

The new definition of 'success'



Re-inventing recruitment

The brainchild of two enterprising brothers, **iLiftOFF.com**, a recruitment testing platform has taken the hiring world by storm

iLiftOFF is a great tool for employers who want to engage, detect and recruit better with a smarter platform. The service helps clients find brilliant talent who fit perfectly into their companies. With iLiftOFF, companies can utilise custom tests using their own questions to create a test and administer it instantly to job-seekers wherever they are. Alternatively, iLiftOFF's expert content team can understand the client's requirements and prepare a custom test to suit their needs.

THE CONCEPT

iLiftOFF is largely a platform for recruitment and anything a company needs for selecting suitable candidates. There are two parts to the service – for employees and employers. The company believes that people should get selected for their skills and talent as opposed to purely CV-based selections. "When we began hiring staff for our company, we started by looking at CVs. But within three to six weeks, we saw that the people in the system are not so great. Then we started shortlisting candidates purely on talent and that's when we ended up with some great employees," shares Abhinav Aggarwal, CEO, iLiftOFF Consultant Technologies Private Limited. The founders began conducting online tests based on aptitude and then shortlisted candidates. They also set up a system called STACK,

where if people have a question, they can put it up and solve each other's questions to score points. The same platform is used for sourcing and filtering.

A WINNING CULTURE

iLiftOFF has fostered a high-innovation culture. Employees have the opportunity to work on the best technology and use machines with Artificial Intelligence (AI) capabilities. The office is strewn with interesting fixtures like a 3D printer, holographic lens, all the best sensors, scanners and drones. The company believes in building an environment of technology and resources so that employees can innovate and build beyond the realm of 'possible'. It is definitely not a typical IT firm with a BPO environment. Additionally, their office in Mumbai is centrally located unlike many IT companies which are normally in far-off suburbs. Since theirs is the only IT company in the entire office complex, employees end up meeting a lot of interesting people in the area. "People get a lot of space and comfort here. And we do interesting things like having an Artificial Intelligence (AI) interface for the reception instead of a real person. The AI will grant entry and take your details! Such small innovations create that 'wow' factor of actually experiencing the technology you're working on," says Aggarwal.

LEADING ORGANISATIONS ARE ADOPTING THE BEST OF GLOBAL HR PRACTICES TO CREATE WINNING CULTURES AND NURTURE HAPPY EMPLOYEES. SOME SUCH SUCCESS STORIES WILL BE SHOWCASED IN A COFFEE TABLE BOOK BY THE ECONOMIC TIMES



Creating an enabling culture

Reliance Nippon Life Asset Management Limited is the asset manager of Reliance Mutual Fund (RMF), one of India's leading and fastest growing, asset management companies

Reliance Nippon Life Asset Management (RNLAM) is one of India's leading mutual funds, with Average Assets Under Management (AAUM) of ₹1,83,129 Crores (July 2016 - September 2016) and 59.64 lakhs folios (as on 30th September 2016). Reliance Mutual Fund, a part of the Reliance Group, is one of the fastest growing mutual funds in India. RMF offers investors a well-rounded portfolio of products to meet varying investor requirements and has presence in 160 cities across the country and internationally. RNLAM won the Aon Best Employers 2016 award. They are the only AMC to get this recognition and shared the platform with the top 25 employers in India including Indigo, Hewlett Packard, Starwood Hotels, Tata Communications, Oberoi Hotels, DHL Express and Bajaj Finance. Their global brand is considered the touchstone of employer branding.

EMPLOYER BRANDING

"We are in a people business and I see human capital as the most important

business driver for us. Over a period of time, we have created a culture where people feel that they are working like an entrepreneur with complete empowerment and that has helped us become one of the largest AMCs in India. Together, we have created a great enabling culture which I believe, is the soul of the organisation and is our biggest competitive advantage for sustainable growth. Not only are our people satisfied with their workplace experience, but they are also highly engaged with the business objectives and always strive to give their best. And this is what makes me feel proud of my RNLAM family," says Sundeep Sikka, Executive Director and CEO, RNLAM. When it comes to people strength, RNLAM has a team which is driven by 3 Ps – Passion, Pride and Positivity. With a whopping 450 years of vast leadership experience and 78% of home-grown leaders with an average stint of over eight years, RNLAM has been at the forefront of succession planning.



Building human real estate

K Raheja Corp has retained its position as one of the best real estate companies in India and a major portion of the credit for its success goes to the company's employee-friendly practices

The Indian real estate market is expected to touch US\$ 180 billion by 2020. The housing sector alone contributes 5-6 per cent to the country's Gross Domestic Product (GDP). K Raheja Corp is a success story spanning six decades, and stands today as the most trusted developer of India. With business diversified across realty, hospitality, retail and shopping malls, the company has pioneered the concepts of self-contained residential townships and commercial business districts in the country. Transforming spaces, this corporate develops state-of-the-art structures that deliver on both innovation and functionality.

Backed by the belief that 'people are a company's greatest asset and competitive advantage', K Raheja Corp leads the way with exemplary HR policies, judiciously collated from the best across industries, to ensure employee engagement and fulfilment. With the upsurge in the Indian real estate sector, K Raheja Corp is one of the main proponents that will level the playing field for India with other developed economies.

LIFE AT K RAHEJA CORP

For today's workforce, the culture of the workplace matters as much as their job profile and benefits. K Raheja Corp's HR strongly believes that it is very critical to foster innovation at work. To achieve

this, it is very important to have an engaged employee workforce. With this thought, the organisation has worked hard to create a positive work atmosphere through their employee engagement programmes and HR touch points at various stages of the employee life cycle. The organisation strives to create work cultures where employees feel they are valued, empowered and engaged. That's when they flourish and are able to contribute positively to the success of the organisation. The HR acts as a catalyst in bringing out the best in its people through employee-friendly policies, corporate communication and fun at work. Because of this, K Raheja Corp is right at the top of being the 'preferred employer' in the industry. People come to work with the company for stability, to meet their financial needs, look for challenges and get a sense of accomplishment.

KEY HR INITIATIVES

The first impression is what makes or mars an employee's perception of an organisation and brand. The organisation strives to get the employees aligned and excited about being a part of the company through their initial HR touch points. From joining to on-boarding, a 'wow' experience is created for the new joiners through various engaging programmes.



A company with high standards

GTL Infrastructure Limited (GTL Infra), a Global Group Enterprise, puts customers at the heart of its endeavours and encourages its employees to give their best

GTL Infrastructure Ltd (GTL Infra), a Global Group Enterprise, is India's truly largest independent shared telecom infrastructure service provider. GTL Infra has around 28,000 towers across 22 telecom circles serving all telecom operators. GTL Infra offers passive infrastructure on a shared basis to host the active network components. Since telecom in-

frastructure is crucial to the success of the Digital India initiative, GTL Infra will have a pivotal role to play in the future. As per studies, 150,000 additional towers are required to provide pervasive mobile connectivity and bridge availability gaps. GTL Infra is an equal opportunity employer with a strong culture of talent development and management. Employees enjoy

ongoing job enrichment, learning and growth opportunities. Performance is recognised at every level through the structured Rewards Program. In addition to competitive salary, employees enjoy a variety of work life and retirement benefits.

KEY HR PRACTICES

The company has an in-house human resources team which ensures that all processes are managed effectively. However, HR spends 75% of its efforts on a few key processes as the organisation believes that these processes will help them face the challenges ahead of the company.

A DIVERSE WORKFORCE

GTL Infra recognises its talented and diverse workforce as a key competitive advantage. Their business success is a reflection of the quality and skill of their people. GTL Infra is committed to seeking out and retaining the finest human talent to ensure top business growth and performance. The diversity of the workforce encompasses differences in ethnicity, gender, language, age, sexual orientation, religion, socio-economic status, physical and mental ability, thinking styles, experience, and education. The company believes that the wide array of perspectives that results from such diversity promotes innovation and business success. Managing diversity makes the company more creative, flexible, productive and competitive.



Nutrition for modern India

The **Nutrcharge** brand offers a range of high quality, nutritional and wellness products. Nutrcharge's adaptation of the direct selling model has given it a whole new definition

Today, modern India is in search of products that are easy to consume and yet deliver on effectiveness. Wellness players thus, have responded to this change and demand and have shifted their focus from traditional offerings to value oriented, new generational offerings.

In an exceedingly competitive environment with multitudes of nutritional/healthcare brands that have existed in decades, Nutrcharge comes as a breath of fresh air. Overcoming psychological and traditional barriers has been both a challenge and an opportunity for Nutrcharge.

THE NUTRCHARGE BRAND

The Nutrcharge brand offers a range of high quality, nutritional and wellness products. The products provide complete nutrition across all age groups – from fetus to old age and are manufactured in a FSSAI approved plant with world class packaging. This 'Make in India' brand has received national and international accolades in the healthcare category like 'India's Most Promising Brand', 'The World's Greatest Brand – Asia & GCC' and has also entered the Guinness World Records. Amitabh Bachchan is a Nutrcharge endorser since the inception and Sania Mirza has also joined the Nutrcharge wagon. Amitabh is the epitome of forever young, fit, strong, healthy life etc, which is the brand philosophy of the product Nutrcharge Man. On the other hand, Sania Mirza is the Number 1 player in tennis and represents the women's wing of Nutrcharge as they have a product called Nutrcharge Woman.

A PIONEER IN DIRECT SELLING

The company was established three years ago in 2013 and has witnessed an impressive y-o-y growth of 75% in product sales since. The products are sold by >1 lakh direct sellers offering consumers the convenience to buy sitting at home and pay via cash on delivery. Most of the direct sellers are based in semi urban and rural areas. The company is currently engaging direct sellers in metro cities.