

12th Mega HR Konclave



Theme -
Rise of Phygital:
The New HR 4.1



**25th September
2021**

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KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT





About HR Konclave

Konclaves serve as great platforms for knowledge sharing and co-creation between academia and industry. Each year KIIT School of Management conducts different Konclaves i.e., National HR Konclave, National Marketing Konclave and National Finance and Analytics Konclave where leaders from different areas deliver keynote speeches, participate in different panel discussions and conduct area specific workshops.

These have proved to be a fountainhead of ideas with superb participation from the industry, academia, and students. From last year, KIIT DU has incorporated HR Konclave for each of its various schools as listed here ►

- 01 KIIT School of Management (KSOM)
- 02 KIIT School of Rural Management (KSRM)
- 03 School of Computer Engineering
- 04 School of Electronics Engineering
- 05 School of Electrical Engineering
- 06 School of Civil Engineering
- 07 School of Mechanical Engineering
- 08 School of Law
- 09 KIIT School of Biotechnology (KSBT)



“Bad companies are destroyed by crisis. Good companies survive them. Great companies are improved by them.” - Andy Grove, Founder Intel

Grappling with the COVID19 pandemic, organizations worldwide experiment with bringing their employees back to the office in the 'New Normal.' Ongoing digitization and digital disruption have found their way into the workplace 4.1 which is no longer physical but a combination of 'place' and virtual 'digital' applications. Both versions of the workplace influence and strengthen each other into a hybrid model that is termed as the 'phygital' workspace. 'Phygital' -a term coined by the marketing departments to bring together the physical and digital worlds helps organizations to enable their workforce to their best work in the best place and in the best way.

By the end of 2020, nearly 90% of organizations had offered remote working applications to their employees. A big chunk of work can be done anywhere at any time. Even with work that is tied to a physical site, the process in which employees go about their job are increasingly digitized. Agile processes like daily standup meetings (i.e., scrum meetings), short solution cycles (i.e., sprints) and lean documentation help employees work in an iterative and adaptive fashion. These processes are fueled by the digital workplace. While the digital workplace is critical from improving an organization's efficiency, and intersection between digital and physical workplaces is highly desired. The outbreak of COVID19 has changed the definition of 'workplace'. Until recently the common understanding of workplace was a physical office providing an environment for focused and collaborative work. Though 'Zoom' and 'Hangouts' were a generic part of our communication lexicon in the beginning of 2000, they became the only mode of communication in the past year and half. While a virtual office is commonplace, zoom teams etc. are incorporating whiteboards and break-out rooms to augment visual communication. These efforts help mimic the real-world workspace. Thus, organizations need hybrid work models where those in-person and remote feel the same sense of companionship.

While hybrid workspaces offer tremendous opportunities, they bring in new issues as well.

The pandemic has opened conversations around unproductive meetings, work-life balance, stress, and burnout. Hence, the new normal will have employee well-being at the center of workspace design. This might include smaller offices to reduce commute time, break-out areas, and mental health support facilities. Organizations are constantly deciding the quantum of employees who can come to work physically and their modalities of work to ensure the twin parameters of safety and productivity. Though maintaining the physical workspace is problematic, reports indicate the rising fatigue in employees working remotely. The 'phygital' workspace needs a complete reimagination to accommodate varied work environments seamlessly. Continual videoconferencing, seamless in-person and remote collaboration spaces (virtual whiteboards) and asynchronous working models will make a quick shift from future ideas to standard practice in the new normal 4.1.

Technology and people are at the center stage of this tremendous workspace revolution. In 'phygital' backdrop, the Mega HR Konclave hosted by KIIT School of Management, KIIT DU aims to explore the new image of HR 4.1 in spearheading these tremendous workplace revolutions, employee well-being, employee inclusion and finally productivity.

Structure



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Keynote Session	25 SEPT	Audience of 30,000 comprising of students, professionals, and academics. The whole University will participate in this event and draw inspiration from speakers who have left their footprints in HR and Business globally. Invited professionals and academics will make up around a tenth of the audience.
International Panel Discussion	25 SEPT	The keynote session will be succeeded by a panel discussion on the 12th Mega HR Konclave theme. Panellists of international repute will provide their insights and deliberations for the benefit of the audience comprising of all the nine schools participating in this mega event
9 Breakout School Level Panel discussions	25 SEPT	Panel discussions will have an audience of 1,000 – 5,000 with thematic discussions within the central theme appropriate for the school.

Breakout Panel Themes

Schools	Panel Discussion Topics
School of Management	Revamping work, workforce, and workplaces
School of Mechanical Engineering	How future-proof is the re-engineered workspace?
School of Computer Science Engineering	Improving the digital in the physical workspace in organizations 4.1.
School of Civil Engineering	Aligning employee competencies with the hybrid 'phygital' workspace.
School of Electrical Engineering	What competencies govern hybrid workforce in electrical industries?
School of Electronics and Telecommunication Engineering	Cutting edge technologies reshaping the 'phygital' workspace.
School of Rural Management	HR redesign in the 'phygital' era: A strategic focus in the rural workspace
School of Biotechnology	HR - The Fosters of Knowledge Sharing and Harnessing the Power of Science
School of Law	Ethics and Compliance in the WFA (work from anywhere) trend.

Interactive Workshops	25 SEPT	These sessions will each have an audience of up to 60 each with dedicated learning from established HR leaders.
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“Thank you all for the opportunity to share today! You definitely have given me a lot to think about. Please stay safe!”



- Mr. Norberto, Monarrez, CHRO, GyanSys

Workshop Topics



Workshops will be held on the second day 25th September 2021 at school level. Each school will have 5 - 10 workshops.



The following are indicative areas for workshop topics:

- Building an Agile workforce anchored on trust and empowerment.
- Engaging our People in the 'Phygital' world
- Reshaping Skills to operate in the 'Phygital' world.
- Key workplace design elements in a post-pandemic 'phygital' world.
- Sustaining diversity initiatives in a 'phygital' world.
- Mental wellness – a top business mandate.
- The role of people analytics in sustaining the 'phygital' workspace.
- Preparing for the hybrid workplace of the future.
- The Rise of "Super-jobs" in the 'phygital' world.
- Juxtaposition of technology and people in the 'phygital' workspace.
- Creating a people-centric culture that translates in-person and virtually.
- Increasing reliance by HR on data-driven insights.
- Facing the challenges of a fluid workforce.
- Revamping employee experience in 'phygital' workplace.
- Creating business value through people analytics.
- Hiring competencies vis-à-vis people in the 'phygital' workspace.
- Creation of visionary leadership in the 'phygital' workplace.
- Breakthrough approaches in HR 4.1.
- Career pathways in the 'phygital' era.
- Continuous learning in 'phygital' workspaces.
- Ensuring cognitive diversity in the 'phygital' era.

“
I want to thank all our fellow panel members for the insightful interaction. It was a wonderful learning experience.”

▶ - Mr. Bijumon Jacob
Senior Vice President and
Head of HR Temenos India

Who should attend?



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Students being inclined towards HR & IR must look forward to participating in the Konclave and benefit from the discussions and interaction with the industry experts. It is also an opportunity to test their HR acumen by participating in the business contests.

Industry Experts shall share this platform with other stalwarts from industry as well as academia to discuss and debate on diverse issues concerning the future of Indian HR sector. It is also opportunity for them to interact with the young minds to get a fresh perspective on various aspects of Indian HR & IR scenario.

Academicians can utilise the Konclave to share their thoughts on the future of Indian HR sector with participants from industry as well as with students

Speakers at Previous HR Konclave



Mr. Ashok Mugur
Director
Zuken India Pvt Ltd



Mr. Bijumon Jacob
Senior Vice President and
Head of HR Temenos India



Mr. Arun G Phillip
Group Manager HR
- IBS



Mr. Norberto Monarrez
CHRO, GyanSys



Mr. Sandeep Kumar
Executive Vice President &
Business Head
Retail Branch Banking
HDFC Bank



Mr. Ashish Kant Choudhary
Head Talent Management
India DXC

“ It was a very well coordinated event. I thoroughly enjoyed being part of the panel and sharing my views.. ”



- Mr. Ashok Mugur, Director, Zuken India Pvt Ltd

Our other Corporate Interaction Platforms

As KIIT has a wide spectrum of programs, each of the programs gives us the opportunity to invite & interact with the industry mentors & thought leaders. These events give immense scope to both Industry & students to interact & share their views. These are excellent platforms for the students to understand the practicalities of the corporate world directly from the stalwarts & know what corporates are looking for outside the classroom teaching.

Konfidant

Every KSOM student is attached to a corporate mentor, the objective is to provide KSOM students with life skills, help them achieve professional & personal goals, make them industry-ready and support them to realize their full potential. It's a unique corporate mentorship program at KSOM. It's a two day workshop involving more than 20 corporate bigwigs in a one-on-one interaction with KSOM students. These corporate mentors will assume mentorship of their respective mentees and guide them in their career while making them confident and aware of general & specific industrial practices.

KOEDUCATE

KSOM has another unique initiative called "KOEDUCATE" where-in elective sessions across specializations are co-facilitated by internal faculties and corporate experts from the industry. This special initiative enriches course content and delivery by cashing-in on the knowledge of both the faculty and corporate expert and enhances focus on the practical application of concepts studied in the courses



The Business Research Fair of KSOM is an innovative platform for conducting research and analyzing behaviour of individuals (consumers, influencers and others) in association with corporates and how these impact business processes.

Konfluence

The indigenous outbound programme at KSOM, which happens to be the last two days of the MBA induction programme which gives exposure to the students to work on some live assignments & interact with the people directly to get an idea of how the business works.

MDP & Consulting

KIIT School of Management under the banner of Research, MDP & Consulting (RMC) offers short duration Management Development Programs. The main objective of the program is to provide specific training to corporate executives at different levels of the organizational hierarchy in both private and public sector enterprises.

Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, is an Institution of Eminence (IoE) - a status accorded to top 20 Academic Institutions / Universities in the country out of 900+ Universities in India. KIIT is one of the most progressive Universities and the best in Eastern India, ranked 24th as per the prestigious NIRF rankings 2020. Recently KIIT has been honored with the ISAS badge by International Association of Universities (IAU), UK in recognition of our International approach in Teaching, Learning, Research & Development Strategies. We are the only Indian University to have received this coveted badge. Our campus is truly World Class.

Kalinga Institute of Social Sciences (KISS), Bhubaneswar, India is a fully free, fully residential home for more than 27000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With an humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.

Our Legacy



Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well-to-do, and Kalinga Institute of Social Sciences for the poor.

This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self financing mode providing education to over 25000 students in subjects ranging from engineering to BioChemistry, from Law to Social Science, from Management to film making and the KISS University with over 35000 students from pre primary to Post Graduation level out of which 25000 are in University campus in BBSR and remaining 15000 are in satellite campuses in distinct tribal hinterlands of the country. Over 20 nobel laureates and over 100 Heads of States have visited KISS and applauded the development model.



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