



Confederation of Indian Industry



## **Reference Manual for Participating Organisations**

**July 2017**

## Contact Details



Confederation of Indian Industry

**CII - CENTRE OF EXCELLENCE FOR  
COMPETITIVENESS**

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## CII National HR Circle Competition 2017

Compete, Learn, Excel

Thursday, 9 – Friday, 10 November 2017, IHC, New Delhi

The human capital = time + talent + energy = Productivity & Economic Value

### Background

Human capital, not financial capital, is today's scarcest resource. Large sums of money are being spent on technology up gradation, but the real backbone of the organization, its people, must be considered part of the equation for success. When employees are made a part of the equation of change, their support, enthusiasm, understanding and acceptance of new skills through education and training adds to the overall success of the organization. The importance of involving, developing and educating employees through a proper HRM system in place is reflected from the rule of thumb that **"technology makes up 10 percent of a business, while business processes, employees and culture make up 90 percent"**.

**HR is beginning to play a central role to drive strategic actions.** These actions are increasingly able to mitigate negative outcomes of today's business uncertainties and help their organizations create a stable and engaged workforce that will take them through and beyond. At the heart of today's successful enterprise lies an exceptional HR leadership that settles for nothing less but overall excellence in every facet of their function and much beyond.

CII's continuous thrust towards strengthening the Quality movement in India through initiatives like Quality Circle Competition, TPM Circle, Energy Circle etc have already witnessed tremendous improvement in perception about quality, quality of manufacturing and energy efficiency.

Motivated from such past initiatives & movements, CII in its continuous endeavours to encourage, support & applaud the efforts of industry in setting up world class HR practices & enhancing employee productivity has conceptualised and is organising **First CII National HR Circle Competition on 9 – 10 November 2017 at New Delhi.**

Learning & sharing has always been an important organizational function. It has a major impact on the organization's ability to become and stay competitive. It also is the way that employees develop and grow. Industry, Institutions & HR service providers will compete & share their success stories on HR practices, initiatives & HR innovation. The objective of the Convention is to provide a platform to the practicing companies to share their success stories & help others internalize the concept in a right way the first time. As it is rightly said seeing is believing.

The CII National HR Competitiveness Circle Competition will have competition & success stories from industry, institutions, HR Service provider & those who bear the torch of excellence in the HR landscape. **The Winning Organisations of the Competitions will be awarded with a prestigious Trophy & Certificate of Recognition.**

## **Objective of this Competition**

- ✓ Recognise industry, institutions & HR Service providers for their significant contribution and/or innovative work in the field of HR through Competition & Recognitions
- ✓ Showcase significant HR programmes and initiatives developed by organisations and HR service providers
- ✓ Encourage and thus raise the standards and overall competence of the human resource community in India
- ✓ Raise awareness of the necessity for sound human resources management in the business community, Industry including manufacturing, service/infrastructure/hospitality sector etc
- ✓ Learn, share and foster high - performance HR practices and ideas & create a benchmark of excellence in HR practices in India

**Competitions & Recognitions (Categories):** Competition Theme is “**Increasing Competitive Edge of the Company through Innovative HR Practices**”. Organisations can apply under following mentioned category/s of competition to share and showcase HR excellence of their organisation.

### **Focused Competition Category**

1. **Management of Change & Excellence in HRM**
  - a. Top 3 awards in Large Manufacturing Sector
  - b. Top 3 awards in Medium & Small Manufacturing Sector
  - c. Top 3 awards in Large Service/Infrastructure/Educational Sector
  - d. Top 3 awards in Medium & Small Service/Infrastructure/Educational Sector
2. **Most Effective Recruitment, Engagement & Innovative Retention Strategy**
  - a. Top 3 awards in Large Manufacturing Sector
  - b. Top 3 awards in Medium & Small Manufacturing Sector
  - c. Top 3 awards in Large Service/Infrastructure/Educational Sector
  - d. Top 3 awards in Medium & Small Service/Infrastructure/Educational Sector
3. **Performance Management, Training & Development**
  - a. Top 3 awards in Large Manufacturing Sector
  - b. Top 3 awards in Medium & Small Manufacturing Sector
  - c. Top 3 awards in Large Service/Infrastructure/Educational Sector
  - d. Top 3 awards in Medium & Small Service/Infrastructure/Educational Sector

### **Participating Organisation Category**

|                                    |   |
|------------------------------------|---|
| <b>Large Industry</b>              | Manufacturing Sector                      |
|                                    | Service/Infrastructure/Educational Sector |
| <b>Medium &amp; Small Industry</b> | Manufacturing Sector                      |
|                                    | Service/Infrastructure/Educational Sector |

Manufacturing and Service/Infrastructure/Educational sector will have separate Competitions & Awards under the large and Small & Medium Enterprises (SMEs) categories. Please note that organization can participate in maximum 3 categories of competitions (one entry in each category). Participating organisations will make presentations as per the set guidelines and evaluation criteria under the mentioned category of competition. The presentation for quality of projects and usage of various tools to achieve excellence in HR will be judged by a panel of Jury of Experts. The Winners of the Competition will be awarded with a prestigious Trophy & Certificate of Recognition.

### **Who Can Participate in HR Circle Competition?**

Any organisation (Manufacturing or service/Infrastructure/Educational sector) operating in India (Large, Medium & Small Enterprises) can submit their entry for the competition. An organisation can submit maximum 3 entries (one in each category)

### **Who Should Attend?**

From industry, institutions & HR service provider/consulting organisations.

- ✓ CEO/Head/Senior Management
- ✓ Entrepreneurs/Businessmen
- ✓ Human Resource Head/GM/Managers
- ✓ Career Development Managers
- ✓ Management Professionals
- ✓ Recruitment Managers
- ✓ Training Managers
- ✓ Manpower Managers
- ✓ Administration Professionals
- ✓ Plant Head/Production/Engineering/Quality Head
- ✓ Personnel Admin. Managers
- ✓ Academicians
- ✓ Placement Officers
- ✓ Consultants

### **Take Away for Participants**

- ✓ **Compendium of Best HR Practices:** Compilation of all the case studies (competition entries) would be provided to the participants in the form of Compendium of Best Practices manual as Resource Document. This will also subsequently shared with all CII members—so the winners' will get additional publicity.

### **Benefits**

- ✓ Recognition to your efforts & work done on HR Management
- ✓ Understand and apply a practical and systematic approach to Strategic Human Resource Planning to develop strategic and operational HR plans

- ✓ Golden experience to meet and interact with numerous Human Resource Professionals from the Industry
- ✓ Learn from real-life case studies and examples of Strategic HR plans
- ✓ Be introduced to the latest assessment tools and their applications
- ✓ Discuss on real-life situations and share the knowledge and experience of other HR professionals and the facilitators

You are requested to confirm your organisation's participation through the attached Application & Registration Form along with the details asked for at the earliest.

- ✓ **The last date for sending your entry/entries is 15 September 2017.**
- ✓ **Please note that an organization can participate in maximum 3 categories of competitions (one entry per category) separately.**
- ✓ **Two nominations are complimentary with each entry. One of the member of participating organisation should be at least at the level of Manager. The presentation is to be made by a 2 member team.**

#### Enclosures

1. Competition Application Form
2. Registration Form
3. Reference Manual: CII National HR Circle Competition 2017

#### Timelines for the CII National HR Circle Competition 2017

| Sr. No | Activity   | Date                            |
|--------|--|---------------------------------|
| 1      | Submission of Competition Application Form & Registration Form with applicable fee   | 15 September 2017               |
| 2      | Submission of power point presentation (presentation is to be prepared as per the general guidelines and category specific guidelines mentioned in the Reference Manual) | 15 October 2017                 |
| 3      | Live Competitions & Presentations  | 9 – 10 November 2017, New Delhi |
| 4      | Announcement of Winners & Award Ceremony   | 10 November 2017                |

## **Eligibility Criteria**

Any organization (Manufacturing or Service/Infrastructure Sector from Large, Medium & Small Scale) operating in India are eligible to apply for the CII National HR Circle Competition 2017. A company/organization is only eligible to apply for the HR Circle Competitions.



## Timelines for the CII National HR Competitiveness Circle Competition 2017

| Sr. No | Activity   | Date                            |
|--------|--|---------------------------------|
| 1      | Submission of Competition Application Form & Registration Form with applicable fee   | 15 September 2017               |
| 2      | Submission of power point presentation (presentation is to be prepared as per the general guidelines and category specific guidelines mentioned in the Reference Manual) | 15 October 2017                 |
| 3      | Competitions & Presentations   | 9 – 10 November 2017, New Delhi |
| 4      | Announcement of Winners & Award Ceremony   | 10 November 2017                |

## Competition Categories & Recognitions

**Competitions & Recognitions (Categories):** Competition Theme is “Increasing Competitive Edge of the Organisation through Innovative HR Practices”. Organisations can apply under following mentioned category/s of competition;

### Focused Competition Category

- 1. Management of Change & Excellence in HRM**
  - a. Top 3 awards in Large Manufacturing Category
  - b. Top 3 awards in Medium & Small Manufacturing Category
  - c. Top 3 awards in Large Service/Infrastructure/Educational Category
  - d. Top 3 awards in Medium & Small Service/Infrastructure/Educational Category
- 2. Most Effective Recruitment, Engagement & Innovative Retention Strategy**
  - a. Top 3 awards in Large Manufacturing Category
  - b. Top 3 awards in Medium & Small Manufacturing Category
  - c. Top 3 awards in Large Service/Infrastructure/Educational Category
  - d. Top 3 awards in Medium & Small Service/Infrastructure/Educational Category
- 3. Performance Management, Training & Development**
  - a. Top 3 awards in Large Manufacturing Category
  - b. Top 3 awards in Medium & Small Manufacturing Category
  - c. Top 3 awards in Large Service/Infrastructure/Educational Category
  - d. Top 3 awards in Medium & Small Service/Infrastructure/Educational Category

### Participating Organisation Category

|                                    |   |
|------------------------------------|---|
| <b>Large Industry</b>              | Manufacturing Sector<br>Service/Infrastructure/Educational Sector |
| <b>Medium &amp; Small Industry</b> | Manufacturing Sector<br>Service/Infrastructure/Educational Sector |

Manufacturing and Service/Infrastructure/Educational sector will have separate competitions & Awards under the large and SME categories. Please note that organization can participate in maximum 3 categories of competitions separately. Participating organisations will make presentation under the mentioned category of participation. The presentation for quality of projects and usage of various tools to achieve excellence in HR will be judged by a panel of Jury of Experts. The Winners of the Competition will be awarded with prestigious Trophy & Certificate of Recognition.

A standard template of presentation & guidelines to prepare presentation based on the evaluation criteria would be provided to the participating organisations to prepare their presentation.

## **Application Process**

You are requested to confirm your organisation's participation through the attached Application & Registration Form along with the details asked for at the earliest. **The last date for sending your entry/entries is 15 September 2017.** Please note that one organization can participate in maximum 3 categories of competitions separately. Two nominations are complimentary with each entry. One of the members of participating organisation in competition should be minimum at the level of Senior Manager.

### **Application Documents:**

#### **Application Form includes following:**

1. Competition Application Form
2. Registration Form & Applicable fee

For any further details, applicants may refer CII National HR Circle Competition Reference Manual

## **Competition & Selection Process**

All the Participating organisations will make power point presentation designed based on the Evaluation Criteria under the mentioned category of participation (presentation is to be prepared as per the general guidelines and category specific guidelines mentioned in the Reference Manual).

The evaluation criteria and marking points would be designed by Knowledge Partners and eminent HR experts.

The presentation for quality of projects and usage of various tools to achieve excellence in HR will be judged by a panel of Jury of Experts.

The Winners of the Competition will be awarded with prestigious Trophy & Certificate of Recognition.

## General Guidelines to Prepare Power Point Presentation

- ✓ **Golden Rule:** Please read carefully, strictly follow guidelines, number of slides and timelines, prepare well before presenting

### 1. General Guidelines

- No of slides are restricted to 20 for each category of competition and should be as per the given template
- Time allocated to make the presentation 20 minutes for each presentation (This is subject to deduction of marks if time exceeded. In no case timeline should be exceeded as this will effect subsequent presenters).
- Company profile must be covered only in single slide and in brief
- Do not use acronyms/abbreviations. Ex pph - parts per hour. Some indicators may be industry/company specific, which other people may not know
- You may show pictures, graphs, certificates, video etc in support of your work & results achieved (this is subject to within the allocated time)
- Add slide No/page no in all slides
- You have the liberty to use your design, template, colors, slide animations, pictorials, videos etc. in order to make your presentation more attractive, informative & educative**

#### Slide No 1:

- Category of Competition in which Participating
- Name of your Organisation
- Name & Designation & Email ID of the team leader & other team member presenting the case study **(one of the team members must be at the level of Sr. Manager & above)**

#### Slide No 2:

- About your organisation (3 or 4 key aspects you would like to tell about your organisation)
- Certifications/Awards & Recognitions it possesses (like ISO 9001, 50001 etc.)
- Some interesting fact about your organisation

**Slide No 3:**

Organisation mapping (organisation structure, manpower, businesses, number of offices/manufacturing sites, nature of business etc, key HR factors you would like to mention)

**Project Presentation: (Slide No 4 to Slide No 18)**

**Slide No 4:**

About the Project/s, Start date and completion date of project MUST be mentioned in the presentation

**Follow the following methodology for project presentation (Slide No 5 to 18 or 5 to 13 depending upon the category of competition).**

- 1) Problem definition
- 2) Data collection
- 3) Analysis
- 4) Countermeasures identified along with validation
- 5) Solution implemented

**Slide No 5:**

**Slide No 6:**

**Slide No 7:**

**Slide No 8:**

**Slide No 9:**

**Slide No 10:**

**Slide No 11:**

**Slide No 12:**

**Slide No 13:**

**Slide No 14:**

**Slide No 15:**

**Slide No 16:**

**Slide No 17:**

**Slide No 18:**

**Slide No 19:**

Results achieved. You may also mention other indirect qualitative & quantitative benefits. You may also support results achieved with graphs and indicators for last 2 – 3 year

**Slide No 20:**

Last slide – Uniqueness of the project and take away for audience/company from the project.

## Category Specific Guidelines to Prepare Power Point Presentation:

### 1. Management of Change & Excellence in HRM

Change management is the continuous process of aligning an organization with its marketplace—and doing so more responsively and effectively than competitors. It is the formal process for organizational change, including a systematic approach and application of knowledge.

Change management means defining and adopting corporate strategies, structures, procedures, and technologies to deal with change stemming from internal and external conditions. It is a critical part of any project that leads, manages, and enables people to accept new processes, technologies, systems, structures, and values. The Human Resources Department can provide guidance and support to you and your team in understanding the change process.

Effective communication during a change effort will serve to provide employees with timely and accurate information, which can positively influence whether the organization can maintain employee productivity and morale and overcome resistance to change.

**Under this category, participants may consider following points while preparing their 20 slide presentation.**

- Understanding the need to change
- Define change, its Vision & Mission as per your organisation perspective
- Change management process
- Leadership role ensuring that the change effort is successful.
- How did you address obstacles experienced during the change management process
  - Employee resistance, communication breakdown, in-sufficient time devoted to training & development, staff turn-over during transition, cost exceeded budget etc
- Understanding of importance of Internal Communication system for HR excellence & its importance
- Description of an innovative communications strategy that addresses an important business issue
- Application of different communication channel & its relevance & usefulness
- How will we measure whether the communications strategy achieves its objectives?
- **Results:** Evidence of success: return on investment and how it has strengthened the organisation – please use metrics, anecdotes and case studies. This covers with what an organisation has achieved and is achieving. Additionally, the scope of the results will address following relevant areas.
- **6a Perception measures:** These measures are the people’s perception, customer perception and society perception of the organisation, directly impacting the HR function (obtained, for example, from surveys, focus groups, interviews, structured appraisals, etc).
- **6b Organisational Performance Indicators:** These measures are the internal ones used by the organisation in order to monitor, understand, predict and improve the

performance of the organisation's people and business directly impacted by the HR function.

- Uniqueness of your initiatives, learning & take away for others



## 2. Most Effective Recruitment, Engagement & Innovative Retention Strategy

Under this category, participants may consider following points while preparing their 20 slide presentation

- Understanding of mentioned key HR functions from organisation growth & brand perspective
- **Recruitment & Retention:** A clear narrative that demonstrates why the strategy was implemented and how it is having an impact on the organisation. How the recruitment and retention strategy ties in with the organisation's employer brand.
- **Evidence of success:** how it has strengthened the organisation, please use metrics, anecdotes and case studies
- **Employee Engagement:** An innovative engagement strategy that addresses an important business issue. A clear narrative that demonstrates how the strategy is having an impact on the organisation, including metrics on improvements to engagement and productivity levels and other relevant measures. Evidence of how the engagement strategy is linked to and improved key business objectives and outcomes
- **Talent Management:** An innovative talent strategy that addresses an important business issue. A clear narrative that demonstrates how the strategy is having an impact on the organisation. Evidence of success: how it has strengthened the organisation, please use metrics, anecdotes and case studies. Judges will look for return on investment and the impact the strategy has made since implementation
- Evidence of innovation and bottom line contribution through enhanced recruitment and improved retention. This should be presented in the form of a business case study supported by relevant metrics.
- Uniqueness of your initiatives, learning & take away for others

### **3. Performance Management, Training & Development**

The fundamental goal of performance management is to promote and improve employee effectiveness. It is a continuous process where managers and employees work together to plan, monitor and review an employee's work objectives or goals and his or her overall contribution to the organization.

Top management commitment to learning and development & an innovative Training & Development strategy helps organisations to address important business issues.

#### **Under this category, participants may consider following points while preparing their 20 slide presentation**

- Understanding of performance management, employee training & development
- People Knowledge and Competencies: Describe how your organization's people knowledge and competencies are identified, developed and sustained leading to overall improved employee performance to support your organization's objectives.
- Describe the processes employed for identifying, classifying and matching people's knowledge and competencies with the organisation's current and future needs.
- How the approach to training and development does is aligned with the short, medium and long-term plans of the organization?
- How do you deliver functional & technical training? How do you address management / leadership development in your training strategies & plans (including formal and informal methods as appropriate.) and evaluate the effectiveness of these processes?
- Evidence of success: return on investment and how it has strengthened the organisation – please use metrics, anecdotes and case studies. Judges will look for evidence of impact and how this is evaluated (Evaluation of training and development may include impact on individual, team, unit and organizational performance / attitudes, impact on customer-related performance, cost/benefit analysis of the training, organizational image building in community / society etc.
- Uniqueness of your initiatives, learning & take away for others



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