



**Subrata Ghosh,**  
 Founder & CEO of Redstone Learning, A global Professional Learning Company

## Great Company, Offering a Great Job!

In today's economy, competition is global, capital is easily accessible, and technology is cheap. In such an environment, talent is the most important factor in a company's success! And even as the demand for talent goes up, its acquisition - search for the best and brightest has become a challenge.

At Redstone learning, we train and certify smart and astute professionals globally, who aspire for fast track career growth? When asked what they look for in their employer, the answer is a great company with a great job! By a great company they mean one that's managed well, has a great culture with a strong value system, and offers flexibility with better benefits. And by a great job they mean better learning and career advancement prospects, with significant wealth creation opportunities.

So while every company leverages social and professional networks and figures out more innovative hiring practices, it will also have to ensure that it is that great company offering a great job!



**Rajesh Kumar**  
 Vice President - Human Resources, The Lemon Tree Hotel Company

## “Each One Brings One”

Lemon Tree Hotel's growth and development plans, over the next few years envision tremendous increase in our room inventory. In order to achieve this seamlessly, our focus has been to “Attract and Retain” Talent. At Lemon Tree Hotels, we have a strong belief in the mantra “We recruit for Attitude and Train for Skill”.

We run a robust “Management Training and Executive Training Program”, in the operations departments, which over a period of eighteen months give us trained Executives and Assistant Managers who are well-versed with the Lemon Tree culture. These MT's are selected both through Campus Recruitment and a well structured Internal MT selection process. We also have an “Engineering in Training Program”, which caters to our maintenance and engineering department. We also have a “GSE Program”, wherein employees undergo a rigorous six months training and post qualifying become Executives.

The Lemon Tree Hotel Company believes in hiring talent from Hotel Management as well as other Graduate colleges. The North Eastern states have proven to be a potent and perennial source market for talent acquisition.

We are also proud to state that we offer employment to “Opportunity Deprived Indians (ODI)”, which include People with Disabilities (Orthopedically Handicapped, Speech & Hearing Impaired, Vision Impaired and Down syndrome), insurgency widows, needy women (orphans, widows and divorcees) and people who belong to economically and socially deprived sections of our society.



**Subhajit Sengupta,**  
 Head HR Jetking Infotrain, an IT and IMS training institute.

## Sourcing Talent

HR as a business function has gone through a huge transformation from being transactional and administrative to a more business forecasting and strategic role.

HR professionals are now considered as business partners. They are expected to add value to business by ensuring the right fit and timely hiring of talent in the Organisation.

Talent Acquisition, thus has taken a much wider and strategic role than just sourcing talent. With the ever increasing demand of business to find the right match for the role and on time has made recruiters focus on talent in a holistic way.

Creating a talent pipeline, forecasting the future talent needs and optimising the cost of hire are some of the areas, Talent Acquisition professionals have started to focus upon.”



**Anupam Jauhari,**  
 Vice President - HR, Infogain

## An Eye on the Big Picture

Talent acquisition is a vital part of HR process; it not only recruits candidates to filling existing vacancies, but also utilizes the candidates and their skills to fill similar positions in the future as well. Talent acquisition planning & strategy requires an understanding of the workforce environment and the eye for the global considerations. It identifies future position in an organisation by series of management plan or analysing history of certain positions. This not only limits itself to hiring skill talent but also includes elements of employment branding building positive candidate experience, managing candidate communities and maintaining relationships with potential candidates to continually build and enhance the talent pool for an organisation.

Many people think that the terms recruitment and talent acquisition are synonymous, but companies who keep an eye on the big picture know there's an important difference between the two. Recruitment and talent acquisition are comparable to short-term and long-term—quick fixes versus long-term planning. Both approaches may be used depending on the circumstances, but one tends to be tactical in nature and the other, strategic.

Internal hiring managers can improve overall recruitment planning with a basic understanding of the strategic nature of talent acquisition. Independent recruiters can likewise improve relationships with employers by better understanding the unique role that acquisition plays in helping a company achieve its strategic vision. ”



**Guruvayurappan PV,**  
 Vice President & Head- Human Resource, Omega Healthcare

## Job Opportunities in India

Industries like IT & ITES, KPO, retail, healthcare etc. have been growing at a rapid pace and generating job opportunities in India consistently for the last 1 ½ decade Due to shortage of appropriate skills, demand and supply gaps widen and companies have to constantly put efforts to retain their productive, talented workforce. While the last decade saw the “War of talent for leadership”, the current challenge organisations are experiencing a talent shortage not only at the leadership level, but across levels and across industries.

At Omega Healthcare, we continuously revisit our talent strategy. Though we ensure our hiring happens through diverse ways, 50 percent or more of our requirement is met through our innovative employee referral schemes. This is a result of the right positioning for our brand in the market, catalysing each and every employee of Omega to act as a ‘brand ambassador’.

Attracting the right talent only addresses the basic challenge. The true challenge, however, lies in engaging them and retaining them. What motivates Gen-X will not motivate Gen-Y and what motivates Gen-Y will not motivate Gen Z. Hence, our engagement strategy is tailor-made to understand the employees and create engagement programs around “The voice of the people”.



**Ravisankaran Raja**  
 Vice-President & Head- Talent Acquisition, Happiest Minds Technologies

## Talent acquisition

*What can a talent acquisition leader do to succeed in today's increasingly competitive landscape?*

At Happiest Minds, referrals grow as a key source of quality hires.

Referrals benefit the company and the new hire, the quality of the personal connection with the candidate, the cultural fit where the acquired talent fits easily into the company's culture and the ability to work at the company for continued periods of time.

A successful referral program is one that proactively encourages, a process that is quick and simple and an incentive structure that is both rewarding and beneficial.

The Happiest Minds' experience shows that when a person is referred, he or she is hired about one-tenth of the time.

Therefore, we can surely and safely conclude that referral sourcing programs are the way to go in the future and there can never be too many people referrals.”