



AMITY
BROADCAST

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HR BUZZ

ISSUE 01 • AUGUST 2022



AMITY GLOBAL
BUSINESS SCHOOL
NEWSLETTER

ATTENTION AMITIANS!

ANNOUNCEMENT

We are excited enough to bring to your attention, that we are releasing our very first issue of the HR Buzz'22.

HR Buzz makes sure to give captivating content for making our learning journey worthwhile.

We have a varied platter of exciting and alluring interactives as you go ahead with this volume, so make sure you don't miss out on any.

TILL THEN, HAPPY READING!

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8 HR News Articles

A Riveting Interview Exclusive

Book of the Month

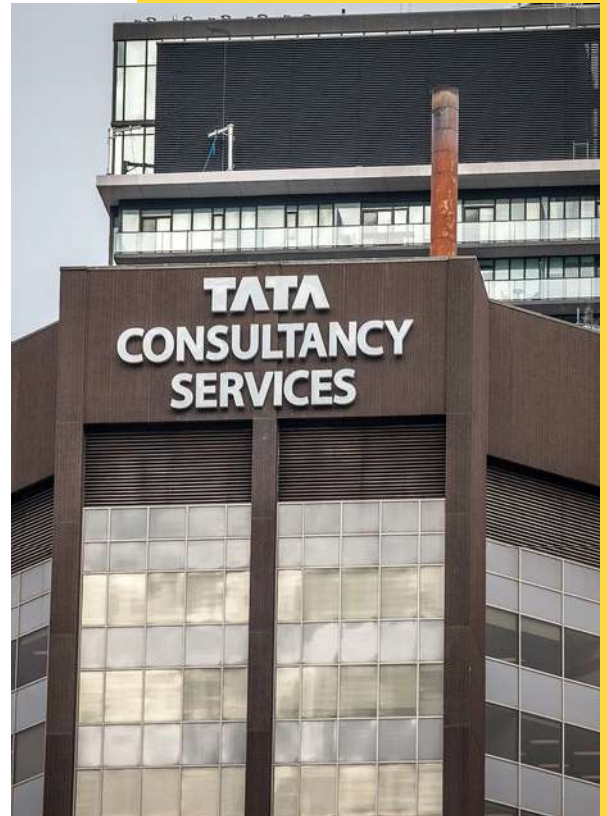
Interactives + A startup coverage

TCS TRANSFORMS HR FUNCTION FOR MARKS AND SPENCER

JULY 27, 2022 - TCS.COM

Tata Consultancy Services (TCS) has announced a multi-year, multi-million dollar deal with Marks & Spencer (M&S), with which it has been working for over a decade, intending to transform the British retailer's human resource operations and align its future business goals and HR strategies to deliver a modern, digital employee experience.

TCS has been a strategic partner to M&S for over a decade and has played a key role in numerous business-critical technology and transformation programmes.



The retail giant chose TCS to drive its HR transformation journey as well. TCS consultants leveraged their deep contextual and functional expertise to design business processes and experiences aligned to the needs and expectations of today's workforce. Using those blueprints, the team built a modern, flexible, and scalable cloud-based solution using the Oracle HCM suite.

While TCS has worked on HR solutions in the past, the work for M&S, which has over 80,000 employees, is new because it is being carried out on the Oracle supply chain management platform.

The transformative solution empowers the workforce with anytime, anywhere, intuitive self-service capabilities, improving the overall experience. This allows HR operations teams to focus on other value-adding activities, driving up their productivity. .



META WILL STEADILY REDUCE HEADCOUNT GROWTH OVER NEXT YEAR: ZUCKERBERG

JULY 28, 2022 - HR.ECONOMICSTIMES

As Big tech companies are laying off their employees and freezing their hirings, Meta founder and CEO Mark Zuckerberg has decided that its company plans to reduce the number of headcount growth over the next year.

Due to the rise in social network which has lead to economic downturn will also have a broad impact on the digital advertising business, Zuckerberg said that “many teams are going to shrink so we can shift the energy inside the companies” and also he said that He wants to give its leaders the ability to decide within their teams where to do double down, where to backfill attrition and where to restructure teams while minimising thrash to the long-term initiatives.

Zuckerberg said that they hired lots of employees this year, their headcount has increased to a greater extent year-on-year and hence they have decided to decline the numbers over the time.

Meta CEO emphasized that this period is more intense and hence the work should be done with the help of fewer resources.

As Meta is looking for long term investments they are trying to effectively plan out the economic downturn making sure of not affecting the quality of work. Meta now has 83,553 employees, an increase of 32% year on year.

Several Big Tech firms like Microsoft, Google, Snap, Twitter, Spotify and others have either shrunk their workforce or reduced/frozen hiring for the rest of the year.





SWIGGY INTRODUCES MOONLIGHTING POLICY TO ALLOW EMPLOYEES TO TAKE UP SIDE GIG

AUGUST 04, 2022 - INC24

In an industry first, food-delivery company Swiggy has introduced a moonlighting policy, which allows its employees to take up outside gigs. They can work on external projects to make extra bucks or to pursue their passion.

Under the Moonlighting policy, employees will be allowed to take up activity outside of office hours or on weekends that does not impact their productivity on the full-time job or have a conflict of interest with Swiggy's business in any way, the company said.

According to Swiggy, during the countrywide lockdown due to Covid-19, a significant portion of people in this country discovered new interests and talents and an additional activity may prove a new source of income for the families.

"Be it volunteering with an NGO, working as a dance instructor, or content creation for social media, Swiggy firmly believes that working on such projects outside of one's full-time employment can significantly contribute to both professional and personal development of an individual," it release added.

Swiggy's initiative comes amid companies facing high attrition and demand for more flexibility from employees. But not too many others are likely to give their seal of approval to moonlighting – albeit ethical in this case – as a formalised policy, say recruitment and HR experts as well as companies.

The policy is available to all full-time employees of Bundl Technologies, the parent company of Swiggy, including subsidiaries, affiliates, associates, and group companies.

AMAZON INDIA'S
DSP PROGRAMME TO
BE TRULY DIVERSE



**THE COMPANY WILL SUPPORT WOMEN,
PWD AND MEMBERS OF THE LGBTQIA+
COMMUNITY TO START THEIR OWN
DELIVERY / LOGISTICS BUSINESS**

Amazon will offer a special grant to enable aspiring entrepreneurs from under-represented communities to join its Delivery Service Partner (DSP) programme in India.

This 'diversity' grant will provide financial assistance to women, persons with disability (PwD) and members of the LGBTQIA+ community, who aspire to be entrepreneurs, so that some of their expenses in setting up a business are taken care of.

Under this DSP programme, entrepreneurs interested in starting their own delivery business will be allowed access to Amazon's sophisticated delivery technology, and receive hands-on training and also benefit from exclusively-negotiated deals on various services including payroll management, insurance and recruitment technology.

It is not necessary for these aspiring entrepreneurs to possess any prior logistics experience to be eligible for the grant. In fact, the Company will try and eliminate all obstacles that prevent entrepreneurs – especially those from underrepresented communities— from starting their own businesses.

Almost \$7 million will be invested in this programme by Amazon, globally, to support entrepreneurs.

The programme has, since its launch in the country, helped SMBs to grow and has enabled Amazon to expand its delivery network and reach the remote areas of India.





“We are pleased to offer a special grant to women and other underrepresented communities joining the programme to evolve the entrepreneurship ecosystem in logistics. Amazon’s mission is to be earth’s most customer-centric company, and this mission is central to our work in diversity, equity and inclusion,” said Karuna Shankar Pande, director, Amazon Logistics, India.

For most delivery service partners, especially women, the experience of becoming a successful entrepreneur, in the form of a DSP has been very enriching. Amazon has managed to provide them “with all the required knowledge, training and skills to build a strong business foundation.”

Amazon India now has over 350 entrepreneurs as part of the program, with more opportunities for diverse partners to build their own businesses. Over the years, the DSP network has managed to set up over 1,000 delivery stations around the world, and has expanded to over 14 countries, including the US, Canada, the UK, Germany, Japan, France, Italy, Spain, Ireland, Brazil, the Netherlands, India, Belgium and Austria. Recently, it was launched in Saudi Arabia, the first country in the Middle East where the DSP programme operates.



COUNTDOWN 2047: WILL INDIA'S WHITE-COLLAR WORKERS OVERWHELMINGLY WORK HYBRID, FROM ANYWHERE, GIG IT, OR OFFICE IT AGAIN?

AUGUST 14, 2022 - ET BUREAU

Tata Will we have offices in 25 years? Will we be gigging like mad, juggling three (or more) jobs? Will we have virtual colleagues as we toil away in the metaverse. Work as we know it may cease to exist. Most manual jobs will be replaced by AI, spawning a new category of work that doesn't exist right now. What we know is this: the pandemic irrevocably changed the way we knew work-and there's no going back.

Technology will grow exponentially faster and transform the workplace. Upskill, reskill, be adaptable to stay on top of changes- that will be the key to survival.



Predicting work models over the next five years or so seems a safer bet. Experts estimate that close to 50-60% white-collar professionals are still working out of office, the rest in hybrid or remote/work-from-anywhere mode.

That scale will tilt significantly in favour of hybrid in the coming years, as it caters to employees' demand for freedom and flexibility while providing the benefits of sharing a physical workplace. Getting it right will be the challenge—every industry, every company will have to figure out what works for it.

Meanwhile, the craving for independence and work-life balance will also play out as a growing chunk of workers turn freelancers, giving themselves more control over hours and jobs. Employers will increasingly opt for freelancers and gig workers, factoring in cost and skills. Employees will do work that makes them happy and fulfilled. They'll expect companies they work with to have ethics, values, and social purpose. The concept of 'a job for life' will no longer exist.

GOOGLE WORKERS FEAR LAYOFFS AMID HIRING FREEZE



AUGUST 19, 2022 - PEOPLEMATTERS

·Employees at Google could soon find themselves on the chopping block if their performance doesn't meet the company's expectations soon.

·Amid the global economic uncertainty and declining productivity in Google, the global tech giant has turned to its 1,74,000 full-time employees to find ways to focus on getting "better results faster".

·Google CEO Sundar Pichai plans for the company's growth to help improve the performance of its employees through its 'Simplicity Sprint' program. (Simplicity sprint means- a collective effort to more quickly generate ideas and bring them to market.)

·Pichai said "It's clear we are facing a challenging macro environment with more uncertainty ahead," and also continued saying, "There are real concerns that our productivity as a whole is not where it needs to be for the head count we have."

·The Google CEO thinks the Global tech giant is facing a challenging macro environment and there's no clarity as to when this uncertainty will end.

·However Pichai sees an opportunity and he wants all Google's employees to show a high spirit in these turbulent times.

EXCLUSIVE INTERVIEW

Alongside Prof. Dipaali Pulekar, our HR Guide



" Why should I hire you? "

The most scariest question for all the potential applicants in a journey for exploring jobs according to the job applicants. These are the most frequently asked questions; yet not answered to the satisfaction to get yourself a job.

The potential applicants need to formulate a simple and effective to answer this by keeping in mind the three key words to weave the answer and get a job.

Some sample answers are posted over here, so that all the readers could get as to how to tackle this sort of questions!

- **Sample answers**

I'm an honest and hardworking person, and hiring me will help the company to get a fresh and genuine perspective and opinion, which is not something everyone is comfortable with, despite the answer being the most basic it is the essential values which set the company apart, my dedication for my job will not only contribute the company but even the customers and will give me a sense of dignity.

- **Honest and Hard Work Is Too Universal**

If you think that honest and hard work will be the most common answers, you can focus on your skillset or mentality which can be beneficial for the company, for example, If you are looking for fast learners and goal-orientated people then probably you should hire me.

I know this company will help to enhance my skill and gain more knowledge in the industry. I'm sure it's a challenge for me but no one expert without exploring new things. I'm sure after working for a couple of days it will going to be easy, I'm willing to learn new things and I'm not intimidated by learning new things.

Remember the Three Key words

Job Description and Job Specification mentioned by Employer and qualities that you own, which fit the requirement of the employer has to be listed in key points.

This way you will be able to justify your position to be hired.



AUGUST
2022



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EMPHASIS ON INDIVIDUAL SKILLSET

You can even aim at emphasising more on an individual skillset which one is confident about.

One should note that while highlighting such skillsets one should mention skillsets which are universal and can be productive or useful for the company.



HAVING COMPLETE PACKAGE

One of the most balanced approaches is to have a complete packaged answer, where you can highlight all the above-mentioned points, such answers are usually effective since it gives the overall perspective about the candidate but also helps the interviewer to understand the depth of the candidate. But it should be honest, original and brief.

This is the most frequently asked question; yet not answered to the satisfaction to get yourself a job.

The potential applicants need to formulate a simple and effective strategy to answer this by keeping in mind the three key words to weave the answer and get a job.



BOOK REVIEW

“TO PARADISE” BY HANYA YANAGIHARA

NEW YORK TIMES

BEST SELLER

AWARD WINNING



HANYA YANAGIHARA

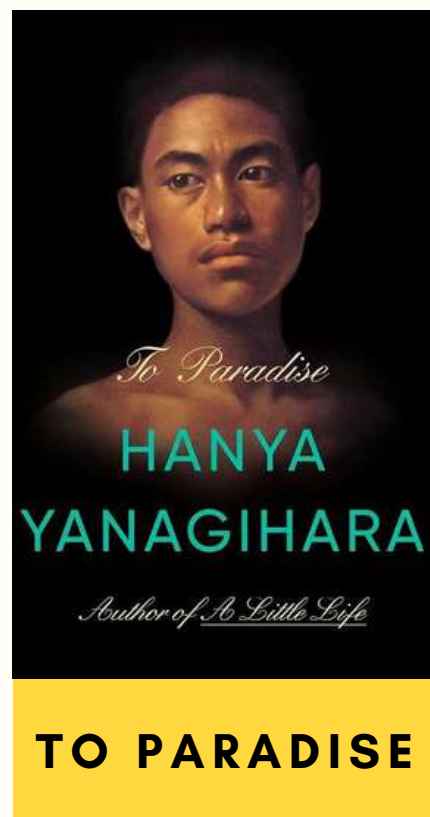
SUMMARY SEGMENT

From the award-winning, best-selling author of the classic *A Little Life*—a bold, brilliant novel spanning three centuries and three different versions of the American experiment, about lovers, family, loss and the elusive promise of utopia.

The great power of this remarkable novel is driven by Yanagihara’s understanding of the aching desire to protect those we love—partners, lovers, children, friends, family, and even our fellow citizens—and the pain that ensues when we cannot. In an alternate version of 1893 America, New York is part of the Free States, where people may live and love whomever they please (or so it seems).

The fragile young scion of a distinguished family resists betrothal to a worthy suitor, drawn to a charming music teacher of no means. In a 1993 Manhattan besieged by the AIDS epidemic, a young Hawaiian man lives with his much older, wealthier partner, hiding his troubled childhood and the fate of his father.

And in 2093, in a world riven by plagues and governed by totalitarian rule, a powerful scientist’s damaged granddaughter tries to navigate life without him—and solve the mystery of her husband’s disappearances.



TradeX is a predictions market platform.



Coverage on TradeX

TRADE X

STARTUP OF THE MONTH



Brief- up about TradeX

Year Founded: 2021

HQ: New Delhi, India

Size: 1-10

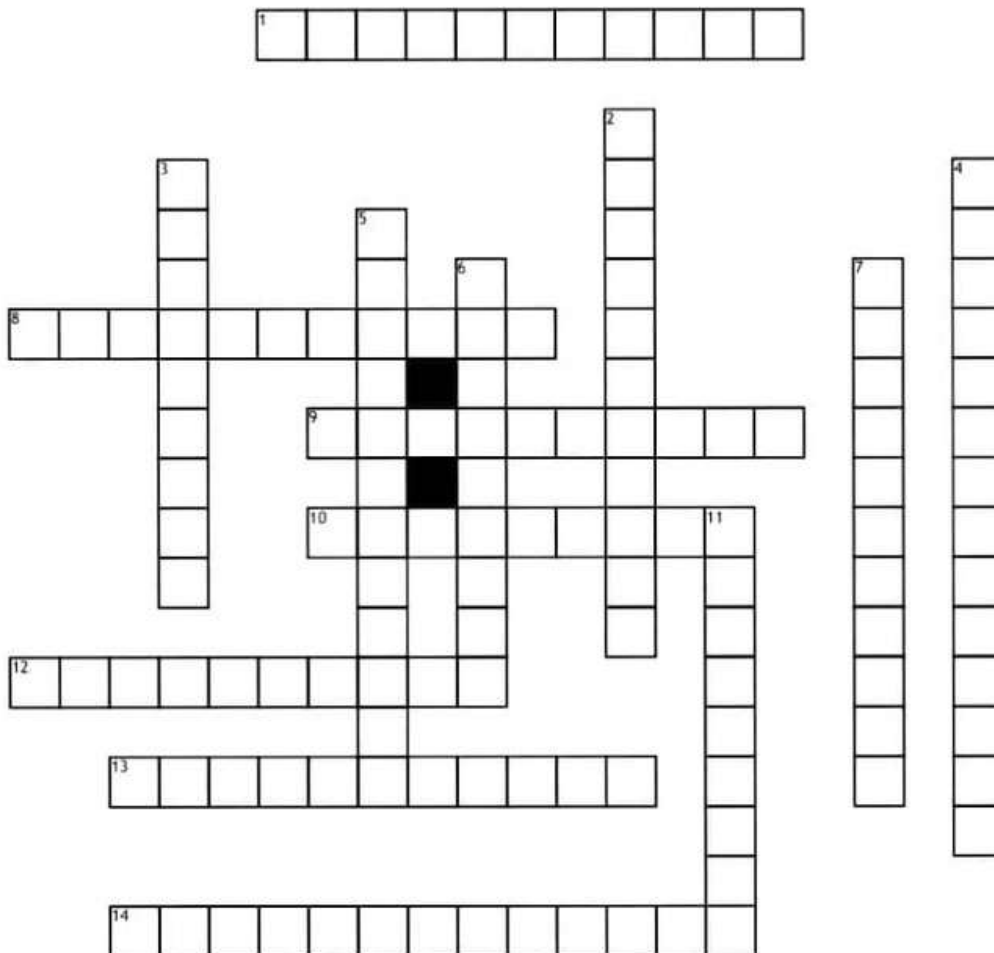
**Founders: Divij Goyal,
Ankit Shrivastava**

Founded in 2021 by Divij Goyal and Ankit Shrivastava, TradeX is an event-based predictions market for the Bharat audience. TradeX users can take direct exposure to any real-life event, double down on their investments or hedge positions.

The Gurugram-based startup has launched various events across different categories like entertainment, finance, news, sports, etc. and will be focusing on going deeper in these categories. In January 2022, the startup raised a seed round of \$1 Million from TDV Partners, SoMa Capital and marquee investors.

INTERACTIVES - CROSSWORD

HR TERMINOLOGY



Across

1. Acknowledgement of employees performance or achievements
8. The act of enlisting people for job
9. the act of dismissing an employee
10. A one-to-one process between an outside trainer and an employee
12. Disciplinary action resulting in an employee being sent home without pay for a specified period of time

13. The process of taking control over another corporation by purchasing
14. an unauthorized and illegal strike that occurs during the term of an existing contract

Down

2. The process of discussion with a view to mutual settlement
3. The approach to managing people and their performance
4. The favoring of one group of people to the detriment of others.
5. The knowledge, skills and abilities required to perform a specific task or function
6. The process of introducing a new employee into the organization
7. The business practice of hiring a party outside a company
11. A complaint brought by one party to an employment contract against another party.

INTERACTIVES - WORD SEARCH

HUMAN RESOURCES

K N T D J X W N P R B C P O S S I B I L I T Y B
B O H P B T E O V V Y N C A S X T R O P P U S H
E I O B I Q U I A N T R A I N I N G Q X E F J E
M T S M S M O T W O S E C R U O S E R N A M U H
S A C G E P Z A S I P X T D W Z Q Y Z H E L Z I
R M F D I R C S D T I X R A E P R F G K U S T R
C R H X C O S N P A S L S E Q V L S K C T X S E
F I I E I M F E L R Q G N Z C J E W I I M N Y H
M F N C L O I P A T B J J P X R H L F F O G Q O
L M P Y O T S M N S G G R R D B U E O I W U D T
U O N T P I Q O N I W S J V P Y N I T P X I T U
E C N X S O F C I N K M X W U E L A T Y M N C D
T C U O I N Y G N I A L V T B N L I R M R E Z N
L Z N Z I L E E G M B U L A Z E E D A E E S N L
G Y B A C T T R N D C I E L R B C O T G E N O T
I J T K M X A N U A D F W R O P L A G M T O T B
P E D T H R V Z F T D W O Y O R I T O O U I K T
E Y P P V X O T I E C B L C W N Y C N Z V T S Y
J J M N R V N F T N A U H A F O Z A L C Y A A S
P P I R Q C X R R L A V R P V W D R P Y P R V Y
K R Y K E I O S E E G G E T Y Q L T R N E E R B
L D P P V I J S N T P G R B S S G T W E Y P E H
A A I V T G V J E K W B E O K E P A M V W O D N
S E C I V R E S E E Y O L P M E R T A L E N T E

ADMINISTRATION

DEVELOPMENT

HUMAN RESOURCES

PAYROLL

SUPPORT

ATTRACT

EMPLOYEE SERVICES

OPERATIONS

PROMOTION

TALENT

COMPENSATION

HIRE

ORGANIZATION

RECRUITMENT

TRAINING

Coverage on this Month's Seminar

"Positioning yourself in the corporate world"

Held on : 24th August, 2022

On noon of 24th August, we had an opportunity to attend and be apart of a delightful and insightful seminar, which was headed and hosted by the Ass. Vice President of RBL Bank, Ms. Namrata Ojha, our Guest Speaker for the day.

She started off the session, with an ice breaking activity and smoothly carried out her presentation which could be decoded mainly into the following 2 subtopics :

- 1) BEHAVIORAL SKILLS
- 2) WORK SKILLS

The highlight of this seminar being, her life experiences which moulded our willingness to hear and grasp her key insights!

The seminar ended with a Q&A round, and the humour being, the question asked was "**How to negotiate with an HR?**"



"Talent can be sacrificed for bad attitude."

- Jivaji Rege

MOMENTS CAPTURED



HR BUZZ - EDITORIAL TEAM

Under the Guidance of



Prof. Dipaali Pulekar

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(BBA SEM 5)



Ayushi Solanki
(BBA SEM 3)

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(MBA SEM 3)



Pranali Surlekar
(BBA SEM 5)



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INTERVIEW SEGMENT



Harshit Vyas
(BBA SEM 5)

BOOK REVIEW AND STARTUP COVERAGE



Ayan Shekh
(BBA SEM 3)



Prapti Girkar
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