7G

Annual Corporate Magazine
2018 - 2019

7 **seven group (india)**
HR | Education | IT | Digital | Sales | Finance | Legal
Solution Granted

Publications

"THE MIND IS LIKE WATER.
WHEN IT'S TURBULENT,
IT'S DIFFICULT TO SEE.
WHEN IT'S CALM,
EVERYTHING BECOMES CLEAR"

Content

EDITORIAL

MISSION VISION VALUE

AWARD CEREMONY

CELEBRATION

PAINTINGS

TESTIMONIAL

From The Desk

It is important to make a garland to keep every flower intact with each other and to be present in a team. 7G is a small initiative by Seven Group (India) to highlight the different activities, show case talents and maintain celebrations of different verticals in a single platform appeared as "7G Magazine". It provides opportunities to express extra-curricular activities of Group employees and showcasing happenings throughout the year. We measure happiness quotients by contributing to our environment by adding more sources of oxygen and adding value to Society by providing basic education.

7G is born to rock. In its birth moment it captures the most happening incidents of 2018-19 along with exceptional talents of employees.

We as a part of editorial team of "7G" tried our level best to create an impression to get remembered ever long the "Birthday Ceremony" years to come in future.

Editorial Team "7G" Magazine

The Team

Shubham Naskar   Supriya Subhash   Shreyas Uchil   Supriya Gudhekar

Mission

Seven Group (India) will contribute to India's growth in terms of creating jobs and to society & environment in terms of social responsibility

Vision

Seven Group (India) to become a trusted brand in the market and customer choice of quality services in the field of HR, Education, IT, Digital, Sales, Finance and Legal

Value

Customer centric, Quality Focus and Transparency

OVERVIEW

Seven Group (India) is a Service Oriented Group of Companies majorly into HR, Education, IT, Digital, Sales, Finance & Legal. We are having presence in PAN India basis as well as in abroad. Our business units operates in different domains and segments of the Industry.

We provide complete HR Solutions under the brand of Seven Consultancy. HR & Corporate Training is provided in Seven Academy vertical. Overseas & Indian College admission Consultancy provided with Seven Educon. Digital platform solutions are provided with Seven Digital Guru. Information Technology market is covered by Seven Infotech. We provide MSME office stationary solution through Seven Stationery. Sales Business Process Outsourcing is carried out through Seven Sales. Finance Solutions for individuals and corporates are covered by Seven Finance. We provide services forCompany Compliance and Corporate Legal by Seven Legal.

We started business activities more than a decade withclear Mission & Vision towards creating value system in Service Industry, today having Foot print in PAN India market and abroad with unique quality solutions in different segments.

We believe in time commitment & maintaining quality of services.

Remembering the Legends
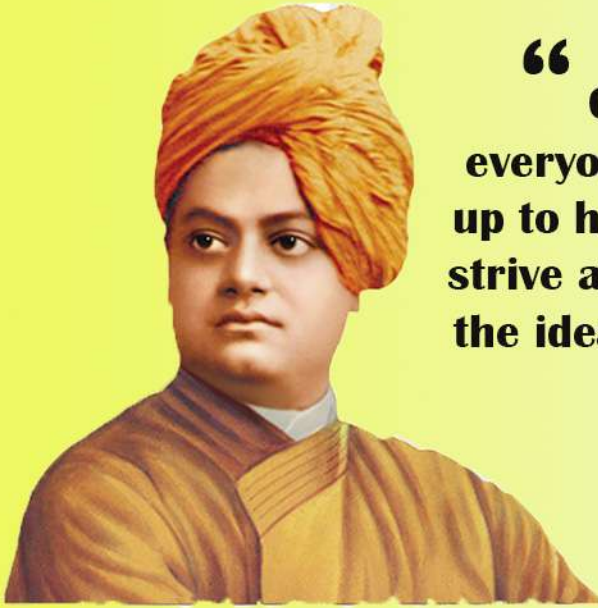
> **Our duty is to encourage everyone in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the truth**

Celebrating Birth Anniversary on 12th January

> **Look at the sky. We are alone. The whole universe is friendly to us and conspires only to give the best to those who dream & work**

Celebrating Birth Anniversary on 15th October

We are committed to contribute to environment. As a part of this process we run a NGO named STOP (Seven Teaching & Oxygen Plantation) We plant saplings and maintain them years after years to grow and produce oxygen to filter our atmosphere. Basic education & study materials are provided by us to the under privileged students as a part of our contribution to society.

We do celebrate World Environment Day on 5th of June every year as a regular activity of STOP Foundation. Our intention to make the World greener, reduce air pollution & make the environment cleaner.

![Seven Teaching & Oxygen Plantation — STOP — A Corporate Social Initiative by Seven Group](logo)

On 11th November, India celebrates Birthday of Maulana Abul Kalam Azad as National Education day. We, as a part of STOP activity distribute notebooks, pens, pencils, eraser etc. to our near by under privieliged students.

It is our small initiative to make society better by providing basic education along with accessories required.
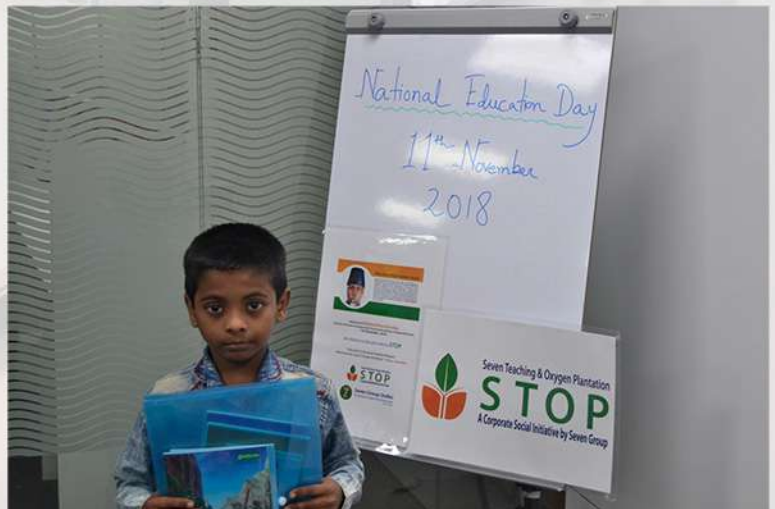
MODI STRONG LEADER FOR INDIA

Americans were to be sure astounded by the extent of Prime Minister Narendra Modi's command. In any case, shook they are definitely not. The facts demonstrate that US President Donald Trump likes solid pioneers. Be that as it may, cheerleading is uncommon.

- Poonam Gulwani

Modi's enormous triumph has noticeably enthused authority Washington. The outcomes have been considered in detail, examinations done, including how well BJP did in minority-overwhelming regions, and the guarantee of consideration in the main discourse. In a state of harmony with Modi's reasoning, the Trump government sees a solid chief as an essential prerequisite for India's journey to turn into a main power. The US considers India to be significant to the undertaking. Republicans and Democrats both concur that India is key whether it's organization or disorder.

Such bipartisan help is uncommon in US international strategy. Washington has gone a few stages further on key Indian concerns—Pakistan, China, weapon deals, counter-fear mongering collaboration. It has spent political capital, regardless of whether since it saw the light or its very own personal circumstance. The posting of Jaish-e-Mohamned pioneer Masood Azhar as a global fear based oppressor by the UN was just the most recent a valid example. The US supposing on Pakistan today is much nearer to India's perspectives.

US strategy in the fallout of the Pulwama assault was characteristic. It was contending for de-acceleration of strains as well as concentrating similarly on Pakistan's fear based oppression propensity. The ongoing Pakistani activities to get off the 'dark rundown' of the worldwide Financial Action Task Force (FATF) may be authoritatively invited as positive developments.

The sail was a noteworthy maritime occasion. China called it 'provocative', however the Indian Navy possessed it out in the open. Most curiously, the two Indian warships — INS Kolkata and INS Shakti were coming back from Chinese Navy's armada audit and a respective exercise with Vietnam.

The Americans are upbeat that Modi's first term brought about forward development—regardless of whether it was the consenting to of two essential arrangements to empower better barrier collaboration, or India consenting to prevent oil imports from Iran and Venezuela, or a 28% ascent in US fares to India.

Exchange will remain a noteworthy thistle. India's proceeds onward information localisation and web based business have added to the US rundown of grumblings. India has lost obligation free benefits under the Generalized System of Preferences in spite of a minute ago endeavors to purchase time. They can be reestablished later on if arrangements are found.

Employee OF The Year 2018-19

Employees OF The Month

ART OF SELLING

Sales & Marketing is major key of growing Business. Sale is a transfer of enthusiasm. Person should have 100% product knowledge, should accept product completely like mentally,intellectually & physically, then only the sales person can convince the value & statement of product to the market to get customer involvement. Strong product knowledge and convincing power can makesales successful. So overall sales is about 10% to 90% communication of conviction.

Before selling, first we have to make market research and important to know the customer expectations. The product should be designed accordingly to the customer needs. The relationship between customer & sales person is about transparency and word of mouth.
Huge competitive market if don't have control or confidence on own product / services than automatically can lose sales.

Post selling customer feedback is very important to seller. Through feedback only can make loyal customers. Example if 100 customers purchase the product in month calendar ,if they are satisfy by using the product ,than repurchasing customer data base can create. Loyal customer should be more & more than automatically sales ratio rate can high.

Sales - Marketing is the main Vertical of any business to generate revenue and sustain in the Industry.

-By R. Indrani

Prestigious

Awards

By

Group Companies

BRING GREEN
MOOD
IN OFFICE

As all knows that green is a color of freshness and nature .So having plants nearby workplace or placing indoor plants inside office can bring a fresh and happy environment for employees inside office. A healthy environment can bring greater productivity in workplace and positive vibes in the lives of our employees. If employees have good and peaceful mood in office then they will be more active while working.

- Somya Sucharita

The environment around us affects a lot to our mind. As employees get a lot of pressure for performing good and completing targets in workplace so providing a positive and calm environment to them can help them to stay positive in such pressure world. Creativity is also requires for being successful in life and a happy mind can bring more creative thoughts and ideas to mind. Decorating workplace with plants can give an attractive and beautiful look to it. There are some low maintenance and low light plants

available which are great for decorating workplace. These plants are Spider plants, Cactus, Bamboo Palm, Snake plant, Gerbera Daisy, Aleo, Lemon Balm and Peace Lily. These plants doesn't need much care to be taken and can be placed as a decorative piece. So it's better to bring a green effect in workplace for better productivity.

Apurva Bhurke

THE SCIENCE OF CUSTOMER LOYALTY

- Shweta Shah

Whether your business has crores of rupees of turnover, strong financial base, manpower, etc. customer loyalty is very valuable to you. If customers won't be there to buy your product or services then such huge capital investments and manpower are worthless.Customer loyalty can be defined as the act of any given customer to buy your product or services repeatedly over and above the competitors product available in the market.

This continuous activity helps in building brandloyalty. Investing time and energy in customer loyalty should be an integral part of any business strategy. It is often said that "keeping your customers is perhaps more important than finding the new one". This is because the customer who has used your product/service are the one's who are going to give you much more business in future or going to take away your business by switching to other products if they dislike your product.

The benefit of customer loyalty is that we get repeat business. Loyal customers will purchase goods or services again and again overtime.

As you build relation with your customers, it will become easy to sell them in higher volumes. Hence, higher volume means greater sales which translates to higher overall profits.The other benefit is that the loyal customers also do the marketing of your product which is called as "word-of-mouth marketing". Loyal customers can also bring you new customers. Customers that have great relationship with the business tends to talk about it. Happy and satisfied customers who often keep coming back to you are very likely to refer others who may be in need of your product /service or already uses your competitors product which helps in building brand loyalty and a recognition among prospective customers.

Customers not only look for a product or service, they look for an overall package or experience which is enjoyable for them and worth remembering. They look for services that the business firms offers them with their product/services. The other way to create customer loyalty is through creating emotional attachment with the customers by linking some emotions with the product or their services.The customers also get attracted to the product or services which are unique and which no other business can provide that product/service. Hence, customers feel a sense of pride to have a unique product with them. This type of customers tends to stick with the brand for a longer period oftime.

Therefore, relationship customers value loyalty, commitment and trust even more than they value good deals. They prefer to do business with those whose reputations they know and trust and whose promises they believein.

" Discipline & skill is Achieved Through Hard Work and Practice "

ORGANIZER
RTIAL ART FEDER
TO ALL M... A...

A Warrior Among Us

CORPORATE SOCIAL RESPONSIBILITY

- Vandana Khatwani

There are so many ways to get involved in local and global communities. Corporate Social Responsibility (CSR) activities are one of the very popular way in Indian Society. This activities can help to make strong bond between employees and corporate. Through CSR programme top business group can grown their business within society to contribute towards economic, social, environmental development that creates positive impact on society at large other side employees can keep morality to corporate.

Indian Companies are investing money in CSR activities on certain level of company growth. Different companies invest in different areas like community improvement, poverty alleviation, education, health, skill development, sanitation etc.

Through this activities companies established their better brand value, increase sales, customer loyalty, organization growth and greater ability to attract new staff–retain old staff….

CHALLENGES FACED BY STARTUPS WHILE HIRING

- Pratyush Srivastava

For any startup, productivity depends entirely on their enrollment. The greater part of the startup don't bargain with quality with regards to contracting new ability, since they fill in as a vital aspect for achieving association's objectives. It is important to have self inspired and fiery individuals in the organization so as to keep nature charged. There are number of difficulties looked by the new businesses in this day and age which are talked about underneath.

Short course of events

Startups endeavor to contract individuals inside two or three a gatherings though it isn't the situation with different organizations. The enlistment procedure of a startup is much more quick than set up organization. Since the procedure is so quick, once in a while the hopeful isn't broke down appropriately. So in future, organization faces issue in regards to crafted by the representatives.

Maturity level

In a startup, the desire which the organization searches for is the capacity to execute work with no supervision. Consequently, every applicant is given a full and clear perspective on organization's guide and competitors are plainly educated what they are required to do. Be that as it may, the issue is that it is hard to discover individuals who have this trademark.

Right appraisal of delicate abilities

Startup searches for four things in an applicant or we can say that they measure individuals on four things which are mentality which includes picking up, developing and getting things going, second is existing aptitudes, third is development dimension of the competitor and last is the relational abilities obtained by the hopefuls.

Lack of efficient candidate discovery tools

Although there are entrances yet looking and short listing wanted hopeful is a test nowadays. There are numerous entrances identifying with this field yet the issue confronted is that sites are not excessively devoted with regards to new companies. All this prompts a hole in occupation searcher and boss discoverability.

Competition

There are numerous occurrences when organization finds the potential competitor who needs to work in a startup yet there would be some different organizations in that hopefuls pipeline. This is essentially the situation of organizations working in niche space and requiring exceptional abilities sets. So, every one of these things bring forth boosting potential contracts through higher bundles, perks, etc.

Location

This occurs in circumstance when you locate the correct possibility for the activity through CV, work test, telephone call and so forth however the person in question isn't in a same city. The issue which turns is that the applicant wouldn't like to pay to seek a meeting and the organization additionally wouldn't like to pay because of the constrained assets.

Celebrations......

HAPPY BIRTHDAY

May this year surprise you with
full of joy and happiness

SHUBHAM | SUPRIYA | VISHAL | EKTA
PANDU JI | VANDANA

CHARITY BEGINS AT HOME

Charity means willingness to help others. Helping those who are really in need is a rare and good quality indeed. In other words charity means generosity in giving something to the needy out of loving kindness towards them. There is a proverb "Charity begins at Home". A person, who is kind at heart and possesses compassion from his early days towards the weak and the needy, is

- Supriya Subhash generally found to help the poor.

He finds joy and satisfaction in giving alms to a beggar and renders relief to the needy persons who are near at hand. Charity begins in the near neighbourhoods of a person. One first comes forward to help his friends. He extends his same helping hand to the distant places where thousands of the needy and the weak people awaits his help and sympathy. According to different religious beliefs, our life on earth is just a transitory phase of an eternal journey towards salvation. So this brief period that we are on earth, which we call life, has to be lived with a purpose. For some people the true meaning of life is the joy of giving. They realize this dream of theirs by engaging in acts of charity.

Today the world is in greater need of charity than ever before. The gap between the rich and the poor is widening. If all the rich people and even people who are reasonably well-off contribute something in terms of money, food, clothes or even empathy, then the world would definitely be better off. Many big Corporate Charitable Trusts and Societies make good contributions in the areas of poverty alleviation, food supply, education and health. Recently rich men like Microsoft founder Bill Gates; Investor Warren Buffet and Facebook founder Mark ZuckerBerg announced the donation of a lion's share of their wealth to charity. There are instances in India of great men like Political leader & Barrister Deshbandhu Chittaranjan Das, Birla's, Ratan Tata, who gave their wealth to the cause of charity.

In the family parents should teach their children to be compassionate towards the poor and the distressed. They themselves should practice the noble act of charity setting bright examples before their kids because charity makes one glorious and pure at heart. The right way to cultivate the charitable habit is to start loving one's kith and kin and gradually extend that love to those outside the family. Such a person can love and sympathize with all those who deserve it. The noble quality called charity brings welfare in our society. It enlarges human hearts and spreads the message of brotherhood and innocent love among people. Always remember, there is no exercise better for the heart than reaching down and lifting people up.

SELF DEFENSE
WHY SHOULD WOMAN LEARN
SELF-DEFENSE ?

As we know woman is very unsafe in our society not only she is abuse by society but also by her family members so what should she do?? Everyone thinks about the same question but no one has the answer. There is only one solution SELF DEFENSE

- Sonali Dudhal

It is one of the finest techniques which give life changing experience to woman because it improves self-confidence, motivation, knowledge and determination and increase our focus.It is an empowering feeling to know that you can defend yourself safely in 95% of real life situations.

It build confidence so that they can handle any situation of their life Self-defence not only focuses on body defence but also helps in personal life ,corporate life, leadership, judgemental skills. Self-defence gives a power to judge the second person whether he is protective or un-protective on his safety.

It increase mental toughness and decrease emotional attachment it helps mentally stabilizing themselves due to which person becomes strong mentally and avoid difficult situation.

Self-respect is one of the best parts of the self-defence which learn how to learn love itself. We take respect from itself as well as others.

Take respect and give respect is one of the most key factor of the self-defence Everyone is having same question. How can we overcome this situation and why India is suffering from the high number of criminal issues?

According to my opinion, if the root of trees is getting strong the whole tree gets strong. No one can take personal training of self-defence by giving specific hours from the busy scheduled .what should we do.

India should have to start compulsory activity of self-defence in school. It is beneficial to girls as well as boys. They build their confidence to fight with people who are unsafe for them. Ifself-defenceactivity starts from the school it may decrease 50% critical conditions which faced in growing phase. Indian can be safe country.

Self-defence is must in INDIA

MY HAPPY ZONE

A Day Starts with you..
If you call your office your happy place, you just know you are heading in the right direction.

I would call my desk Happy Place! It's the zone where all the things happenings take place. The interiors of the office create an elegant, vibrant and comfortable work station. Filled with the light, airy feel, the cabin exudes a fresh environment that is much needed for ideas to flow freely.

- Usha Rani

Lightings & Me Time
The vibe of the floor is casual yet serious. It's lit up just like my throughout the hectic day and the lights become dimmer to announce that the working day is coming to an end. Sometimes it's even about the 'Me time' I spend in my desk with my snacks, relaxing for today and rearing to go for tomorrow.

My daily Ritual
When I enter my office the first thing I use to go to the training room and have a great view.
I believe that seeing the views is like embracing ideas, creative energies, freshness, sunshine and opening the door to a world full of opportunities.
The green is symbolic of prosperity, health, and happiness today and tomorrow.

Things on My Desk
Laptop, water bottle, quotes, my sticky notes, register.
Not An Ordinary Office
Didn't I say my happiness zone is my desk?
It's the place of progress and ideas, it's where the first note of happiness is created.

My Go-To Corner
I would say that entire floor is my happy zone.
It's the room where I evolve, execute, work.

Most Precious Possession
The Vision and value of the company is very close to me.
It reminds me why I have walked into the office.
And of course the white board fuel me up and drives me to perform better each day.

One Ritual Before Leaving
Glance through my to-do list.
Put back everything in order so that my desk welcomes me with the happy feeling I left it with.

Motivation
is the golden key
to success

SELF-MOTIVATION
IS THE
KEY TO SUCCESS

Self-motivation simply means the urge to work on the planned goals; Self-motivation is a thing which brings out the inner hidden power to achieve the targeted goals, to be successful, to be happy by achieving the things which we crave for.

- Meetali Pawar

Where and how to get self-motivated

One, no need to study or no need to read books to be self-motivated, Self-motivation is the things where it comes from heart where we learn from our mistakes.

Most important key to be self-motivated is to be positive in every situation, taking every single things positively, and most important to never lose hope, to never give-up.

One can get self-motivated by keeping motivators around your work area – which can give you that initial spark to get going, to achieve goals(Motivators will be the key that will remind you to go get going)

Share ideas and help friends get motivated,Seeing others do well will also motivate you to do same. Always share ideas about your success and take feedback from readers and seniors.

That's how we get successful that's how we be happy in our life and this is the reason why self-motivation is necessary and One should be self-motivated.

As it is said "great things never come from comfort zone" one have to do hard work and it can be done when the person is self-motivated.

GOVERNMENT TO CREATE 50,000 WORK-FROM-HOME JOBS

The Government expects to spend Rs. 270 crore on a scheme that will create about 50,000 opportunities, especially for women & differently abled by 2022, to work-from-home.These opportunities will be offered in Information Technology sector, and financial incentives will be offered to both the employers and the employees involved. An IT Ministry official told the newspaper that

- Harsha Divedi

the aim behind incentivizing work-from-home jobs through policy level initiative is to help in creating jobs in Information Technology Enabled Services (ITES) while increasing the available talent pool for the sector.The report suggests that scheme maybe launched as the Phase 2 of the IT Ministry's India BPO Scheme which incentivizes firms to setup operations in tier 2 and 3 cities in the country. The scheme distributes among each state in the proportion to the population in each state. The scheme that was launched in 2016 had an aim of creating about 1.45 lakh jobs & had an outlay of about 500 crore.

The work-from-home policy may extend relaxation in labor laws similar to that given to start-ups under the Start Up India Programme. Besides, it is proposed that employees be provided support for 50% of the smartphone cost (up to ₹5,000) or the cost of a laptop (₹10,000 cap) or, along with that up to ₹350 per month for broadband.For employers, among other things, the policy proposes to provide 50% of the actual expenditure on technical infrastructure that is required for enabling such jobs, with a cap of ₹10,000 per job.

As we know, most women in the country are unable to take up full-time jobs due to domestic and family commitments.The scheme will help in tapping the vast pool of women talent that is yet to be actively incorporated into the workforce. The policy will give them a chance to be economically independent without compromising their family duties.I believe,the policy will also go a long way in ensuring financial independence to the differently abled, most of whom are unable to leave their houses due to mobility issues.

Apurva Bhurke

ARTIFICIAL INTELLIGENCE IN HR

- Naziya Shaikh

Artificial Intelligence isstrength of a program or machine to think and learn. John McCarthy named it "Artificial Intelligence" in the year 1995. It means a machine which mimics human cognition. In other words, a tool trained to do what a human can do. AI technologies helps to enhance better workforce activities like remuneration calculation (payroll), expert procurement, etc. HR heads believes that by adding AI in their daily work will increaseoverall employee experience.AI helps efficiently to automate many back-office functions. Human Resource functions are utilizing AI more effectively. AI, SAPLeonardo ML Foundation, IBM Watson, Servicenow, Microsoft Azure, Skype this helps employees to arrive key day-to-day decisions.AI technologies helps employees in various fields as follows:

Viewing and Updating Employees Information:
The workforce can easily view and update their information. Like Address, emergency contact, organization details, and authorized HR business data.

Team training:
Team managers can plan digital training opportunities.Conversational AI can help employeesin tracking employees training progress.

Hiring process:
Cognitive solutions helps organizations tap into multiple data sources and new insights for better candidates profiles, and improving hiring and recruiting process.

Access to HR business transaction data:
HR members can access employee data. Like an employees job history, team information and performance rating.

There are some barriers in adopting AI technologies

Lack of talent:
It is expensive and hard to find skilled and talented people.

Privacy concern:
Confidential HR data should be secured and accessed only by authorized person.

Continue Maintenance:
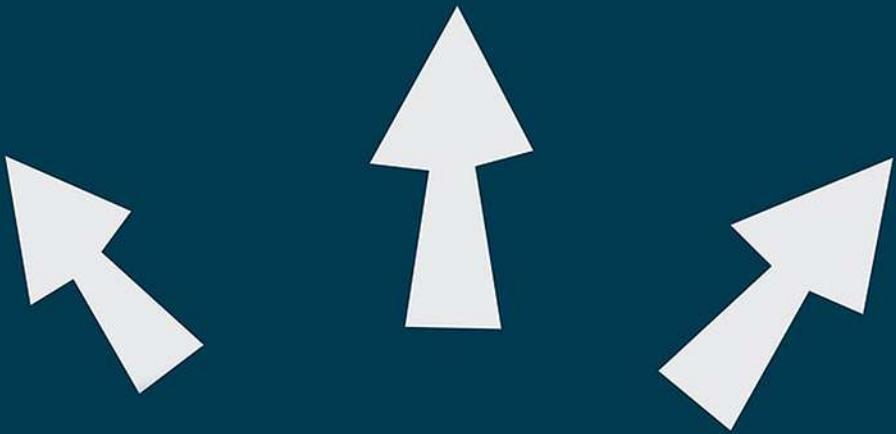AI requires review and updates in continuousbasis.

Integration Capabilities:
HR looks for software as a service thus data available is limited.
There are some merits of using AI technologies . They are as follows:
• It reduces the wastage of time of HR professionals in administrative tasks.
• It helps on performing HR transactions.
• It provides answers for the routine queries.
• It helps in recruiting and retention process.
• It reduces bias in HR decision making.
• AI processes data more quickly than the average human.
In conclusion, AI technology helps HR professionals in their daily workforce and minimizes the wastage of time and energy.

DECISION
MAKING

Decision making is a process and action of making decision. Decisions are made on mental and physical conditions of ones. The decision needs to be based on logical basis. Decisions should be made on emotional basis can affect the others. Planning and analysing the results of decision needs to be done before making decision.

- **Pranjali Patil**

Decision making should be done before taking any action. The decision should make on its basis of drawbacks and its benefits.

Every decision has its own drawbacks and benefits that need to be analyse before taking decision. Any action or work done with proper planning saves time and energy. Decision making can be affect by emotional and physical factors sometimes. While making any decision there should be an alternative drawback plan for it, because if one plan doesn't work due to certain conditions then the other plan should be impliedimmediately.

The emotional factors that can change decision are anger, forgiveness, etc. Before taking any decision the consideration should be done that how that decision will affect others and how it would affect to you.

The decision making can be made into following seven stages:
• Identify the decision-
Decision can be identified by knowing the plan of action.

• Gather information-
Before taking any decision the related information and plan of action needs to be collect and there should be an idea of how that decision will work and its effects. The information related to the decision making should not be done on emotional basis.

• Identify alternatives-
After taking or choosing the decision or planning there should be an alternate plan of action which can be Plan B.

• Weigh the evidence-
Imagine the plan of action and how it would work and its effects and according to that the alternate plan of action should be made.

• Choose among alternatives-
After choosing certain alternatives for decision making imagines its drawbacks and its benefits.

• Take action-
From several plans of actions and decisions select the accurate one and go for it.

BLOCKCHAIN TECHNOLOGY

- Vishal Gharkar

"Blockchain Technology" not a trending term but would be the most trending in mere future. Blockchain technology before came into reference to bitcoin and other cryptocurrencies. Blockchain has direct link with the term bitcoin.

Bitcoin was the first realization of this concept. Now word cryptocurrencies is the label that is used to describe all the networks and medium of exchange that uses cryptography to secure transactions to secure transactions as against those systems where the transactions are channeled through a centralized trusted entity.

What does Blockchain Technology mean?

It is an open record of all digital money exchanges that have ever been executed. It contains a certain and verifiable record of every single transaction ever made. Blockchain technology is of a great use as it outweighs the regulatory issues and technical challenges.

One of the key emerging use case of blockchain technology involves smart contracts. Smart contracts are basically computer programs that can automatically execute the terms of contract. Smart Property is another related concept which is regarding controlling the ownership of a property or asset via blockchain using smart contracts.

Capitalization of HR on blockchain:

For HR, the potential uses could be limitless. For hiring, access to academic credentials and certifications could reduce the amount of time recruiters spend verifying information. Blockchain can also be used to execute benefits, event or payments. It could also be used for union environments, giving everyone access to agreements and contracts. For international employees, blockchain can process payroll faster and less expensively, skirting international currency trade fees.

Apurva Bhurke

We have been playing games in various forms such as scrabble, thief and the cop and what not..!! since our childhood times. We play today also but the meaning and application of games has been changed as from that time being. Now the game of this time is changed we name it as GAMIFICATION. We the concept game as it is not new but the term GAMIFICATION is!!!!

- Vaishnavi Gandhi

"Gamification" this term was first introduced as a toy through the unknown cracker jack box in 191Albert Einstein has mentioned a best quote which says that one has to learn the rules of the game, and then after learning one has to play it better than anyone else.Earlier times games were different from the games from now. Now the games are termed to be the serious games which are used for training and learning purpose. "Gamification" is the use of game mechanics to experience design to digitally engage and motivate people to achieve their goals which can which can be part of an inclusive social community to increase engagement. Gamification leverages our own desires for the status, achievement and competition.

Now management co-relates HR and GAMIFICATION, yes you read it right!!!!

Gamification in HR:
In HR, Gamification is the use of game-thinking and mechanics in non-game scenarios such business environment and processes, specifically in recruitment, training and development and motivation in order to engage users and solve problem. The main objective is to take techniques from game design and implement them in non-game contexts so that the employee and the users can experience more engagement in the activities that being carried out. A number of organizations like Marriott, Cognizant, Deloitte and few others started using gamification to improve their workforce, enhance employee skills, solve complicated issues and get into new talent pools as game design techniques consists of goal setting, competition, real-time feedback and rewards. There platforms such as eMee, Mind Tickle that organizations have now a days so as to get facilated with the new trend Gamification. These platforms has added a great value as it encourages customer activities and also the actively participation of the customers. In HR organizations, the power of gamification works like, it uses the competitive streak we have within us, as we play a game we become more absorbed and engaged and so we feel greater sense of achievement this influences us to work willingly a more extra mile or can be said as making more effort to choose right people or completing more training programs and also helping employees to stay motivated.

So what to wait for to use the…….GAMIFICATION!! It just a matter of turning on a gamification program now and letting it go!!!!!

EMERGING TRENDS IN ORGANIZATIONAL BEHAVIOR

Organizational behavior is the study of human behavior in organizational settings, the interface between human behavior and organization and within the organization itself.

Organizations have developed a great change in terms of structure, operations and people. There is a considerable change in cross –culture environments, growth of MNC'S, growth in technical know-how, and quality management.

- Sagar Motayani

Some of the important trends are mentioned below:
1) Globalization
2) Emerging employment relations
3) Changing workforce
4) Knowledge Management
5) Information Technology and OB

Globalization :

Globalization in recent days has changed the style of working and tries to spread worldwide. Trapping new market place, new technology or reducing costs through specialization are few of the different reasons that motivate the organizations become global.

Emerging Employment Relationships :

Flexible working hours and increased authority motivates employee to perform at their best. Management now welcomes upward communication and participation of lower level employees in decision making process.

Changing Workforce:

Demographics of workforce has changed in recent years. Employers need to adapt their recruitment, training and management to adapt to changing workforce. In case of less skilled workforce, hiring employees from overseas also serves purpose.

Knowledge Management :

Knowledge management is a structured activity that improves organization's capacity to acquire, share and utilize knowledge for its survival and success.
There are 3 basic elements of knowledge management :
Knowledge acquisition
Knowledge sharing
Knowledge dissemination

Information Technology and OB:

The prominence of Information Technology has grown many folds in recent years. This innovation in IT has opened new ways for conducting business that are different from past.

Clients View

" Every time I had a position to fill, the candidates put forward by you turned out to be nice for the job. I was particularly impressed not swamping me with CVs but only forwarding those
who were likely to be a good fit. Thanks a lot, -
You made it much easier on so many locations."

 - Vincent Pinto (Business Development Manager Synergy Alliances LLP)

" We are glad to inform you that your quick responses have helped us a lot. We wish our association with your organization will stay as the way it is now and will help us in flourishing our organization."

 -H Arfath. Shahvali (Operations Manager
Quest Clinic & Medical Academy Pvt. Ltd)

Fruit full HR topics practically learned & got good hands on exposure in HR software.

- Yatin Mistry (CG Marketing, Sr. HR executive)

Very Interactive sessions and provided good placement support
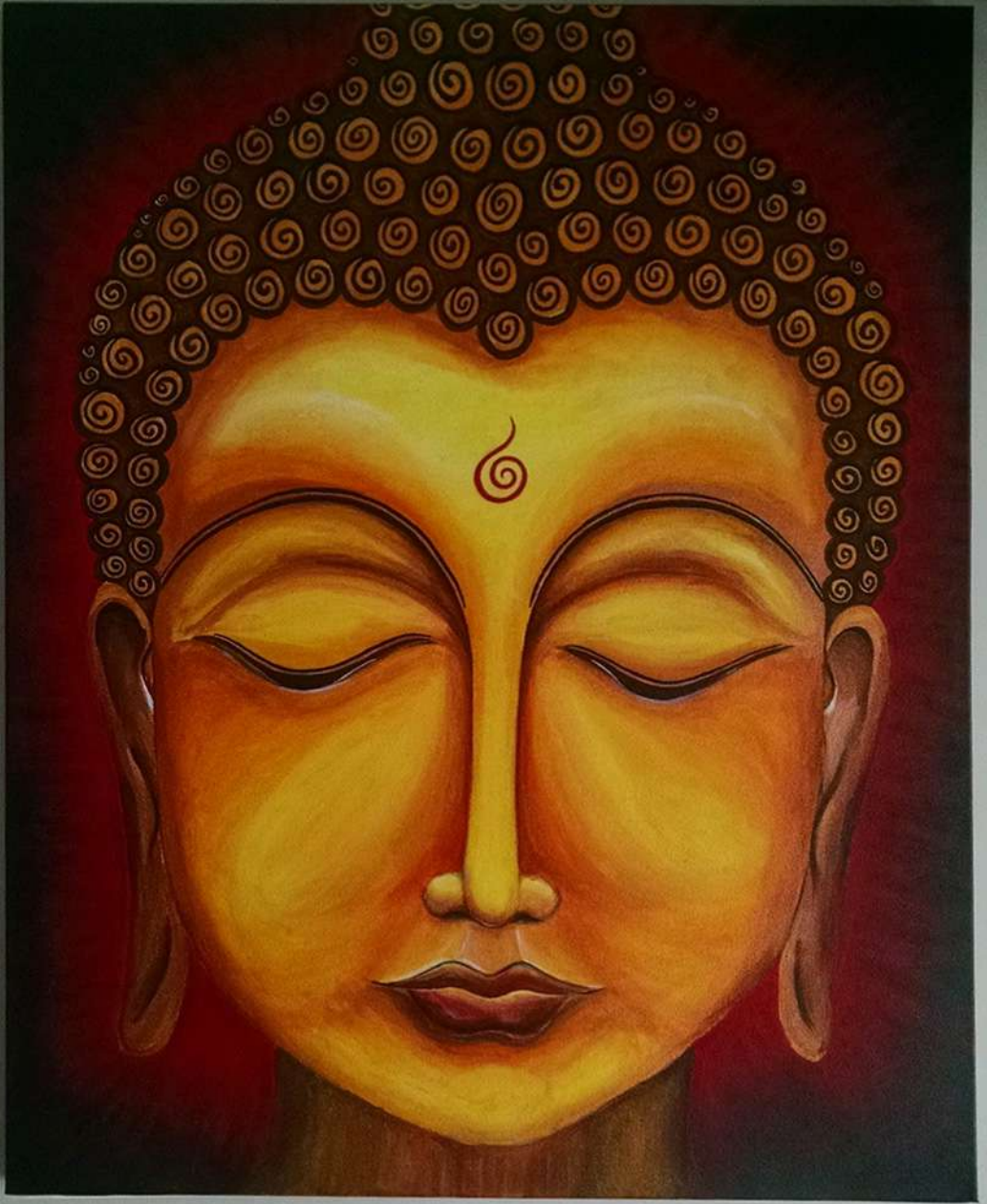
 - Rohit Badhya (HR Manager, HGS international)

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