



**INDIAN STAFFING FEDERATION**

8TH TECH  
CONFERENCE

# Rewire Redefine Reinvent

## Event Report

15<sup>th</sup> November, 2024

Welcomhotel By ITC, Bengaluru

[WWW.ISF.ORG.IN](http://WWW.ISF.ORG.IN)



Indian Staffing Federation

8th TechCon

# Rewire. Redefine. Reinvent

Welcomhotel By ITC (Richmond Road), Bengaluru | 15th November 2024



Thirukkumaran  
(Thiru)  
Nagarajan  
  
Vice President  
& HR Head  
(India/South  
Asia),  
  
IBM



Jorge Barreno  
Lopez  
  
Country HR & GS  
Manager,  
  
Technicas Reunidas  
Engineers India Pvt  
Ltd



Clive Michael  
Vanbuerle  
  
Country Head &  
Wholetime Director  
  
OSB India Pvt Ltd



KS Ganesan (KSG)  
  
Founder &  
Managing Director  
  
Genzeal  
Technology  
Services



Sharad Heda  
  
Founder & Chief  
Executive Officer  
  
Pot2Kinetic  
Consulting



Perumal MK  
  
Chief Executive  
Officer  
  
Dyota Techno  
Services



Srinivasan T.R.  
  
Chief People  
Officer  
  
Microland Ltd



Deepak Satya  
  
Senior Vice  
President - Digital  
Core Services &  
Transformation  
  
NTT Data Services



Sunil Sarat  
  
SVP & Global  
Head- Cloud and  
Infrastructure  
Services,  
  
Microland Ltd



Lekha Palakkot  
  
Director Learning  
and Development  
  
Brillio



Nithya  
Subramanian  
  
Head of Data &  
Analytics -  
AMEA  
  
Kellanova  
(Kellogg's)



Eklavya Chandra  
  
Founder & CEO,  
  
Saathi



Selva Sundaram  
  
Product  
Marketer,  
  
Zoho Recruit



Sameer  
Srivastava  
  
Senior Director,  
  
Mitel Networks  
Corporation



Lohit Bhatia  
  
President, Indian  
Staffing Federation;  
(President Workforce  
Management, Qess  
Corp Ltd)

## Session Chairs



Alpana Dutta  
  
Partner,  
  
Ernst & Young LLP



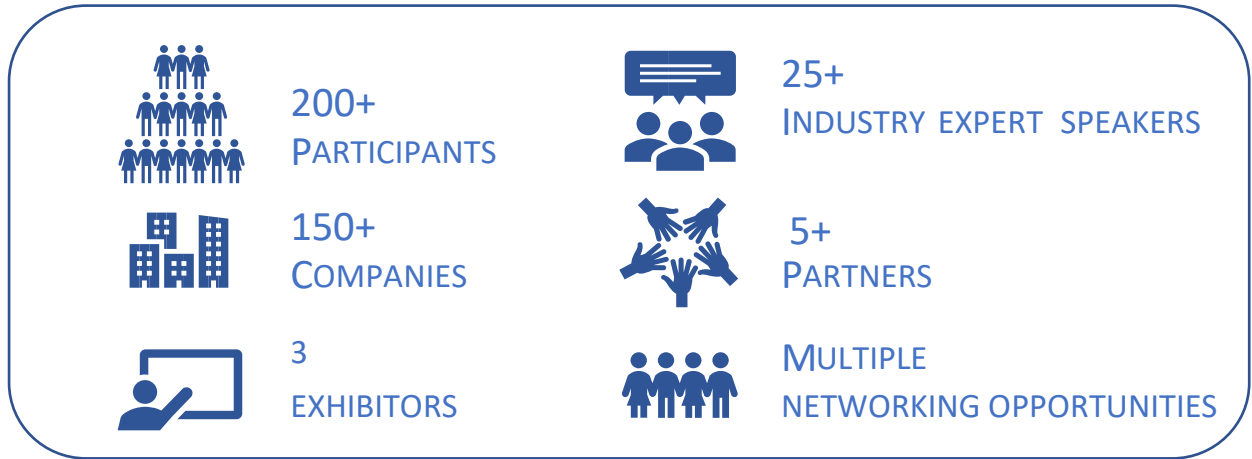
Vijay Sivaram  
  
Corporate Member,  
Indian Staffing  
Federation, (CEO- IT  
Staffing, Qess Corp.  
Ltd)



Neeti Sharma  
  
Corporate Member,  
Indian Staffing  
Federation; (CEO -  
Teamlease Digital)



## EVENT HIGHLIGHTS



Indian Staffing Federation's 8th Technology Conference, Rewire. Redefine. Reinvent., was a premier event for human resource professionals and leaders. Bringing together industry leaders from diverse sectors, the conclave fostered a progressive thought process that defined trends impacting business decisions and delved into the challenges and benefits of addressing the Rising Industries 2024. The conference explored aspects of human resources and the interrelated factors impacting the future of work, which were radically changing for most industries.

### WELCOME ADDRESS



Suchita Dutta, Executive Director, Indian Staffing Federation welcomed the dignitaries and participants. She briefly shared the vision and role of ISF, highlighting the impressive scale of the industry. With an estimated 1.7 million formal contract workers ensuring their social security, minimum wage and dignity of work, 130 ISF members, and 60,000 user companies, the sector plays a pivotal role in the global technology ecosystem. The speaker also shared that the industry has a

market size of USD 15.97 billion, underscoring its significant economic impact. Moving forward, the address focused on the theme "Rewire. Redefine. Reinvent," emphasizing the importance of innovation and collaboration in addressing global challenges. It touched on the rapid advancements in AI, IoT, and cybersecurity, and how these technologies are reshaping businesses and societies. She concluded by stressing the importance of adaptive leadership to navigate this transformation, encouraging attendees to embrace change and take bold steps towards redefining the future. The event was inaugurated with the auspicious Lighting of the lamp, where all Board Members and Corporate Members lightened the lamp.

## PRESIDENT ADDRESS



Lohit Bhatia, President, Indian Staffing Federation expressed his heartfelt welcome to the Annual Flagship Technology Conference provided a strategic overview of India's IT and Flexi Staffing landscape, highlighting the nation's growing role as a global leader in technology and workforce solutions. With 6.7 million IT professionals driving innovation, India is positioned to shape the future of digital transformation. The growth of IT Flexi Staffing in India was

emphasized as a key enabler for flexibility and scalability in the workforce, catering to the evolving needs of businesses across sectors. The address also explored the rise of India as a hub for Global Capability Centers (GCCs), underscoring the country's strong digital infrastructure, cost competitiveness, and skilled talent pool as key drivers of this growth. Special mention was made of Karnataka, particularly Bengaluru, being a central hub for IT Flexi Staffing and GCC operations, supported by the state's progressive policies. Looking ahead, the President highlighted emerging sectors such as AI, cloud computing, and cybersecurity as key areas for growth, with India at the forefront of shaping these industries. The address concluded with a call for continued collaboration between industry leaders and policymakers to leverage India's vast potential, ensuring the country remains a key player in the global economy while creating jobs and fostering innovation.

## SESSION 1

### INDIA: REDEFINING THE GLOBAL GROWTH ENGINE FOR TECH INDUSTRY



**Session 1 (L to R):** Thirukkumaran (Thiru) Nagarajan, Vice President & HR Head (India/South Asia), IBM; Jorge Barreno Lopez, Country HR & GS Manager, Technicas Reunidas Engineers India Pvt. Ltd.; Clive Michael Vanbuerle, Country Head & Wholetime Director, OSB India Pvt Ltd; Alpana Dutta, Partner, Ernst & Young LLP

### Speakers

**Thirukkumaran (Thiru) Nagarajan**, Vice President & HR Head (India/South Asia), IBM

**Jorge Barreno Lopez**, Country HR & GS Manager, **Technicas Reunidas Engineers India Pvt. Ltd**

**Clive Michael Vanbuerle**, Country Head & Wholetime Director, **OSB India Pvt Ltd**

### Session Chair:

**Alpana Dutta**, Partner, **Ernst & Young LLP**

India's transformative impact on the global tech industry, driven by its exceptional talent pool, vibrant startup ecosystem, and rapidly growing digital economy. As a nucleus of innovation and technology-led solutions, India continues to draw substantial global investments, fueling progress in AI, fintech, and other cutting-edge sectors. With forward-thinking policies and a visionary approach, India is emerging as a key player in shaping the future of global technological advancements.

### SPECIAL SESSION

#### BUILDING A SKILL - BASED WORKFORCE



#### **SELVA SUNDARAM**, PRODUCT MARKETER **ZOHO RECRUIT**

Selva shared insights on how Zoho Recruit empowers businesses to excel in the ever-evolving global economy. Zoho's integrated tools streamline talent acquisition, support employee growth, and enhance collaboration. By prioritizing skills over traditional roles, companies can boost productivity, drive innovation, and stay agile in dynamic markets. With Zoho's scalable solutions, organizations can build a future-ready workforce aligned with strategic goals and prepared to tackle modern challenges effectively.

### SESSION 2

#### AI & DATA ANALYTICS: REWIRING THE LANDSCAPE



Session 2 ( L to R): Nithya Subramanian, Head of Data & Analytics – AMEA, Kellanova (Kellogg's); KS Ganesan (KSG), Founder & Managing Director, Genzeal Technology Services; Sunil Sarat, SVP & Global Head – Cloud and Infrastructure Services, Microland Ltd; Deepak Satya, Senior Vice President – Digital Core Services & Transformation, NTT Data Services; Vijay Sivaram, Corporate Member, Indian Staffing Federation (CEO – IT Staffing, Quess Corp. Ltd)

### *Speakers*

**KS Ganesan (KSG)**, Founder & Managing Director, **Genzeal Technology Services**

**Nithya Subramanian**, Head of Data & Analytics – AMEA, **Kellanova** (Kellogg's)

**Sunil Sarat**, SVP & Global Head – Cloud and Infrastructure Services, **Microland Ltd**

**Deepak Satya**, Senior Vice President – Digital Core Services & Transformation, **NTT Data Services**

### *Session chair*

**Vijay Sivaram**, Corporate Member, **Indian Staffing Federation** (CEO – IT Staffing, Quess Corp. Ltd)

AI and data analytics are transforming industries by delivering actionable insights and driving smarter decision-making. From predictive analytics to personalized customer experiences, these technologies enhance efficiency and innovation. As businesses harness AI-powered tools, they're rewiring the competitive landscape, enabling data-driven strategies that unlock growth, streamline operations, and redefine success in a rapidly evolving digital world.

### SPECIAL SESSION

### IDENTITY VERIFIED – SKILL CERTIFIED: TRANSFORMING THE BLUE-COLLAR UNIVERSE



**Eklavya Chandra**, Founder & CEO, **Saathi**

Eklavya shared valuable insights into how Saathi is transforming the blue-collar workforce. By seamlessly verifying identities and certifying skills, Saathi empowers workers with credibility and fosters trust among employers. This innovative approach bridges skill gaps, enhances job opportunities, and builds a resilient workforce. With its cutting-edge

platform, Saathi is redefining the way blue-collar talent is identified, nurtured, and employed, driving efficiency and inclusivity across industries to cultivate a stronger, more skilled workforce.



### Session 3:

### REINVENTING WORKING TOGETHER – MACHINES & PEOPLE



Session 3 (L to R): Sharad Heda, Founder & Chief Executive Officer, Pot2Kinetic Consulting; Perumal MK, Chief Executive Officer, Dyota Techno Services; Srinivasan T.R., Chief People Officer, Microland Ltd; Lekha Palakkot, Director Learning & Development, Brillio; Sameer Srivastava, Senior Director, Mittel Networks Corporation; Neeti Sharma, Corporate Member, Indian Staffing Federation (CEO – Teamlease Digital)

#### Speakers

Sharad Heda, Founder & Chief Executive Officer, Pot2Kinetic Consulting

Perumal MK, Chief Executive Officer, Dyota Techno Services

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Sameer Srivastava, Senior Director, Mittel Networks Corporation

#### Session Chair

Neeti Sharma, Corporate Member, Indian Staffing Federation (CEO – Teamlease Digital)

Reinventing collaboration between machines and people is reshaping the future of work. With AI, automation, and human intelligence working in harmony, tasks become more efficient and innovative. This synergy enhances productivity, reduces errors, and unlocks new possibilities, creating a workforce where technology amplifies human potential, driving progress across industries in an increasingly connected world.



#### Vote of Thanks

Suchita Dutta, Executive Director, Indian Staffing Federation

Suchita closed the conference recognizing the participation and contribution from each speaker, delegates and partners. She specifically expressed his gratitude to the Partners who have supported to make this event possible

## Thank You Partners

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# Event Gallery

