



Dear **[[-FullName-]]**,

Welcome to the second issue of *HR Connect*.

As promised, we are here with you on Mar 1, with our second newsletter. The response to the first issue was really overwhelming. We didn't quite expect the huge goodwill the first issue generated in the NHRD community. We were inundated with congratulatory messages. [Click here](#) for a sampling of them.

This issue offers a window to a few concerns in HR. About HR outsourcing, Emotional Intelligence, IT in HR and the like. Two of our readers - S. Deenadayalan and S. Naga Siddharth have contributed articles. You may find them useful.

As you're aware, the **9th NHRD Conference** to be held between **Sept. 16-19** will be anchored by us. It's an event of relevance to all of us. We look forward to your viewpoints that could help in making it a success.

Your feedback is important. We invite articles, letters, snippets, advertisements... and questions to Ranjan too. Write to us at nhrd.bangalore@vsnl.net.

Happy reading.

Regards, *Edit Team*

TAKING STOCK

Missing the HR outsourcing bus

The HR outsourcing market is declared to be a hot growth market (*US\$78 billion by 2004 - McKinsey*) within the ITES/BPO segment. But Indian companies have barely touched the proverbial tip of the iceberg. [Here's](#) a Nasscom handout about the potential and such other nice things.

But more relevant is this [article](#) from *Business Standard* which takes a incisive look at how India may be losing its way in the HR outsourcing market. One reason - the government and the industry's failure to tackle issues like data security and data privacy. | By Shyamal Majumdar

[Another perspective](#) | Punita Jasrotia from ExpressIT People

INVITING ARTICLES

Everyone's got a story to tell.

What's yours? We invite HR specific articles/ anecdotes/ insights from NHRD patrons for publication. Can be of any length. If selected, it may be edited for brevity and clarity. [Write to us](#).

QUIZ

Q: What practice was first instituted by Kaoru Ishikawa in the Nippon Telephone and Telegraph Company (NTT)?

Answer at the end of this column.

INSIGHTS

The Business Case for Emotional Intelligence

The following [article](#) lists 19 points on how emotional intelligence contributes to the bottom line in any work organization. Though US-specific, at a broad level, it carries immense insights relevant to the Indian environment. | By Cary Cherniss, Ph.D

Ranjan's Corner

How would a HR manager react if he got an offer from Bollywood to professionalise them?

- Jagadish Rangaswamy, Software Management Group

The first reaction will be excitement, but it will soon be followed by trepidation. For instance, imagine the HR Manager having to implement an office dress code where Salman Khan will not be allowed to take his shirt off during a movie. Or think of someone implementing the swipe card for our stars to check if they come in time for the filming. Imagine career planning for the comedian to become a hero.

Everytime, the pay packet revision is delayed or skipped, the HR Manager will have the villain shouting (in true Sholay style) "*Thakur, yeh increase mujhe dey do*". The final reaction will be a desperation to get away. The HR manager can then look forward to only one thing... somehow waggle an onsite assignment to Hollywood!

FUTURE SCOPE

HR management systems come of age

Companies who have invested substantially in an HR Management System (HRMS) are seeking a well-calculated RoI. Experts believe that the value of HRMS in the future will incorporate factors like greater employee empowerment and empowering HR's role in meeting larger business objectives.

Read the [full article](#) | by Shipra Arora from ExpressIT People

FROM OUR MEMBERS

HR Managers: Time to wake up or Pack up

By [S. Deenadayalan](#)

Here's an extract of the address given by the author at the HR strategy convention of CII in Hyderabad in November 2003.

A slice of history: The HR spin in the HP Way

While Hewlett Packard's rich legacy of invention in technology is well known, few are aware of its trend-setting HR initiatives. Few instances:

- In the **1940s**, when an employee contracted tuberculosis, HP established a health-insurance plan for catastrophic illness -- a nearly unheard-of concept at the time.
- In **1959**, the company became the first to implement cash profit-sharing.
- In **1967**, HP's German plant started flextime, another radical concept.
- In the **1990s**, HP offered telecommuting on a large scale. Job satisfaction increased. Stress -- and office expenses -- decreased.
- In the **1970s**, to avoid layoffs, the company imposed pay cuts and other measures, including forced vacations. Such actions were tried again in 2001, but layoffs were unavoidable.

LIGHTER VEIN

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"There's still some work left in this one. Get him another pot of coffee."

Cell Phone: The most hated invention

Here's a peep into the Eighth Lemelson-MIT Invention Index which illustrates the benefits and unintended consequences of a few gadgets:

The essence of the topic is that the need of the hour is not Managing Change but Change Managing. Ivory tower prescriptive processes are not any more valid. Strategic HR is important than HR strategy. Check out the [full article](#) here.

360 Degree feedback: Two new ideas

By [S. Naga Siddharth](#), M. P. Birla Institute of Management, Bangalore

The author explores using the concept of 360 Degree Feedback for an organization. He explains with an example of such an exercise undertaken for a medical diagnostics center. [Click here](#) for the full document.

BOOK REVIEW

Competency-Based Human Resource Management - David D. Dubois, William J. Rothwell.

Force-fitting employees into a "job box" shortchanges both the employees and the organization. The more effective method is to fit employee talents to the work that must be accomplished. This book describes how to reinvent the human resource department so that job competencies--rather than job descriptions--become the foundation for all HR efforts.

[Available for purchase](#) from [Firstandsecond.com](#)

- **Cellphone: 30%** of adults say the cell phone is the invention they most hate but cannot live without it.
- **Alarm clock: 25%**
- **Television: 23%**

Shaving razors and computers were also cited as essential, yet despised, inventions.

ADVERTISE WITH US

If you have a product or service that is useful to the HR community, *HR Connect* offers the most appropriate platform to advertise. Reach the decision makers directly. [Contact us](#) for details.

Answer to quiz: Quality Circles - Groups of upto a dozen employees who meet regularly to suggest improvements/changes and ensure quality.

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