



INDIAN STAFFING FEDERATION

7TH TECHNOLOGY CONFERENCE

GCC: INDIA ADVANTAGE

12th October 2023, Hotel Courtyard by Marriott,
Sarjapur, Bengaluru

Eminent Speakers



Ganesan Ramani
Senior Vice President,
Head of Technology
GRC & TMO,
Mashreq



Biji Varughese
Head- Shared
Service Centre
(Bangalore),
EssilorLuxottica



Vineet Mehta
GM- Enterprise
Technology,
Kmart and Target
(Australia) & Site
Leader, ANKO GCC



Dr. Rajesh Puneyani
Interim Site
Leader,
Kenvue
Solutions India
Pvt. Ltd



Nithya Subramanian
Head of Data &
Analytics- AMEA,
Kellanova



Srinivasa Padmanabha
Vice President-
Product
Management (Data &
Analytics Solutions),
BNY Mellon



Harsha Shetty
Principal Advisor,
Low-Code Digital
Transformation,
Mendix (A Siemens
Company)



Anupam Srivastava
Global Talent
Acquisition Head
India (HR Head),
Reltío



Manjunath R Lakshminarayanan
VP Engineering &
India CoE Lead,
Vonage



Ajay Krishnankutty
Head- Talent
Acquisition APJ
Region,
Siemens
Healthineers



Atul Sahgal
GVP- Talent
Acquisition,
Publicis Sapient



Raghav Nookala
VP- Customer
Success & Digital
Transformation,
Ceipal Software
Pvt Ltd



Shalini Pillay
India Leader- Global
Capability Centers,
KPMG India



Alpana Dutta
Partner & EMEA
Leader (People
Experience),
Ernst & Young



Ram N Ramakrishnan
Executive Director,
Teamware Solutions



Santosh D'souza
Regional
Business Head-
South India,
LinkedIn Talent &
Learning
Solutions

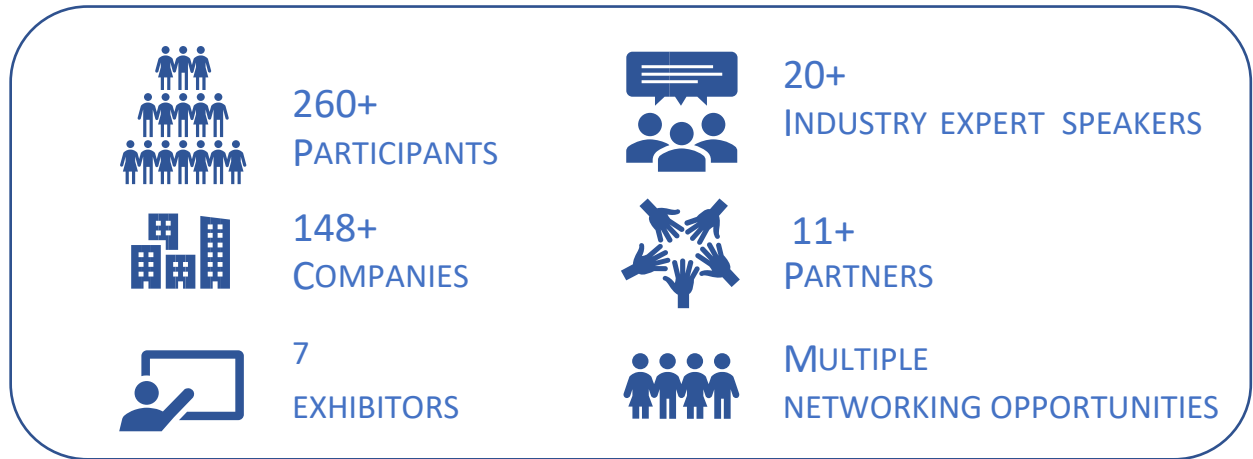


Aruna Muralidharan
Partner
Engagement
Manager
Zoho Recruit



Suchita Dutta
Executive Director,
Indian Staffing
Federation

EVENT HIGHLIGHTS



The Indian Staffing Federation recently held its 7th Technology Conference, with the theme of "GCC: India Advantage". This premier event brings together human resource professionals in a momentous year, as India currently holds the G20 Presidency. The conference aims to discuss the evolution of GCCs (Global Capability Centers), which have made significant progress since their inception four decades ago. From initially providing support for international offices, GCCs now drive emerging technologies and innovate for potential breakthrough opportunities, serving as transformation catalysts for their respective organizations. As the "Make in India" movement gains momentum, it is expected that GCCs will play a pivotal role in this initiative, shaping the future of not just India but also the rest of the world. In other words, GCCs will be leading the way in making India a global manufacturing hub.

Our experts provided insights into the trends impacting the GCC growth environment in India, Changing Employment Trends, and Technological advancements. There were interconnected factors affecting employment, technology, and sectors where demand is radically changing at the conference.

INAUGURAL

The Indian Staffing Federation's Executive Director, Suchita Dutta, welcomed the participants and dignitaries. The ISF's vision and role were briefly explained to the attendees, and she highlighted the multiple critical issues that would be covered in this conference by the discussions that would take place throughout the day. All board members and corporate members lit the lamp in an auspicious manner to inaugurate the event.



Mr Lohit Bhatia, President of the Indian Staffing Federation, warmly welcomed the audience and discussed the impressive growth of India's economy since 1950. He highlighted that the current Indian economy is worth \$3.75 trillion, with the staffing industry contributing about \$16 billion. He further noted that by the end of this decade, India is projected to have a GDP between \$5 trillion to \$8 trillion. Mr Bhatia emphasized how the staffing industry has closely aligned with the

country's overall economic progress and has benefited from its growth as well. He stated that our industry serves as a support system for the economy to thrive and also benefits from a prosperous economy. Furthermore, he mentioned that after facing a slight decline last year, the Indian Staffing Federation Members have regained momentum and collectively created over 1.4 million jobs in the past twelve months, with over 177,000 jobs coming from both IT and general staffing sectors. Mr Bhatia shared fascinating insights on various industries that are making remarkable contributions through their involvement, presence, and collaboration. In his closing remarks, he expressed his belief in India's potential to generate more than 90 million non-farm jobs by 2030 and discussed key drivers enabling GCC.

INDIAN STAFFING FEDERATION UNVEILS TECHNOLOGY STAFFING REPORT - 2023

The Indian Staffing Federation has released a teaser video for their upcoming report on Technology Staffing in 2023. The study, conducted by Ernest & Young, will explore various aspects such as the future skills driving demand, job roles adapting to the business of 2024-26, attractive investment destinations for the tech industry, leading global markets in technology, and industries transforming the technology market. The final report is set to be available by December 2023.

SESSION 1

INDIA ADVANTAGE: PERSPECTIVE ON BEING THE LEADING DESTINATION FOR GCC



Session 1 (L to R): Shalini Pillay, India Leader- Global Capability Centers, KPMG India; Biji Varughese, Head - Shared Service Centre (Bangalore), EssilorLuxottica; Ganesan Ramani, Senior Vice President - Head of Technology GRC & TMO, Mashreq; Dr Rajesh Puneanyi, Interim Site Leader, Kenvue Solutions India Pvt Ltd; Vineet Mehta, GM- Enterprise Technology, Kmart and Target (Australia) & Site Leader, ANKO GCC

Speakers

Ganesan Ramani, Senior Vice President - Head of Technology GRC & TMO, **Mashreq**

Biji Varughese, Head - Shared Service Centre (Bangalore), **EssilorLuxottica**

Vineet Mehta, GM- Enterprise Technology, Kmart and Target (Australia) & Site Leader, **ANKO GCC**

Dr Rajesh Puneanyi, Interim Site Leader, **Kenvue Solutions India Pvt Ltd**

Session Chair:

Shalini Pillay, India Leader- Global Capability Centers, **KPMG India**

India today has undoubtedly made the world to notice, clocking an impressive expansion of its economy in recent years, and well on its way to becoming the third largest economy by the end of this decade. Among the key contributors to this growth has been the Global Capability Centre (GCC) sector – a ‘sector of sectors’ to be more precise – which today is also one of the biggest employment avenues for the country on which Shalini Pillay shared about the GCC model & opportunity and how every sector have leveraged the GCC model. One of the highlights she shared was, 500 GCC in next 2 years. Ganesan discussed about, they have the GCC with all the capabilities, which includes technology, operations and other stuff, some of the leading technology & digital transformation. They are at the matured stage of GCC, as its been 14 years of their GCC journey. Biji shared some insights about GCC as it is very critical aspect that we see for setting up a GCC & also what makes it unique for us, is the domain knowledge, which is really important to setup. GCC takes care of the uniqueness of the business. Vineet also shared his views, If someone is looking to start a GCC or a staffing partner to GCC, the brand thing is really important, "India Advantage" is the brand & how they also rebrand themselves, as the word “services” was never looked well, so they brand it “ANKO GCC”. Rajesh discussed about the opportunities for GCC and why they have decided to have GCC in India, Obviously talent pool is the one reason, but also Kenvue is a global & regional company at business point of view, they have business all over the world & their tech part of Epack runs from India office.



SPECIAL SESSION

TOTAL TALENT MANAGEMENT WITH ZOHO

ARUNA MURALIDHARAN, PARTNER ENGAGEMENT MANAGER,
ZOHO RECRUIT

Aruna discussed ideation for total talent management, providing HR professionals with a range of tools to effectively handle the entire recruitment process. These customizable workflows, automated processes, and collaborative tools

streamline candidate sourcing, screening, and onboarding. In addition, the platform's integration capabilities with job boards and social media platforms enhance job posting visibility and attract high-quality candidates. With robust analytics and reporting features, Zoho Recruit enables organizations to make data-driven decisions and optimize their recruitment strategies for long-term success. Aruna also touched on the evolving nature of recruitment agencies, where 30% of the best talent is now found through social media networks. The focus of recruiters has shifted towards skill-based hiring and

creating a connected recruiting experience while leveraging existing talent pools. Companies require a solution that can effectively translate vision into action through effective communication. Zoho assists in both hiring and managing all employees. Notably, 32% of Zoho's clients fall within the IT & ITES spectrum, followed by banking and financial services among others.



SPECIAL SESSION

INDIA'S TIME IS NOW, TRANSFORMING THE FUTURE OF TALENT & SKILLS IN THE ERA OF AI

Santosh D'souza, Regional Business Head – South India, LinkedIn Talent & Learning Solutions

During his session, Santosh provided the delegates with valuable insights into India's growing impact on the global technology and AI field. By investing in upskilling and promoting innovation, India is positioning itself as a top destination for AI solutions and talent cultivation. To fully harness this potential, initiatives focused on digital literacy, advanced technical education, and entrepreneurship are crucial. This transformation positions India as a major influencer in shaping the future of AI and technological advancement on a global level.

SESSION 2

GENERATIVE AI: ETHICAL IMPLICATIONS SURROUNDING AUTONOMOUS CREATIVITY



Session 2 (L to R): Alpana Dutta, Partner & EMEA Leader, Ernst & Young; Harsha Shetty, Principal Advisor, Low-Code Digital Transformation, Mendix (A Siemens Company); Srinivasa Padmanabha, Vice President - Product Management (Data and Analytics Solutions), BNY Mellon; Nithyalakshmi Subramanian, Head of Data & Analytics – AMEA, Kellanova

Speakers

Nithyalakshmi Subramanian, Head of Data & Analytics – AMEA, Kellanova

Srinivasa Padmanabha, Vice President - Product Management (Data and Analytics Solutions), BNY Mellon

Harsha Shetty, Principal Advisor, Low-Code Digital Transformation, Mendix (A Siemens Company)

Session chair

Alpana Dutta, Partner and EMEA leader (People Experience), **Ernst & Young**

Generative Artificial Intelligence (AI) has emerged as a revolutionary technology, allowing machines to independently produce creative and artistic works. However, alongside its potential for transformation, arises the question of ethical implications. As generative AI continues to advance, concerns about intellectual property rights also surface. During the discussion on this topic, Nithya offered her insights on the potential of generative AI in various sectors such as healthcare, education, and cyber security, projecting a 10x growth. She also discussed how by 2030, many tasks will be automated. Srinivasa added to the conversation by emphasizing the need for unbiased promotion of businesses and looking at companies holistically instead of solely relying on Limited Liability Models (LLMs), which can lead to biases. Harsha further elaborated on generative AI and its components such as large language models (LLMs) and foundation models, highlighting their reliance on historical data. He mentioned how different tech giants like Google, AWS, Meta, and Microsoft each have their own LLMs used in applications such as GPT and ChatGPT.

Session 3:

TECHNOLOGY, TRANSFORMATION, TALENT: OPPORTUNITIES & CHALLENGES



Session 3 (L to R): Ram N Ramakrishnan, Executive Director, Teamware Solutions; Raghav Nookala, VP-Customer Success & Digital Transformation, Ceipal Software Pvt Ltd; Atul Sahgal, GVP-Talent Acquisition, Publicis Sapient; Ajay Krishnankutty, Head -Talent Acquisition APJ Region, Siemens Healthineers; Manjunath R Lakshminarayanan, VP Engineering & India CoE Lead, Vonage; Anupam Srivastava, Global Talent Acquisition Head India (HR Head), Reltio

Speakers

Anupam Srivastava, Global Talent Acquisition Head India (HR Head), **Reltio**

Manjunath R Lakshminarayanan, VP Engineering & India CoE Lead, **Vonage**

Ajay Krishnankutty, Head -Talent Acquisition APJ Region, **Siemens Healthineers**

Atul Sahgal, GVP-Talent Acquisition, **Publicis Sapient**

Raghav Nookala, VP-Customer Success & Digital Transformation, **Ceipal Software Pvt Ltd**

Session Chair

Ram N Ramakrishnan, Executive Director, **Teamware Solutions**

In the ever-evolving landscape of technology, one thing is certain: future technology demand will continue to shape and transform the skills and talent required for success. As we embark on this exciting

journey towards a tech-driven future, it becomes abundantly clear that individuals equipped with forward-thinking abilities and adaptability on new skills will be in high demand. Anupam shared his insights about the AIML, Robotic Process Automation, Augmented Reality & Virtual Reality, and how they are changing the market at the moment, somewhere traditional way of business is also impacting, so we should start thinking more deeper about the needs & requirements, then only these will be helpful for us. Manjunath shared 50% we have adapted new technologies, as different company have different level of adapting. One of the key area is hyper-automation that includes AIML, RPA and this is 30 billion, a couple of years ago and now we are looking at 40-45 billion today. there is growth in few areas, so it is not 100% hype. Creating friendliness & human touch to the AI, that's where the industry is going. Ajay discussed about the upskilling and the channels which they use to reskill the people. He also discussed about the job security as the big factor, whenever new technology comes, more job comes to India, as people in India are more agile in learning those new technologies. Atul discussed about how upskilling & reskilling can be done in the organisation. By changing the mindset of the organization or hiring managers, rather than looking for plug in play kind of resources. He also shared there should be risk taking ability in hiring managers. Raghav also discussed about how GCC become so big in terms of growth, almost created 1.3 million jobs with around 30 billion revenue, Complexity of the business has increased, which changed the skills requirement. As they have are adapted Gen AI, the reskilling & upskilling is happening everyday to generate more & more values to the customer.



VOTE OF THANKS

Pramod Pachisia, Vice- President, **Indian Staffing Federation** (COO 2COMS Consulting Pvt. Ltd.)

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

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