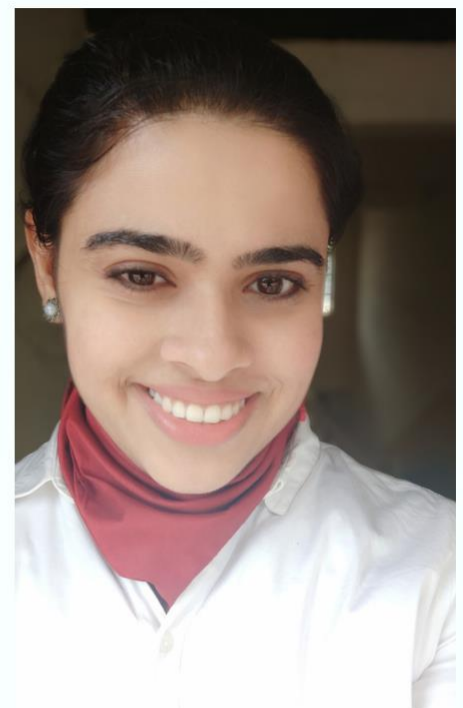
Nutanix follows a Shared Services HR Model which centralizes administrative functions. This model can help businesses reduce costs, avoid duplication of effort, and allow greater focus on HR strategy. With this, most of the queries related to onboarding, performance review, learning, promotion, payroll, absence, relocation, and off-boarding are directed to the HR operational team called Global People Services. They are the front-end HR representatives in charge of creating a better employee experience. And I was lucky to be a part of this team. With numerous queries of employees working remotely, with multiple policy changes and new tasks, the team was swamped with work. But none complained. Their positivity, dedication and teamwork left me speechless. When the task was difficult, the manager stepped in and took up some load. They proved that 'teamwork is dream work'.

Let's march on together through these difficult times hoping this crisis would unite us forever!

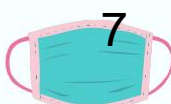
"The best learning is the importance of

teamwork and aiming for the

common goal."



Gopika Vinod Krishnan
1927136





SIP @ FEEDING TRENDS PRIVATE LIMITED

The summer internship opportunity at Feeding Trends Private Limited helped me with both exposure and practical knowledge. I was able to apply the theoretical knowledge that I learned at my college in a practical setting by acting as a decision-maker and a problem solver for the company. One of the biggest challenges I faced while working at Feeding Trends was performing HR activities virtually. This helped me explore the areas of 'HR—Technology and Applications' and helped make things easier while also increasing the efficiency and effectiveness of the processes.

I learned the importance of organizational culture and change which affected teams and individuals. I also learned that the company's values should be understood and imbibed to have a healthy relationship with the organization in long-run.

Advances in technology, the VUCA world and the global pandemic (COVID-19) have all changed the way recruiting works. Virtual recruitment and selection processes help organizations reduce administrative burden, save time and other resources. It makes the whole process efficient, hassle-free, paper-less while also building a database for potential candidates.

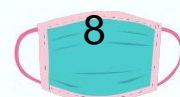
My learning at Feeding Trends has formed a sound foundation on HR in me and will always help me with my career pursuits.

“My learning at Feeding Trends has formed a sound foundation on HR in me and will always help me with my career pursuits.”



Mohd Azfar

1927112





BE LIKE KRISHNA!

We keep coming across quotes like “Every day is a challenge. Embrace it”. But never in my wildest dreams did I think that we will be facing a challenge like COVID. It has not only changed the way of life but has also caused disruptions in the workforce.

I remember reading an article that said that HRs must play the role of Lord Krishna on the battlefield of Kurukshetra because he was the one to motivate and guide Arjuna during critical times.

The immediate solution that businesses found for this situation was “work-from-home”. During such critical times, more emphasis must be given to the human-connect. This is where HR plays a prominent role. One has to keep employees engaged to gain maximum output. Invest in the best video conferencing tools. For improving team cohesiveness, some companies created online multi-player games and quizzes. Usually, when people start working from home they lose track of time, and ultimately it may lead to employee burnout. To avoid this, companies like GitLab came up with a concept of 'virtual coffee breaks' where employees can connect virtually and socialize with one another. Companies should come up with innovative ideas to get the best during the worst times.

It is not as easy as it sounds because the future has become unpredictable. But giving it a shot is not going to harm any of us. “Perform your obligatory duty, because an action is indeed better than inaction”- Lord Krishna.

**“Perform your
obligatory duty**

**because an action is
indeed better than**

**inaction" - Lord
Krishna**



Raavi. Srihitha
1927244



THE DEATH OF CO-WORKING SPACES?

Did you ever think you would miss the Monday blues? The global pandemic has not only affected work but also our emotions at work. 'Flexi offices', an anthem of the millennial workforce, has detonated due to the lockdown. When hot-desking and shared offices were successfully on its way to its pinnacle, with a global growth rate of nearly 500% since 2012 (Statista, 2019), Covid-19 have significantly slowed them down. The concept of plug and play offices is nuanced in India, yet making it the top countries to provide co-working spaces. The reason why shared office spaces are gaining momentum is that it caters to the needs of the Gen Z and Millennials, which is communication and flexible collaboration. 'Work-from-home', which was once an option, is now a necessity and a future statement. While it has its benefit, it is impossible to forget its implications on work. Years of effort to keep work and personal life incoherent has now become very difficult to live by. Various surveys have discovered that the biggest issue to be concerned about is the feeling of isolation. As Henry Ford rightly quoted, 'Coming together is beginning, keeping together is progress and working together is success', working space providers may leave no stone unturned. With smart technology to make the workplace safer with the required infrastructure, 'flexi-work' is all ready to be the 'new normal'. With safely distanced hot-desks, single person rentals, unique and alternate business models, the industry will see a re-birth since flexibility is what the VUCA world needs.

**"Did you ever think
you would miss the
Monday blues?"**



Sinchita S
1927447



ROLE OF HR IN RUPTURED WORLD

The Covid-19 crisis led to massive economic disruption and the world as we know it has changed drastically and adapted to new realities. It also brings rapid changes towards the remote workforce, digital operations, and the mental models that organizations are following. There is a need to take a look at the resources and create new strategies. Firstly, it is very important to understand that organizations are not only going through an economic collapse but also a social collapse. When organizations want to downsize the cost, the regular workforce will be turned contractual. This creates a sociological and emotional trauma for the employee. Most of our workforce is very anxious and precarious about their job security. We already witnessed some organizations slash pay across the board with no representation and empathy. When downsizing happens it brings HRs to a paradox, where a decision between one wrong and another wrong has to be made. The aftermath of this decision is more critical rather than a celebration because it will be viewed as a negative decision. The role of an HR right now has to be that of a doctor by way of treating sick organizations. The COVID-19 was a situation no one could have predicted. It is the time for HR to constantly showcase its sound leadership by being there for the employees.

“The role of an HR right now has to be that of a doctor”



Pradeep Kumar
1927460



HR V/S COVID-19 WILL EQ AND AQ TAKEOVER THE COVID-19 TRAUMA?

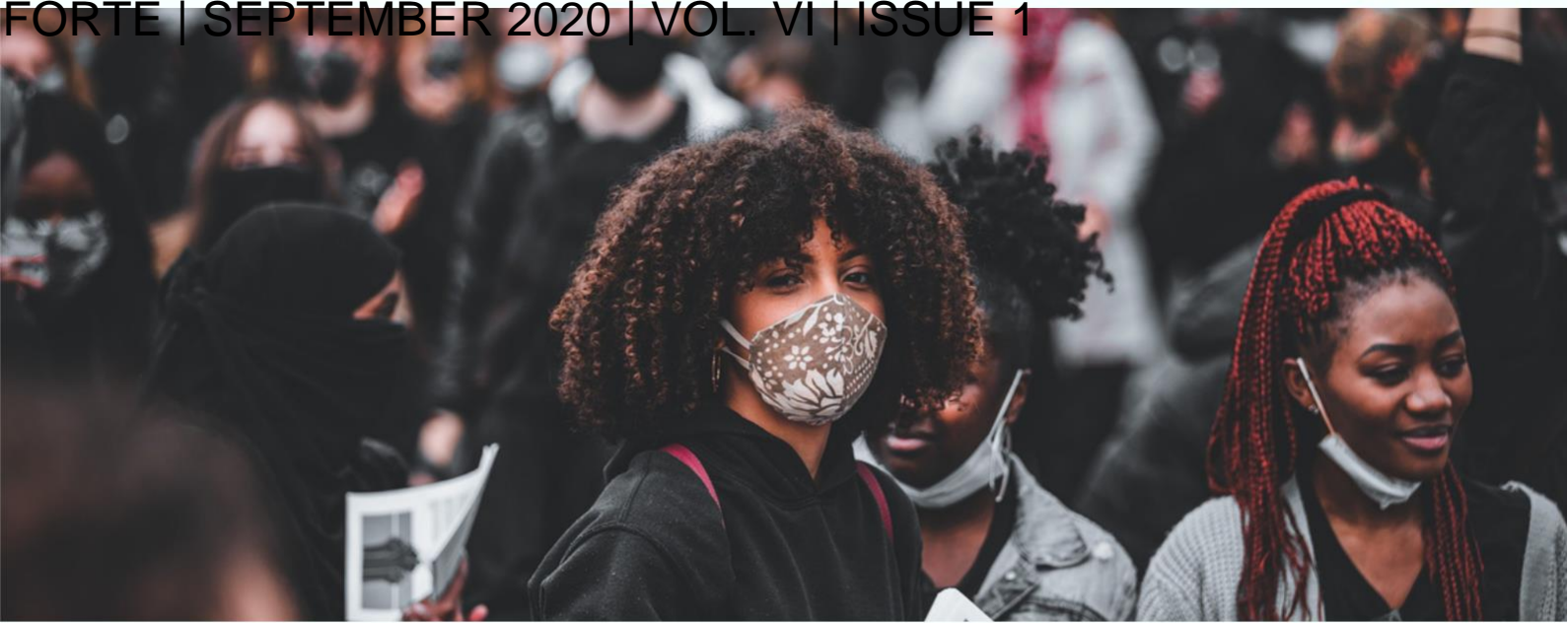
As COVID-19 urges organizations to roll out radical improvements, HR remains indispensable. The behavioural changes of employees have redefined the term 'confidentiality' through a collaborative approach. New places of work have indeed become a 'new normal' these days, alongside technology driven by three A's - 'Access, Artificial Intelligence and Augmented Reality'. Amidst the mental trauma that each employee undergoes these days, the responsibility of an HR professional stands prominent to ensure that the workforce remains safe even during these unprecedented and unpredictable times. COVID-19 is a golden opportunity for the HR fraternity to rise to the expectations of the people and the corporate world, as it deals mostly with Emotional Quotient (EQ) and Adversity Quotient (AQ). The HR profession has taken a very important role in partnering with the medical and IT functions to figure out how to respond, recover, and to re-engineer the workforce and the workplace challenges.

The ability to respond and take quick decisions to unexpected changes and challenges make human resources more efficient than any other field. Hence in such a situation of consistent slanders, there is an impassioned need to improve, adjust and adapt at all times, which will surely be a process encouraged by the job of HR in developing more dynamics.

"COVID-19 is a golden opportunity for the HR fraternity to rise to the expectations of the people"



Aiswarya Lakshmi S
2027351



COVID-19 IMPACT ON THE HR INDUSTRY

The COVID-19 pandemic has seriously disrupted the way business operates. New standards on working from home is changing what 'business as usual' will look like in the future. HR's position has now become very important in how the current crisis will be managed and to ensure the smooth operations of the organizations. During these unprecedented times, the role of HR leaders has become more important and it is expected that they will respond quickly and compendiously. EY conducted the survey entitled 'HR resilience planning - COVID-19 impact and preparedness' showed that around 70 percent of organizations believed that productivity is the biggest concern for continued remote work.

Organizations today are dealing with an ongoing crisis that is radically different from what they have previously witnessed. The HR role needs to predict the transition, co-create a variety of scenarios, and prepare for the future. It is also the time for HR heads to recalibrate their goals, concentrate on remote workplace management, digitize the HR role, and re-imagine workplace models. The crisis also forces organizations to relook the HR processes and operations through a digital lens. Over 70 % of organizations are now moving to virtual recruitment methods, and emerging technologies such as Artificial Intelligence, Robotic Process Automation, and Machine Learning to move through this challenge.

"70 percent of the organizations believe that productivity is the biggest concern for continued remote work"



Anchal

2027245



HUMANS AS A RESOURCE

IN COVID 19

“Every crisis is an opportunity in disguise”

Unlike the previous global recession (2008) which greatly affected the financial stability of many organizations, Covid-19 has given rise to human resource instability in most of the organizations working across the globe.

When our Prime Minister declared a lockdown, everything came to a standstill but it was a necessary evil to hinder the spread of the virus. Nevertheless, as John Adams said “Every crisis is an opportunity in disguise”, India was determined to rise wherever possible for example India didn't produce even a single PPE kit when the Covid-positive cases were rising initially but slowly it became the 2nd Largest Producer internationally.

Why and how do you think this happened? This happened because of the strong Human Resource base of our country and this can be related to a new sphere in Human Resource management known as “Crisis Management”. Crisis management in human resources could be a game-changer for any organization.

The Service Sector is also now focusing on using HR innovatively with “Work-From-Home” which has its pros and cons. To create a self-sufficient India, the focus should be on the management of a self-sufficient Human Resource of India hence making sure ‘humans’ will be a ‘resource’ against COVID-19.



Arun Kumar
2027319



IS WORK FROM HOME FUN?

‘Work-from-home’ is a new term learned during the

quarantine. Due to the pandemic, workplaces were shut down, and employees were asked to work from home.

Work from home is new to 90% of the employees. An article in the Economic Times stated that 20-30% of the workforce will permanently WFH by the end of 2020. So the question arises, is ‘WFH’ fun? One of the advantages of ‘working from home’ is flexible work hours. An employee can take a break, eat, and call a family member as he/she pleases.

Traffic jams are stressful, but now employees can save time and money while working from home. Most importantly, one can spend time with loved ones. But is WFH fun?

It depends on each individual. It is difficult to focus, stick to a routine and stay motivated at the same time. Imagine working alone and not being able to talk to your colleagues! Though technology has advanced the issues over connectivity remain. Also, ‘mental health’ is a concern. So the question of whether work from home is fun or not is two-sided. TCS hosts live pasta sessions, yoga workouts and ‘bring-your-pet-onto-video-calls’ sessions. They engage their employees through their digital learning platform. They are also encouraged to stay connected through ‘Knome’, their social networking platform. Organizations play a major role in ‘WFH’ implementation, if they fail to engage their employees it could be a disaster.

“An employee can take a break, eat, and call a family member as he/she pleases.”



Arsha G
1927031



BUILDING A VIRTUAL OFFICE

Disclaimer: Covid-19 has been personified as 'you-know-who' in an attempt to keep it away as long as possible.

If a company can be assumed as a human body, HR becomes every joint that enables the body to move and support. The expectations of employees have subsided due to the trauma caused by 'you-know-who' in the recent past. On the other hand, the HR department is expected to perform exceptionally, by being that 'someone' who listens to the complaints while having to face the same. However, if there is someone who actually 'can' put things back together and give the company some confidence to stand on, it certainly is the HR department. I came across this meme recently where the HR department is depicted as a sedulous person trying to manage things even if the situation is hopeless. Yes, things are hopeless and uncertain. But as they say, it is in the very nature of humans to fight for survival. Companies and employees are bound to face numerous challenges created by the 'you-know-who' but, the ways they chose to stand firm is what creates value for the company.

Companies need to be able to provide their HR department with autonomy and resources to build a virtual office that is beyond the reach of 'you-know-who' to avert the chances of being hit direly. All in all, companies need to abet HRs to survive and reap any return from them.

"The HR department is depicted as a sedulous person trying to manage things even if the situation is hopeless"



Bodhanapati Praphullita
192723



HR: THE CORUSCATING COLOR OF ORGANIZATIONS

Today the most echoed word around the world is COVID-19. Well, this pandemic has pushed the entire world into an uncertain situation. Almost every single person's life is affected. An employee working from home is going through multiple things. Parenting, cooking, messed social life, etc might affect the balance between work and personal life. Person - environment fit theory is the most appropriate explanation for this scenario. This theory states that individuals are affected by the environment and vice versa. Hence this fit can affect a person's motivation, behavior, mental health, and physical health.

For example, organizations are providing free membership to their employees for online fitness programs like 'Cult' etc. These initiatives by the management help employees stay engaged.

The HR department has to consider all these anomalies to maintain the smooth running of the organization. They have to find new methods to connect with employees and to motivate them.

This situation is bringing new opportunities for every department to think out of the box.

**"Person
- environment fit**

**theory is the most
appropriate explanation**

for this scenario"



Archana R
2027051



ESTABLISHING A REMOTE COMPANY CULTURE

The future of work has materialized in the most unlikely circumstances. There is a critical difference in managing the workforce in-office and remotely in terms of communication, culture, and mindset.

The two major questions asked by the HR of any company are: "How do you maintain the company's culture? How do you run a remote operation with high efficiency?" Culture comes in two forms when you are working remotely: Workplace culture and Personal culture. Below mentioned are some of the tips to maintain workplace culture remotely in this pandemic:

**"How do you run
a remote
operation with
high efficiency?"**

1. **Embrace flexibility:** Teams spread across global time zones must work harder to remain connected. Take this into account and try to build workgroups who are time zone aligned where possible.
2. **Gratitude and transparency:** Persistent negativity can erode culture. Leaders should be conscious and act swiftly if there's a noted drop in outward gratitude or transparency.
3. **Be empathetic:** For many, this is a significant change to life and work. Recognize and acknowledge the change and be patient as everyone adjusts to the 'new normal'. Connect personally and inquire about others' well-being.
4. **Encourage a healthy lifestyle:** Working remotely presents several lifestyle benefits and recommendations that can be made on the current coronavirus outbreak.



Bhavya Rajvanshi
1927430



HR IN THE COVID ERA

The Human Resource Department deals with the most complex and integral resource of an organization – Humans. When unpredictable, ever-changing, fickle, and chaotic individuals belonging to this resource come together, managing them is a task in itself. So now with the human contact at a bare minimum and virtual relations being the new normal, the importance of H.R.D has significantly reduced – Or has it?

The drastic changes in work-life that COVID 19 has brought, make the functions of H.R.D more important than ever. Bridging the gap between the management's expectations and the employee performance through a virtual medium, while acting as a guiding force establishes the importance of H.R.D. Premising, recruitment, selection, training and managing an entire workforce through a screen can be quite a challenging task. Along with these functions, employee welfare, both physical and mental, should be taken into consideration.

Framing real-time H.R policies, exploring new remote assistance tools, mental health webinars, online counseling sessions, conducting online interviews and many more such functions are being adopted and practiced by the H.R.D to help an efficient workforce cope with this pandemic. Employee productivity and performance under these dire circumstances are interconnected and are influenced by the HR measures – thus questioning the importance of HR is like questioning the importance of sunlight.

“Questioning the importance of HR is like questioning the importance of sunlight”



M Sreekala Anand
2027247



IMPACT OF COVID-19 IN THE HR INDUSTRY

The world, as we know, has massively changed in a matter of only a few months, blundering into survival mode as it struggles to adapt to new challenges and realities. As a result, in these unparalleled times, human resources (HR) has become one of the most significant fundamental functions of any organization.

HR departments work in conjunction with corporate leaders to engage workers, preserve productivity, modify frameworks, reallocate talent, and encourage them to stay active. The HR team is often responsible for providing employees with much-needed emotional and moral support while ensuring the continued and efficient productivity of each individual personally.

One amongst COVID-19's consequent impacts is stress – a problem that troubled the global workforce long before the disease outbreak. The 2019 Cigna 360 Well-being Survey in the UAE found that 22 percent of the residents were faced with an uncontrollable degree of job tension. What an HR might do in such a situation is - interact with employees empathetically, provide good support, supportive leadership, invest in training, etc. Certainly, the end of the pandemic will offer a unique workforce. The COVID-19 crisis will certainly serve as a template for effective policies and guidelines for crisis around the world.

Actions taken now and in a post-COVID-19 environment will have a lasting impression on organizations.

“The COVID-19

crisis will certainly serve

as a template for effective

policies”



Debjani Das
2027235



THE BALANCING ACT OF HRM: ADAPTING TO THE NEW NORM

Today, the industries are seeing the most unforeseen

events due to COVID 19. This pandemic has been a significant threat for the organizations, which led to work from home a new norm. But, is the new norm being accepted commonly by everyone? The pandemic has made working practices more flexible.

On the one side, employers are offering remote working to the employee, and on the other hand, many industries have kept the hiring on hold or have frozen it for the time being. Keeping in mind the pandemic, experts say that working remotely will be the norm for the next few years; However, HR managers are still striving to improve the productivity of employees remotely.

The keywords here are compliance and trust between employers and employees, supervision, and productivity. These are the issues that can be seen in the case of remote working. Now, HR managers have to work towards handling people remotely while being more tech-savvy. The new working condition now demands new policies and, more importantly, new practices.

**“Is the
new norm being
accepted commonly
by everyone?”**



Chhavi Srishty
2027338



CAN WE THINK OF A POSITIVE SIDE TO COVID 19?

Let's start first by addressing the current buzzword of the year 2020 – 'COVID 19'. We can probably divide the timeline into two eras – pre and post COVID. Here's a quick 5 positive effects of COVID-19 in the HR industry:

1) Work-from-home model for employees: The new norm has proved that work can be done efficiently from home. This can be beneficial for women employees who need not leave their jobs and can balance both personal and corporate life.

2) Emphasizing human connect: Today, technology is vital. HR's are creating innovative models to avoid employee isolation.

3) Investing in Technology than on Infrastructure: Now companies are trying to invest less on physical infrastructure more on technology.

4) Better management of employee conflicts: As peers are not seeing each other physically, everyone is individually responsible for their work and team conflicts are fewer. Online grievance submissions and prompt responses by the HR should be a priority.

5) Tech-Motivation: 'Depression' and 'anxiety' are two words that are commonly heard during the lockdown. For this reason, companies are focusing on keeping employees engaged at home by conducting regular webinars focusing on motivation and engagement.

So, is there a positive side to COVID 19? Like every Bollywood movie let's assume that this COVID scenario too will have positive impacts.

"We can probably divide the timeline into two eras – pre and post COVID"



Merin Anil Koshy
1927157



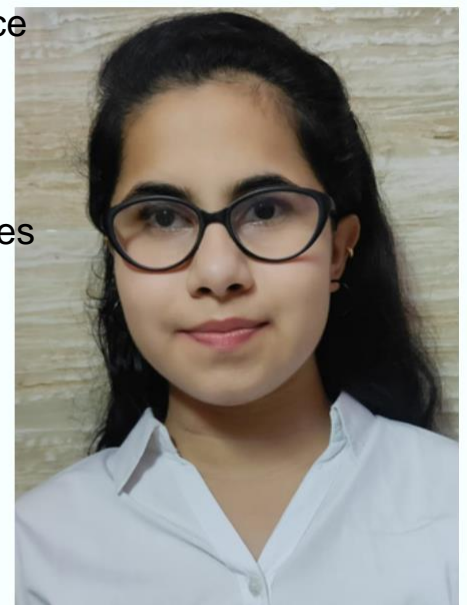
ROLE OF HR - POST COVID SCENARIO

The COVID-19 pandemic negatively impacts the working environment, the mental health and the livelihood of employees. Post the lockdown, all operational tasks are paused, and every organization focuses and ensures the continuity of the business. COVID creates a lot of challenges for organizations and managers, such as communication, trust and transparency, health and safety of employees, and employee engagement.

To overcome these challenges, organizations have to make many adjustments to their business plans. Human resource managers face a massive problem as their task is to plan, direct, and coordinate the administrative functions of an organization. The role of change agents i.e., the HR professionals, becomes crucial concerning process, policies & engagements. Thus, COVID brings a new role for HR by way of offering counseling sessions on isolation anxiety, stress, fear and educating the workforce with the aid of interesting posts and events. Focusing on employee wellness and holistic development is key. The development of a return-to-work plan for employees who have been quarantined or are teleworking is crucial.

Working from home is the new norm. It is a tedious task for HR managers to manage human personnel currently as communication, language, and time barriers pose unique constraints. Initially, it will be quite challenging, but with time, the organizations shall function smoothly.

**“Focusing on
employee wellness
and holistic
development is
key.”**



Kanika Mendiratta

2027239





THE FRONTLINE WARRIORS OF A MANAGEMENT SYSTEMS: HUMAN RESOURCE

A situation like the current pandemic has never knocked on us ever before. Thus, every organization must work

"The HR of every

organization is the frontline, leading the efforts to facilitate employees. In a situation like this, HR is not only handling the business requirements but also responsible for managing the concerns and apprehensions of their employees.

The HR department has to encourage the employees and also take care of their mental health. They support the employees in working happily and willingly for the betterment of the company. In this pandemic, 'work-from-home' is a step taken by every organization and thus, here too HR managers must strive to make this program successful. They try their best to keep their workers motivated.

In this situation, employees may get distracted or may suffer from a sense of isolation here, HR managers could help by counseling their employees which in turn brings a sense of belongingness in the organization.

frontline"



Geetika Saha

2027359



HR, COVID, AND AI: THE NEED FOR ACTION, NOT INACTION

COVID-19 erupted as a wave that swallowed and impacted organizations in varying intensities. This situation transformed the traditional brick and mortar companies into work-from-home companies. HR managers have tough times maintaining their 'people person' element in these times of social disconnects. HR managers have to allocate funds to provide laptops and internet services to the employees, invest in applications supporting the virtual mode, ensure the safety and compliances of the pandemic regulations in plants and factories that still work amidst the lockdown, etc. The need of the hour is for HR managers to be the proactive and versatile role models to whom the employees will look up to. They can develop HRM systems and fine-tune it according to the present needs. One way forward is for organizations to explore the potentials of implementing Artificial Intelligence in HR which already exists in firms like Tata, Marriott, etc. HR managers can work in collaboration with AI experts. The latter can develop strategic plans for recruitment and improve onboarding whilst the former can focus on devising new methods to be implemented in the present times. This situation calls for action and not inaction. 'Work-from-home' is the latest fad that could slowly turn into the new normal.

"Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself"-Rumi



Nadeen Abdul Kariem
2027249



HOW HAS THE NOVEL CORONA VIRUS RE-DESIGNED HUMAN RESOURCES?

Today, COVID-19 is spreading like wildfire and is leaving behind its deadly impact across nations. It has led and accelerated one of the greatest workplace transformations we can ever think of. Companies are re-establishing their sense of purpose, by rapid innovation and ensuring closer relations with societies. HR professionals act as change agents for any organization. They are responsible for introducing and dealing with the radically changing dynamics of the workforce and their capabilities. As HRs across the world are striving to keep their people safe and informed, it has become important to think about what the 'new normal' will look like, and as the principal guardian of the workforce, it is imperative for HRs to guide all employees through these changes. In such crucial times, ensuring team engagement is a challenging task. Preparing for the 'new normal' by redesigning the policies and processes is the need of the hour. However, the adaptation to the 'new normal' will surely have various challenges of its own. The role of HR needs to be reformulated and should focus more on designing new working frameworks, restructuring performance-based compensations, without compromising on the employer's brand value thereby playing a key role in ensuring long-term sustenance of the company.

**"Who on earth ever
imagined the
challenges we will face
in 2020!"**



Preeti Subnani
1927145



COVID-DRIVEN HR EFFORTS

During the COVID-19 pandemic, the existing policies of each organization are modifying at a faster pace. Human resource management (HRM) is facing considerable challenges in refurbishing the HR policies to recruit and nourish their employees and retain them at the same time. Due to economic slowdown, the organizations are forced to lay off their employees, cut back their salaries, or increase their working hours to cope with this scenario. Mainly, the manufacturing and the sales & marketing companies are suffering huge losses due to their on-field nature of jobs. For these reasons, today, HRM is inclined to make new policies that satisfy the economic needs of the organization and the well-being of employees simultaneously. It has become necessary for HRs to identify new ways or remote working techniques that suit their organizational work culture. Another critical concern for HR is maintaining employee engagement as employees are not entitled to work remotely. Due to this remote work culture, it has become difficult for HRs to manage the systematic workflow of the employees. Therefore, the uncertainty in the way of work-life prevails. For this reason, the HR must use the 'contingency approach' to bring effective changes to the organization that may result to be fruitful for both the workforce and the company.

**"HR must use the
'contingency
approach' to bring
effective changes to
the
organization"**



Pallavi Gupta
2027344



BRING YOUR WORK HOME

Soon, there will be no office buildings, cabins, meeting halls, or business travels. Economists and industrialists believe that the work-from-home structure followed during the lockdown has been quite successful. They are studying the feasibility of continuing with the same formula in the long-term. Technology can build virtual offices and meeting rooms that are temporary, cheap, and quick to create. In contrast, it was easier to monitor working hours and speed while in the workplace. Work from home means employees are not bound to their desks and are independent. Some companies are even hesitant to conduct confidential online meetings that could leave any digital trace.

Sure, people are far away from each other, but the problems they face are still ever-present. Back when things were quite ordinary, the majority of the staff would come to an HR manager for long leaves and an occasional break from work. But currently, managers are almost free from the majority of the admin-related requests. Admittedly, there are cases where people are not entirely happy with the lockdown, but when the situation demands it, one has to follow.

These disasters teach us that people always come together at times of distress.

“These disasters teach us that people always come together at times of distress.”



Pranav K R
2027013



COLLISION OF HUMAN RESOURCE WITH THE COVID-19 PANDEMIC

From MNCs to mom-and-pop stores, this pandemic has certainly affected every organization. Responding to the crisis caused by this pandemic is the priority of the human resources of any organization. Given below are some of the major challenges due to the collision of the human resource with the COVID-19: -

- The mental health and well-being of employees have become a challenge for many organizations. A large number of lay-offs across the world has affected the perception and attitude of many employees towards their work.
- Due to this pandemic, most of the companies are either encountering losses or procuring very less profit.
- Most of the organizations are following a work-from-home culture. So, engagement, commitment, and motivation of employees towards their work is also becoming an issue.
- Other challenges such as lack of cooperation and coordination, improper communication, lack of agility, etc. occur due to the COVID-19 outbreak.

Hence, as we find that the COVID-19 may not end very soon, there should be functional changes in organizations.

“Change is inevitable.

Change is constant”-

Benjamin Disraeli



Payal Jain
2027047



THE NEED OF THE HOUR: AN HR PERSPECTIVE

The disruptive effects of Covid-19 have taken the world and its businesses aback. All these recent complications have exhibited a greater impact on various organizations of both the formal and informal sectors globally. The employees and employers are suffering from a great deal of pressure and uncertainty, not only mentally but emotionally as well.

There is a constant need of enabling remote working provisions with proper conditions and environments to be at par with the working styles at offices. A uniform rise in the 'work from home' has led to an increase in stress among employees. The current need for employers is to protect one's employees and keep them motivated even at such times.

The burden of overcoming these hurdles lie on the shoulder of the Human Resources department. Efficient short-run reforms are required to handle this scenario with the utmost care and concern. The well-being of all individuals associated with an organization is in the hands of the HR department. Hence, during these uncertain times, ceaseless efforts by them are required to keep the employees satisfied and encouraged.

"overcoming these hurdles lie on the shoulder of the Human Resources department"



Shiphi Akshita Singh
2027460



MOUNTAIN OF INSECURITIES

COVID 19, a never seen global pandemic shaking the whole world, has forced organizations to change its managerial functions for surviving the situation. From the perspective of a Human Resource Manager, this situation is not a situation where an employee of an organization is reluctant. Still, the situation inhibits the creative skills and therefore reduces the potential for innovation by the employees. Since a human mind is not programmed to function effectively during unfavorable situations, it depends on the mindset of the employee, whether to be in fear of the unfavorable situation or to be confident of the precautions he or she has taken. In an organization, this affects the overall performance. To overcome this, the Human Resource manager motivates his employees, specifically focusing on creating a positive outlook in an unfavorable situation. The Human Resource manager analyzes an employees' anxiety on matters related to job security, promotions, and incentives. After which an employee would feel comfortable with his work environment, and his mindset would change, giving a feeling of safety and security to the employee. The result of feeling secure is that an employee's mind would naturally shift towards creativity and innovation. When this is achieved in the organization with most of the employees, the organization would see development even during a pandemic.

**"The human mind is
not programmed to
function
effectively during
unfavorable situations"**



Udith Kiran A

2027027



HAS COVID-19 CHANGED THE WORKPLACE CULTURE FOR BETTER?

This pandemic has made a drastic change in the way we eat, shop, party, communicate, work, exercise, the list is endless. The most obvious change that we have seen is in the way we work. Many people lost their jobs, many offers were taken back but the companies who tried to retain employees made sure that they do nothing but the best for their people. Companies like Facebook, Twitter, and Google have already allowed their employees to work from home till January 2021 without any pay cut and they are also providing them with extra supplies for their home office. Corporates have started to care for their employees and are investing in the best HR management activities and training. There is a huge growth in learning, specifically for the leaders, they are investing more time with their teams and they are closer than ever. The training department has always struggled to make people consume their programs, but not now, every company has developed an appetite for training and not just business training but also mental wellbeing, literature, yoga, and more. With all this, we can see that the silver lining of the pandemic is that, the companies, even the big ones understand their people. They are listening to their employees and are working on ways to get better. The bottom line is, after working for decades on better HR practices, it took a global pandemic to move the needle.

“After working for decades on better HR practices, it took a global pandemic to move the needle.”



Tanya Sinha
2027341



GROWING PRUDENCE OF HR DURING COVID

The 'new normal' – The buzz word that most people use today. The pandemic has taken the world by storm.

Things are never going to be the same post the impact caused by the coronavirus.

How did HR respond?

All businesses are affected, none spared. With most of the people working remotely, making sure everybody has the basic digital infrastructure for uninterrupted workflow is an issue to be looked into. It may be noted that before the COVID crisis, less than 5% of people worked from home. The employees are concerned about their financial security, safety, productivity in work, health, and the well-being of themselves and their families. As for financial stress, viable options like daily pay, subsidized loans, stock options, and access to training on finance could be provided. It is the duty of the human resource department to affirm the faith in employees in these troubled times. Constant communication plays the most important role. The Indian IT sector alone witnessed a loss of 180 billion dollars approximately. The IT sector is expected to grow by the end of the year with HR providing insights on effective action, planning, and strategic management.

So, the question is what will HR be doing before & after the pandemic? The answer, "A lot!"

“What will HR be doing before & after the pandemic? The answer, a lot!”



Sumanasa Bhat
2027309



HR COMBATING COVID

As we face the toughest challenge the global economy has ever seen, the ongoing impact of the coronavirus pandemic continues and as the duration of the threat seems unclear, organizations have started to plan for months of disruption as we continuously face

unprecedented changes with the adaption of the new normal.

In the face of the sudden shift in work culture, business leaders are turning to the modern-day HRs as these critical changes require innovative solutions.

The top priorities for HR professionals today is crisis response, employee engagement, providing the right communication channels and tools for working remotely. By ensuring the robust business continuity with WFH and possibilities for remote working, the HRs have used digital techniques to their advantage in supporting employees in a scalable manner. They have used this huge opportunity to empower people, to build confidence and to develop skills even during unprecedented circumstances.

By ensuring a people-centered approach in designing a virtually strong and effective system, they've fared high on the test of times. By anticipating, addressing, and adhering to the arising problems of the workforce, the HRs have emerged to fight and overcome the biggest set-back for mankind - the Covid-19 pandemic.

**"The top priorities
for HR professionals**

**today is, crisis
response"**



S Lionel Roshan
1927353



RE-IMAGING HR: THE NEW NORMAL

COVID -19 pandemic has made the world an uncharted territory. Globally, businesses of different sectors adjusted to the new Covid-19 lifestyle, which accelerated the greatest workplace transformations. A learning mindset with the agile functioning of all the employees is essential. Companies are rebuilding their processes and readjusting their priorities to ensure better business success with increasing sales revenue along with the development of human resources. This has become very crucial as they have to focus on the alignment of the employee's efforts and their contributions to keeping the employee turnover at its least.

During this pandemic, different events are conducted to motivate the employees and to serve as a strong signal to other employees to work efficiently. Some companies have frozen their hiring processes but some are engaging new talent in the organization to keep the pace of the organization stable. This will not be easy as the new workforce will work from home too like other employees, and the team has to make sure that all the formalities take place smoothly.

Post-COVID, there will be a transformational shift in the role of human resources. Managers need to emphasize holistic benefits such as mental health and financial security.

Employee's reinforcement in the organization depends on how the management responds in the face of crisis and uncertainty.

"Managers need to emphasize on holistic benefits like mental health and financial security"



Shivangi Bansal
2027238



STORMS DON'T LAST FOREVER!

It is the 'unexpected' that changes our lives. The current scenario has affected our lives, both personally and professionally. During this situation, both the mental and physical health of the employees is crucial to the organization. Today, HR's are focused on mainly three factors – Empathy, Communication, and Opportunities. The HR's are being empathetic towards their employees and making sure that the employees are acknowledged and appreciated for their work. HR's are conducting virtual events, breakout sessions to engage the employees and motivating them. HR's are making sure that all the leaders and the employees are communicated and updated accordingly. Communication helps the employees stay aware of what is happening in the organization, which helps them prepare for the future.

Sharpen the saw – HR's are requesting the employees to enhance and upgrade their skills to be ready for market demand. Today, generically skilled employees are at a higher risk. Hence, HR's are providing opportunities for the employees to strengthen their skills according to the environment. To find balance, one needs to have EQ – Emotional Quotient along with IQ. In such times, employees need to exhibit more EQ to face unexpected situations. HR's are requesting employees to take short breaks in between work, meditate, read a book, connect with family, and develop a positive attitude to get through this temporary situation. This helps them recover personally and professionally, which results in higher productivity. In the end, it's all about surpassing the short term obstacles while aiming for the long term goals.

"In the end, it's all about surpassing the short term obstacles

while aiming for the long term goals."



Sushmitha Samudrala
2027060



THE ROLE OF HR DURING AND POST COVID-19

With remote working, there has been a growing demand for automation and various collaborative tools. In these tough times, the HR departments are tasked with keeping employees motivated and enthusiastic about achieving organizational goals. HR may have to revamp their policies as per the new normal and will need to gear up for the unique challenges that may arise in distributed virtual settings. Everything ranging from modifications in rewards, recognition policies, engagement initiatives, exit processes, etc. is necessary.

HR in organizations would need to consider the following for the present and future COVID era:

- 1) Flexible working hours and locations.
- 2) Remote working facilities to be provided.
- 3) Encourage part-time employees and freelancers.
- 4) Constant workforce up-gradation and enhancement to remain competitive.
- 5) Emphasis on continuous learning and development to make employees future-ready.

The new normal is not without its fair share of challenges. For example, employees are now working for longer hours, and organizations have experienced a significant dip in absenteeism during this period. Organizations may have to create new roles, abolish some existing positions, or even upskill their existing resources. Digitalization and IT have come to the rescue of organizations when the only way to operate is in a remotely distributed environment. Striking the right balance between current HR practices and futuristic trends would be crucial for long-term success.

"The new normal is not without its fair share of challenges."



Siddharth Sivaraman
2027130



HUMAN RESOURCE VIRTUAL ASSISTANT

The recent COVID crisis has brought productivity, performance, effectiveness, and the efficiency of the employees down and as a result, organizations have gone into a screeching halt. Human resource managers worldwide are in for a plethora of challenges. Not being used to such working conditions, a majority of them are faltering and are unable to address the problems concerned.

HR virtual assistants, come as a silver lining in such grueling times. We see facets of virtual assistants in all aspects of our lives, be it shopping, ordering food, booking tickets and so on. Also, the inclusion of AI helps them adjust to a specific environment at a rapid pace. They can help streamline a wide plethora of processes that might have appeared outlandish a few years back. But as they say, "Desperate times call for desperate measures." These are desperate times indeed as every sort of organization, big or small, faces the brunt of the COVID pandemic.

In essence, HR with HRVA can be an unyielding force - who would not want an assistant who never falls sick, is never tired and is available 24/7!

**"But as they say,
desperate times call
for
desperate measures."**



**Udit Tripathi
2027304**



HR GLOSSARY!



Unicorn:

A startup valued at over \$1 billion (in US dollars).

- Preeti Subnani
1927145



Golden

Parachute:

A large compensation guaranteed to a company executive if they are to be dismissed as a result of a merger or a takeover.

- S Lionel Roshan
1927353



Man•age•ment:

'Man' uses his experience gained since 'ages' for an arrange-'ment' of man power for work completion!

- Apoorva Pagnis
1927327



Cafeteria Plan:

Where employees are allowed to choose specific benefit plans from a variety of pre-tax benefits from the employer.

- Nikita Rathod
1927439



Zero Drag:

Describes hiring of those employees with no familial obligations (a discriminatory hiring practice).

- Sinchita S 1927447



Hiring Freeze:

When an employer stops hiring employees for all non-essential positions.

- Sivakami KS
1927345

Unicorn:

A rare, ideal and mystical candidate with perfect qualifications. They are pink if they are passive and otherwise they are said to have wings.

- Udipta Dash
1927049





CROSSWORD CORNER



ACROSS:

2.	Unacceptable behaviour of a worker.
4.	Record of total amount of salaries that a company pays to its employees.
5.	The basic structure, system, or process of something.
6.	Payment for work or services.
7.	A worker who gives information about any wrongdoing.
9.	Complaint raised by an employee for formal or personal reasons in the workplace.
10.	Process of moving a new hire from applicant to employee status.

DOWN:

1.	A benefit offered by the employer to displaced employees.
3.	Informal communication channel used to transmit information or rumours.
8.	Unacceptable behaviour of a worker.

By Asmita Ray
1927329

1.Outplacement	3.Grapevine	5.Framework	7.Whistleblower	9.Grievance
2.Misconduct	4.Payroll	6.Remuneration	8.Retention	10.Onboarding

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"I love my employees even though I hit one of you with my car." - Michael freaking Scott



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"What's yours will find you" - My grand-mom



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"Good. Better. Best. Never let it rest.
'Till your good is better and your better is best."
- St. Jerome



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"Why do you stay in prison
when the door is so wide open."
- Rumi