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TO UNIVERSITY OF MADRAS (LINGUISTIC MINORITY INSTITUTION)



HR *Patrika*

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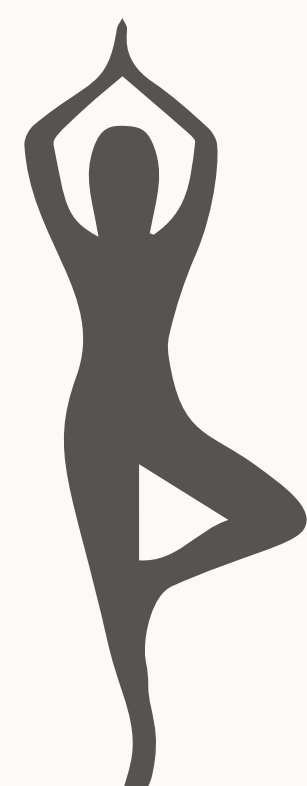
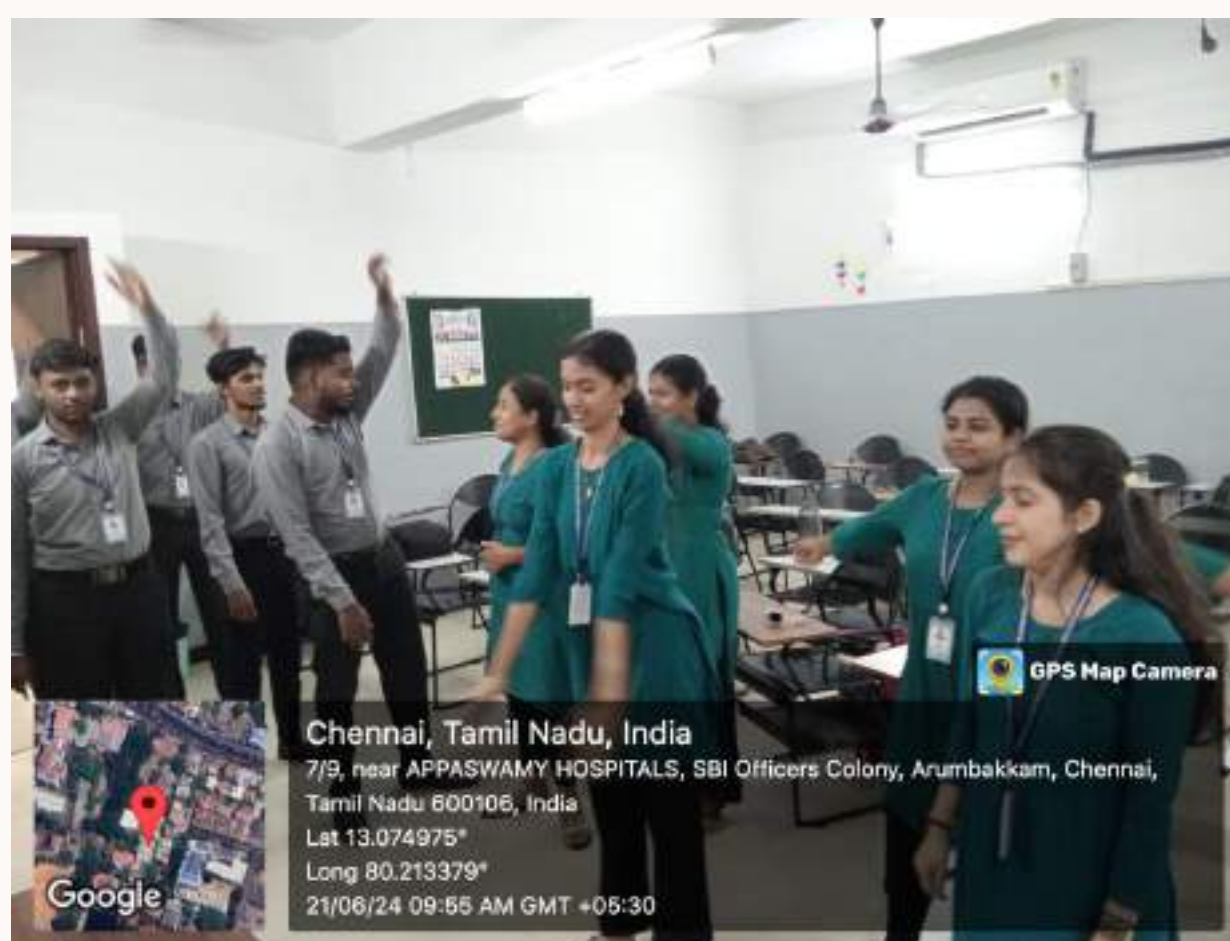
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International Yoga Day.

International Yoga Day, also known as World Yoga Day, is celebrated on June 21st of every year. This is the day when the world comes together to celebrate the ancient wellness practice of Yoga. With the theme of “Yoga for Self and Society”, the day aims to raise awareness of the benefits of yoga and to encourage people around the world to practice it.

On International Yoga Day, the 2nd year students participated in a yoga session led by Ms. G. Anoosha, Assistant Professor, of the department. We started the yoga session by doing stretches, followed by deep breathing exercises. We had fun learning facial yoga and ended the session with a laughter yoga.

Ms. Juliette, our department attender too joined us and participated enthusiastically. A feeling of camaraderie prevailed as we embarked on this jolly yoga session together. This shared experience promoted mental focus and inner peace – the valuable assets for our studies and future careers. We promised our teacher that we would practice yoga hereafter.



World Drug Day

The theme for World Drug Abuse Day 2024 is "The evidence is clear, invest in prevention." The theme highlights the crucial role of prevention in addressing drug abuse and substance use disorders. This theme emphasizes the need for evidence-based prevention strategies, community involvement, and early intervention to reduce drug use and addiction.



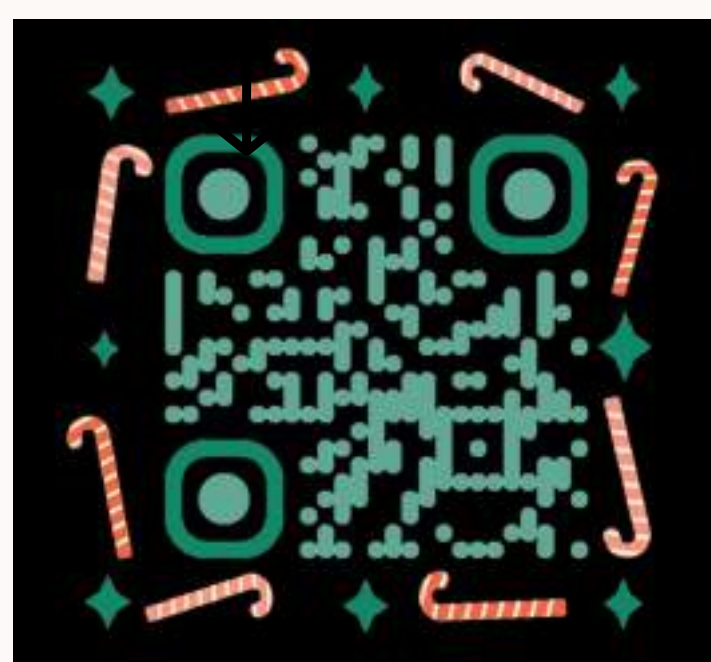
By investing in prevention, governments, communities, and individuals can save lives, decrease healthcare costs, improve mental health, and enhance community safety.

Effective prevention approaches include education and awareness campaigns, school-based programs, family-focused interventions, and policy support. This call to action urges governments to allocate resources, communities to engage, and individuals to support prevention initiatives, ultimately creating safer and healthier communities. By prioritizing prevention, we can mitigate the devastating consequences of drug abuse and promote a culture of health and well-being.

On World Drug Day, Mr. Saravanan H & Ms Hemasree S, 2nd-year MA HRM students, took initiative to spread awareness about the dangers of drug addiction through a thought-provoking video, educating his peers and community about the risks and consequences of substance abuse.

QR Codes to the videos

Saravanan



Hemasree



Internship Viva



The 2nd MA HRM students showcased their internship experiences on July 11, 2024, during the Internship Viva, a pivotal event bridging academia and industry.

Presenting to a panel of esteemed HR managers - Mr. Vetri Kumaran (myTVS), Mr. Surendran L (Anabond Limited), and Mr. Rufus Ravi Kiran (Unico Housing Finance) - the students demonstrated confidence, clarity, and critical thinking.

Evaluations were based on presentation skills, content quality, PPT visual appeal, and responsiveness to questions. This platform allowed students to reflect on their internship learnings, receive invaluable feedback, and impress the industry veterans. Through this, students enhanced their presentation, communication and networking skills with the professionals and aligned them with the academic studies.

The Internship Viva fostered industry-academia collaboration & gave us a clarity to our career aspirations.

World Youth Skills Day.

On World Youth Skills Day, Ms. Aarthi, our 2nd-year MA HRM student, delivered a thought-provoking presentation highlighting the critical issues faced by youth globally, including high unemployment rates, limited access to quality education and training, digital divide, and economic and social barriers, exacerbated by the COVID-19 pandemic.



She emphasized the importance of addressing skills mismatch, promoting social inclusion, adapting to technological changes, and focusing on economic growth. Ms. Aarthi also discussed key skills for the future, including digital literacy, critical thinking, teamwork, and entrepreneurial innovation, illustrating her points with inspiring success stories of youth skills champions like Shruti Kapoor and Malala Yousafzai.



The presentation concluded with a call to action, encouraging participation in World Youth Skills Day through social media promotion, workshops, skill-building activities, and collaboration with educational institutions.



Ms. Aarthi's presentation served as a timely reminder of the need for collective efforts to equip youth with the skills required to thrive in an ever-changing world."

Unlocking Leadership Potential Leadership Development Program

From July 25-27, 2024, the 2nd MA HRM students of DG Vaishnav College embarked on a transformative journey of leadership growth and self-discovery at the Sieger Leadership Development Program in Yelagiri.



Set amidst the serene hills of Yelagiri, the program provided a unique opportunity for students to step out of their comfort zones, challenge their assumptions, and develop the skills, knowledge, and mindset required to succeed in the dynamic field of human resources.

Agenda consisted of:

Day 1: Ice breaking & Adventure activities

Day 2: Team building activities

Day 3: Trekking & Reflection



International Friendship Day

International Friendship Day, celebrated on July 30th, took on a profound significance in 2024 with the theme "Embracing Diversity and Fostering Unity." This year's observance emphasized the importance of cherishing and celebrating the rich tapestry of cultures, backgrounds, and perspectives that make up our global community.

To commemorate World Friendship Day, the MA HRM department organized a stimulating debate on the topic "**Should workplace relations be encouraged or discouraged?**" Ten enthusiastic students participated, presenting persuasive arguments, oratory and critical thinking skills to a captivated audience of peers and faculties. The event fostered friendly competition among the participants.

Outstanding performances were recognized with three prestigious awards:

Ms. Jaisree Rajaram (2nd MA HRM) - Best Communicator award

Ms. Rishitha Jalan (1st MA HRM) - Bold Communicator Award

Mr. Vivek Mutte (2nd MA HRM) People's Choice award.



Ms. Jaisree R

Mr. Vivek Mutte

Ms. Rishitha Jalan

Student Induction Program

"HR Genesis"

HR Genesis, our Student Induction Programme, warmly welcomes new students into our academic family. This captivating five-day journey from August 8-14, crafted by faculty members and the HRD Student Forum, combines interactive workshops and insightful guest lectures by industry experts.

On Day 1 of HR Genesis, Mr. Sidhartha Satpathy, VP HR - CAMS, delivered an engaging introduction to the HR field, setting the tone for the induction program..

Day 2's sessions featuring Mr. R. Nagaraj, Plant HR, Ashok Leyland Ltd on "Campus to Corporate" and Mr. Mukunth Vasudevan, L & D Manager, CMA CGM Global Business services, on "Business etiquettes" prepared students to the corporate world.

Day 3 of HR Genesis featured Mr. Parasuraman's insightful session on public speaking for HR professionals.

HR Genesis Day 4 featured Ms. Rekha, CGI Chennai's HR Manager, discussing gender sensitization & Dr. K. Shiva Shankari, Coordinator of Sri Krishna Swamy College discussed Diversity, Equity & Inclusion.

HR Genesis Day 5, concluded with an enlightening talk by Mr. Rajesh Dhanasekaran, Program Manager, Amazon Development Centre Pvt Ltd on Life Skills.



Freshers Day.



On August 10, 2024, the 2nd-year MA HRM seniors hosted Freshers' Day for the 2024-26 batch. The event was a spectacular showcase of talent, fashion, and camaraderie. Exciting activities, games, and a fashion walk allowed freshmen to mingle and showcase their skills. The talent showcase featured impressive performances, while seniors extended a warm welcome. The day marked the beginning of the freshers' academic journey. As friendships blossomed, the event set the tone for a memorable two years.

"You don't have to be great to start, but you have to start to be great"



HRD Student Forum

&

NIPM Student Chapter Inauguration

On 21st August 2024, we celebrated the inauguration of HRM Student Forum and the DDGDVC NIPM Student Chapter at DG Vaishnav College. The landmark event was graced by industry leaders including Mr. Hari Mohan, Deputy Manager, HR at myTVS, Mr. Raja Lead, National President of NIPM and Mr. T.A Mathew Gunaseelan, Chairman, NIPM Chennai Chapter, members of NIPM - Mr. Charles Susai, Mr. Dinesh . C, Mr. Collin Bruno & Head in charge of MAHRM - Mr. M. Balamurali Krishnan Muthusamy & faculty members.

The milestone event welcomed new members with badges, marking the start of their journey in their designated roles in the department of MA Human Resource Management.



HR TRENDS

AI in Human Resource Management

Research by Gartner, an American Research and consulting firm shows that 76% of HR leaders agree with the belief: if they don't implement AI tools in the next 12-24 months, their companies will experience declines in organizational processes.

The explanation for such a global AI boom may not only be the need for a fast, versatile, and long-lasting assistant for everyday tasks but also very real figures – for example, Statista's research tells us that implementing AI in operations brings up a 10% increase in revenue, and 46% of American companies save between \$25,000 to \$70,000 using ChatGPT.

A recent report from research firm International Data Corporation (IDC) predicts that by 2024, 80% of Global 2000 companies will use AI/ML-enabled “Digital Managers” to hire, fire, and train workers in jobs measured by continuous improvement — but only one in five companies will get any real value from the move without human engagement.

CASE EXAMPLE- AMAZON: E-COMMERCE COMPANY

Amazon is increasingly leveraging Artificial Intelligence (AI) to streamline its human resources operations, automating decision-making processes for managing warehouse workers, contract drivers, independent delivery companies, and even office personnel. According to sources close to the strategy, CEO Jeff Bezos is confident that AI-driven systems can make faster and more accurate decisions than human counterparts, resulting in significant cost savings and a competitive edge for the e-commerce giant. By harnessing the power of AI, Amazon aims to optimize its workforce management, enhance efficiency, and drive innovation across its operations.

Sustainable Corporate Culture

A sustainable corporate culture is one where all team members, from senior leaders to frontline staff, are aware of the impact the business has on its employees, the environment, and its long-term financial success. This culture is rooted in two interconnected HR trends: Environmental Sustainability and Human Sustainability.

Firstly, by embracing environmental sustainability, companies can minimize their ecological footprint and promote a healthier planet. Secondly, the less understood concept of human sustainability, which prioritizes investing in people's growth and development over material outcomes.

Consultancy major Deloitte notes that companies often focus on nurturing internal connections and intellectual assets, but this short-term thinking overlooks the importance of prioritizing talent development.

The Knowing-Doing Gap: A barrier to Human Sustainability

A recent survey revealed this significant gap between knowing and doing highlights a critical challenge in translating awareness into tangible actions.



Do you know?

91% of managers say a candidate's fit with the company culture is equally or more important than skills and experience

Source: Robert Half

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