

## ORGANISATIONS WITH A POWERFUL PURPOSE

BS MARKETING INITIATIVE

### LEADING FROM THE FRONT

> **Leadership plays a key role in shaping workplace culture, as Gyanprakash Singh, Chairman & Managing Director, Modern Group of Companies tells us**

In the dynamic landscape of the security service industry, fostering a robust workplace culture is paramount. Modern Veer Rays Security Force (I) Pvt. Ltd. (MSF) a leading security services company is headquartered in Mumbai, having a workforce of 60,000+ trained personnel, 75 branches, and 10 regional offices across India.

We believe that Leadership Development, Mentorship, and Coaching are the cornerstones of cultivating an aspirational workplace culture. These elements not only drive organizational success but also ensure employee satisfaction and retention, which are critical to any business.

Leadership development is the bedrock upon which we build our organizational ethos. By identifying and nurturing potential leaders within our ranks, we empower individuals to take ownership of their roles and responsibilities. This proactive approach ensures a continuous pipeline of skilled leaders who are aligned with our company's vision and values.

Leadership training programs, workshops, creating opportunities for practical experience by doing regular Job Rotation, assigning special projects are integral in equipping to-be leaders with the skills necessary to navigate the

complexities of the role. These initiatives foster a sense of belonging and purpose, which is crucial for maintaining high morale and motivation.

Mentorship, on the other hand, plays a pivotal role in bridging the gap between theoretical knowledge and practical application. Experienced mentors provide invaluable insights and guidance to less experienced employees, fostering a culture of continuous learning and growth. This symbiotic relationship enhances job performance and promotes a sense of camaraderie and mutual respect. Mentorship programs also facilitate the transfer of industry-specific knowledge and best practices, ensuring that our workforce remains competent and competitive.

Coaching, as a complement to mentorship, focuses on personal and professional development. It involves one-on-one sessions where employees can explore their strengths, identify areas for improvement, and set actionable goals. Through coaching, we cultivate a growth mind-set, encouraging our employees to strive for excellence and innovation. This individualized attention not only boosts confidence and job satisfaction but also aligns personal aspirations with organizational objectives.



To conclude, leadership development, mentorship, and coaching are integral to cultivating an aspirational workplace culture at Modern Veer Rays Security Force (I) Pvt. Ltd. (MSF). These initiatives not only enhance employee capabilities and performance but also create a supportive and inclusive environment where every individual feels valued and empowered to contribute to our collective success. By investing in our people, we ensure that our organization remains resilient, adaptive, and poised for future growth.

### THRIVING TOGETHER: EMPLOYEE WELL-BEING AT ELASTICRUN

> **Salil Chinchore, CHRO, ElasticRun, reveals the organisations success formula, built on prioritising employee well-being**

Employee well-being is crucial in today's competitive environment. At ElasticRun, we prioritize a happy and healthy workforce, seeing them as vital partners to our company's success. Beyond the standard benefits, we create an empowering environment where individuals can thrive and build fulfilling careers.

#### Promoting GIFT: The ElasticRun Way

At ElasticRun, fostering self-care, mindfulness, and resilience among employees is central to our holistic approach to well-being. We have rolled out a comprehensive benefits program called GIFT!

GIFT stands for Grow, Invest, Fun, and Treasure. This program aims to enhance health, financial security and build a strong community while fostering personal growth for our team members.

#### Grow: Prioritizing Employee Health

We prioritize employee health through regular check-ups, teleconsultations, and inclusive health insurance covering families, including LGBTQ+ medical coverage and IVF support. Wellness initiatives like group medical claim

schemes and maternity as well as paternity benefits ensure our employees feel secure and supported.

#### Invest: Maximizing Employees' Earnings

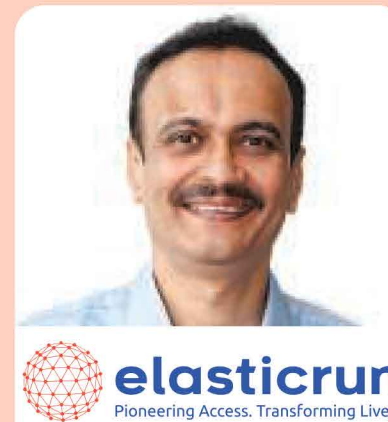
Enhancing financial security with personal accident and term life insurance, alongside options like NPS, EPF, car leases, bike loan subsidy, and laptop buy-back empower the employees to achieve their financial goals.

#### Fun: Building Connections

Promoting work-life balance with team getaways, family celebrations, and recognition programs, activities such as sports tournaments and cultural events foster a strong community spirit.

#### Treasuring Achievements and Milestones

We celebrate work anniversaries and career advancements alongside the employee's family. Hybrid work options, and flexible leave policies offer adaptability. "Empuls", our digital collaboration platform, empowers our workforce through open multi-way communication.



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#### Building Resilience

ElasticRun prioritizes employee resilience through our EWAP program, which complements GIFT. It includes workshops on stress management, healthy habits, and physical activity. Mentorship programs like Swaadhyay, Sherpa, Catapult, Ignite, and others empower skill development, while yoga sessions and blood donation drives promote holistic well-being, and social commitment.

Encouraging open communication, comprehensive well-being programs, community-building activities, and driving a culture of appreciation are crucial steps for companies to stay ahead of the curve.

### FOSTERING A CULTURE OF CONTINUOUS IMPROVEMENT, AGILITY, AND ADAPTABILITY

> **Soumitra Saha, VP & MD, Lumen Technologies, India expounds on the importance of being agile and adapting to changing times**

In the fast-paced corporate world, the ability to continuously improve, remain agile, and adapt to change is crucial for sustained success. Lumen Technologies, Inc., formerly known as CenturyLink, is a testament to this philosophy. With its origins tracing back to the Oak Ridge Telephone Company in 1930, Lumen has evolved into a Fortune 500 telecommunications giant, consistently demonstrating resilience and innovation. This rich history of transformation reflects our commitment to fostering a culture of continuous improvement, agility, and adaptability.

The evolution of Lumen from a small telephone company in Monroe, Louisiana to a global leader in communications and network services is a narrative of strategic growth and technological advancement. Over the past 90+ years, Lumen has expanded its services to include local and long-distance voice, broadband, cloud solutions, security, and more. Our ability to navigate through various technological and market changes has been driven by a culture that values resilience and a willingness to embrace innovation.

#### A technology powerhouse in India

At Lumen Technologies India, which is a 3000+ powerhouse of highly talented and motivated employees, we understand that cultivating a culture of continuous improvement and agility is essential in today's dynamic business environment. Our North Star is a principle that encompasses our mission of unleashing the world's digital potential and igniting business growth by seamlessly connecting people, data, and applications with a focus on the operating principles of teamwork, trust, and transparency. This guiding principle ensures that all our strategies and decisions are aligned with our overarching goal of enabling digital transformation.

At Lumen India, we are massively and rapidly

transforming ourselves to add value to our parent organization and to our customers. We pioneered the adoption of Gen AI utilities like Copilot on GitHub, not just to drive significant productivity improvement for our engineers, but also to drive innovative solutions for our customers. Leveraging LLMs, we are creating solutions that ensure superior customer experience of our products and services. We are continuously performing PoCs (proof of concepts) to introduce new-age technologies into our stack such as Chaos Engineering to improve our resiliency and availability in production.

#### An employee-centric culture

Every employee at Lumen Technologies India participated in Brenne Brown's Dare to Lead training program, with an aim to instill a culture of courageous leadership, rumble with vulnerability and demonstrate clear purpose and values.

Recognizing the changing dynamics of the workplace, we adopted a hybrid working model. Employees are required to come to the office only four days a month, with each business unit deciding its own mode of working. This federated model has enhanced productivity and employee satisfaction.

To promote equity at the workplace, we ensure that male and female employees receive equitable compensation and have taken deliberate steps to ensure pay equity over the last few years.

In a renewed effort towards establishing ourselves as a pivotal player in the global ecosystem, we launched "Adhyayana", our home-grown gamified platform for learning our business, products, services, and customers. We firmly believe that the success of the organization depends on the depth of business expertise, so Adhyayana will provide the platform to create that depth.



#### Guided by the North Star - Our cultural compass

At Lumen, we believe that true change happens through people and teams. The North Star strategy that upholds a culture of teamwork, trust, and transparency is central to our success. Collaboration is at the heart of our operations, encouraging cross-functional teams to work together and allow for open communication to ensure that diverse perspectives contribute to our success. Building trust within our teams and with our stakeholders is crucial, fostering an environment where employees feel valued and trusted, leading to higher engagement and innovation. Clarity in communication and operations ensures that all team members are aligned with our goals and strategies, building confidence and fostering a culture of accountability.

Lumen Technologies, India, stands as a beacon of continuous improvement, agility, and adaptability. Our history of resilience through the ups and downs in the industry and our ongoing efforts to foster a transformative culture are the pillars of our success. As we navigate into the future, we remain committed to these principles, ensuring that we continue to lead and innovate in the ever-changing industry landscape.

### CREATING AN ORGANISATIONAL ALL-STAR TEAM

> **Jo Mikleus, SVP - Operations, Cyble, shares insights into how the organisation stays ahead of the curve in order to drive success**



**CYBLE**

At Cyble, we remain committed to aligning with workforce trends and preferences, driving our organizational success while upholding our reputation as an employer of choice dedicated to excellence and integrity. Like an all-star cricket team, where each member plays to their strengths, prioritizes mutual support, strives for high performance, and continually seeks to innovate and improve every aspect of our operations.

Here are a few ways we have embedded to enhance our reputation as an employer of choice.

#### Inclusivity and Diversity

Valuing and embracing diverse backgrounds, identities, and perspectives is at the core of our culture and essential for our success. Each of us contributes based on our strengths, ensuring that as we expand into new regions, we prioritize learning, understanding, inclusivity, and diversity. Our goal is to foster an environment where every person feels valued, empowered, and encouraged to contribute their utmost.

#### Flexibility and Work-Life Balance

One of our company values is family first. To support this value, we offer flexible work arrangements, including remote work options and flexible hours, to support employee well-being and productivity. Our policies are designed to help employees achieve their best results while maintaining a healthy balance between professional and personal responsibilities.

#### Ethics and Integrity

Ethical behaviour and integrity are core values ingrained across all levels of our organization. We provide comprehensive training and resources to ensure that we promote employees' understanding of our expectations and uphold these principles in their daily work.

#### Training and Development

Investing in the personal growth of our employees is paramount. We prioritize staying current with industry innovations and continuously enhancing skills to ensure that our workforce, our products, and our company derive maximum benefit.

#### Regular Review and Updates

We continuously review and update our Code of Conduct, Employee Handbook, company policies, and procedures to align with legal requirements and industry standards. This proactive approach ensures a compliant and supportive environment where employees feel secure and respected. Our policies and practices prioritize a safe working environment, well-being and inclusion at their core.

#### Communication and Feedback

We work at a fast pace, so open communication channels are vital for gathering feedback and addressing concerns effectively. We actively listen to employees' input to adapt our strategies and policies to better meet their needs and expectations.

#### Technology and Innovation

Our product is already at the cutting edge of AI, cybersecurity and threat intelligence, so innovation comes naturally to us, meaning we embrace technological advancements. It seems to be in our collective mindset to want to innovate and improve on every aspect of our game. One area of recent focus has been on using AI to enhance efficiency and effectiveness with some exciting projects underway for our team.

In conclusion, we recognise there is no single solution, so our holistic approach ensures that we continuously evolve to meet the needs of our employees and maintain a positive and inclusive workplace culture. Like any high performing team, we are never satisfied and always want to do better.

### TAKING A HOLISTIC APPROACH TO WORK-LIFE BALANCE

> **Namita Patwari, CHRO, Alembic Pharmaceuticals, outlines the initiatives lined up to create a holistically balanced workforce**

At Alembic Pharmaceuticals, our core ethos revolves around prioritizing employee well-being and fostering a robust work-life balance through a comprehensive employee value proposition.

This year, our theme 'Connect, Commit, Celebrate' underscores our dedication to nurturing interpersonal connections, supporting personal and professional growth, and celebrating achievements. It exemplifies our holistic approach to employee development, promoting teamwork and shared accomplishments through our philosophy of working 'As One'.

We are actively addressing the needs of our field teams with innovative digital solutions, enabling seamless customer interactions and enhancing operational efficiencies, and bolstering the workforce in the following ways.

#### Offering Flexibility to our Multifaceted Workforce

At Alembic, we recognize the diverse needs of our workforce and prioritize inclusivity. Our flexible working policy enables our team members to effectively balance professional and personal commitments, understanding the unique responsibilities each employee may have outside

of work. As we believe, gender equity should be one of the topmost priorities for today's leaders; we offer female employees the opportunity to work from home for two days during their menstrual cycle.

#### Promoting Robust Health and Wellness Among Our Workforce

We conduct annual comprehensive health check-ups to ensure the well-being of our employees. Our health insurance coverage includes preventive care, mental health services, and support for dependents, ensuring comprehensive medical assistance. Through initiatives like the 'Alembic Health Series', featuring sessions by eminent specialists, we encourage healthier lifestyles and overall employee wellness.

#### Enhancing Comprehensive Well-being Initiatives

We are committed to continuously upskilling and reskilling our employees, empowering them to shape their career paths and strive for various leadership opportunities within our organization. Our vibrant workplace culture is nurtured through



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team-building events, cultural celebrations, and open communication channels like 'Coffee with HR' and 'Townhall' meetings, fostering a sense of belonging and addressing employee concerns promptly.

#### Nurturing talent through a variety of Recognition and Rewards

Recognition and rewards are integral to our commitment at Alembic. We celebrate exceptional contributions through awards such as the Annual Achievers Award, Rising Star, and Alembic Vidya Accolades, recognizing their significant impact on our collective success.