

Report on FCM – An insight into employee engagement programs

Date	08-04-2023
Time:	9.00 am to 11.00 am
Venue:	Board Room-1
Section:	NA
Batch:	NA
Semester:	NA
Guest/Speaker Name:	Ms Rani Srinivas
Guest/Speaker Designation	General manager HR
Guest/Speaker Contact No & Email Id:	rani@abccoffeeday.com 9632222214
Guest/Speaker Company/ Institute Name:	Café coffee day
Faculty Coordinators Name:	Dr. Uma Warriar
Topic:	An insight into employee engagement programs in corporate with a special focus on Rewards and Recognition
Moderator (if any)	NA
No. of Attendees	12
Feedback:	Yes
Brochure: (if any)	Yes
Budget of the Program (if any):	Yes
Revenue Collected: (if any)	NO

1. Introduction:

HR functional areas saw a sea change post covid. HR functions used AI as an enabler in day to day activities. In spite of the thrust on Industry 4.0, HR still has a prominence of human centricity. To understand how the HR functions have changed over the last 3 years, OB & HR department planned a Faculty Development Program for the members of HR department of CMS Bschool, CMS Lalbagh Road, and Jayanagar knowledge campus.

After deliberation with the area chair and program coordinator of OB & HR department, the resource person was identified as Ms Rani Srinivas, GM of Café coffee Day. The topic of discussion was decided as “An insight into employee engagement programs in corporate with a special focus on Rewards and Recognition”, as this topic had maximum coverage across different HR subjects taught in the 3 campuses.

2. Venue (Outside/Inside the campus): Board Room NO.1, Ground Floor

3. Program Objectives:

- An understanding of patterns of compensation mix in the current scenario
- Reward and recognition strategies for Talent acquisition and retention
- Recession friendly rewards and recognition strategies

4. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
PSO	Program Specific Objective (PSO)
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

5. Activity Overview:

An interactive session was planned by the faculty members and the guest. A set of questions was pre-planned so that the topic is fully covered by the resource person. The session was very interactive and for every topic discussed, there was many information sharing by the faculty. The resource person used PPT for discussing the points and at the end of every slide, she paused to seek questions and clarification. Over all the session was very productive, as can be seen in the feedback

6. Guest/Speakers' Profile:

Rani Srinivas an Enterprising & enthusiastic professional with M.Phil, MBA (HR), offering over 25 years of experience in Institution & Corporate. Always been a lead in the roles held & strongly believes that putting your heart & soul to what you do will make a big difference in your life.

Have worked as the Chief Coordinator for the Nodal Centre of Karnataka & Andhra for the Henry Ford Foundation for promoting educational sponsors for economically backward & academically excellent students.

Contributing as VP of WCCI(Women Indian Chambers of Commerce & Industry), Karnataka Human Resource Council Currently associated with Coffee Day Global Ltd., as General Manager – Human Resource since 15 years.

A proud mother of 2 grown-up sons who are cricketers & her elder son is the WICKET KEEPER OF THE current KARNATAKA RANJI SQUAD. Has a flair for driving & is very passionate about myJeep & the Jeep trails, along with trekking, travelling, exploring new places & the culture of that place.

7. Summary and Key Learnings of the session:

The Faculty corporate meet is a regular practice in OB & HR department from the year 2016. This is the 6th FCM, organized by Dr Uma Warriar, who is the event coordinator. The expert started the session with a discussion on how the theoretical learning is used at the industry level by quoting few examples. The resource person spoke about different rewards and recognition strategies followed by Café coffee day . Ms Rani also spoke about the TBGP (Time bound growth plan of the company. She discussed about the medium through which internal communication is facilitated. She spoke in detail about performance management system at CCD and how is it used as a legal document while

downsizing the organization. She spoke about the ASPD (average sales per day) as a metric for team performance . Replacing the Town hall meetings on monthly basis, now the management uses action oriented communication plans for reaching out to the employees. She spoke about the excellent DEI ratio of 50: 50 , where they provide equal opportunities for both the genders while hiring. She also spoke in detail about the different reward and recognition strategies. CCD provides 75: 25 ratio of fixed and variable pay. They are also in to CSR activities by collaborating with BOSCH and other NGOs.

The session was very interactive. There were 12 participants across CMS BschooL Jayanagar campus and CMS undergraduate campus HR departments. Faculty members asked queries on change in management affecting market sharing, advertising strategy, Team incentivisation, Comp and Ben and PMS at CCD. The session ended with feedback from Dr Nirmala from Jayanagar campus and Dr Dinesh from CMS BschooL campus. The resource person was facilitated by Program coordinator and event coordinator

8. Participant details: Yes

Sl.No	Name
1	Dr. Uma Warriier
2	Dr. Dinesh Neelakanta Rao
3	Dr. Gayathri R
4	Dr Nair
5	Ms Rani
6	Dr Sri Ranjan
7	Dr. Pallavi Vyas
8	Dr. Satyajeet Nanda
9	Dr. Ujjal Mukherjee
10	Dr Sanjitha
11	Dr. Vinayak Anil Bhat
12	Dr Nirmala

9. Details of Winners (if applicable): -NA

10. Details of the judges (if applicable): -NA

12. Proposals for the Event/Programme:

To,

The Programme Coordinator for kind approval,

Sub: Faculty Corporate Meet

The purpose of the guest lecture is to provide specific inputs and exposure from a practitioner's perspective on select concepts in - **An insight into employee engagement programs in corporate with a special focus on Rewards and Recognition** to Faculties. The session has been planned for two hours. The planned program duration will be during 9.00 am to 11.00 am on -08th April, 2023.

Respected Programme Coordinator your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator
OB & HRM Area
Signature

Programme Coordinator
Approval Authority
Signature

13. Minutes of Meetings:

Meeting Title	FCM proposal meet	
Date of Meeting	1 st April, 2023	
Meeting Venue	HR Lab	
Meeting Agenda	To identify an apt topic for FCM	
In Attendance	Name	Title/Department/Organization
1	Dr Uma Warriar	Professor
2	Dr Ujjal	Area chair
3	Dr Dinesh	Program Coordinator
4	Dr Gayathri	Assistant Professor
5	Dr Urmila	Assistant professor
6	Dr Satyajit	Associate professor
7	Dr Vinayak	Associate professor
Key Meeting Outcomes		
	<ul style="list-style-type: none"> Many topics were suggested by the members like diversity and inclusion, T & D and PMS 	
Action Plans, if any (along with the First Person Responsible)		
	<ul style="list-style-type: none"> .Considering the broader application base, Compensation and benefit as a topic was considered post covid 	

14. Budget: -

To,

The Directors/ Dean for kind approval

Sub: Budget for “Faculty Corporate Meet”

The **Cranium Committee** is organizing **Faculty Corporate Meet** on **08th April, 2023**, in Seminar Hall, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Designing and printing Invitation	--	--
2	Designing and printing Thank You Cards for the Faculty	--	--
3	Roses for all the faculty	--	--
4	Refreshments	1	1000
5	Guest Remuneration		4000
		TOTAL	5000

Total in Words: Rupees Five Thousand only

Director/Dean, kind approval is requested for conducting the “Faculty Corporate Meet” and incurring the expenses Rupees Five Thousand Only towards the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator
OB & HRM Area
Signature

Programme Coordinator
Approval Authority
Signature

Dean
Approval Authority
Signature

16. Trailing Emails/communications:

4/23, 4:10 PM

Jain University - Center For Management Studies Mail - Invitation for the Faculty Corporate Meet at CMS Bschool, JAIN University



Uma Warrier <umawarrier@cms.ac.in>

Invitation for the Faculty Corporate Meet at CMS Bschool, JAIN University

Uma Warrier <umawarrier@cms.ac.in>
To: rani@abccoffeebay.com

Wed, Apr 5, 2023 at 8:42 AM

Dear Ms. Rani Srinivas,

Greetings!

On behalf of CMS Bschool, I would like to invite you to be the expert speaker for the 5th Faculty corporate Meet on 08th April, Saturday of 9 am: at Bschool Campus of JAIN University.

JAIN (Deemed-to-be University) is a hub for learning and ranked among the top universities in India. It is considered as a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent. The Bangalore based University offers a great environment for learning, be it academics or extracurricular activities.

Known for its emphasis on education, entrepreneurship, research and sports, it has some of the best minds in the educational and research fields, and centres that inspire entrepreneurship and ground-breaking work to simplify and manage life better. What makes JAIN (Deemed-to-be University) different is its outlook towards life, its values and beliefs. Its ever evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

The university has been accredited with A++ with a cumulative grade point of 3.71 in the year 2021 by National Assessment and Accreditation Council (NAAC) and is ranked 76th nationally in the National Institutional Ranking Framework (NIRF), Government of India, in 2022.

CMS Business School, an integral part of JAIN (Deemed-to-be University) is a place where ideas are born, theories are debated and business is done. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and personal progression of students. Our MBA Program has a strong foundation in academic research, yet is designed to tackle the very real issues that face today's international business community. The MBA program is rejuvenated with TAP-R Model that brings it on par with international standards.

CMS Business School, JAIN (Deemed-to-be University), established in 2009, is among the top 100 Business Schools in the country, in the latest ranking according to the National Institutional Ranking Framework (NIRF), Govt of India. The Business School was recently accredited by the National Board of Accreditation (NBA) for a period of 3 years.

The Business School has been ranked 10th in Outlook-ICARE's Annual Rankings - India's top private MBA institutions for 2022 in South Zone and also been awarded A* Grade, in Karnataka, by CRISIL.

<https://mail.google.com/mail/u/0/?ui=2&ik=65677d53&as=pt&asarch=nl&permmsgid=msg.a.1188980754364701896&comp=msg.a.1188980754364701896>

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4/23, 4:10 PM

Jain University - Center For Management Studies Mail - Invitation for the Faculty Corporate Meet at CMS Bschool, JAIN University

TAP - R Model is a framework for learner achievement that incorporates Theory, Application and Practice sessions with emphasis on Research. It is founded on Synergy developed by Mouton and Blake (1984), and is a systematic approach to learning which balances pedagogy and andragogy approaches to synergistically allow the adult learner to achieve their goals.

The blended learning will be the facilitation approach for both academicians and industry practitioners to jointly deliver each course.

As a Business Practitioner, you are requested to demonstrate how Management principles are practised in your organization and the sector. The specific brief provided by the subject coordinator will help you design the process for effective delivery.

As a token of our appreciation and gratitude, please accept an honorarium, after the completion of the session, as admissible by the institutional norms for spending your valuable time with our students.

I request you to submit your Bank details for the same:

Account No:

Name of the Account Holder:

Bank Name:

Branch Name:

Branch Location:

IFSC Code:

PAN:

Thank you very much Ms Rani. Looking forward to learning from you
Thanks and Regards,

Dr. Uma Warrier

Professor & Area Chair (Research, Training, Consultancy & Projects- CB & HR), CMS B-School
Chief Counselor, Jain University, Bangalore



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15. Brochure:



Faculty Corporate Meet

Topic:

An insight into employee engagement programs in corporate with a special focus on Rewards and Recognition



Ms. Rani Srinivas
General Manager - HR
Cafe Coffee day

Focus Points:

- An understanding on the patterns in compensation mix in the current scenario
- Case examples of Reward and Recognition strategies for Talent attraction and Retention
- Recession-friendly Rewards and recognition strategies

Saturday 8th April 2023

Time: 09:00 AM - 11:00 AM | **Venue:** Lecture Hall - 210

Faculty Facilitator:

Dr. Uma Warriar
Professor & Area Chair
CMS Business School
JAIN (Deemed-to-be University)



16. Pictures for the Event:



Picture 1: Introducing the guest speaker by Dr Uma Warriier



Picture 2: Faculty members asking queries



Picture 3: Rani answers faculty queries



Picture 4 : Dr Dinesh giving vote of thanks



Picture 5 : Rani being felicitated by Dr Dinesh and Dr Uma



Picture 6 : Group photo