



**WeChat- Mr
Chinu Kwatra**

**Founder, Director, CEO at
Eventiness India**

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” - Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind’s eye needs to be nurtured and differently so.

We school has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2019, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the April Issue of SAMVAD for the year 2019!

SAMVAD is a platform for “*Inspiring Futuristic Ideas*” and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the March Issue of SAMVAD which revolves around the theme of “**Waste Management**”. According to the Press Information Bureau, India generates 62 million tonnes of waste every year, with an average annual growth rate of 4%. It has become increasingly important to address this problem not only at the global or national but also at an individual level. This issue highlights how different ideologies and creative minds play a role in the management of waste.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

“There are no limits to what you can accomplish, except the limits you place on your own thinking”

- *Brian Tracy.*



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WECHAT

Mr. Chinu Kwatra

Founder, Director, CEO at Eventiness India

Team SAMVAD

1. Tell us about your journey.

Ans. Being a social activist for the past 5 years I have taken several initiatives for underprivileged kids, I wanted to do something for the environment. I then came across Afroz Shah, the man behind Versova Beach Clean-up, read his articles and planned a one-day beach clean-up activity after Ganesh Visarjan at Dadar. Indu ma'am heard about the event on Facebook and she suggested it should be a continuous activity and as she is a resident of Dadar it would help us, I along with my teammates Akshay and Shraddha just the 3 of us reached at the beach for the clean-up. The condition of the beach was very bad and then looking at us clean a few students from nearby college volunteered to help us and from there I understood it's a citizen's activity and thus I started promoting it on various social media platforms. We have completed 96 weeks of clean-up and 399 clean ups are done till today. Indu ma'am played an important role and motivated us to keep going and the movement grew.

2. How has the Awareness increased?

Ans. The awareness has definitely increased more initiatives for clean-up are being taken up. Real work is happening and People are keen to spread the message of Clean Mumbai Green Mumbai.

3. Have Government initiatives helped and increased?

Ans. I believe the government is working for environment since long way before us but it is never seen, as there is negativity towards the Government. Even if a small problem happens the BMG gets blamed but after doing the clean-up, I have realized they are not at fault. The BMC does not litter the beach, it is the citizens who do it and need to be more responsible. The initiative for segregation of wet and dry waste is being promoted for 4-5 years but the residential societies still do not segregate, so as citizens it is our job to work with the government for them to do their job.

4. What are the major challenges?

Ans. The mindset of the people, we are not doing a favour by taking care of the environment. The environment takes care of us, we are here because of it and we just need to protect by not littering, not cutting the trees planting more trees and have more greenery around. If there is no litter, we don't need to clean up.

5. How do students like us contribute?

Ans. To all the aspiring students, every person can take out few hours in a week to help out to give back to the society. Time management is something we learn from childhood and this is what students can implement.

I being a dual MBA in Marketing and Finance left my job in 2017 to run my small business and an NGO for the environment. I use my both degrees to run my business and NGO. Whatever I have gained from my education and the contacts I have made like Indu ma'am are helping me till date to bring about the change. Using your expertise even it means 2-3 hours in a week for the environment will be a big contribution.

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OPERATIONS

Sustainable supply chain practices

Tanvir Singh, Indian Institute of Management, Vishakhapatnam

Abstract

Adoption of sustainable supply chain management (SSCM) to incorporate recycling and waste management in Indian Manufacturing firms is of utmost interest in the field of research. In this paper article, we will discuss the waste management practices in the industry and also suggest new innovative methods.

Introduction

Global warming and another such phenomenon along reckless waste disposal methods have called for sustainable developments. To describe sustainability, we need to discuss all three factors namely Social, Environmental and Economics. It is called as Triple Bottom Line (TBL) as shown in the figure:

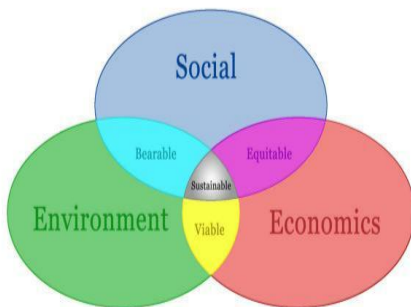


Fig. 1: Dimensions of sustainability: Triple Bottom Line (TBL or 3BL) (Source: UN Global Compact Report: BSR)

Though economic viability is of primary concern for an organization but in today's world causing irreversible damage to eco-system and depriving employees of their essential needs for economic gains will not suffice in the long

run. So, let's also look at the other factors with some examples:

Large MNC's such as XEROX, GE, GM, 3M, and DOW CHEMICAL have successfully saved millions of dollars and prevented tons of a pollutant from intoxicating the environment by incorporating Sustainable Supply Chain Management (SSCM) in their corporate mission through programs like 3M's Pollution Prevention Pays, etc.

New Terms and Trends:

The environment plays a significant role on sustainable supply chains when we talk about the environment-friendly product and process design, supplier participation for "Green" purchasing, cleaner technology adoption, environmentally safe storage and transportation of goods, returns management including disposal of end-of-life products and product recovery for reuse and reselling on secondary markets. These in return create terms like "reverse logistics," "closed-loop supply chains" and "green supply chains."

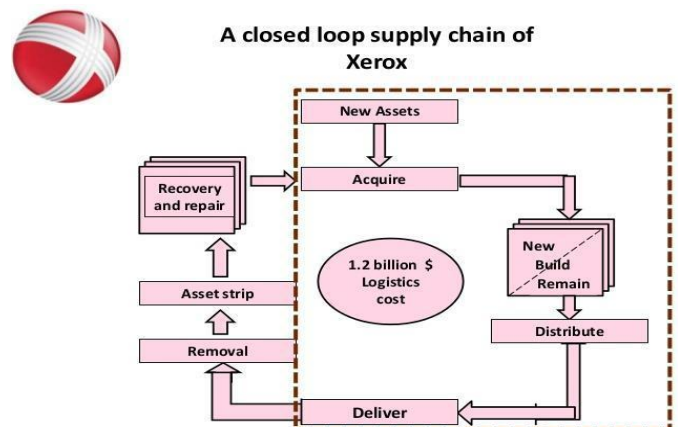


Fig. 3: Closed-loop supply chain adopted by XEROX (Source: UN Global Compact Report: BSR)

Recycling and Waste Management Drivers:

• Sustainable Manufacturing Practices:

An organization has direct control over its manufacturing unit. So, it has the opportunity to make it environment-friendly without any external deterrents. Green manufacturing includes the following methods:

➤ Sustainable product design

Products need to be designed such that it uses environment-friendly raw material, parts, and components that reduce energy consumption, emissions and generation of solid and liquid wastes during production, transportation, storage, and usage. The design should be such that after the expiry products need to contain more degradable and recyclable components.

➤ Sustainable process design

Products are results of a process. So, an efficient and eco-friendly process will result in less amount of waste thus meaning high utilization of resources, less energy consumption, and low costs. Also, alternative energy like solar, wind power should be the top priority while designing the process.

➤ Sustainable packaging

One of the most critical yet neglected thing is the packaging. An organization needs to take into account that environment-friendly and biodegradable packaging materials are the need of the hour. Uses of plastic and such non-biodegradable materials have to be abandoned. Use of organic materials like jute should be encouraged.

• Sustainable Logistics Practices:

The final stage in waste management is the logistics part. It has an undeniable impact on the environment. To achieve this, following steps needs to be taken:

➤ Sustainable storage, transportation, and distribution

The transport of goods across the country creates a massive amount of carbon footprints.

Manufacturers should promote more green logistics like an electrically powered vehicle. Not only that the containers transporting items needs to be more effective in space saving and should be made off environment-friendly materials.

After the transport comes storage so warehousing needs to be environment-friendly, uses of pesticides and CFC coolants need to be restricted, and if the distribution network is secure and sufficient enough then, the need for colossal storage facilities can be reduced. All this will not be just only environment-friendly but also be cost effective and safe.

➤ Recovery/disposal of products and packaging after use

Many countries have adopted strict processes to collect packaging after disposal. In India, this has not been inducted to any formal company objectives, especially in SCM. Companies are hesitant to invest in the recycle unit because of mainly two reasons. Firstly, these units need to be centralized and well managed, but the location and geography constraints make it unviable. Secondly, the recycling units need to adapt to the eco-friendly power source which has not yet caught up to Indian markets.

Also, customer awareness, which needs a considerable push, comes as the forefront in negotiating the product disposal and product recycling.

Example: Through the Sustainable Water Group, a partnership of companies committed to managing water use and wastewater discharge in global textile supply chains, Gap Inc. has established a Clean Water Program to monitor denim laundries' wastewater discharge and require them to meet the Sustainable Water Quality Guidelines.

This project allowed Gap to encourage peers in the industry to adopt similar wastewater procedures into their supply chains. (Source: UN Global Compact Report: BSR)

Conclusion:

In the above discussion, we have listed down problems and their root causes. Now, it is the time for implementation. Both supply chain companies and the government have taken positive steps to achieve the dream of sustainable practices in the sector. With the progress of technology, new innovative techniques will create more such green opportunities. As waste management advocates, companies should rally to incorporate those. Promotions and awareness campaigns should be made so that more customer gain knowledge about such green initiatives. Government's Swachh Bharat mission can also be incorporated in their portfolios.

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FINANCE

Trade finance and recycling: a booming industry

Sanchit Aggarwal – Fore School of Management

ABSTRACT

This paper is an attempt to understand the need of recycling globally and what can be its potential impact on space and employment. It starts with statistical analysis which showcases that how countries which use resources more efficiently are more developed. This underlines the need of recycling and this is where circular economy comes into picture. It then discusses about how world is going through a major recycling crisis and where it presents an opportunity to India. It also discusses the key regulations regarding recycling in India and what are the challenges in implementing them. It concludes by what can be done globally and in India to make a circular economy.

INTRODUCTION

According to a report by Accenture, there is strong positive correlation between efficiency of resource use and Economic development of a country.

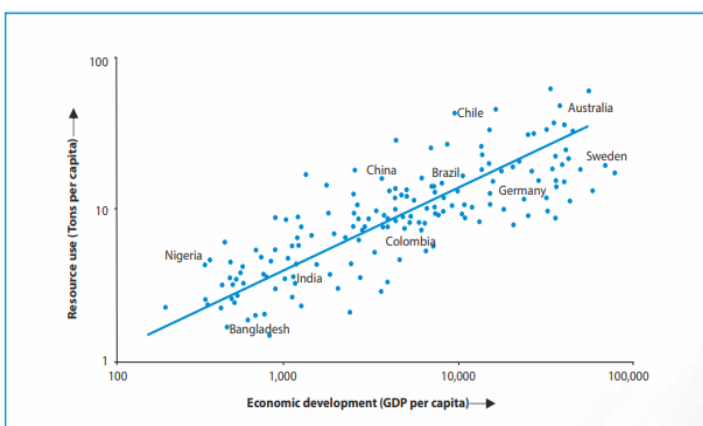


Figure 1: Resource use v/s Economic Development (2014, 166 countries)

But what is the reason behind this result. The reason behind this positive correlation is again the **multiplier effect**. Let us take an example to understand this. Nike reuses and recycles footwear manufacturing scrap and post-consumer shoe wastage, converting it into raw material for other sports equipment manufacturing player. (FICCI, 2018)

So, not only you saved your resource but you also increased your production. So, you inject more into the market, thus the consumption increases and thus the GDP expands.

Not only this, the waste produced from the sports equipments can be further recycled to produce something else. So, basically you are using your waste to expand your business. This is what is called as **circular economy**.

GLOBAL RECYCLING CRISIS

On December 31 2017, China, previously the Centre of the global recycling trade, abruptly shut its doors to imports of recycled material, citing the fact that large amounts of the waste were “dirty” or “hazardous” and thus a threat to the environment. (Reed, 2018)

Plastic waste imports which were a key constituent of trade amongst G7 countries now fell down. With China’s door closed to recycled waste, most of the plastic waste importers relocated to south-east Asia. This has led to much more plastic waste in the region than it can handle.

Following the crisis, on 1st March 2019 even India implemented a ban on plastic waste imports. A lot of other Southeast Asian countries like Malaysia, Vietnam and Thailand have also implemented ban on plastic exports. (Abraham, 2019)

GLOBAL CRISIS: AN OPPORTUNITY TO INDIA

A major reason why Indian corporates depended on plastic imports was because it was cheap.

Post ban, they will be compelled to buy domestically produced plastic waste. According to a FICCI report only 60% of the plastic waste produced within the country is recycled.

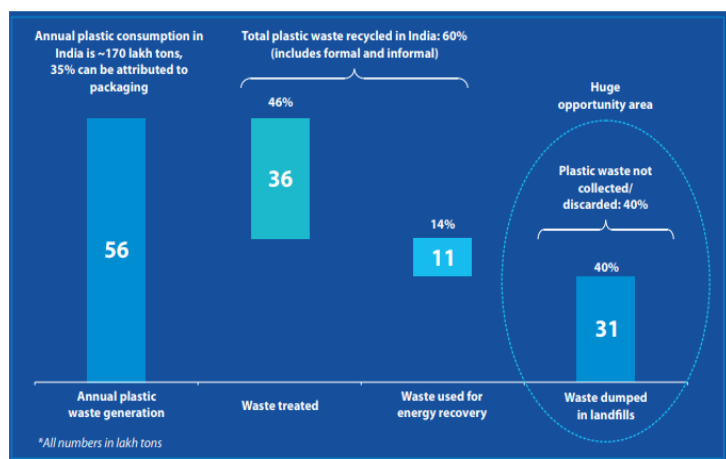


Figure 2: Recycling of discarded Plastic: A Huge opportunity area for India. Source: (FICCI, 2018, p. 45)

Also, according to the same report in 2013-14, 1.6 Million jobs were generated for every 3.6 MT plastic waste recycled i.e. 0.4 job for every plastic waste generated. Going by the same estimate, it will lead to generation of additional $0.4 * 31 = 13.9$ Lakh jobs in India. Also, the waste which is not recycled is dumped in landfills. If recycled this will not be dumped in landfills thus it will save a lot of area. The same report estimates that 1.7 km². This shows the huge potential recycling has in store for India.

REGULATIONS ON RECYCLING IN INDIA

The Union Ministry of Environment, Forests and Climate Change (MoEF&CC) recently notified the new Solid Waste Management Rules (SWM), 2016. It established a framework that assigned responsibility of plastic waste management to the urban local bodies (ULBs) and set up a state level monitoring committee.

Major highlights of the new SWM Rules, 2016

E-Waste Management Rules

- **Segregation at Source:** Waste generators have to segregate their waste into 3 categories i.e. biodegradable, dry and hazardous before handing it over to the collector.
- **Waste Processing and Treatment:** As per this rule, biodegradable waste producers have been advised that it should be recycled within the premises as far as possible.
- **Implementation of Extended Producer Responsibility (EPR):** The responsibility of producers is extended through an EPR to collect end-of life E-waste and properly store, transport and treat it before recycling or disposal (FICCI, 2018)

Plastic Waste Management Rules

- **Banning Plastic bags less than 50 Microns:** Minimum thickness of plastic bag was increased from 50 microns to curb shopkeepers from giving them free. (Mathur, 2018)

Construction & Demolition Management Rules

- Mandated local bodies to utilize 10-20% material from construction and demolition waste in municipal and government contracts. (FICCI, 2018)

CHALLENGES TO RULES

Though these regulations signal the intent of India to promote the recycling industry and protect the environment, there are certain challenges to these regulations which needs to be addressed to make India a circular economy.

- **Lack of Technology:** Most municipal corporations do not have access to technology for proper segregation of waste.
- **Lack of Budget:** Most of the small cap companies do not have the capacity to build recycling infrastructure within their premises.
- **Lack of Space:** The SWM (2016) rules mandated all the ULBs to set up facilities for processing sorted dry waste. Although its implementation has been bleak due to lack of space.
- **Lack of Habit:** Though plastic bags were banned; it is still being distributed at most of the retail stores as people do not have the habit of carrying cloth bags.
- **Lack of Will:** Many people are not that concerned about environment and thus they backtrack each time initiative needs to come from their side.

THE WAY AHEAD

With this backdrop let us now examine, what incentives are there to industries and what all has been done globally which India can take India cue from.

In March 2018, Donald Trump imposed 25% tariff on imported steel to boost domestic manufacturers. However, the tariffs are focused on primary products and not on recycled products. So, if a country has to boost exports it has to promote recycling of goods.

In this scenario, many startups have emerged which are taking advantage of boom in the recycling industry.

Tipa, an Israeli startup, has created a flexible packaging material with the technical properties of conventional plastic, but 100 percent compostable. If it ends up in nature, it will take less than a year to biodegrade, leaving no trace of micro plastics in soils. (Masvigner, 2018).

Such startups need to be promoted in India as well and should be given advantage in Taxes and be promoted by easy lending. Also, government needs to build infrastructure and spend money on R&D to develop recycling technology.

Also, the awareness needs to be built by communities, NGOs, and students to build awareness among industries and houses to build awareness to promote proper segregation of waste.

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MARKETING

Greener Marketing: Starting 22nd Century

Sachi Ahuja – SVKM NMIMS, Mumbai

Starting from 22nd century, successful leadership in corporate management, product planning, sales and marketing or a service organization would require a more complex mix of skills than in past. Management will need to be able to recognize and understand trends emerging in environmental protection and balancing economic, social and environmental factors into the decision-making process.

As the concerns towards sustainability are increasing, more and more managers are beginning to ask themselves questions like: Do our customers really need the product the way we have designed it, or do they need a safer product/service?

Businesses are changing their visions through process changes, innovative product design and through providing new offerings and services to keep in environmentally sustainable. Government has a major role to play in implementing the spread of eco-efficiency.

As the need for sustainability increases and starts to take an account of social considerations, environment improvements pop in, not just for designing greener products and services but a greatly improved understanding of customers-which means a greater need to focus on changing behavior and reducing the environmental impact in the 'use' phase. Along with this, there may also be a need to develop markets wherein firms not only educate consumers about their products, but also about environmental issues involved with them. They may need to identify why their specific products address these issues in a more effective fashion than competitors. These strategies can have feedback effects on market structure, providing the setting for yet another series of structural

changes in the environment. A strategy of source reduction instead of pollution prevention has proven to be more advantageous for firms. Procter and Gamble used a dual source reduction strategy for the product (Downy softener) and the package (refillable pouch). The refillable pouch was found to be more cost-effective than the recycling option and led to a 95% reduction in production. On the similar lines, the 3M company, which has a corporate-wide programme called the 'Pollution Prevention Pays' (now called the '3P Plus') realised the cost advantages of source reduction over conventional pollution control measures such as smokestack scrubbers. Its strategy was to reduce emissions before they were created with a view to cut costs and develop a stronger competitive position. The 3P Plus programme saved 3M over \$1 billion between 1975 and 1993.

There are five stages identified in the genesis of environmental management in firms, which are as follows:

1. **The Beginner:** Firms at this stage see environmental management as essentially unnecessary and only minimal resources allocated responsibility for environment, and general knowledge of the company's environmental effects is, accordingly, very poor and exposure to potential environmental accidents and risks are high.
2. **The Fire-Fighters:** Firms at this stage perceive environmental issues as an inconvenience, a problem that should be addressed only as and when it arises.
3. **The Concerned citizen:** Firms at this stage perceive environmental management as worthwhile and the firm is committed to pursue it.

4. **The Pragmatist:** This curiously labelled stage is characterised by comprehensive protection that sees EM as an important contributor to the organisation and its success.
5. **The Proactivist:** This stage offers maximum environmental performance and thus minimal risks by seeing environmental management as a priority area that requires active involvement of all staffs, significant funding, and full integration of environmental work with all other parts of the organisation.

After understanding the kind of firms, it is necessary to understand the positioning environment for marketing a Greener product

ENVIRONMENTAL EXPOSURE

		LOW	HIGH
ENVIRONMENTAL MARKET OPPORTUNITY	LOW	Indifference	Defensive
	HIGH	Offensive	Innovative

Table 1: Model of Positioning Regarding the Environment

Indifference results from the little relevance environment has both with respect to market opportunity and regarding the relative and perceived importance environmental issues and factors have on the organisation. The tobacco industry may be an example of this. A firm that is unlikely to recover its environmental expenditures but is in the environmental spotlight, accordingly be expected to adopt a minimalist position to try to reduce environmental costs wherever feasible- The Typical *Defensive position*. Perhaps, the most favourable position is that of an *Offensive*, where the firm has little environmental exposure, but significant environmental opportunities. The Body Shop is an example. A firm in this position can easily put environment at the heart of its operation with a marketing strategy that aggressively promotes environmental achievements. The high risk-high return position is that of an *Innovation*, where the stakes, but also the potential benefits, are both high.

Following steps can be taken while trying a greener marketing practice without adjusting the conventional marketing mind-set:

1. Thinking differently about Customers
2. Rethinking Consumers Sovereignty
3. Rethinking Satisfaction
4. Rethinking Products
5. Rethinking Pricing
6. Reconsidering Purchasing
7. Rethinking the Marketing Environment
8. Rethinking Marketing Structures
9. Rethinking Environment as a source of Competitive Advantage
10. Rethinking the Green Consumer

While rethinking about the needs of the consumers, the steps follow a physical environment as the foundation of the marketing environment.



Figure 2: Physical Environment for the foundation of Marketing Environment

After this step, the firms are required to convince customers to purchase the product/services. To understand the purchase perception, let's study the take:

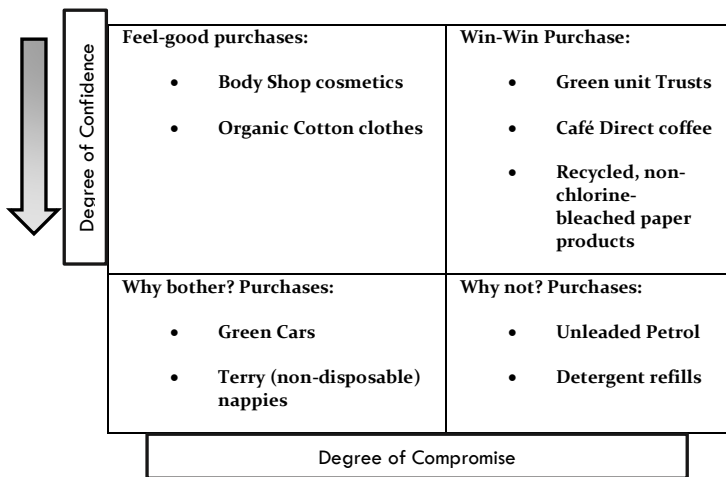


Figure 3: Model of Positioning regarding the Environment

The following advantages will be achieved through this:

1. Improved Profitability
 - Less raw material
 - Less energy
 - Fewer disposable costs
 - Less liability
 - Faster time to market
2. Satisfaction/Market Share
 - Less of what I don't need
 - Fewer Operating costs
 - Fewer disposable costs
 - Less guilt/ more feel good
 - More loyalty

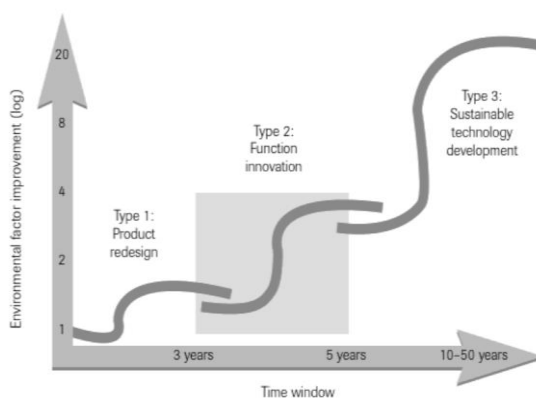


Figure 4: Barriers to environmental Improvement: The need to go beyond Existing Product design.

Corporate environmentalism has far-reaching consequences affecting the firm, customers, suppliers, employees, as well as society in general.

- **Customer Satisfaction:** Environmentally concerned customers are a significant niche market, and firms targeting this segment can increase customer satisfaction by offering minimum environmental impact product and services.
- **Positive Company Image:** A majority of 'green' advertisements focus on corporate environmental activities, and many firms are clearly attempting to portray an image of environmental responsibility. There is a danger of the positive image of the green firm not living up to its environmental performance, as has been the case with Ben & Jerry's and The Body Shop. This might lead to customer backlash.
- **Co-operative Alliance:** To enhance the effectiveness of their environmental strategies, firms may develop co-operative alliances with various groups. For instance, The Irvine Company has an ongoing alliance with the Nature Conservancy to manage 17,000 acres of habitat in Southern California.
- **Green Product Launches:** Retailers are attempting to position their outlets environmentally; 'Eco-Mart', the first Wal-Mart 'green' prototype store carrying environmentally positioned products, opened in 1993.
- **Research and Development:** Increase investment in research to minimise environmental impact of products and processes is one consequence of a corporate environment strategy.
- **Enhanced Competitive Advantage:** A long-term competitive advantage can be obtained by having lower costs than competitors or having a differentiated offering and being able to command a price premium.

In conclusion, marketing has the potential to influence extensively product market and diversification decisions based on their environmental criteria which can further help firms identify environmental protection businesses as a growth sector.

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HUMAN RESOURCES

Capitalizing Human Potential: The Road Ahead

Swasti Arya – Shri Ram College of Commerce

As we move towards HR being driven by insights, the relevance and impact of the work done by it increases. The goal then, for HR, is to be seen as trusted advisors, partners and provocateurs.

Though every organisation would want to be believed that their resource related decisions are purely based on merit. The reality is far different, as stereotypes define behaviours. The start would be to generate awareness and sensitize the workforce about the existence of such pre-conceived notions.

In spite of high spending on wellness, health, employee benefits rewards & recognitions, employee engagement across organisations has been moderate. Leaders do understand that retention and productivity would depend on how involved does the employee feel; hence it is important to understand how we can leverage the technological developments such as AI, IOT, big data analytics, augmented reality to fine tune talent attraction as well retention. Automating processes will save time as well as drive talent acquisition in unprecedented ways. The paramount effect will be seen in removal of unconscious biasedness which have impacted team dynamics in the past. Technology will help to make predictions regarding the workforce and initiate conversations around self-awareness and acceptance so as to understand bias driven behaviours.



Source: <https://www.google.com/>

However, technology by itself will not be enough. The role of HR gets highlighted in such scenarios where it becomes necessary to remind businesses that humans have the unique ability to collaborate and innovate which are needed to navigate economic and global uncertainty.

It will play the role of an enabler but it is necessary to understand that leadership too will play a pivotal role in enabling growth. With the rise of millennials in the workforce, leaders have to actively participate to build a culture of agility, transparency and collaboration. The underlying issue which needs to be addressed is that leaders and millennials share different value systems based on completely different experiences. Hence, being adaptive and not letting the baggage of their past experiences affect decision making will help leaders to appreciate the current situation. If the psychological needs of the employees are not met as required it will damage long term productivity and not get the best out of workforce.

Millennials have grown up with technology; they multi task, research well and are smart with their choice. Thus, pitching the company to savvy candidate in the right way becomes a necessity. HR now need to work to ensure that their company is being built as a brand and the current employees also act as brand ambassadors.

In order to develop a competency, it is necessary that HR doesn't functions in a limited capacity involved only in recruiting tasks, administrative functions, query handling, leave management etc; but adds value by working with line managers to deepen employee engagement by setting performance goals, recognising upcoming talent and most importantly developing team capability.

HR may not be the decision makers but they are enablers and great advisors to management. Unleashing the human potential and helping them reach the zenith of success has to become a norm not a rarity. Multiple instances have been reported regarding workplace injuries underscoring the need for organisations to strive to create a positive environment in which employees just don't survive but thrive. A direct benefit occurs as staff absence reduces due to effective control measures in place with regard to illness or accident; just as nurses advocate between patient and their medical supervisors, HR needs to be the employees advocate, who is approachable and accessible.

Investing in employees and valuing their contribution coupled with promoting well-being and work-life balance forms the backbone of any successful firm. It is also necessary to help employees become the best they can be by providing resources, creating valuable experiences, strategizing for diversity and inclusion but most importantly by being receptive to employee feedback. HR can shape the psychological attachment between employees and employer. And communication can be the underlying pillar to sustain good relations between HR and employees to keep the staff content.

**HAPPY
EMPLOYEE,
HAPPY
COMPANY.**

The road ahead involves a lot of hurdles including the mitigating the impact of job-snatching robots to preparing for legislations on the gender pay gap. The role of HR has expanded from welfare and absence responsibilities; they have to understand the people side of the business as well talk the language of the business. This extended role gives HR professional to expand their skillset and contribute directly to organisational strategy.

Besides, they now have an added responsibility of marketing and selling the company brand to prospective employees, current staff and customers. However, it is not just important to build the right perception, the expectation created should match with the experience the employee gets after joining the company. Each person who interacts with a new recruit has a pivotal role to play; not just the HR. Each interaction testifies the claims made by the brand image and needs to be authentic and credible. Even exit handling becomes crucial as it defines the firm's reputation and defines long term success. Even if downsizing is done, it needs to be done humanely in order to provide required minimum support to employee and avoid a bad reputation. For this to happen, HR has to believe that it has to look after its people.

An organisations motives and goals are best met by motivated people and HR can bridge the gap between management and employees to demonstrate that employee well-being and economic imperatives are compatible. Making meaningful strategies and ensuring a workplace promoting inclusiveness and diversity and the alignment of company's & employee's value is paramount.

Employees, specifically millennials today are no longer just a part of the workforce, they are as important as customers are to a firm; because only engaged employees can contribute to the culture of the firm. Organisations need to map the journeys of their employees in a similar way as they do for their customers, the ones who realise this will be able to sail through the unpredictable times coming up.



Source: <https://www.google.com/>

In a world, where recruiting is no more a mundane task but rather an on-the-go process; where applications like Bumble and LinkedIn are giving a 360 degree turn to the traditional hiring practices, the functions of HR are set to be redefined. To keep up with the new environment, an upgradation of skillset can't be challenged.

The future of HR has arrived and in vogue. As a function, HR stands in a unique position to take the lead to understand the future of work as well as pave the way for a new world of work. HR, will thus be an enabler to engage people, to create cultures that drive the most productive workplaces and to create synergies between human capability and technology.

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GENERAL MANAGEMENT

Waste Disposal and Management – The Scope Ahead

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As consumers we have a tendency to waste, the conventional “use and throw” being the most convenient option. On the other hand, companies also do not have any incentive to lengthen the product usage cycle and reduce revenues they may earn from selling new products. Currently, we are generating about 1.3 billion tons of solid waste every year; this emphasises on the need for waste management and giving it the attention, it deserves.



Source:

<https://www.theguardian.com/environment/2018/jun/26/waste-crisis-where-your-recycling-going-now>

The rising costs of raw material and metal procurement and increasing sensitivity to environment has brought some companies to rethink their strategies in order to serve the consumers who are looking at sustainability, minimising energy use and reducing waste instead of just price and performance. And achieving this without reducing the revenues is the way forward.

The next wave of business will be defined by increasing the value that the customers get out of their products and understanding how this will impact the operations, reverse logistics, value chains, operations, raw material usage for the business. As the businesses are able to reduce their procurement costs and re utilise products, they will lead the way to create “circular economy”; in which value is generated by better usage of products we already have and less from extracting new resources. But weaving the economic systems into one harmonious, never-ending bundle of recycling and reuse would be no easy task.

Some of the companies working in this arena include – H&M; running The Garment Collection Program, a global initiative set out for a sustainable fashion future. The old collected clothes will either be sold as second-hand clothes, made into things such as cleaning cloths, or turned into textile fibre to be used for insulation.

Adidas -running a shoe-recycling program called “Sustainable Footprint” since 2012 in Brazil (Adidas promotes this programme by offering a discount to customers who bring in their old shoes and uses videos to spread awareness about it, on its part it shreds the old shoes so that they can be used as alternate fuels and raw materials instead of going to landfills. Another Swedish firm, Nudie Jeans is increasing the value for its customers by offering repair services at its stores and even self-repair kits to its customers. It also takes in the jeans once customer wants to toss it away and reuses them.

Walkers, the snack brand has its own crisp packet recycling scheme. It accepts crisp packets from any brand, which can be dropped off at a collection point. After cleaning, the packets are shredded and used to make other plastic products such as outdoor furniture, trays and flooring.

For any company in order to succeed, it is important to create incentives, build a value-based relation with its customers, and start with a trial programme which can be changed as required.

To increase the reuse of any product, manufacturers would be required to make products with the view to last longer and be easier to repair and dismantle into components. This will define a rethinking on part of designers and developers.

A massive overhaul in how waste is conceived is the need of the hour. Recognising that waste is a valuable commodity is a mammoth task. However, as we will see waste disposable companies would no longer be just burying /burning rubbish, but rather become a part of the reprocessing industry and provide manufacturers with valuable resources; in turn increasing value for the society and customers and reducing costs.

As consumers it is often misunderstood that all that is put up for recycling actually ends up getting recycled. The reality is far different. Many a times, products end up at the landfills instead of being recycled as the companies tend to get contaminated lots, i.e. when people try to recycle products they shouldn't. Like disposable coffee cups — which are usually lined with a thin film that makes them liquid-proof but challenging and expensive to reprocess, unwashed plastics, greasy pizza cardboard boxes etc.

The recent ban by China on import of foreign garbage (various types of plastics and paper) and tightening standards of materials it does not accept has made the scenario worse and as most Western markets including USA depended heavily on China for recycling.



Source:

<https://www.theguardian.com/commentisfree/2018/dec/18/the-guardian-view-on-recycling-a-system-in-need-of-deep-cleaning>

Put simply, just because an item is recyclable does not mean that it will be recycled. In the personal care industry as the design technologies make products so squeezable, twistable, portable and generally easy to use render them difficult to recycle. As a result, it makes it more economically viable to simply trash such plastics. In the coming years, technology will play an important role as it will enable automation in separating materials quickly and efficiently for recycling. Smarter solutions which can help in changing consumer behaviour and aid in reducing waste production will lead the way; such as charging consumers for the food waste they produce can help bring about a change in attitude.

The good part is the growing public awareness of the problem of plastic waste and the issue becoming a mainstream concern. Consumers are willing to pay higher prices for eco-friendly packaging and to motivate companies to find alternatives to single use plastics.

Source:

<https://www.theguardian.com/environment/2018/oct/22/uks->



plastic-waste-is-a-burning-issue

Hence, it is equally important to highlight that of the three R's of waste management – Reduce, Reuse and recycle; the first two deserve the maximum attention, recycle comes in at the third position.

One of the ways by which currently waste companies are turning their business models into profitable ventures is by converting waste into energy. Thermal and biological technologies could prove to be a major leader, with many firms using 100% biodegradable feedstock and advanced biotechnologies. These include Lanza Tech, an Illinois-based biotech firm that uses patented microbes to convert carbon-rich waste into biofuel via a gas fermentation technology. Another is Novozymes, a Danish biotech firm recently that launched Eversa, an enzyme-based solution that converts used cooking oil or other lower grade oils into biodiesel.

There's nothing like a crisis to spur on the search for a solution and feeling of helplessness is no excuse for inaction. At present, then, is the right time to take action for waste management, recycling, generating awareness, increasing sensitivity and being responsible for each product that is consumed. The responsibility is in our own hands, on each of us.

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The Theme for May month- **“Machine Learning”**

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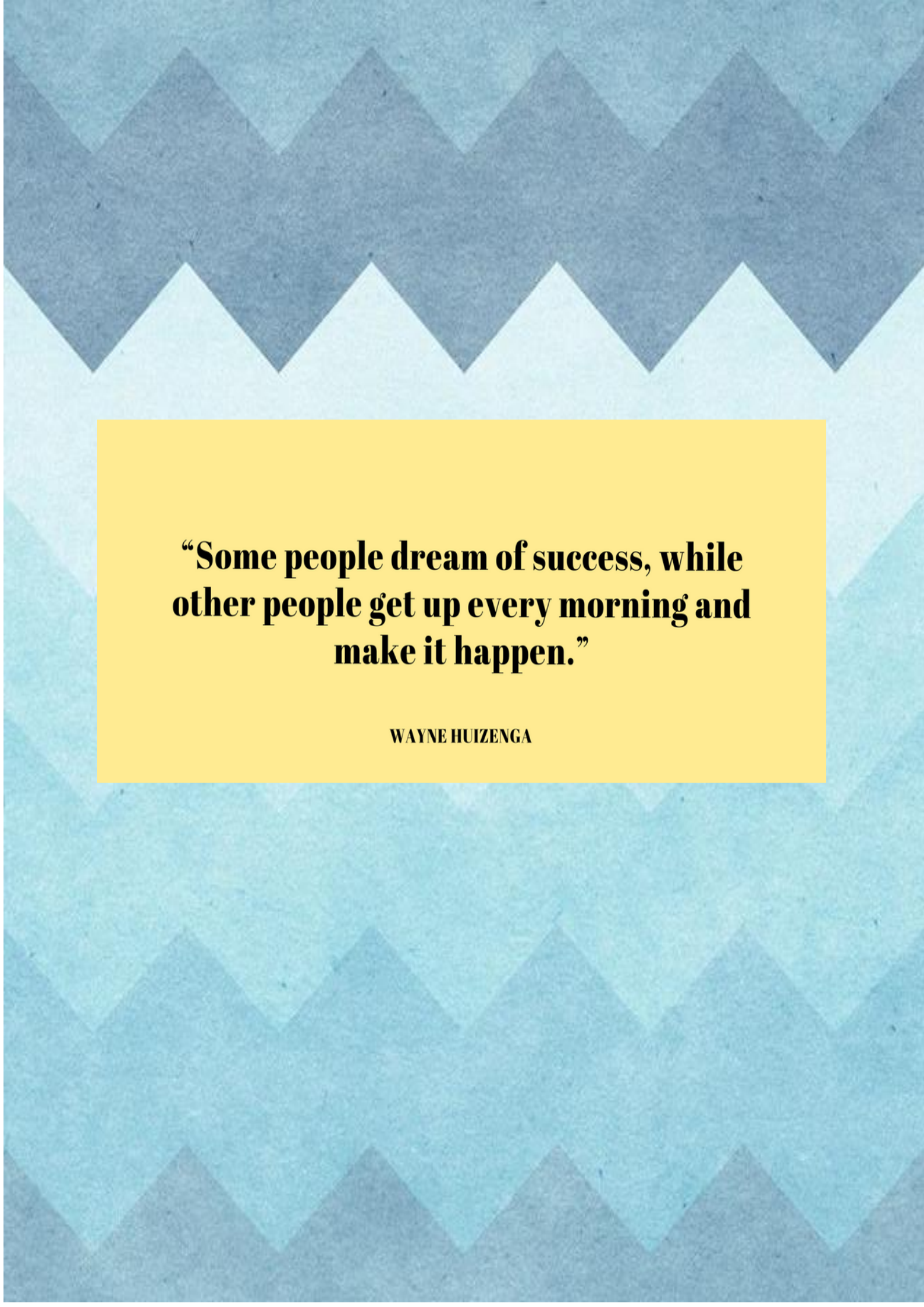


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**“Some people dream of success, while
other people get up every morning and
make it happen.”**

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