

IMDR MIRRORS

PROF. PRITHA'S MENTEE GROUP

INOX LEISURE, ITC TEAM UP TO OFFER INDIAN CUISINE ACROSS CINEMAS AND ON APPS.

-SHUBHAM SHAH

Reference: The Hindu Business Line – 29 Sept. 2021

Multiplex chain Inox leisure has joined hands with ITC's ready to eat gourmet brand named "kitchens of India", to introduce Indian cuisine such as vegetable pulao, hyderabadi vegetable biryani, dal makhani, rajma masala, pindi chana and steamed basmati rice across its cinema or while ordering through Inox app.

These dishes are specially curated by expert chefs from ITC

and will be available or sold through their one of the FMCG brand named 'KITCHENS OF INDIA'.

This collaboration would be a critical stepping stone in Inox's endeavours to strengthen their F&B service brand, by offering the customers new preferred choices - Dinesh Hariharan, VP, F&B Operations, Inox.

Through the partnership with the multiplex chain, ITC's Kitchens of India will aim to help redefine and shape a new horizon of cinema and food experience for

movie-goers - Shuvadip Banerjee, VP, Marketing Services, ITC.

Bibliography:

<https://www.thehindubusinessline.com/news/inox-leisure-itc-team-up-to-offer-indian-cuisine-across-cinemas-and-on-apps/article36734789.ece>

<https://www.itcportal.com/media-centre/press-reports-content.aspx?id=2401&type=C&news=inox-leisure-itc-team-up-to-offer-indian-cuisine-across-cinemas-and-on-apps>

CLEAN FUTURE ONE YEAR ON: HOW INNOVATION IS DRIVING GROWTH (SUSTAINABILITY)

-KUNAL MANDOT

Date: 11th November 2021

Reference: Hindustan Unilever Website

<https://www.hul.co.in/news/news-and-features/2021/clean-future-one-year-on-how-innovation-is-driving-growth.html>

Hindustan Unilever Ltd had launched a €1 billion clean future innovation strategy to change

the way it's cleaning and laundry products are created, manufactured or packaged. The aim was to replace ingredients derived from fossil fuels with alternatives from renewable or recycled sources by 2030. The company stated it wants to cut the dependence on fossil fuels, including those used as raw

materials for its products. The company stated "we must stop pumping carbon from under the ground when there is ample carbon on and above the ground- if we can learn to utilize its scale."

To coincide with the Clean Future announcement, it relaunched the biggest laundry

brand- OMO (Available in India as 'Ala' and 'Surf Excel') with its cleanest and greenest products yet. The formulation contains plant-based stain removers which the company calls 'Green Carbon'. The bottles which contain its product are made from 50% recycled plastic and those are 100% recyclable.

Jon Hague, VP for Science and Technology at HUL, who leads the Clean Future programme, says of the progress: "It's brilliant to see all these innovations landing so positively with consumers around the world. Our Clean Future journey is well underway and, while there's a lot still to do, the results so far show

that demand is there – people are seeking out products that are better for them, their home and their families. And that's what we've committed to deliver: for everyone, everywhere, within every budget."

ASPIRE PLATFORM: A RECRUITING SOLUTION COMPRISING OF PROPRIETARY ASSESSMENT TESTS AND VIRTUAL CAREER FAIRS

-PALASH BORWAL

Reference: Qess Website

<https://www.thetruthone.com/press-release/monster-com-launches-aspire-platform-a-recruiting-solution-comprising-of-proprietary-assessment-tests-and-virtual-career-fairs/>

Monster.com, a Qess company, the world's first online recruiting platform and India's leading digital career solutions provider, continues its legacy of bringing paradigm shifts to the world of recruitment, with the launch of Aspire – a multi-faceted recruiting solutions platform. This platform allows candidates to take assessment tests for a host of industry functions that proves their job readiness.

With an aim to solve the complex entry-level hiring problem, Aspire assessments have been designed by academic experts and industry veterans to provide a holistic benchmark to assess candidate potential. The comprehensive function-specific assessment tests to help recruiters find the brightest candidates from a massive pool of young untested talent with a single score. Aspire will provide the participating candidates lucrative job opportunities while also offering recruiters access to a pool of pre-assessed quality young professionals with a high propensity of joining and a low attrition rate.

Sekhar Garisa, CEO – Monster.com, a Qess company, said, "With hiring slowly but steadily bouncing back after the setback of COVID-19, job opportunities for entry-level talent are on the rise. Even as there is no dearth of talent among the younger demographic, recruiters often struggle to identify the right fit for their organizations among newer entrants to the workforce. Keeping this in mind, we have curated Aspire, dedicated to the Gen Z workforce, with an aim to bring potential candidates in touch with the most sought-after employers and in turn help recruiters find the right match from a pool of quality assured talent."

REVIEWED AND REVISED BY HRM DURING COVID-19

-NAMRATA PESHWANI

- https://www.business-standard.com/article/current-affairs/new-bajaj-auto-hr-policy-reaches-out-to-families-of-pandemic-ravaged-staff-121051300898_1.html
- <https://www.peoplesmatter.in/amp-strategic-hr-judicious-hr-policies-for-organizations-during-the-covid-era-27251>

HR professionals play a major role in organizations, especially during the pandemic. Harsh discussion of layoffs were made and compensations were rendered accordingly. Working on low staff and motivating employees to work towards the organizational goals is as important as making sure each one is safe and healthy.

- New policies were introduced, offering additional support to the families of the deceased employees. The company offered monetary support to the family, insurance and educational bills (up to a period of two years after their demise).
- Flexible working hours and work from home options are made available in various sectors. No compulsion to office visits and performance-based incentives were given as per preference. Rewards and acknowledgement should be shown during crucial situations.

- The Mental and physical health being of the employees is also very important in these tough times, new policies for counselling, stress management are being introduced in organizations in order to make sure each worker is in the best of health.
- Leave policies have been modified- Medical and emergency leaves are being approved instantly and special COVID recovery paid leaves are being granted.
- Health plans are being provided, especially COVID treatment plans. Allowance, medication, insurance and other health care benefits are being provided by different organizations.