



Report

Webinar on

'Redefining the Role of Human Resources of Indian Industry amidst COVID 19'

COVID 19 has created unprecedented crises to world economy and India is no exemption and is passing through lock down from March 24, 2020. Each State has come up with SOPS for Industry and Trade to resume back operations. Many states in India have come out with reforms in labour sector to attract new investments to their respective states. Central Govt. is also coming out with new labour code amendments. There is great thrust on HR automation to increase productivity.

Organizations need to consider the possibility of establishing a dedicated cross-functional team. The appropriate cross-functional team could coordinate the activities of different business units, monitor and provide the necessary information to senior management team for further communication with employees, customers, and partners. Organizations also need to develop an effective process of management decision making to tide over the impact of COVID crisis. In this scenario that FICCI KESC along with greytHR conducted special **Webinar on 'Redefining the Role of Human Resource of Industry Amidst COVID 19.'**

Shri Deepak L Aswani, Co-chair, FICCI Kerala State Council in the Introductory Address, said that ever Since lockdown was enforced all over the country as the apex body of Chambers of Commerce and Industry FICCI has been closely interacting with Central Govt and various State Govts and submitted various recommendations to mitigate the suffering of Industry and trade. FICCI also partnered with various Research Institutions to come out with various useful study reports which are immensely useful for industry and trade. Shri Deepak L Awani also touched upon briefly the various recommendations on the labour perceptive submitted to the Central Govt.

Shri Lakshmi Narayan N J, Executive Director, Build Hr Management Consultants Private Limited made detailed presentation on "How to Increase the Productivity with Minimum Employees - COVID 19 (Manufacturing & Service Sector)" elaborated on 'given the situation the best we can do is improve the levels of communication, reinforce confidence and be transparent and honest with the employees.' "The actions to be taken

NOW are, 'Be Willing to Stretch at work and Shrink expenses, Learn New Skills, Adopting to Technology, Learning from the crisis, First things first, More with Less'.

"We need to realize that the damage is done, and it is the compassion of the employer and cooperation of the employee, that will help in winning over this crisis. Ensure we are enabling a smooth restart by first addressing the physical and mental wellbeing of the employee," he elaborated.

Smt Mathangi Jayaraman, Director – HR Advisory, Grand Thornton India LLP, gave presentation on "Organisational Effectiveness: Managing Performance and Productivity during ambiguous times." Defining what has led to need to reduce people costs, she explicated, "The current business scenario has posed a challenge on managing people costs. nCV has accelerated / amplified Organisations have to balance between Cash Flow Vs Revenue and Cost Reduction vs cost deferment. They have to optimise utilization of available limited manpower due to COVID 19 and work out the strategy to keep the employees committed with the limited funds available to the organisations.

Adv. C B Mukundan, President, Forum for Reforms in Corporate Law (FRICL) & Advocate - High Court of Kerala gave in-depth insight to "Legal Implication of Labour Laws due to COVID 19 and Interpretation thereof." Trade and Industry was expecting more packages from Central Govt. to reduce the burden of employers. He also explained about the applicability of various Labour Laws provisions during COVID 19 and post COVID 19 such as Industrial Disputes Act, 1947. Minimum Wages Act, EPF and ESI related issues, Contract Labour Act due to the migrant Labour issues affected by COVID 19 and the proposed Code on Wages Bill an Social Security Code which are employer friendly.

Shri Girish Rowjee, CEO, greytHR in his address on "Adoption of HR Automation & Presentation from greytH poke about the various HR IT enabled tools which would really help to manage Organizations their human resource more effectively during COVID and post COVID period such as effective communications, reporting, performance audit and appraisals, virtual meetings etc. Digital Technology, virtual management, online transactions, App for daily work management, investing in Cloud storage are the need of the hour.

Shri Dinesh Babu, Head of Expert Series, greytHR moderated the session and **Shri Savio Mathew, Head, FICCI Kerala State Council** proposed vote of thanks. HR Heads as well as heads of various organisations in Kerala as well as outside Kerala also participated in the Webinar.

