

# Corporate set-up decoded to tap human resources

TIMES NEWS NETWORK

**Mysuru:** “Social networking structure is more important in the corporate set-up than traditional organizational structure. It is an emerging trend, and building a community of similar interests and practices is important. Giving platform for all employees to share their ideas and professional interests is equally necessary. This will bring a lot of changes in decision-making. Ultimately, winning formula may come from any person in lower strata,” said Swaminathan Santhanam, CEO of Adrenalin E Systems Ltd.

He was delivering the keynote address of the third international conference on ‘Managing human resources at the workplace’ at SDM Institute for Management Development on Friday. “Workforce demographics have changed. By 2025, 50% of the employees would be millennials (those born after 1980s). Their traits are different. Playing a transformation role, HR professionals must know how to tap talent of this set of human resources,” he added.

Speaking on the importance of communication, Santhanam said that building communication network among employees is im-

portant. “Discussion fora help them share their ideas. HR professionals must know if employees are encouraged to share what they know. Collective thinking can also help reduce failures. Employees must feel free to give suggestions and feedback to their higher-ups. Even the Narendra Modi-led central government is inviting people to share ideas and views,” he said.

Pointing out the challenges in HR profession, he said: “According to a survey, the potential of 80% of the employees in the country has not been tapped. Also, 95% of the employees don’t know what their corporate goals are. HR professional must focus on how to break down organizational goals, find ways to improve decision-making, and avoid gossips which lead to unproductive time.”

## Who’s who of HR field

Mousumi Sengupta chairs the conference for which Nilanjan Sengupta is the co-chair. Praveen Kamath, GM & Global Head of Talent Acquisition, Wipro BPO, Vishwanath Palled, chief CSR, JSW Foundation, Atul Shinghal, CEO, Probe Equality Research, Babu Vittal, director-HRBP, Flipkart.com, are among the dignitaries who will deliver speeches at the two-day conference.

‘Nethra’ Raju



**KNOW PEOPLE'S POTENTIAL:** Delegates at a meet on HR practices in Mysuru on Friday