

## SPEAKERS

**Mr. Chandra Sekhar Verma**  
Chairman  
SAIL

**Mr. Dharamrajan**  
Head HR  
L & T ECC

**Mr. Harikrishna**  
Director HR  
Sab Miller

**Mr. Raj Narain**  
Director HR  
Metro Cash & Carry

**Mr. Ramesh Shankar**  
Director HR  
ABB

**Mr. Aquil Busrai**  
CEO  
Aquil Busrai Consulting

**Mr. D. K. Mohapatra**  
VP  
Suzlon

**Mr. Saroj Chakrabarty**  
CEO  
Emami Foods

**Mr. R. Sridhar**  
Executive VP HR  
ITC

**Mr. S. Raina**  
Head HR  
United Breweries

**Mr. Emmanuel David**  
Group HR Head  
Ramky Group

\* Profiles of the above and other invited speakers can be viewed at [www.ksom.ac.in](http://www.ksom.ac.in)

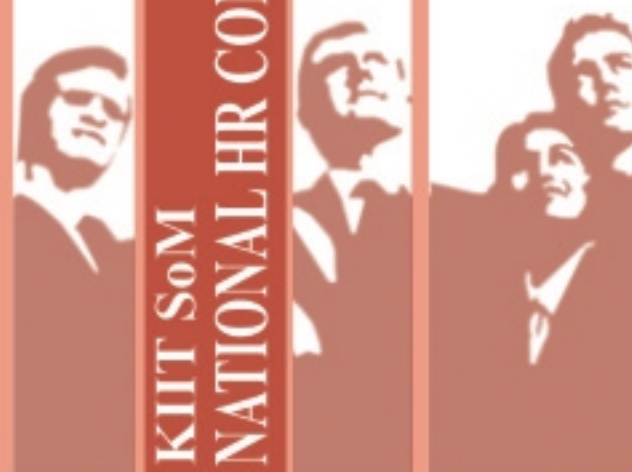


KIIT School of Management  
KIIT University, Campus -7  
Bhubaneswar - 751024  
website: [www.ksom.ac.in](http://www.ksom.ac.in)  
Tel: 0674 - 2375700, 2375780  
Tel (FAX): 0674 - 2725278

Conclave Convener  
Prof. (Dr.) Jitendra Mohanty  
Tel. : 0674 - 2375732  
Mob. : 9937397860

Conclave Executive  
Ms. Priyanka Hazra  
Tel : 0674 - 2375755

E-mail: [hrconclave@ksom.ac.in](mailto:hrconclave@ksom.ac.in)



## HR TRANSFORMATION BY HR VALUE PROPOSITION

**27th September 2010**

Strategic contribution is significantly important in HR's efforts of meeting stakeholder expectations and influencing business performance. Thus HR professionals must focus less on what they do-their processes and systems, and more on the value they can deliver to the business.



**KIIT UNIVERSITY**  
Engineering | Research | Innovation  
Bhubaneswar, Odisha, India



## Theme

The role of HR professionals in value creation is the subject matter of this conclave. In a world of increasingly scarce resources, activities that fail to add value are not worth pursuing. Much of the transactional work of HR such as payroll, employee policies, training administration etc is being automated, centralized or outsourced. As societies shift from the old industrial era to new service/ knowledge economies, HR deliverables will become more valuable in creating a competitive advantage for organizations. Thus the emerging focus on HR value proposition. It means HR practices, departments, and professionals produce positive outcomes for key stakeholders such as employees, line managers, customers, investors etc.

HR's role must be transformed in order to deliver value to customers, shareholders, managers and employees. This transformation requires integrating the various HR practices and focusing them jointly on value-added agendas such as intangibles, customer connection, organisation capabilities and individual abilities. HR needs to frame a new mental model that will make others take notice of and acknowledge the profound and sustainable benefits HR brings to organisations in the new economy. Such a mental model must form the strategic framework that provides HR professionals with the evidence that HR is truly adding value to key stakeholders. Once developed, a systemic HR mental model will provide the strategic framework that enables HR professionals to make significant and tangible contributions to business performance. For instance, HR professionals will be able to use these models to economically justify their initiatives, advise where the business is at risk, highlight opportunities to continually improve performance and most importantly, show how they add to stakeholder value. This conclave will provide a platform where eminent HR professionals will discuss the issues that organizations need to handle in order to transform the role of HR and aid organizations gain and sustain competitive advantage.

### Who should participate:

HR executives, managers, teachers, consultants and officials in charge of administration and establishment matters in government, public sector undertakings and Non Governmental Organisations.

**KIIT :** With a modest beginning in 1993, KIIT has come to occupy a remarkable place in the academic arena leading a set of academic initiatives aimed at acquiring, sharing and utilizing knowledge. Today it boasts of an impressive cluster of 16 academic campuses, spread across 25 square kilometers, housing schools of technology, management, medicine, sciences, and humanities. The jewel in the crown has been KIIT School of Social Sciences (KISS) where 10,000 children from lesser known tribes are learning to make a difference in their lives as well as others. They have free boarding, lodging, education and vocational training. They have proved their potential year after year by securing 100% result in Class-XII board examinations.

### Inaugural session and keynote address:

Understanding external business realities and serving external and internal stakeholders. The session will focus on: *The need of HR professionals to appreciate external business realities, adapt HR practices and allocate HR resources accordingly*

- *HR function that creates market value for investors by increasing intangibles*
- *HR function that increases customer share by connecting with target customers*
- *HR function that can help line managers deliver strategy by building organization capabilities*
- *HR function that can clarify and establish an employee value proposition and enhance individual abilities*

### Session-I

Talk / Panel discussion: Crafting HR practices, capturing people, performance, information and work

- *HR function that manages people processes and practices in ways that add value*
- *HR function that manages performance management processes and practices in ways that add value*
- *HR function that manages information processes and practices in ways that add value*
- *HR function that manages work flow design and processes in ways that add value*

### Session-II

Talk / Panel Discussion: Building HR capabilities capturing HR strategy and organization

- *HR function that aligns its organization to the strategy of the business*
- *HR function that has a clear strategic planning process for aligning HR investments with business goals*

### Session-III

Talk / Panel Discussion: Ensuring HR professionalism capturing HR roles, competencies and development

- *HR function that has HR professionals who play clear and appropriate roles*
- *HR function that builds HR professionals who demonstrate HR competencies*
- *HR function that invests in training and development of HR professionals*

### Fees :

Non-Residential: Rs. 2000 Per Participant

Residential : Rs. 2500 Per Participant

### Registration and Payment :

Participants / sponsoring authority in organizations need to register for the programme by filling the attached registration form. The course fee is needed to be paid in the shape of local cheque or demand draft drawn in favour of KIIT School of Management payable at Bhubaneswar.

**KIIT School of Management :** KIIT School of Management (KSOM) has been an early member of KIIT and is a constituent unit of KIIT University established under Section 3 of the UGC Act, 1956. This is the 17<sup>th</sup> year of existence of KSOM. In these 17 years, we have made rapid progress in building up intellectual capital as well as contemporary infrastructure. Our students acquire the ability to manage through a strong foundation in theoretical concepts and broad range of opportunities for practice. Our strong faculty team comprising of 40 full time faculty members and 20 plus adjunct faculty members use the unique concept-illustration-application pedagogy to make our graduates industry ready with the much needed analytical, leadership and social skills.