



Create Your Work-Life

Culture is a driver of decisions, actions and ultimately the overall performance of the organisation, opines R P Yadav, CMD, Genius Consultants Limited

With pan India business in the HR staffing industry, Genius Consultants Limited has been maintaining an organisational culture comprising discipline and respect over its existence spanning 25 years. This is usually carried out by evaluating attributes like respect, fairness, integrity, adaptability, teamwork, employee engagement, accountability, learning opportunities, communication, decision making and many more.

UNCOMPROMISED ETHICS

Genius' work culture swears by decorum, punctuality and knowledge sharing. To prevent sexual harassment, the organisation has formed an anti-sexual harassment forum called Vishakha that creates awareness among employees about women safety, protects women employees from various forms of workplace harassment and calls for action against the perpetrator irrespective of designation, gender or department.

APPRECIATION MATTERS

A built-out rewards and recognition programme has been the corporate imperative as millennials are taking the workforce by storm. The HR outlook of the organisation believes that the modern workplace doesn't just want compensation, but a meaningful, close-knit culture with opportunities and frequent praise and rewards.

KEY DRIVERS

- Recognising key employee behaviours that align with

the company's all-embracing mission

- Acknowledging small wins as it keeps recognition consistent, even in the face of difficult times
- Celebrating team players is crucial for maintaining a healthy work culture and boosting profitability
- Strategic award structure for recognising hard work such as Thematic Awards, Best Attendance Award, Employee of the Quarter, High Performers of the Quarter and Genius Annual Awards

New Employee Orientation-Buddy Process

A new employee's on-boarding is greatly enhanced by assigning an Office Buddy, a fellow employee (other than the manager) who provides advice and guidance on the different aspects of working at Genius. A Buddy also offers encouragement to acclimatise the new employee with Genius's culture and workplace.

Own Your Car Scheme

This scheme extends the growth prospects of senior employees who have worked as a cohesive unit and have extended their valuable services to the company.

Parental Leaves

Any female employee, who has served the organisation, may avail the benefit under the revised maternity scheme 2018 upon conceiving naturally. The eligible female employee shall be entitled to get 26 weeks basic salary subject to fulfilment of the conditions as may be decided by the management. Any male employee serv-

"We believe in organisational management via gathering feedback from employees to see how aligned they are with the current company culture. With a fair male:female ratio which is about 3:1, we also try to ensure a sexual harassment free workplace.



> R P Yadav, chairman and managing director

— far more than negative feedback — makes them receptive to constructive advice because they know their work is valued and not just criticised, adds Ganguly.

GOAL SETTING

According to Kaushik Mazumdar, senior vice president-HR, Genius Consultants Limited, "in today's ultra-competitive work environment, companies with a winning edge are the ones that have the best-trained and skilled staff. However, even the best of employees cannot perform well when they are not motivated enough. This is why employee recognition in the workplace has to be an innate part of any company's culture." Staff can also be given recognition by providing them opportunities to learn and make themselves better at what they do. To take it a step further, it would also be a great idea to incentivise learning, opines Yadav.

EXTENDING THE REACH

One of the directors, Rashmi Yadav K, feels that rewards and recognition are likely to make employees trust their organisation more and build up commitment for the future. As the achievement of the employee resonates among his family and other social groups, it in turn

ing the organisation and upon justifying the cause of the leave under paternity scheme (5 days leave) may apply for it under Genius Paternity Leave Scheme 2018.

RECOGNITION RULES SUPREME

"Launched in 2011, our brand event Genius HR Excellence Awards highlights the importance of HR as a profession and lauds contributions of HR towards the growth of an organisation. Since 2012, Genius HR Excellence Awards was open to companies and professionals across India," Yadav informs. With pan India presence, the programme boasts of 400+ winners and 5000+ participants. The objective is to recognise organisations for excellence in HR practices, provide educational opportunities for HR professionals to learn more about benchmarks and facilitate communication for better outcomes.

EMPLOYEE SPEAK

Shares Ananya Sarkar, assistant general manager, recruitments, "It boosts one's self esteem to be praised as the best employee in front of your coworkers. Also, the feel good factor is enhanced when our HRs celebrate birthdays, work anniversaries, new additions and other noteworthy life occasions. The best part is that they are always subtle and simple rather than being expensive or complex." As per Abir Ganguly, CEO, business development, "When employees feel valued, both loyalty to the organisation as well as job satisfaction is enhanced, which can lead to improved performance and reduced turnover." Giving employees plenty of positive feedback



allows the employer to secure a positive image, particularly in those areas where it could not have penetrated using their marketing or branding tools.

LIFE IS GOOD

Keeping pace with the super drifting demands of modern lifestyle, the organisation has been practising exercises like Flexi Working Hours, quarterly health checkups, provision for late arrival and early leave approvals, mental wellness training and important world days celebration. In the coming years, the plan is to implement concepts like work from home, recreation rooms, gratitude programmes, emotional intelligence developmental training and more.

Human Resources



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