

Pre-Joining Engagement Activity for GETs at Hindalco Industries Ltd.



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1. Introduction

Hindalco hires engineers every year under its Young Talent Acquisition program from eminent Engineering and Technology institutes. These Engineers are hired as trainees and hence called as Graduate Engineer Trainees (GETs). After the successful completion of induction and training for an approximate duration of 12 months, they are promoted to the post of Senior Engineers.

This year too, young talent were selected from various premier engineering institutes of India like National Institute of Technology (Jamshedpur, Surathkal, Rourkela, Raipur, Kurukshetra, Trichy, Warangal), IIT-BHU (Banaras Hindu University), College of Engineering Pune, BITS Pillani-Hyderabad, VNIT-Nagpur, MNIT-Jaipur to name a few. The total strength of GETs joining the Batch 2014-15 is 71 and branch wise composition is 31 % in Mechanical stream, 26 % in Electrical, 15 % in Metallurgy, 9 % in chemical, 7% in Electronics, rest are in other branches.

The GETs are selected during their final semester of engineering course as a part of campus placement. There exists an interval between their recruitment and their on-boarding and induction program. The intern was mainly responsible to keep the GETs engaged during this interval.

The intern's prime focus was to devise activities which would acquaint the GETs about the values and culture of Hindalco and Aditya Birla Group. The objective of the pre-joining engagement activities was to provide experiential learning to the GETs and make them feel that the organization cares for them. Thus the intern developed short activities, which served as games and at the same time imparted knowledge and conveyed information to the GETs. The intern also interacted with the GETs from time to time and resolved their queries.

2. Objectives

To design and implement pre-joining engagement activities for the Graduate Engineer Trainees

3. Methodology

Primary as well as Secondary data was used to accomplish the objective successfully

- Various online websites were referred to gather information in order to design the activities for the GETs.
- The prospectus and websites of Aditya Birla Group and Hindalco Industries Limited were used to design the quizzes for GETs
- Online portals such as www.surveymonkey.com were used to implement the activities for Graduate Engineer Trainees

4. Scope and Limitations

Scope

- The intern got an opportunity to understand the importance of employee engagement throughout the tenure of the project
- The project helped the intern to identify various important factors to be taken into consideration for designing the engagement activities as per the target group

Limitations

- All the activities designed for GETs had to be virtual in nature since the GETs were scattered geographically throughout the country

5. Actions Taken

To engage the GETs following activities were designed and implemented

Welcome message to GETs

A welcome message was sent to all the GETs congratulating them on being a part of Hindalco family. Also a welcome poster was sent to the GETs wishing them good luck for their first job. The message and the poster served to motivate the GET.



Figure 8.1 Welcome Letter sent to the GETs



Figure 8.2 Welcome Poster Sent to the Gets

Quizomania

Quizomania was a quiz on Aditya Birla Group & Hindalco Industries Limited as designed by the intern to engage the GETs. The aim was to familiarize the GETs about the businesses of the organization and to make them aware about its values and culture. It consisted of 20 questions in the form of Multiple Choice Question. The guidelines for evaluating the quiz were that each correct answer was awarded one mark and no negative mark for incorrect answers. GETs were given a duration of one week to attempt the quiz at their discretion. Post evaluation, top three winners were chosen and rewarded on joining.

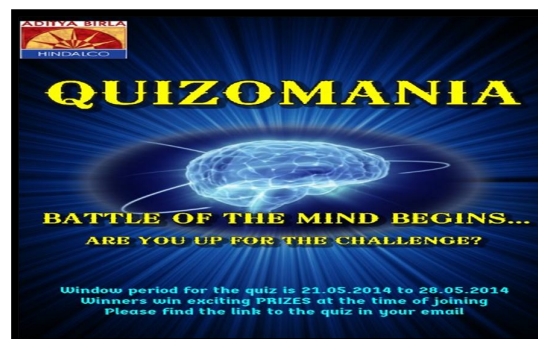


Figure 8.3 Poster Made by the Intern Communicating the Details of Quizomania

Gizmo Geek

To engage GETs, 'Gizmo Geek' which is a quiz on Gadgets & Technology, was initiated by the management as per the suggestion of the intern. The objective of this activity was to gauge the current affairs knowledge of GETs in terms of the latest technology and gadgets. Since the GETs hailed from a field of technical education, such a theme would be liked by them and encourage more participation. The quiz consisted of 18 Multiple Choice Questions, wherein each correct answer would attract one mark. The quiz also consisted of 2 open ended questions to gauge the thought process of the GETs. The quiz was open for participation for a period of one week. Top three winners were rewarded on joining.



Figure 8.4 Poster Highlighting the Details of the Quiz Made for the GETs

PowerPoint Presentation Competition

After interacting with the GETs, a need was felt to train them on basic presentation skills. Hence a training material was developed by the intern for the GETs educating them about Microsoft PowerPoint and its navigations. To ensure that the training was not confined to theoretical knowledge, a competition on PowerPoint presentation was held to check their application skills and also to give them a hands-on experience. The intern rolled out the competition and also examined the entries for the competition.

Topic for the competition was 'Jugaad Innovation'. The entries were judged on parameters such as usage of relevant content, aesthetics, animations, examples quoted. GETs were given a duration of 10 days to send their entries and top three winners were chosen based on the above mentioned parameters

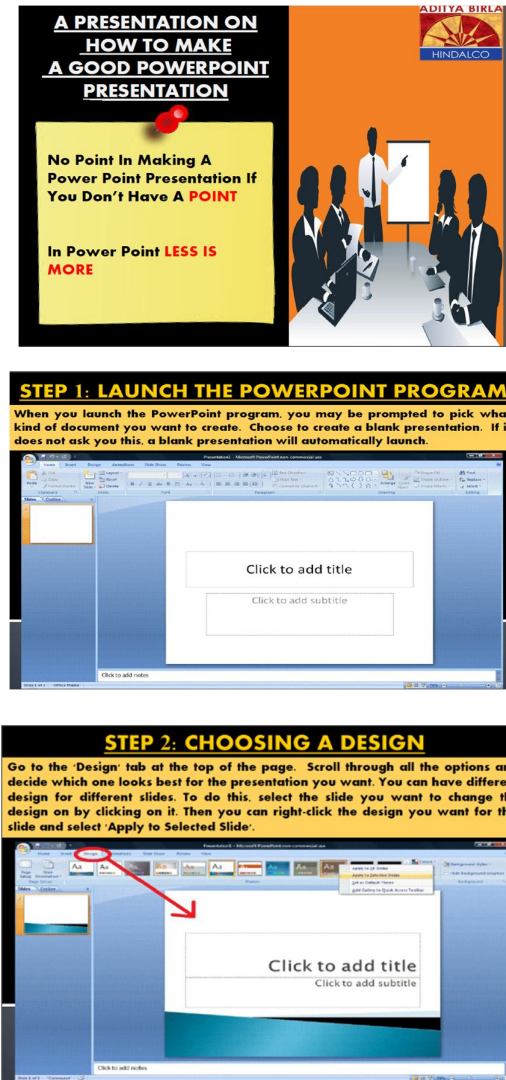


Figure 8.5 Training Material Prepared for the GETs



Figure 8.6 Posters Highlighting the Details of PowerPoint Presentation Competition

Talk show for the GETs

A Talk show was organized for GETs during the first week of their induction program. The Talk show was addressed by Senior Managers across various functions and streams of Hindalco Industries Ltd.

Following topics were addressed to the GETs by the Senior Managers:

- Future Of Metal
- Current Business Challenge For Aluminium And Copper Business
- Financial Challenges And Opportunities

Speech on the above mentioned topics was followed by 'On the spot questions' round. The GETs got an opportunity to interact with the Senior Managers on a one to one basis. On the spot questions revolved mainly around Career Progression. The Talk Show helped the GETs get a deep understanding of the present and future scenario of the sector in which Hindalco Industries Ltd. operates.

SMS to GETs

GETs are constantly kept in touch via SMS. Inspiring quotes and words of wisdom were sent to keep them highly motivated. Short messages and fables conveying the importance of moral values such as ethics at workplace, honesty, hard work, success, professionalism, determination etc were sent at regular intervals of 2-3 days.

Wishing GETs on their Birthdays

GETs were wished on their birthdays via SMS. This act made them feel special on being wished by the organization.

Preparing Master Database

The intern prepared a complete master database of the GETs based on their resumes and documents. The database consisted of their personal and educational details.

6. Analysis and Findings

Here the analysis is carried to understand how many trainees participated in employee engagement activities. It was observed that from a total of 71 Graduate Engineer Trainees, the participation percentage for the pre-engagement activities viz. Quizomania, Gizmo Geek and PowerPoint Presentation competition was 85%, 82% and 60% respectively. The following graph indicates the result:

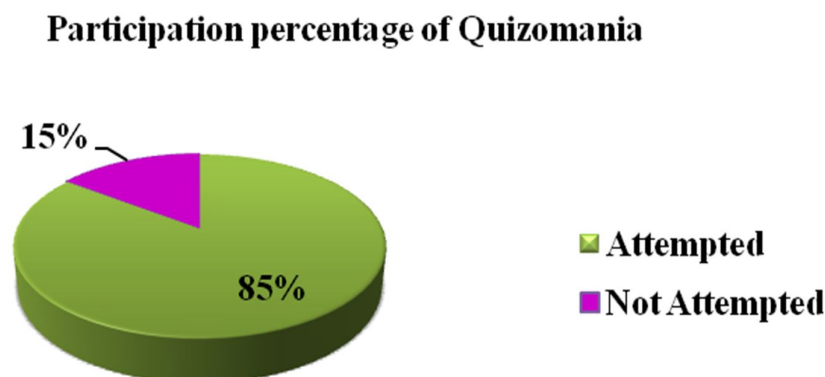


Figure 6.1 Analysis of Quizomania quiz

Participation percentage of Gizmo Geek

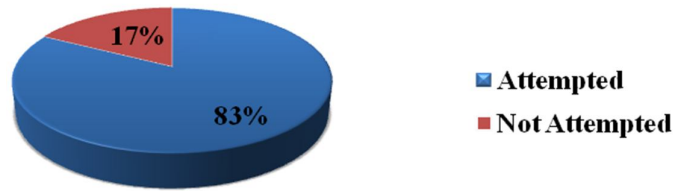


Figure 6.2 Analysis of Gizmo Geek quiz

Participation percentage of PowerPoint Presentation competition

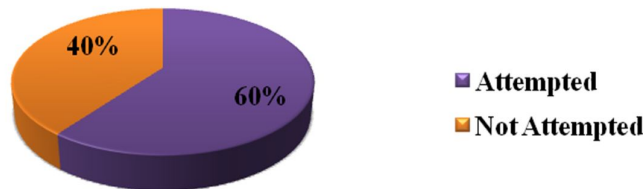


Figure 6.3 Analysis of PowerPoint Presentation Competition

7. Conclusion

On the basis of the result it can be concluded that engagement activities conducted virtually received active participation from GETs. The engagement activities served to educate the GETs about the organization and the respective sector even before they join the organization. The activities also served to be fun-filled exercises simultaneously imparting knowledge and improving their skills.

8. Annexures

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