

HR SYMPOSIUM 2022

MEDIA REPORT
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1. Name of Media House: Odisha Ray

Date: 6th September 2022

- https://www.odisharay.com/pages/single_page.php?id=34279

The screenshot shows the OdishaRay website interface. At the top, there is a navigation bar with categories like ODISHA, NATION, BUSINESS, POLITICS, ENTERTAINMENT, EVENTS, ABOUT, and PRESS RELEASES. The date and time are 20-09-2022, 9:25:00 PM. Below the navigation bar is a Google Ad placeholder. A 'Latest News' section features a headline: 'Youth thrashed to death by elder brother for neglecting studies' and 'AIIMS Bhubaneswar performs first successful kidney transplantation'. The main article is titled 'XIM UNIVERSITY'S SCHOOL OF HUMAN RESOURCE MANAGEMENT HOSTS HR SYMPOSIUM'. The article text states: 'Bhubaneswar(06/09/2022): The School of Human Resource Management, XIM University (New Campus), Odisha, successfully hosted its HR Symposium on September 3, 2022. The theme for the symposium was "Employer Branding: The key to Competitive Advantage in a Post-CovidEra". The event started with an opening address by Dr.Andrew Dutta, Dean School of Human Resource Management,'. To the right of the article is a 'TRENDING' sidebar with several news items, including 'AIIMS Bhubaneswar performs first successful kidney transplantation', 'WhatsApp number issued for Bhubaneswar citizens to report extortion, street crime', and 'Odisha government hikes DA of its employees by 3 percent'. At the bottom right, there is a 'VISIT OUR ODIA NEWS SITE' button and a logo for 'ଓଡ଼ିଆ ରେ...'.

followed by a welcome address by Fr.S.AntonyJoseph Raj, S.J., Registrar and an Inaugural address by Fr.Antony R.Uvari,S.J., Vice Chancellor, XIM University.



The symposium saw invigorating discussions and speeches by eminent industry stalwarts and thinkers.

Keynote address was delivered by Rajorshi Ganguli, President & Global HR Head, AlkemLaboratories.

The speaker pointed out the difference between corporate branding and employee branding.

He also quoted that roughly 80-90% of prospective employees to reference checks before joining a company.

The symposium saw discussions through two panels, with two sub themes.

Factors leading to successful employer branding in a hybrid work model: The panel saw discussions around the need for employer branding and importance of employee's experience to boost employer branding.

The panel members also shared thoughts on important employee branding dimensions like inspirational leadership, diversity & inclusion, environment consciousness and hyper personalized flexibility to name a few.

The panel saw the participation of members-Bharat Chhabra, Head – Change Management& L&D, Tata Power, Anupama Priyadarshini, CFO and Business Navigation, Purchasing Logistics South Asia and Director, IKEA Services India Pvt Ltd,Magesh Sambasivan, Vice President - People Organization, Asia Pacific, Assurantand Ibadat Dhillon, Director, Human Resources, KPMG India as Speakers.

Panel 2: Employer branding as a tool to enhance economic growth for firms: In the panel discussion speakers spoke about the relevance of employer branding in boosting ROI of the company and its impact on company's reputation.

Speakers spoke about how adopting a more scientific and number-based approach is important.

The panel identified Fairness, Sustainability, Corporate social image and reputation as some of the contributors to employer branding.

Speakers shared the philosophy of "I learn, I grow and I connect." As the employer an essential element of the employer value proposition statement.

The panel saw the participation of Uma Rao, Chief HumanResource Officer, Granules India Ltd, Ankush Arora, Chief Human Resource Officer, Oxane Partners and Minakshi Sahoo, People and Culture Partner, VolvoGroup Trucks Technology.

Dr.Arup Roy Chowdhury, Assistant Professor,School of Human Resource Management, XIM University was the Moderator.

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This flagship symposium is organised every year to bring together eminent industry stalwarts from diverse sectors underone roof to discuss trending business and human resource related themes.Post the panel discussions, speakers invited the audience for a Question & Answer session.

The event wassuccessfully concluded with the felicitation of speakers and a vote of thanks address by Dr.Andrew Dutta, Dean, School of Human Resource Management, XIM University.

The University thanks all the speakers, administration, media partners, audience, and everyone who contributed to the event's smooth functioning and flawless execution .

