

## SREEDEVI K U

Female, 27 years | Malayalam, English, Tamil, Hindi

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### Tata Croma HRBP | Chawla Publications HR Intern | Synththite Industries HR Intern | Make A Difference NGO

#### Educational Qualifications

MBA -HR and Finance	2022	Amrita School of Business Coimbatore	7.92 /10
BBA	2020	ICFAI University Tripura	6.67 /10
Class XII	2013	Govt HSSE Perumbavoor	78%

#### Work Experience

14 months

Infinity Retail Ltd. (Tata Croma).

Cluster HRBP (Kerala & ROTN)

Apr '22 – May '23

Position	Cluster HRBP
Responsibilities	<ul style="list-style-type: none"><li>Managed HR operations for 10 stores across Kerala, Coimbatore, and Salem locations.</li><li>The functionals within my cluster consist of Store managers, sales staff, finance staff, marketing staff, trainers, regional spokespeople, and auditors, totaling an average workforce of 340 employees.</li><li>Responsible for sourcing, recruiting, and onboarding of middle management associates, including compensation negotiation.</li><li>Recommended best channel for sourcing of candidate while keeping in mind the cost and available budget.</li><li>Ensuring accurate and timely processing of payroll data and monthly incentive calculations for the cluster.</li><li>Generated regional MIS Report and extract data and documenting regarding Manning, Attrition, FTE.</li><li>Monitoring and controlling store-level attrition rates, providing monthly reports to the Support Office.</li><li>In integration with the Accounts department, sharing inputs on monthly final settlement data including regional data with Head Office.</li><li>Supported the business in developing and executing an action plan based on employee opinion survey, resulting in a 40% increase in engagement in specific functions.</li><li>Recent achievements include overseeing the HR agenda in the MOR and implementing restructuring measures that had a significant coo function impact on 340 employees</li><li>Handled a substantial amount of New Store data, resolving issues promptly without any escalations.</li><li>Administered HR interventions and successfully launched operations in 4 new stores within the cluster.</li></ul>
Achievements	<ul style="list-style-type: none"><li>Awarded Best Performer by HRBP Manager, recognized for closing all open positions within 2 months of joining CROMA and best performer in TN and Kerala region.</li><li>Administered HR interventions and successfully launched operations in 4 new stores within the cluster.</li><li>Through employee retention programs increase retention to 85%.</li></ul>

#### Internship 1

3 Months

Synththite Industries Private Limited

HR Intern

Apr '21 – Jun '21

Position	HR Generalist
Project	Conducted research to study the quality of work life of factory employees during pandemic
Responsibilities	<ul style="list-style-type: none"><li>Assess the pandemic influence on the work-life including shifts, remote work and managing responsibilities.</li><li>Evaluate factory workers' mental health and well-being during the pandemic, including anxiety, depression.</li><li>Explore pandemic's effects on job satisfaction and stress for factory employees. Analyze safety measures, management support, job security, and resources.</li><li>Assess the support systems and benefits including healthcare, counseling, and financial aid effectiveness.</li></ul>
Achievements	<ul style="list-style-type: none"><li>provided pandemic's impact insights on employees' work life, well-being, and job satisfaction.</li><li>provided practical recommendations for improving work life: implement support systems, enhance communication, and optimize work arrangements</li><li>Adding to the current knowledge about work-life balance and employee well-being amid pandemics.</li></ul>

Internship 2		2 Months
Chawla Publications		HR Intern
		Jul '21 – Aug '21
Position	<b>HR Recruiter Intern</b>	
Responsibilities	<ul style="list-style-type: none"> <li>• Develop job descriptions and specifications</li> <li>• Attract suitable candidates through LinkedIn, online employment forums &amp; social media</li> <li>• Screen and Conduct interviews and sort through applicants to fill open positions</li> <li>• Provide recruitment reports and update the database accordingly to the team</li> </ul>	
Achievements	<ul style="list-style-type: none"> <li>• Trained in all domains of HR, from recruitment to exit formalities.</li> <li>• Able to onboard 32 employees and achieved best performer in two weeks continuously.</li> </ul>	

Projects		
ASB Coimbatore	<b>Human Resource and Performance Management</b> <ul style="list-style-type: none"> <li>• Identified the problem of low productivity and engagement in STAR VENTURE's new employees during the pandemic and used deviant workplace behavior and role conflicts to analyze the identified issues.</li> <li>• Study and analysis of a group of 5 road construction workers on various HR functions.</li> <li>• Study on HR Strategies of Fynd</li> <li>• Study in Compensation strategies of Kitex Garments Limited.</li> </ul>	Performance Management
Infinity Retail (Tata Croma)	<b>Employee engagement and Appraisal cycle</b> <ul style="list-style-type: none"> <li>• Researched contribution from performance management system -bi annual appraisal cycle.</li> <li>• Conducted a study assessing the opportunities and challenges facing while in the inclusion of differently abled workers onboard.</li> <li>• Arranged a study on satisfaction level of employees with Assessed 380+ survey responses to study employee satisfaction from the cluster</li> <li>• Awareness and effective utilization of ESI benefits.</li> </ul>	Employee Engagement

Positions of Responsibility	
B-Fest Core Committee member, (HR) ASB Coimbatore	<ul style="list-style-type: none"> <li>• Elected amongst 15 by 156+ for <b>students' council</b> functioning &amp; administration for 400+ students, 2021 B-school fest conduct by Amrita School of Business -Pragati 2021.</li> </ul>
Young India Committee member at ASB	<ul style="list-style-type: none"> <li>• Worked closely with the teams to create functional groups of volunteers and allocate them to entire fest</li> <li>• Selected as Associate Member out of 60+ students for YI – Social Service Cell, ASB 2022</li> <li>• Organized fundraiser of 9 events &amp; 156 participants, collections worth ₹32k donated to Outreach program</li> <li>• YI is an initiative and integral part of the confederation of Indian Industry to enhance leadership</li> </ul>
TR Wingman, M.A.D	<ul style="list-style-type: none"> <li>• Mentored a kid from a shelter support by conducting sessions like 'The Life Skills as put forth by UNICEF'</li> <li>• Conducted career counselling sessions in association with professional career counselling firm POTENTIA</li> <li>• Raised funds for the organization's operations through the functional year 2019-2020 at the CFR campaign.</li> </ul>

Certifications
<ul style="list-style-type: none"> <li>• Human resources: recruitment and selection –Coursera</li> <li>• HR Analytics – Fore Vision</li> <li>• Introduction to people analytics – Coursera</li> <li>• Business Analytics-Advanced Excel – Fore Vision</li> <li>• Fundamentals of Project Planning and Management – Coursera</li> </ul>

Interests
Painting   Drawing   Gardening   Calligraphy