

REPORT ON

SUSTAINABLE HR PRACTICES IN DIGITAL ERA
04-11-2024

Organised by
DEPARTMENT OF COMMERCE
SCHOOL OF SOCIAL SCIENCE AND HUMANITIES

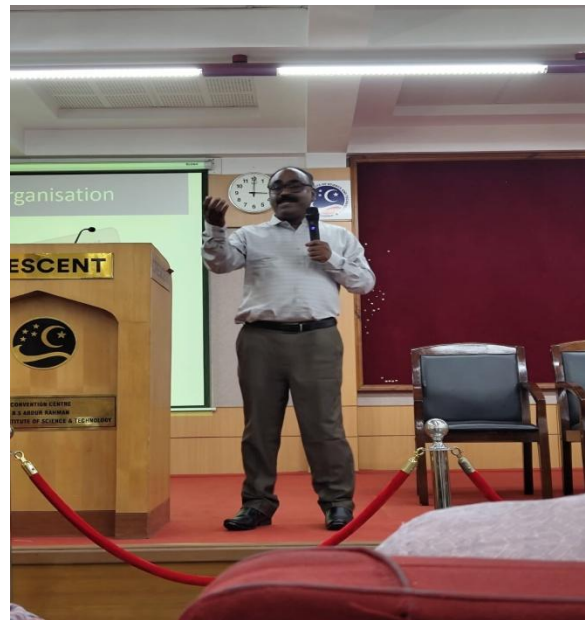
The Department of Commerce hosted an insightful guest lecture on the topic of Sustainable HR Practices in Digital Era on 04th November 2024, in Seminar hall hosted an insightful guest lecture on the topic by Dr. S. Ramakrishnan, Deputy General Manager, Parle agro Pvt., Ltd. a renowned expert in HR sustainability practices. The session was organised to create awareness among PG students about various HR Practices followed in various organisations and also to educate the students on various HR Practices in Digital Era. Around 100 students participated for this event. Our respected Head Dr. K. Soundarapandiyan has delivered the welcome address and our beloved Dean Dr.A.Ayub Khan Dawood has given the special address.



With over 29 years in the field of Human Resources, Dr. S. RAMAKRISHNAN has built a remarkable career managing diverse HR functions across various industries including FMCG,

automotive, and engineering. Currently he is proud to be a part of the Parle Agro family, where each day brings new opportunities to contribute and make a difference.

His journey has been more than just fulfilling HR responsibilities it has been a learning experience that led him through an in-depth exploration of employee retention, culminating in a PhD focused on the Beverages Industry. His research and the insights provided, enabled him to create a work culture that fosters growth, innovation, and strong employee morale, particularly within the manufacturing sector.



He emphasized the Sustainable development in HR is about **integrating environmental, social, and governance (ESG) criteria** into HR policies and practices. This involves creating work environments that are not only economically viable but also socially and environmentally responsible. He explained how HR can contribute to sustainability by implementing fair labor practices, fostering employee well-being, promoting diversity and inclusion, and encouraging a culture of corporate social responsibility. HR departments can lead sustainability efforts by influencing company policies on recruitment, employee engagement, and corporate values.

Sustainable recruitment involves hiring employees aligned with the company's sustainability goals. He also discussed strategies for attracting and retaining talent committed to ethical, environmentally friendly practices. Talent management should prioritize continuous development, with opportunities for learning about sustainable practices to support long-term career growth and employee satisfaction. **Green HRM practices**, such as paperless processes, flexible working arrangements, and energy-efficient office spaces, were highlighted as ways HR can directly reduce an organization's environmental footprint. These practices not only contribute to sustainability but also enhance the organization's appeal to environmentally conscious employees.



In addition to that he stressed the importance of employee well-being as part of a sustainable HR strategy. It includes mental health support, work-life balance initiatives, and health and safety programs. **CSR initiatives** were also discussed, where companies engage in community projects, showing their commitment to broader social causes. The lecture concluded with a discussion on challenges HR professionals face when implementing sustainable practices. Budget constraints, lack of top management support, and resistance to change were identified as significant hurdles. The lecturer proposed solutions such as gaining leadership buy-in through demonstrated ROI, training programs to foster a culture of sustainability, and aligning HR initiatives with the company's strategic goals.



Feedback

Overall students found the guest lecture was insightful and valuable, with many expressing interest in further exploring sustainable development practices in HR. The session served as a reminder of the potential HR has to foster a sustainable workplace that benefits not only the organization but also society and the environment at large.


The guest lecture was highly engaging and provided practical insights into how HR can lead sustainable development initiatives within organizations. Participants left with a deeper understanding of how they can contribute to a sustainable future through their HR roles. The lecture underscored the need for HR professionals to be proactive in driving change, positioning sustainability as a core aspect of modern HR functions in digital era.



Department of Commerce
School of Social Sciences & Humanities
Organized

Guest Lecture

Sustainable HR Practices in Digital Era

 **Speaker**
Dr. S Ramakrishnan Ph.D
Deputy General Manger
Human Resources
Parle Agro Pvt Ltd., Chennai

04th Nov 2024
2.30 pm to 4.30 pm
Venue:
Seminar Hall 1

The highlights of the Guest Lecture are:

- Understanding Sustainable HR Practices
- Identifying Digital Tools for Sustainable HR
- Develop strategic thinking, problem-solving, and communication skills to implement sustainable HR practices.

Conveners
Dr. Ayub Khan Dawood
Dean, School of Social Sciences & Humanities
Dr. Soundarapandiyar. K
Head, Department of Commerce

Coordinators
Dr. Radhika. R
Assistant Professor
Department of Commerce
Dr T. Porkodi
Assistant Professor (Sr. Gr.)
Department of Commerce

Conveners

Dr.Ayub Khan Dawood
Dean, School of Social Science and Humanities
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Dr.K.Soundarapandiyar
Assistant Professor
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