



**ITM** Business  
School  
ITM SKILLS UNIVERSITY

**HR DEPARTMENT PRESENTS**

# PANORAMA THE HR CIRCLE

**MAY EDITION  
2024**



**AUTOMATION  
AT  
WORKPLACE**

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## *Director's Message*



*Congratulations to the immense teamwork that has gone into creating "PANORAMA-THE HR CIRCLE". I could see the contribution of students from different departments talking about how automation is changing the workplace. For us, as an institution nurturing leaders for corporates, the bare truth is visible, and we are pursuing towards incorporating these learnings in the curricula. Let us accept that, while automation may raise concerns about job displacement, it also presents significant opportunities to enhance efficiency and empower workforces. The brighter side of automation is the speed and dexterity that it brings to work. At the workplace harnessing greater productivity and employee satisfaction using automation matters.*

*HR professionals can take actionable steps to prepare their organizations for a more automated future, including reskilling initiatives and fostering a culture of innovation. We must also take this opportunity to learn from real-world examples of how companies have leveraged automation to create a more agile and efficient workplace and workforce!*

**Caution:** *Automation applied to an inefficient workplace will magnify inefficiency.*

**Blessing:** *Automation frees people ...they can focus on quality while machines do the mundane tasks*

**Happy Reading!**

**Best Wishes**

**Dr Lakshmi Mohan**

**Pro VC - ISU**

**Director- ITM Business School**

# Message from Dean



## **"Workplace Automation: Transforming Efficiency"**

*In today's fast-paced world, workplace automation is no longer a luxury but a necessity. Businesses worldwide are embracing automation technologies to streamline operations, enhance productivity, and reduce costs.*

*From robotic process automation (RPA) to artificial intelligence (AI) algorithms, automation is revolutionizing traditional workflows. Tasks once performed manually are now executed swiftly and accurately by machines, freeing up human resources for more strategic endeavors.*

*While concerns about job displacement persist, the overall impact of automation is undeniable—it drives innovation, boosts competitiveness, and ultimately propels organizations towards greater efficiency and success in the digital age.*

*By incorporating the strategies mentioned above, businesses can pave the way for a future that is resilient, ethical, and environmental-friendly. This transformation is happening now, and sustainable human resources is the driving force that will push us into an era where success is measured not only by our accomplishments, but also by the methods we employ to achieve them.*

**Happy Reading!**

**Dr. Saritprava Das**  
**Dean - Academics**  
**ITM Business School**

# "THE HOD SPEAK"



**"Unlocking Potential:**

**Navigating the HR Landscape of Tomorrow"**

**Dear Readers,**

*Welcome to the latest edition of our E-Magazine Panorama - The HR Circle.*

*In this issue, we delve into the dynamic world of Human Resources, where innovation, diversity, Wellness, Inclusion, transformation, and adaptability are shaping the future of work. As students, you stand at the threshold of a rapidly evolving job market. Your journey in the world of business and management is an exciting one, filled with opportunities to learn, innovate, and lead. For the new generation preparing to use automation at the workplace, it's essential to develop a few key skills:*

**Digital Literacy:** *HRIS, and payroll software, Adaptability, Analytical Skills, Problem-Solving: Develop critical thinking skills to troubleshoot issues that arise with automated processes and find innovative solutions. By investing in various data and analytics courses, you can equip yourself with the knowledge and skills needed to thrive in an increasingly automated workplace and contribute to the successful adoption of automation initiatives within your organization.*

*Congratulations to the editorial team of Faculty & and students for coming up with a wonderful theme Automation at Workplace. Automation for Modern organisations is to stay competitive and efficient. By leveraging technology to streamline processes and business can improve their overall performance.*

*In our featured articles, corporate experts share insights on cultivating a growth mindset and the journey of corporate leaders, we also showcase stories of young HR professionals (our very own alumni) who are making their mark in this exciting field, Opportunity to showcase students' talent is a unique and interesting feature.*

*"Happy Reading"*

**Dr. Preethi Narendra**

**HOD - HR Department, ITM Business School**

*Meet*



*Soumi Manna PGDM 2023-2025*



*Pratyay Sengupta PGDM 2023-2025*



*Kum Kum Kanunga PGDM 2023-2025*



*Harsh Chawda PGDM 2023-2025*



*Guided by Prof. Priya Bennett*



# All about automation

*Nishita Rajesh Thapar*

*Batch: Operations & Supply Chain Mgmt, PGDM 2023-2025*

Automation has become an indispensable force in reshaping the landscape of workplaces across various industries. From manufacturing to finance, healthcare to retail, automation is revolutionizing the way tasks are performed, businesses are managed, and employees engage with their work. As technology continues to advance, the integration of automation is not just a trend but a necessity for staying competitive in today's fast-paced world.

One of the primary benefits of automation is its ability to streamline repetitive tasks and processes, allowing employees to focus their time and energy on more complex and creative endeavours. Automation tools such as robotic process automation (RPA), workflow automation software, and artificial intelligence (AI) algorithms can handle mundane tasks such as data entry, document processing, and customer service inquiries with speed and accuracy, freeing up human resources for higher-value activities.

Some more sophisticated examples include:

**Manufacturing:** The manufacturing sector has long been at the forefront of automation, with robotics playing a pivotal role in streamlining production processes. Companies like Tesla have leveraged automation extensively in their factories to assemble electric vehicles with precision and efficiency. Automated robotic arms perform tasks such as welding, painting, and assembly, reducing cycle times and ensuring consistent quality. This not only increases productivity but also enhances worker safety by automating hazardous tasks.



**Finance:** In the finance industry, automation is revolutionizing back-office operations, from account reconciliation to fraud detection. For example, JPMorgan Chase has implemented automation to streamline its compliance processes, reducing manual effort and minimizing the risk of errors. By automating tasks such as data validation and regulatory reporting, the bank

has improved operational efficiency and compliance accuracy, ultimately enhancing customer trust and satisfaction.

**Healthcare:** Automation is transforming healthcare delivery, improving patient outcomes, and optimizing resource utilization. Hospitals like the Mayo Clinic have adopted robotic process automation (RPA) to streamline administrative tasks such as appointment scheduling and medical billing. By automating these routine tasks, healthcare professionals can focus more on patient care, reducing administrative burden and improving overall efficiency.

**Retail:** In the retail sector, automation is reshaping the customer experience and revolutionizing supply chain management. Amazon, a pioneer in retail automation, utilizes robotics in its fulfilment centers to automate tasks such as picking, packing, and sorting of orders. Automated guided vehicles (AGVs) navigate through warehouses,



retrieving items and delivering them to workers for packaging, significantly reducing order fulfilment times and increasing throughput.

**Customer Service:** Automation is also transforming customer service operations, enabling businesses to provide faster, more personalized support. Companies like IBM have implemented AI-powered chatbots to handle customer inquiries and resolve issues in real-time. These virtual assistants leverage natural language processing (NLP) and machine learning algorithms to understand customer queries and provide relevant responses, enhancing customer satisfaction and reducing support costs.

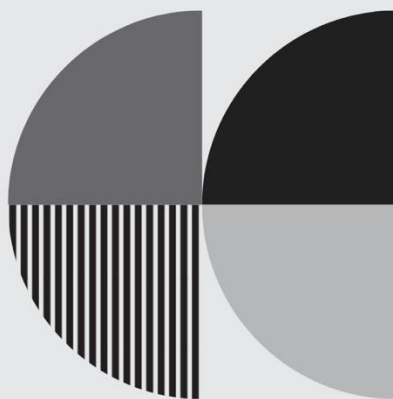
However, the integration of automation is not without its challenges. One of the primary concerns is the potential displacement of human workers. As automation technologies become more sophisticated, there is a legitimate fear that certain jobs may become obsolete, leading to unemployment and economic instability. To address this challenge, businesses and policymakers must prioritize reskilling and upskilling initiatives to ensure that workers are equipped with the necessary skills to thrive in an automated workplace.

Furthermore, it's essential to recognize that automation is not a one-size-fits-all solution. The successful implementation of automation requires a thoughtful approach that considers the unique needs, challenges, and capabilities of each organization. Collaboration between humans and machines, known as "collaborative automation," is key to maximizing the benefits of automation while preserving human creativity and intuition.



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## ***Revolutionizing HR processes in Cotton Spinning: The impact of Process Automation on Recruitment***

***Diptanu Bhattacharjee - HR Head Indorama Corporation, Uzbekistan  
(Integrated Textile Business Group), ITM Alumni Batch 2008-2010***

In the bustling world of manufacturing, particularly in industries like cotton spinning, where the pace is fast and demands are high, Human Resources (HR) departments often find themselves grappling with the challenges of recruitment. The quest for qualified talent amidst the intricacies of production schedules and specific skill requirements can be daunting. However, with the advent of process automation, HR functions in manufacturing companies, including those in cotton spinning, are undergoing a profound transformation, streamlining recruitment processes, and significantly enhancing efficiency. This case study is to understand the tangible benefits of process automation in the HR realm of a manufacturing company (cotton spinning).

### **The Challenge:**

In a cotton spinning manufacturing set up, HR team faced numerous challenges in recruitment. The demand for skilled workers fluctuated with production schedules, leading to a perpetual need for swift and accurate hiring. Traditional recruitment methods, involving manual sorting of resumes, scheduling interviews, and coordinating with various departments, often resulted in delays and inefficiencies. Moreover, identifying candidates with specialized skills relevant to the industry posed a significant hurdle.

### **The Solution:**

Recognizing the pressing need for innovation, the HR department embarked on a journey to automate the recruitment processes. Leveraging cutting-edge technology and tailored solutions, the team implemented a comprehensive automation system, SAP Success Factor, designed specifically for the unique needs of the cotton spinning industry.

### **Key Components of Automation:**

**1. Applicant Tracking System (ATS):** A sophisticated ATS was deployed to streamline the entire recruitment process, from resume screening to onboarding. This system utilized advanced algorithms to parse resumes, match candidates with job requirements, and rank them based on predetermined criteria. By automating these initial stages, HR professionals could focus their time and efforts on engaging with the most promising candidates.



**2. Skills Assessment Tools:** Recognizing the specialized nature of roles within the cotton spinning industry, the HR team integrated skills assessment tools into the automation framework. These tools allowed candidates to demonstrate their proficiency in relevant areas, such as machine operation, quality control, and safety

protocols. By objectively evaluating candidates’ skills, HR could identify the best-suited individuals for each role, ensuring a seamless transition into the workforce.

**3. Communication Platforms:** To facilitate seamless communication between HR, hiring managers, and candidates, the automation system incorporated robust communication platforms. Automated email notifications, interview scheduling tools, and virtual interview platforms streamlined the entire hiring process, reducing delays and improving candidate experience.



### The Results:

The implementation of process automation revolutionized the HR function within the cotton spinning manufacturing company, yielding tangible benefits across various dimensions:

**1. Efficiency Gains:** By automating repetitive tasks such as resume screening and interview scheduling, HR professionals saved significant time and resources. This newfound efficiency

translated into faster turnaround times for recruitment, allowing the company to promptly fill critical roles and maintain optimal production levels.

**2. Improved Candidate Experience:** Automation streamlined the entire recruitment journey for candidates, from application submission to onboarding. Prompt communication, transparent processes, and personalized interactions enhanced the overall candidate experience, positioning the company as an employer of choice within the industry.

**3. Enhanced Quality of Hire:** By leveraging skills assessment tools and advanced analytics, HR could identify candidates with the precise skills and experience required for success in the cotton spinning industry. This targeted approach to recruitment resulted in higher-quality hires, reducing turnover rates, and bolstering the company’s competitive edge.

**4. Cost Savings:** The efficiencies gained through process automation translated into significant cost savings for the company. Reduced time-to-hire, lower turnover rates, and optimized resource allocation contributed to a more cost-effective recruitment process, positively impacting the company’s bottom line.

### Conclusion:

This case study of Talent Acquisition process automation in the HR function of a cotton spinning manufacturing company underscores the transformative power of technology in revolutionizing traditional processes. By embracing automation, HR professionals can overcome the challenges inherent in recruitment within their respective sector, driving efficiency, improving quality of hire, and ultimately fostering sustainable growth.

As industries continue to evolve, the integration of automation technologies will undoubtedly remain a cornerstone of HR innovation, reshaping the future of work in manufacturing and beyond.



## How Automation is Reshaping the Retail Industry in India?

*Sai Acharya - Assistant Vice President HR, Reliance Retail Limited  
ITM Alumni Batch 2004 – 2006*

The retail industry in India has been going through a period of significant transformation in recent years, with the proliferation of automation being a key driver of change. The impact of automation on the retail sector has been nothing short of revolutionary, with new technologies and processes reshaping the way businesses operate and serve their customers.

The rapid growth of e-commerce in India has played a major role in pushing retailers towards automation. With online shopping becoming increasingly popular among Indian consumers, brick-and-mortar stores have had to find ways to stay relevant in an increasingly digital world. Automation has provided retailers with the tools they need to enhance their operational efficiency and customer service, making them more competitive in the market.

One of the key benefits of automation in the retail industry is enhanced customer engagement. Through the use of technology such as chatbots and personalized marketing algorithms, retailers can now offer a more personalized shopping experience to their customers. This not only improves customer satisfaction but also helps retailers to build stronger relationships with their customers, ultimately leading to increased loyalty and sales.

Automation has also had a major impact on supply chain management in the retail industry. By automating processes such as inventory management, order processing, and logistics, retailers can now streamline their operations and reduce the risk of human error. This has not only led to improved efficiency and cost savings but has also enabled retailers to respond more quickly to changes in demand and market trends.

In addition to supply chain management, automation has also played a key role in store planning for retailers. By using advanced analytics and predictive modelling tools, retailers can now optimize their store layouts, product placements, and pricing strategies to maximize sales and customer satisfaction. This has not only led to improved store performance but has also helped retailers to stay ahead of their competitors in a rapidly evolving market.





Another area where automation has made a significant impact in the retail industry is in the area of automated invoice processing. By automating the process of invoicing, retailers can now reduce the time and cost associated with manual invoice processing, while also improving accuracy and compliance with regulations. This has not only led to cost savings for retailers but has also enabled them to redirect

resources towards more value-added activities.

Overall, the adoption of automation in the retail industry in India has unlocked a multitude of benefits for retailers. From efficiency improvements and enhanced customer experience to increased agility and improved inventory maintenance, automation has helped retailers to stay competitive in a rapidly changing market. As the retail industry continues to evolve, automation will undoubtedly play an increasingly important role in shaping the future of retail in India.



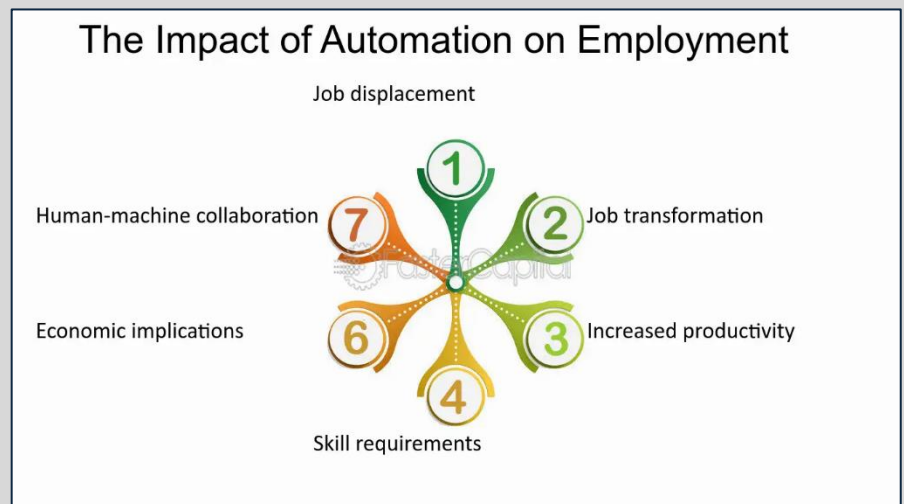
## Impact of Automation on Skills

**Ketki Shetty - Founder / Life Coach / Counsellor @Heartle  
ITM Alumni Batch 2010 - 2012**

The rapid integration of automation and AI is reshaping workplaces across industries. While these advancements offer exciting possibilities for increased efficiency and productivity, they also present a challenge. It's imperative to continuously enhance one's skill set to meet the evolving demands of the future. Basic digital literacy will no longer suffice. Employees will need proficiency in using automation tools, data analysis, and potentially some programming knowledge to collaborate effectively with AI systems. Soft skills like critical thinking, problem-solving, creativity, leadership, and communication will be paramount.

Human ingenuity will be crucial for tasks that require adaptation, innovation, and complex decision-making. The ability to learn new skills quickly and continuously adapt to changing technologies will be essential. As an HR consultant, I play a pivotal role in guiding companies through this transition and believe that HR Business Partners need to collaborate with business leaders to identify roles most vulnerable to automation and develop strategies for reskilling or upskilling current employees. HR plays a pivotal role in guiding companies to seamlessly integrate automation, optimize human potential, and leverage technology for repetitive tasks Learning and

Development experts must design training initiatives tailored to the changing skill demands and champion ongoing learning opportunities within organizations. HR leaders will have to engage in frequent practice to utilise data analytics to identify high-potential employees suitable for upskilling programs and identify emerging skill gaps within the workforce.



Companies must encourage a company culture that embraces change and fosters creativity to stay ahead of the curve. Hence, automation is definitely not a threat to replace humans, but an opportunity to redefine the role of work. By embracing the skill shift and focusing on developing a future-ready workforce, HR can play a critical role in ensuring a smooth transition and a thriving workplace for the years to come.

A spiral-bound notebook with a white cover and black spiral binding on the left. The cover features the text 'YOUNG EMERGING MINDS @ITM' in the center. There are two geometric designs: one in the top-left corner and one in the bottom-right corner, both consisting of a circle divided into four quadrants with different patterns (solid black, solid grey, and horizontal lines). A dark brown pen with gold-colored accents is positioned vertically on the left side of the notebook.

# **YOUNG EMERGING MINDS**

*@*ITM



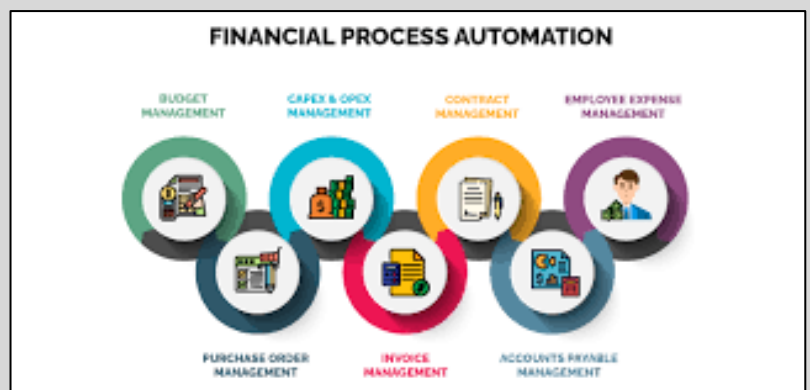
## *Automation in finance*

***Rini Kanude***

***Dept: Finance, PGDM Batch: 2023-2025***

Imagine automation as your trusty financial sidekick. It tackles repetitive tasks like data entry faster than a caffeinated squirrel, leaving you with more time to brainstorm brilliant money-making strategies and maybe even sneak in a coffee break! Technically speaking, automation refers to the use of technology, such as software or machinery, to perform tasks with minimal human intervention. In the financial workplace, automation refers to the application of technology to streamline and optimize various processes related to financial operations, transactions, analysis, and decision-making.

It involves the use of software, algorithms, and robotic process automation (RPA) to automate repetitive tasks, reduce manual errors, enhance efficiency, and improve overall productivity. Automation accelerates the speed at which financial tasks are performed, leading to faster processing times and improved turnaround times for various financial operations, executes calculations, reconcile accounts, and detect anomalies with a high degree of accuracy, reducing the risk of costly errors and financial discrepancies, helps financial institutions reduce operational costs by minimizing the need for manual labour and streamlining processes, enables financial professionals to leverage advanced analytics tools and algorithms to analyse large volumes of data quickly and accurately, enhances the customer experience by streamlining processes such as account opening, loan processing, and customer service.



Automation comes as a huge package of advantages, more than one can mention, but with advantages, comes many disadvantages too. While automation brings efficiency gains, it also raises concerns about job displacement. Certain routine tasks may become automated, leading to a shift in the skills required in the financial workplace, as financial institutions increasingly rely on automated systems and interconnected technologies, the risk of cybersecurity threats also grows, and the use of automation in finance prompts ethical considerations, particularly in areas such as algorithmic decision-making and the potential for biased outcomes. Ultimately, automation presents immense opportunities for financial institutions to drive innovation, improve operational excellence, and deliver greater value to customers.



## ***Shifting Gears: Navigating the Evolving HR Landscape***

***Soumi Manna***  
***Dept: HR, PGDM Batch: 2023-2025***

In recent years, automation has revolutionized various industries, including human resource management (HR). The integration of automated systems and software has significantly changed the way HR functions are carried out, streamlining processes, and increasing efficiency. Let's explore the specific ways in which automation has taken over corporate functions within HR, highlighting the benefits and challenges that come with this shift.

### **A. Recruitment and Talent Acquisition**

Recruitment automation refers to the use of technology to streamline and optimize the hiring process. This involves using software, platforms, and tools to automate various aspects of the recruitment process, from sourcing and screening candidates to conducting reference checks and scheduling interviews. The goal of recruitment automation is to make the hiring process more efficient, effective, and consistent.

AI-powered sourcing tools use advanced algorithms and machine learning to identify passive job candidates based on their skills, experience, and other relevant criteria. These tools can search and analyse vast amounts of data from various sources, including social media, professional networks, and job boards, to identify candidates who match the requirements for a given job opening.



### **B. Performance Management and Employee Evaluation:**

Automation of the performance appraisal process ensures that all employees are covered as well as a record or log of the activities of both employees and managers is maintained leading to accountability.

To explain, automated performance appraisal tasks ensure that there is an audit trail or audit log of the activities which helps make the concerned employee or manager accountable.

### C. Employee Benefits and Compensation

Automation has also made it easier for HR professionals to manage employee benefits and compensation. Software solutions for benefits administration, payroll, and expense management can help streamline processes and reduce errors. Furthermore, these systems can provide employees with easy access to their benefit information, making it simpler for them to make informed decisions about their compensation and benefits packages.



### D. Data Privacy and Security

While automation has brought many benefits to HR, it has also raised concerns about data privacy and security. As organizations rely more heavily on automated systems, they must ensure that appropriate measures are in place to protect sensitive employee data. This includes implementing strong cybersecurity measures, encrypting data, and training employees on proper data handling practices.

The integration of automation in human resource management has led to significant changes in the way HR functions are carried out. From recruitment and talent acquisition to performance management and employee benefits, automation has made processes more efficient, streamlined, and data driven. However, it is essential for organizations to address the challenges that come with automation, including data privacy and security, to ensure that these systems benefit employees and the organization as a whole.



## ***The Agile Workplace:***

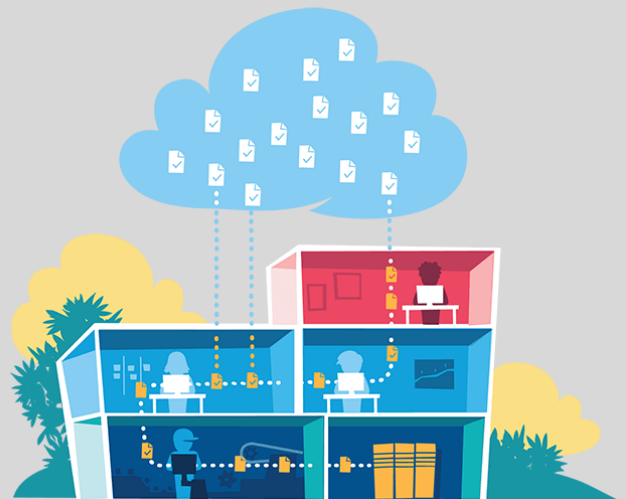
### ***Defining Human Efficiency***

***Shivam***

***Dept: BA, PGDM Batch:2023-2025***

Automation and AI aren't recent developments, but the ongoing technological progress is constantly broadening the scope of what machines can accomplish. Simply put, automation in the workplace refers to the use of machines to perform predictable or repetitive tasks without direct human inputs. It leads to growth and scalability, consistent and on-time output, greater employee satisfaction due to reduced workloads, and fewer costly errors. According to McKinsey & Company, the demand for technological skills will rise by 50% in the next decade. I can personally relate to how technical efficiency can lead to increased productivity.

Data cleaning tasks that involve lakhs, if not millions, of records in a single dataset can now be performed through pattern recognition and automation on Python in a few hours, which would have otherwise taken days to complete using 'only' Excel. The combined power of Excel and Python opens many doors. And that's just one part of the bigger picture! Businesses are utilizing automation to derive valuable insights across the data pipeline. These powerful technologies are transforming the landscape of Business Analytics by automating processes such as data collection and cleaning, and subsequently updating them across all data channels. Additionally, a data dashboard with integrated analytics algorithms can automate data visualization and interpretation with tools such as Power BI and Tableau.



How to stay ahead of the curve as a Business Analyst?

**1) Search-based Discovery Tools:** People routinely use search engines like Google to find something. By utilizing Google Analytics and similar tools, business analysts can easily cut through superfluous information and find relevant insights.

### **2) AI and Machine Learning**

Machine Learning and AI are poised to take over the majority of customer service roles in the future. But what good is a machine without data? Often, Business Analysts are the ones who

provide the necessary information to achieve the desired output. ML and AI still require that 'human touch' of a business analyst to succeed!



### 3) Cloud Computing

In the current era of Big Data, companies are always trying to reduce dependency on outdated physical resources. Cloud Computing plays a huge role by storing and managing data on remote servers. It increases efficiency, especially when working with individuals from all over the world.

### 4) Predictive Analytics Tools

Anticipating the next move of your clients or competitor plays a huge role in a company's success. A business analyst can do just that by analysing historical data patterns in consumer behaviour, trends, and market fluctuations!

### 5) Data Automation

As I have mentioned from my experience, it can become really tedious to pre-process, clean, store and manage the huge amounts of data that has reached many terabytes. This is exactly why automation is so important in the workplace!

**Conclusion?** As businesses are finally utilizing automation and data to navigate an uncertain future, it's not surprising to say that Business Analytics and Data Analytics will be key to the success of any company by improving efficiency, workflows, employee satisfaction, and customer experience!

As the popular phrase goes: 'AI will not replace you, but the person using AI will'.



## ***Automation's revolution: how the digital marketing landscape shifts***

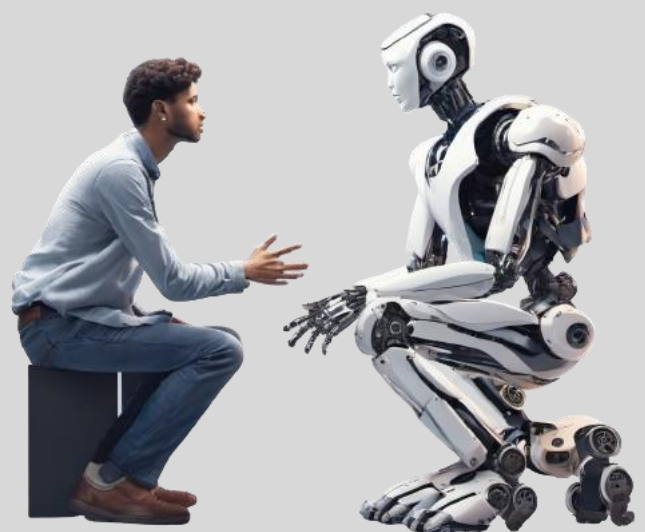
***Vedant Sahu***

***Dept: DMT, PGDM Batch: 2023-2025***

Imagine having an assistant that handles the tedious stuff – scheduling social posts, sorting emails, and optimizing those online ad campaigns. Turns out, that assistant exists – and it's powered by automation. These tools are revolutionizing the way digital marketers work, and it's time to jump on board. Think of those time-consuming tasks as piles of digital paperwork. Automation is the super-organized filing system, sorting and analysing everything in a flash. This frees you up to focus on the real magic: brainstorming those killer campaigns, crafting messages that resonate, and building authentic connections with your audience. But here's where it gets really exciting – automation gets smarter as it goes. It tracks data, learns what works, and refines your targeting. It's like having a marketing sidekick with a built-in analytics brain!

Of course, the human touch is still essential. You'll always be the creative visionary, the one who truly understands your audience. But with automation handling the routine tasks, you're empowered to take your digital marketing to the next level. Ready to team up with the robots and see what you can really achieve?

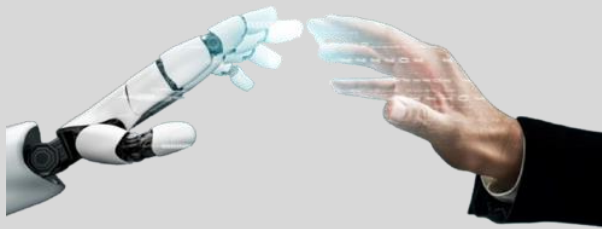
Automation is reshaping industries worldwide, and digital marketing is no exception. The rise of intelligent tools and platforms is fundamentally changing how digital marketers approach their work, leading to both challenges and exciting new opportunities. Automation at workplace can perform a wide range of tasks like email marketing, data analytics, advertising, social media and content creation. Automation dramatically enhances the efficiency of digital marketing. By streamlining repetitive tasks, it frees up marketers to dedicate their time and energy to



high-level strategy and creative work. Additionally, automated tools leverage vast amounts of

data to ensure messages reach the most relevant audiences at the optimal time. This precision targeting, along with real-time analytics, allows marketers to make informed, data-driven decisions that optimize campaigns and deliver better ROI.

Furthermore, automation is key to creating personalized customer experiences at scale, boosting satisfaction and building stronger brand relationships. Automation, it comes with some challenges and adaptation like, digital marketers need to stay updated on the latest automation tools and techniques. Data analysis and a blend of technical and creative skills are becoming increasingly important. Automation risks sacrificing authenticity. It's a balancing act



between efficiency and building genuine connections. Transparency about the use of automation tools and protecting data privacy are crucial. Automation isn't a threat; it's an opportunity. Digital marketers who actively learn, adapt, and upskill will be positioned for success in this ever-evolving landscape. By leveraging automation while prioritizing strategy, creativity, and the human element, digital marketing will continue to push boundaries and drive more personalized and effective customer experiences.



## ***From Spreadsheets to Smart Systems: A Finance Perspective on Workplace Automation***

***Kanishh Jain***

***Dept: Finance. PGDM Batch: 2023-2025***

In the age of digital transformation, automation is rapidly reshaping every corner of the workplace.

While some might view it with apprehension, the finance department sees it as a powerful tool to unlock efficiency, accuracy, and strategic insights. Let's delve into the transformative impact of automation from a financial standpoint.

### **Streamlining Processes, Boosting Accuracy:**

Repetitive tasks like data entry, invoice processing, and expense reconciliation consume a significant chunk of a finance team's time. Automation takes over these mundane chores, freeing up staff for more strategic analysis. Imagine an AI-powered system automatically extracting data from invoices and feeding it seamlessly into your accounting software. This eliminates human error, reduces processing time, and ensures data consistency – a dream come true for any finance professional!

### **Enhanced Controls, Mitigating Risk:**

Automation strengthens internal controls by establishing clear workflows and audit trails. Automated approvals for specific spending limits

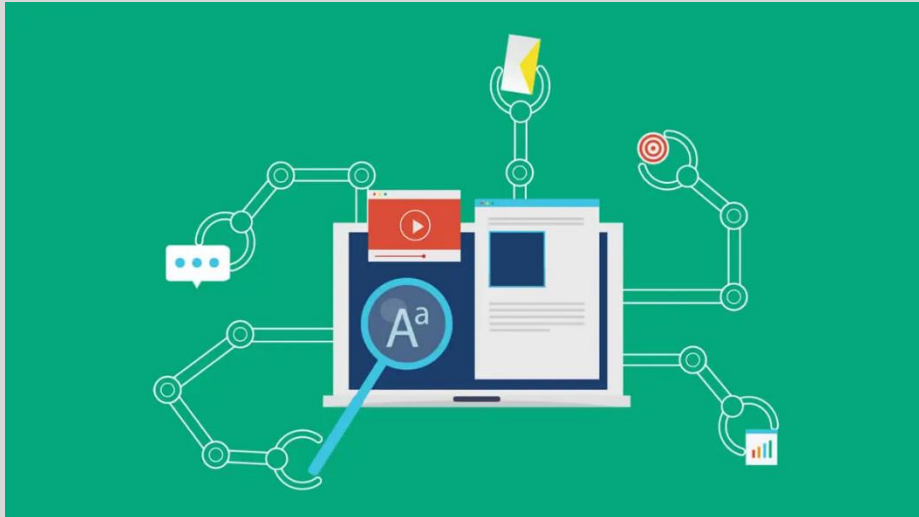
minimize the risk of unauthorized transactions. Real-time data visualization tools allow for continuous monitoring of financial health, enabling proactive identification of potential issues. This translates to better financial risk management and increased peace of mind.



### **Strategic Insights, Data-Driven Decisions:**

Finance teams are no longer just number crunchers; they are strategic partners. Automation automates routine tasks, freeing up finance professionals to dedicate their expertise to analysing financial data.

Advanced reporting tools transform data into actionable insights, allowing for informed decision-making. Imagine being able to analyze trends, forecast future cash flow, and identify cost-saving opportunities – all in real-time!



### **The Human Touch Remains Crucial:**

While automation streamlines processes, the human element remains irreplaceable. Financial expertise and critical thinking are essential for interpreting data, making judgments, and providing

strategic guidance. Automation empowers finance professionals by giving them back their time, allowing them to focus on higher-value activities that require human judgment and creativity.

### **The Road Ahead: Embracing Change**

The future of finance lies in embracing automation. By adopting these technologies strategically, finance departments can become powerful drivers of business growth and profitability. Investing in the right training will ensure a smooth transition and equip finance teams to leverage the full potential of automation.

### **Call to Action:**

Start your automation journey by identifying repetitive tasks and exploring software solutions. Remember, automation is about creating a smarter, more efficient finance department, not replacing people. It's a win-win for both the finance team and the overall success of the organization.



## ***Marketing in the Age of Automation: Navigating the New Frontier***

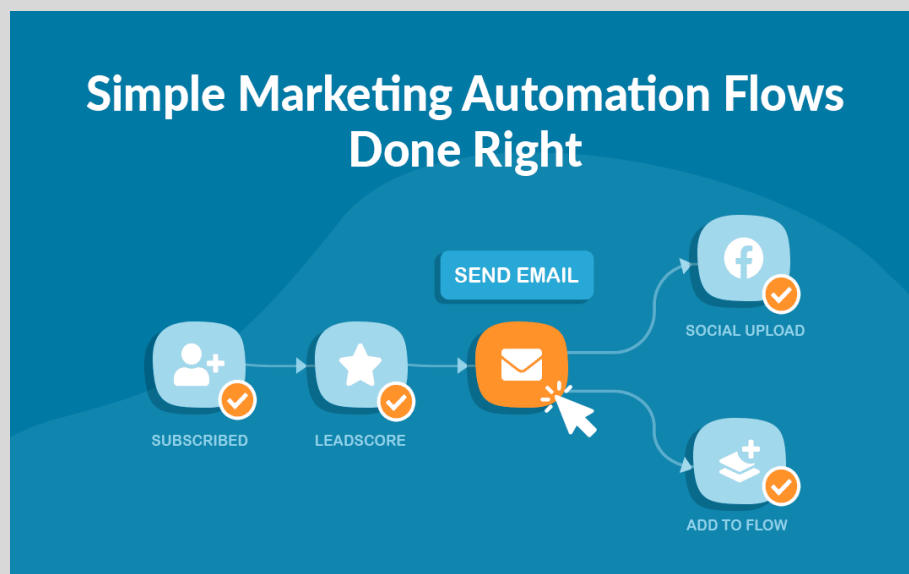
***Hardik Sharma***

***Dept: Marketing PGDM Batch: 2023-2025***

In today's fast-paced digital landscape, the buzzword on every marketer's lip is automation. From email campaigns to social media management, automation tools have revolutionized the way marketers engage with their audience, streamline processes, and drive business growth. However, as automation becomes increasingly integral to marketing strategies, marketers must navigate the complexities of this evolving landscape to harness its full potential while maintaining a human touch.

### **The Rise of Marketing Automation: Efficiency Meets Personalization**

Gone are the days of manual tasks and one-size-fits-all marketing strategies. With the advent of marketing automation platforms, marketers now have the power to automate repetitive



tasks, segment their audience, and deliver personalized experiences at scale. Whether its sending targeted email campaigns based on user behaviour or automating ad placements across multiple channels, automation has become the cornerstone of modern marketing campaigns. At its core, marketing automation is about striking

the delicate balance between efficiency and personalization. By leveraging data insights and predictive analytics, marketers can create hyper-targeted campaigns that resonate with individual preferences and behaviour. From dynamic content creation to automated lead nurturing workflows, automation enables marketers to deliver the right message to the right person at the right time, driving engagement and conversion rates.

## Challenges and Opportunities in the Era of Automation:

While automation offers unprecedented opportunities for marketers, it also presents its fair share of challenges. One of the key challenges is ensuring that automation does not compromise the authenticity of brand messaging. In a world where consumers crave genuine connections and personalized experiences, marketers must tread carefully to avoid coming across as impersonal or robotic.

Moreover, as automation technologies continue to evolve, marketers must stay abreast of the latest trends and innovations to remain competitive. This entails investing in training and upskilling initiatives to equip marketing teams with the necessary skills to leverage automation tools effectively.

Additionally, marketers must strike a delicate balance between automation and human intervention, knowing when to automate processes and when to add a personal touch.

**Embracing Automation: The Path Forward for Marketers** In the age of automation, the role of marketers is more important than ever. Rather than viewing automation as a threat to

creativity, marketers should embrace it as a catalyst for innovation and efficiency. By automating routine tasks, marketers can free up time to focus on strategic initiatives such as campaign optimization, creative ideation, and customer relationship management.



Furthermore, automation empowers marketers to glean valuable insights from data analytics, enabling them to make data-driven decisions that inform marketing strategies and drive business outcomes. Whether it's identifying emerging trends, segmenting target audiences, or measuring campaign performance, automation provides marketers with the tools they need to stay ahead of the curve in an increasingly competitive landscape.

**In conclusion:** Automation is reshaping the marketing landscape, offering unparalleled opportunities for efficiency, personalization, and growth. By embracing automation technologies and adopting a human-centric approach to marketing, marketers can unlock new levels of creativity, drive meaningful connections with their audience, and ultimately, achieve their business objectives in the digital age.



## Online Poll

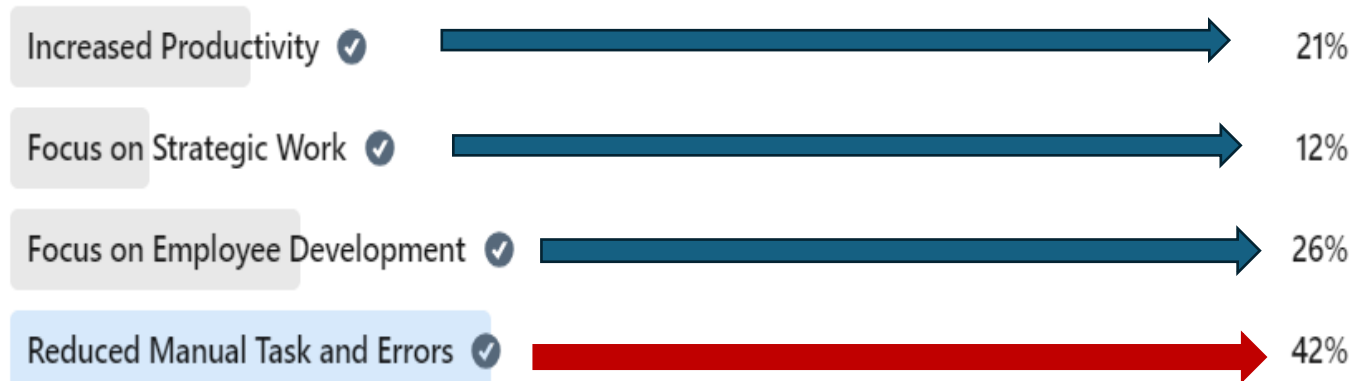
The LinkedIn poll conducted for our HR department's magazine on "Automation, and the future of the workplace" generated interesting insights into what excites employees most about automation's impact.

### Key Findings:

- **Reduced Manual Tasks and Errors:** A significant majority (42%) of respondents were most excited about automation's potential to reduce manual tasks and errors. This suggests a strong desire for streamlining workflows and improving efficiency.

As automation continues to reshape workplaces, what excites you the most about its impact on HR & other departments?

You can see how people vote. [Learn more](#)



43 votes • Poll closed

### Other Findings:

- **Focus on Employee Development:** (26%) of participants highlighted the potential for automation to free up HR's time to focus on employee development, which is crucial for retention and upskilling in a changing workplace.

- **Increased Productivity:** (21%) of voters were interested in the potential for automation to boost overall productivity.
- **Focus on Strategic Work:** (12%) of respondents were drawn to the possibility of automation allowing HR and other departments to concentrate on more strategic tasks.

### **Reduced Manual Tasks and Errors Take the Lead (42%)**

A resounding 42% of respondents expressed their strongest enthusiasm for automation's potential to eliminate tedious, error-prone manual tasks. This finding highlights a clear desire for streamlined workflows and improved operational efficiency. Imagine HR professionals freed from repetitive administrative duties, allowing them to focus on more strategic initiatives. Similarly, streamlined processes across departments can lead to fewer errors and a smoother overall work experience.

### **Employee Development Takes Center Stage (26%)**

Nearly a quarter of participants (26%) identified employee development as an area ripe for improvement with the help of automation. By automating repetitive tasks, HR professionals can dedicate more time and resources to cultivating a culture of learning and growth. This translates to robust training programs, upskilling opportunities, and a focus on employee well-being – all essential elements for talent retention and development in the face of automation.

### **Boosting Productivity: A Shared Vision (21%)**

Over a fifth of the voters (21%) emphasized their interest in the potential for automation to enhance overall productivity. This aligns with the possibility of streamlining workflows and freeing employees from mundane tasks. By automating repetitive processes, organizations can empower employees to focus on higher-value activities, leading to increased output and a more productive work environment.

### **Strategic Focus: A Welcome Shift (12%)**

A significant portion of respondents (12%) were drawn to the possibility of automation allowing HR and other departments to shift their focus towards more strategic pursuits. This suggests a desire for a future where HR professionals can move beyond administrative tasks and become strategic partners in driving organizational success. By leveraging automation, HR can dedicate more time and resources to workforce planning, talent acquisition, and fostering a positive work culture.

## **The Future of Work: A Symphony of Efficiency, Development, and Strategy**

The results of our LinkedIn poll paint a compelling picture of the future workplace. Employees see automation as an opportunity to achieve a trifecta of benefits: improved efficiency, enhanced focus on employee development, and a strategic shift towards value-added activities. By embracing automation and its potential, organizations can create a more streamlined, employee-centric work environment that fosters innovation and growth.

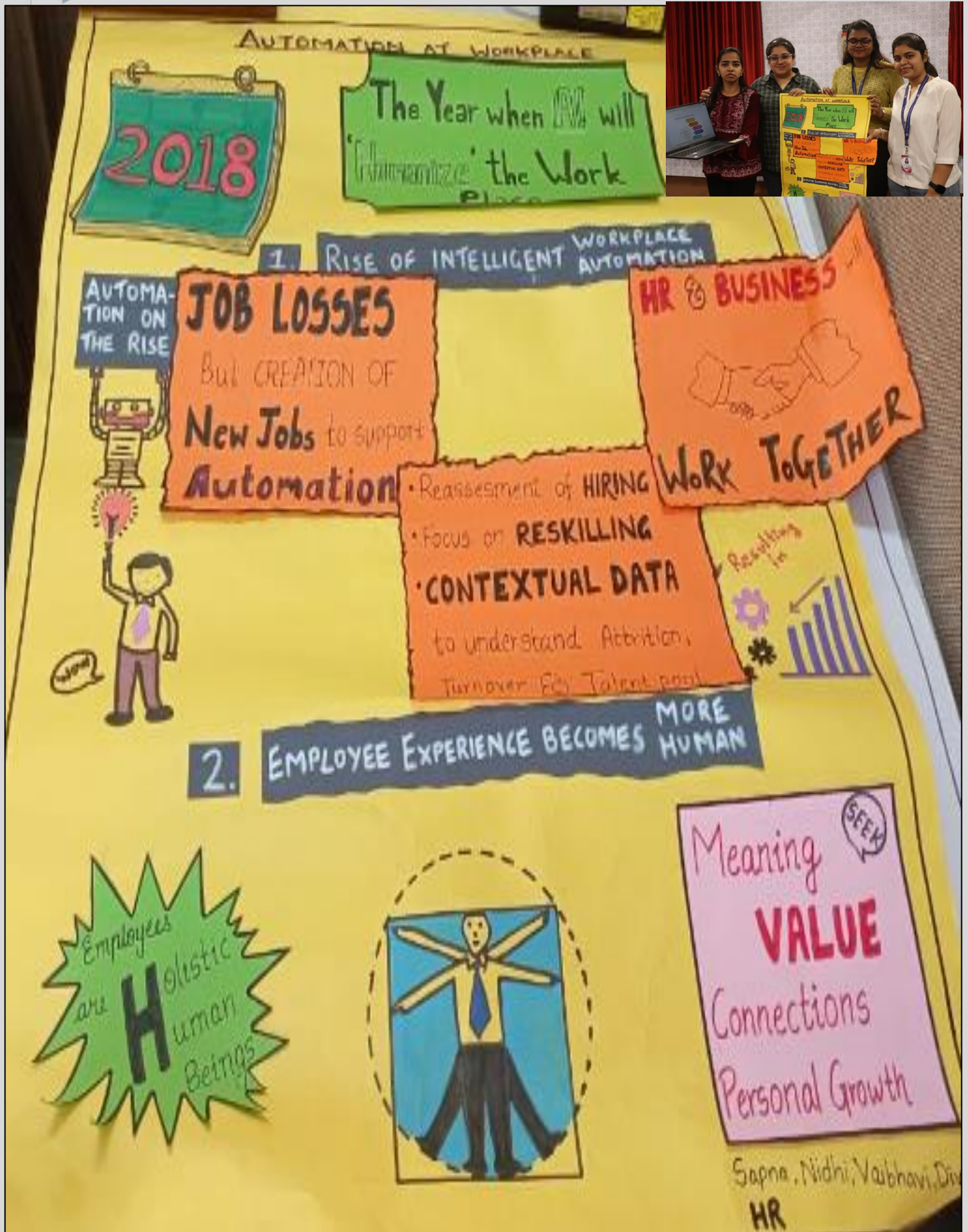
*Overall, the poll indicates that employees see automation as an opportunity to improve efficiency, reduce errors, and allow HR to focus on more strategic initiatives and employee development.*

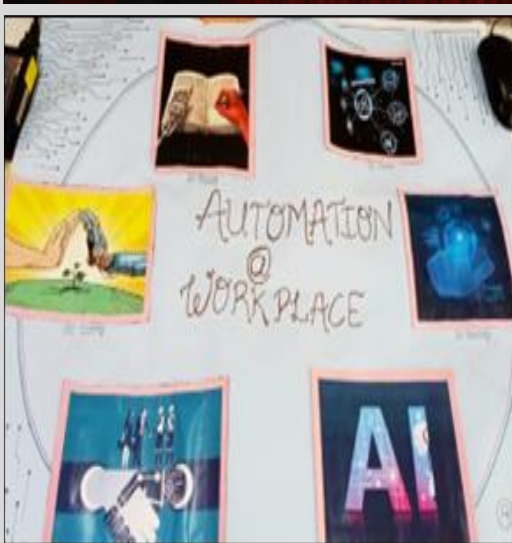
*Pratyay Sengupta*

*Dept: HR*

*PGDM 2023 -2025*

# Art & Craft - Poster-making Competition





# Hall of Fame -PGDM Batch 2022- 24



**ROHAN SINGH**

**PLACED IN: RELIANCE RETAIL**



**NIDHI RUPARELIA**

**PLACED IN: RELIANCE RETAIL**



**NEHA NEVREKAR**

**PLACED IN: RELIANCE RETAIL**



**AKSHAY JADHAV**

**PLACED IN: RELIANCE RETAIL**



**APARNA PRATHAPAN**

**PLACED IN: RELIANCE RETAIL**



**SANDRA XAVIERS**

**PLACED IN: ICICI PRUDENTIAL  
LIFE INSURANCE**



**SWANAND JOSHI**

**PLACED IN: ICICI PRUDENTIAL  
LIFE INSURANCE**



**NEHA RUDRESH**

**PLACED IN: GCX**



**ANKITA SINGH**

**PLACED IN: ATUL INDUSTRIES**



**JAHNVI GAURR**

**PLACED IN: HIRANANDANI FINANCIAL SERVICES**



**ADITI DWIVEDI**

**PLACED IN: QUALITY KIOSK**



**ASHVITA SHETTY**

**PLACED IN: ADITYA BIRLA GROUP  
ULTRATECH CEMENT**



**SNEHAL SHARMA**

**PLACED IN: SCIATIVE SOLUTIONS**

# Event Snippets

*Wellness run 2.0 | Experiential Learning | Mentor-Mentee Meet |  
IV - JSW & Mazagon Dock*

