

# Bridging values, personal & organisational

Juhi Mishra, Vice President-HR, InterGlobe Technology Quotient, reveals that bridging the gap between personal and organisational values is the key to keep attrition at bay.



**How can efficiency be achieved by the successful utilisation of human resources?**

Contribution of 'Human Resource' in the success of any business is inevitable. Human Resource – the workforce – is changing and is becoming more aware about self and the environment. To bring the best out



**Juhi Mishra**  
Vice President-HR  
InterGlobe Technology Quotient

of them we need frameworks, processes along with best of industry elements to pump up their respective discretionary efforts.

**Does ITQ prefer hiring employees with certain specialisations or would you rather conduct your own training programmes?**

Our hiring strategy is a blend of freshers and trained resource. We focus on hiring post a rigorous functional and competency assessment. InterGlobe competency framework helps us to create a pool of knowledge, skills and right behavior.

**With a very high attrition rate in the industry, what do you feel is needed to keep an employee motivated?**

The art of bridging the gap between personal and organisational values is the key to keep attrition at bay. Segmentation of employees and the customised response helps in keeping attrition in check.

**In light of cost optimisation, cost reduction and cost management, how do Human Resource functions generate value in the wider business?**

Every business environment goes through its own evolution and each function needs to bring value. Human Resource as a function is no exception. It has got immense learning and grown leaps and bounds to not

only sustain but also contribute in the 'cost efficient' era. HR strategies have gone through changes by not operating as a backend/support function, but is today at ways to contribute to the top line of the organisation. What the industry needs is strat-

egy to simultaneously maximise women employee potential, retain committed older members in the workforce, prepare the youth for present challenges and maintain an effective balance in a cross-generational and cross-cultural team.

## Foundation stone laid for 144-room My Fortune, Guntur

■ Andhra Pradesh Chief Minister **N. Chandrababu Naidu** has laid the foundation stone of the 144-keys ITC's My Fortune, Guntur. **YC Deveshwar**, Chairman ITC, one of India's largest multi-



business enterprises was also present on the occasion. With a prime location on Ring Road, the hotel covering an expanse of over 1.44 acres will cater to the diverse needs of discerning travellers to the city

with its services and facilities that include a 5000 sq. ft. pillar-less ballroom that can accommodate up to 500 guests, an all-day dining restaurant, a specialty restaurant showcasing ITC's culinary excellence, a bar and a deli. In

addition, the Wellness Zone will be equipped with a state-of-the-art gymnasium and a world-class spa. The hotel is expected to commence operations in 2019 and is aimed at attracting high-end business travellers and

provide Guntur a top-end hospitality destination.

The hotel will be part of the 'My Fortune' exclusive brand which is positioned in the upscale segment, at the top end of the brand pyramid of Fortune.

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