

# Together

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**The HR World**  
Evolving Work Dynamics  
*Special Issue*

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## THIS ISSUE

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**THE EDIT PAGE**  
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**NO.- 61**  
*Task Ahead*



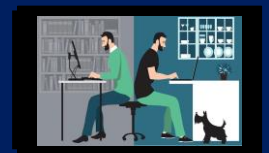
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*The role of HR is changing & the future HR trends will be shaping the future of workplaces across industries. As businesses recognize this trend- A more holistic approach to talent management, focusing on employees' overall experience rather than just HR processes. One-size-fits-all reward systems are giving way to personalized schemes matched to individual preferences. This approach boosts motivation as employees feel more valued. Businesses are committed to creating equitable environments where everyone feels included. By ensuring a sense of belonging at every phase, businesses can improve morale & drive better performance. Inclusion is becoming a focus throughout an employee's tenure, from recruitment to exit.*

*While technical skills remain important, human skills like emotional intelligence, critical thinking, and collaboration are becoming indispensable in the future of work. As automation & AI take over repetitive tasks, the human abilities will distinguish top performers. Environmental, Social, and Governance (ESG) reporting is moving beyond mere compliance. Modern talents prioritize organizations that showcase sustainable & ethical practices. By expanding their ESG reporting, companies are also attracting forward-thinking talents who value responsibility.*

*As technology continues to evolve, workplaces are experiencing a paradigm shift. The emergence of bots & AI in professional spaces has led to a blended workforce where humans & bots collaboratively work together. This hybrid approach leverages the strengths of both, resulting in improved efficiency & enhanced user experiences. Bots can handle repetitive tasks with unmatched speed and accuracy, freeing up human employees to focus on more complex & value-added activities. Additionally, leveraging AI & data analytics can significantly enhance HR operations. By analysing employee data, HR can proactively address challenges & make more informed decisions.*

*Additionally, the metaverse, a collective virtual space, is rapidly becoming the next frontier for businesses. HR departments are venturing into the metaverse for recruitment, training & team-building exercises. As remote work & digital interactions grow, the metaverse offers a new approach to engage employees in a more holistic manner.*

*The modern business landscape is all about data. HR departments are increasingly relying on data-driven decisions to enhance recruitment, employee engagement & performance. Rather than relying on past practices, companies are using data analytics to inform their strategies & actions. This shift is largely driven by the vast amount of data available & the advanced analytical tools at disposal. By utilizing data, HR can make more accurate predictions & measure the impact of their decisions more effectively. As organizations adapt to rapidly evolving technological advancements, shifting workforce demographics, HR professionals must stay ahead of these changes to drive success.*



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### **MANAGEMENT QUIZ- 61**



1. *After a long gap of 10 years, which company has received RBI license for White Label ATM, making it the 5th player in this space?*
2. *Amazon has acquired streaming service MX player. With which of its existing service it has merged to offer Amazon MX Player?*
3. *Name this Spanish frozen bakery products major that supplies bread to Starbucks and operates in 27 countries. It was about to launch an IPO but later has postponed it*
4. *Genesis BBQ, South Korea's leading QSR chain is entering India. With whom have they tied up for the India launch?*
5. *In which country the sale of Electric cars was as high as 94 % of the cars sold in the month of August?*
6. *The PE company Blackstone is acquiring Air Trunk in Australia for A\$ 24 bn. It is the biggest investment of Blackstone in Asia Pacific. In which business is Air Trunk?*
7. *Name this French large retailer who has decided to re-enter India next year. It had entered India in 2010 and exited in 2014 due to the FDI rules in retail sector.*
8. *Which major U.S. tech company acquired cybersecurity firm Mandiant in a deal valued at approximately \$5.4 billion to bolster its cybersecurity services and cloud business?*
9. *In March 2024, which Japanese car manufacturer announced its strategic partnership with Panasonic to develop next-generation solid-state batteries for electric vehicles, aiming to commercialize these batteries by 2027?*
10. *What reason has Zomato cited for shutting down its intercity food delivery service Zomato Legends?*

**Send answers of Management Quiz No. 61**  
latest by 8<sup>th</sup> Nov. 2024, to the Email id: [usha@imis.ac.in](mailto:usha@imis.ac.in).

### **ANSWERS TO MANAGEMENT QUIZ No. 60**

**(Together, July- August 2024, Vol.12, No. 121)**

1. Chipotle Mexican Grill 2. Godrej Consumer Care Products Ltd. 3. British Telecom  
4. Hero Motocorp 5. Baidyanath 6. AB InBev 7. Biryani 8. Cross-border Interbank Payment System 9. Rare Rabbit 10. Zara



## The Evolving HR World

### AN OVERVIEW

The world of work is constantly evolving, and the role of Human Resources (HR) is no exception. As we look ahead to the future, it's crucial for HR professionals to anticipate and prepare for the changes that lie ahead. In this article, we'll explore the key trends and shifts that will shape the future of HR. From the impact of new generations entering the workforce to the role of technology and the changing nature of work itself, we'll delve into the exciting possibilities and challenges that await HR professionals.

Before we dive into the future, let's take a moment to understand the current state of HR. In recent years, we've witnessed several significant shifts in the HR landscape. One notable change is the increased outsourcing of HR functions. With the advent of technology, self-service portals have become popular, enabling employees to handle many tasks independently. As a result, in-house HR departments have shrunk in size, with specialized roles being outsourced to experts in their respective fields.



A significant development in HR is the transformation of HR professionals into strategic business partners. CHROs (Chief Human Resources Officers) are now actively involved in business projections and long-term goal setting. Metrics analysis has become an integral part of core HR functions, allowing professionals to align HR strategies with overall business objectives. Additionally, the rise of remote work has necessitated the use of technology to manage and motivate distributed teams, with a focus on result-based performance analysis.

Data-driven decision-making in HR is a turning point in how organizations focus on their major asset—people. Data analysis enables HR to make optimal strategic decisions, leading to employee engagement, organizational performance, and long-lasting success. The future of work holds exciting possibilities for HR professionals. Embracing the trends and shifts discussed in this article will empower HR managers to navigate the evolving landscape successfully. By staying agile, leveraging technology, and prioritizing employee well-being, HR professionals can play a pivotal role in shaping the future of work and driving organizational success.

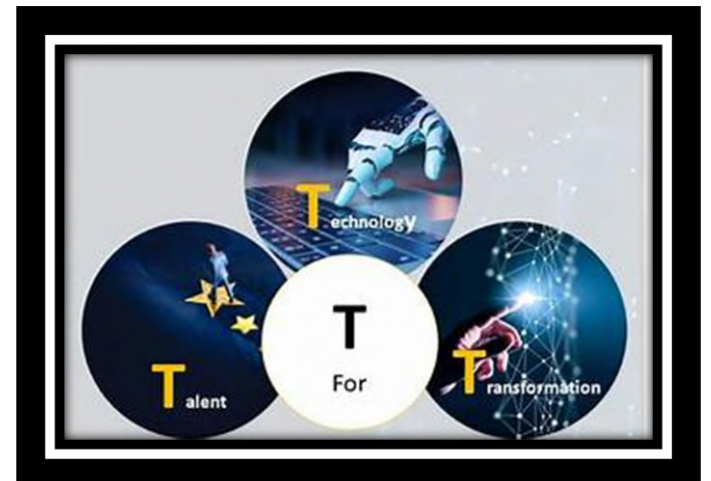


# **TECHNOLOGY, TALENT & TRANSFORMATION**

The modern business landscape is characterized by rapid technological advancements, shifting workforce demographics, and the imperative for continuous transformation. To remain competitive, organizations must effectively integrate technology, talent, and transformation strategies, creating a harmonious triad that drives sustainable growth and innovation.

## **The Role of Technology**

Technology has revolutionized the way we work, interact, and conduct business. It serves as the catalyst for change, enabling business to enhance efficiency and productivity through automation and process optimization, improve customer experiences through personalized engagement and responsive services, foster innovation and agility through emerging technologies like AI, blockchain, and cloud computing, drive data-driven decision-making with advanced analytics and insights. Therefore, embracing innovation, efficiency, and productivity will be crucial for individuals, organizations, and societies to thrive.



## **Transformation: The Cultural Shift**

Transformation involves embracing a digital culture that values experimentation, adaptability, and creativity, redefining organizational structures and processes to accommodate emerging technologies, encouraging experimentation, calculated risk-taking, and continuous learning and leadership commitment to change management, ensuring seamless integration of new technologies and talent. Therefore, Transformation is essential for survival and success in today's fast-paced world for an organization.

## **The Importance of Talent**

Talent is the lifeblood of any organization. The war for talent has become a key differentiator in the modern business landscape. Talent acquisition, development, and retention are critical components for a business by attracting digital talent requires competitive compensation, opportunities for growth, and a modern technology stack, upskilling existing employees addresses up to 70% of digital needs, ensuring knowledge retention and minimizing skills obsolescence and learning and development programs, mentorship, and agile methodologies foster innovation, collaboration, and continuous learning.



## **How these technological advancements, talent and transformation are an opportunity for a business?**

The interplay between technological advancements, talent, and transformation can enhanced customer experiences through personalized engagement, increased efficiency and productivity through automation, innovation and competitiveness through emerging technologies and new business models and revenue streams through digital transformation.

In conclusion, technology, talent, and transformation form an interconnected triad essential for success in the digital age for a business. By embracing these three key elements, businesses can unlock unprecedented growth, innovation, and sustainability.

## **REMOTE & HYBRID WORK MODELS**



### **Remote Work Models**

Remote work models offer employees the flexibility to work from anywhere, at any time. This approach has gained popularity, with 63% of companies adopting remote work policies (Global Workplace Analytics). Remote work models include fully remote where entire teams can work remotely, distributed teams where team members are located in different cities/countries and virtual teams where team members will be able to work together virtually.

### **What are the benefits of remote and hybrid work models?**

There are several benefits such as increased flexibility and work-life balance, reduced commuting time and costs, broader talent pool and access to global expertise, improved productivity and efficiency, enhanced employee satisfaction and retention. By embracing flexibility, productivity, and sustainability, organizations can thrive in today's fast-paced, globalized world.

### **How does the future of work will look like?**

Remote and hybrid work models have gained popularity in recent years. The shift towards remote and hybrid work models is irreversible. As technology continues to advance, we can expect increased adoption of remote/hybrid models, advancements in virtual/augmented reality, AI-powered productivity tools and focus on employee well-being and flexibility. It offers numerous benefits for employees, employers, and the environment such as promote eco-friendly working habits, reduce energy consumptions, improved mental health, enhanced productivity, access global talent regardless of location, reduced overhead cost of an employer and enhanced employee retention.

In conclusions, Remote and hybrid work models are transforming the modern workplace. By embracing these models, organizations can reap numerous benefits, including increased flexibility, productivity, and employee satisfaction.

The modern workplace is undergoing a significant transformation. Traditional office settings are giving way to remote and hybrid work models, redefining the way we work and interact with colleagues. This shift is driven by technological advancements, changing workforce demographics, and the need for greater flexibility and productivity.

### **Hybrid Work Models**

Hybrid work models combine elements of traditional office settings with remote work arrangements. Hybrid models include split Week that is alternate between office and remote work, flexible hours where the employees can choose own schedule within core hours, office hub-and-spoke which means central office with remote satellite locations and activity-based Workspaces include different spaces for focused work, collaboration.





## **ENGAGING GIG WORKERS: Freelancers & Contractors engaged on demand**

The gig economy has rapidly evolved in recent years, driven by technological advancements, shifting workforce preferences, and the rise of digital platforms that connect freelancers and contractors with clients. By 2024, the gig economy is estimated to encompass a large percentage of the global workforce, with more businesses embracing gig workers for their flexibility, cost efficiency, and specialized skill sets. This report explores key trends, strategies, and best practices for engaging gig workers in 2024, focusing on freelancers and contractors hired on an on-demand basis.

The gig economy has expanded far beyond traditional freelance roles like writing, graphic design, and web development. It now spans various industries, including IT, marketing, logistics, healthcare, legal services, and even specialized sectors like data science and artificial intelligence. A few defining characteristics of the current gig workforce include

**Global Talent Pool:** Platforms like Upwork, Fiverr, and Total allow businesses to access a global pool of gig workers with a wide range of skills.

**Flexible Work Models:** Gig workers often seek flexible work arrangements, including remote work, project-based assignments, and freedom over work hours.

**On-Demand Hiring:** Businesses leverage gig workers to meet fluctuating project demands without long-term commitments.

By 2024, it is expected that around 40% of the global workforce will be involved in some form of freelance or gig work.

### **Challenges in engaging gig workers:**

Gig workers face challenges such as lack of job security, inconsistent income, and limited access to traditional employee benefits like health insurance, paid leave, and retirement plans.



Engaging gig workers—freelancers and contractors—has become an integral part of modern business operations. The flexibility, specialized skills, and cost-effectiveness they offer are key advantages in a dynamic business landscape. However, success in this model requires clear communication, robust management practices, and thoughtful strategies to address legal and operational challenges. As companies adapt to the future of work in 2024, gig workers will continue to play a pivotal role in driving innovation and efficiency.

## **THE ETHICS OF WORK & SOCIETY**

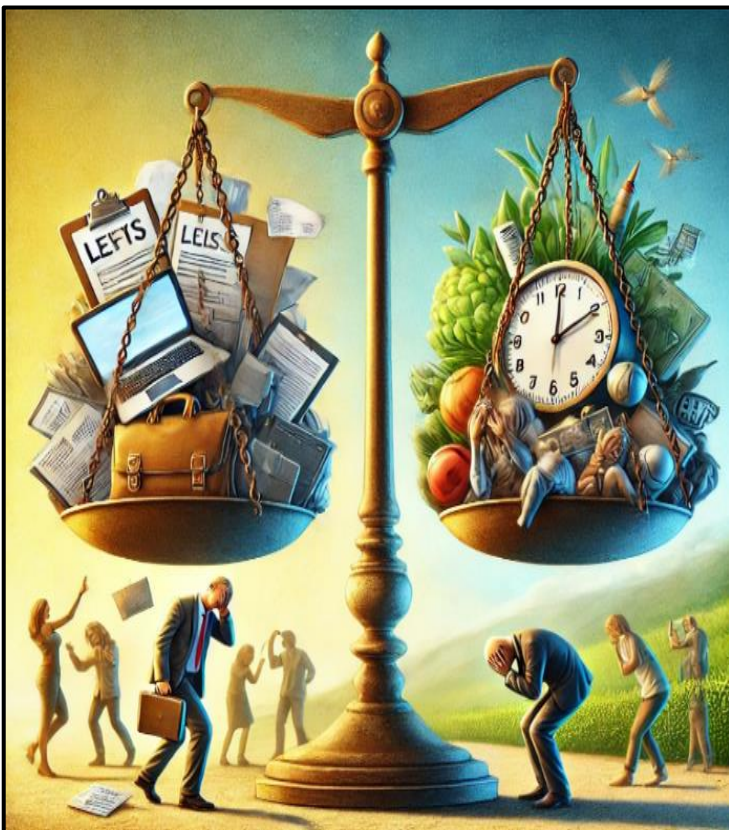
### **(Employee Well-being, Work-Life Balance & Mental Health Support)**

In today's fast-paced work environment, Human Resources (HR) departments play a pivotal role in shaping the ethical standards of work and society. Their responsibilities extend beyond recruitment, payroll, and compliance—they must also foster a supportive workplace culture that promotes employee well-being, work-life balance, and mental health support. The ethical obligation of HR in these areas is critical not only for the success of organizations but also for creating a sustainable and socially responsible workforce.

Employee well-being is the holistic health and satisfaction of employees in the workplace. It encompasses physical, mental, emotional, and financial health. HR professionals are ethically bound to ensure that their employees are provided with the resources, support, and environment necessary to thrive. HR can promote well-being through wellness programs, offering healthy workplace amenities, encouraging physical activity, providing financial wellness support, and promoting a culture of respect and inclusion.



Work-life balance is the equilibrium between professional responsibilities and personal life. As the boundary between work and personal life blurs in the digital age, HR departments are tasked with creating policies that respect employees' time and personal needs. HR should introduce flexible working hours, telecommuting options, paid leave (including parental, sick, and mental health days), and reasonable workloads to support work-life balance.



Mental health has become a growing concern in the modern workplace. Stress, anxiety, and depression are common issues among employees, driven by increasing job demands, long hours, and a lack of mental health support. HR departments have a moral responsibility to acknowledge mental health challenges and to develop strategies to mitigate them. By prioritizing mental health, companies not only fulfill their ethical obligations but also create more resilient, motivated, and loyal workforces.





## **SEBI's New Derivatives Rules**

The derivatives market improves liquidity and provides investors the opportunity to manage their risk effectively. However, in recent years, the increasing participation of retail investors, the introduction of short-tenure index options contracts, and the surge in speculative activity on expiry day have significantly contributed to traders' losses. On September 23, 2024, SEBI released a study that stated 9 out of 10 derivatives traders in the Futures & Options (F&O) segment lost money in FY24.

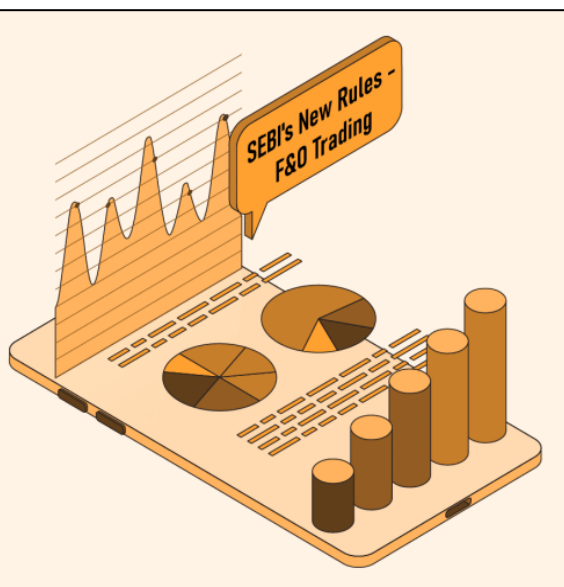
As a result, SEBI formed an Expert Working Group (EWG) that recommended measures for investor protection and market volatility management. Based on these recommendations, SEBI issues a consultation Paper in July 2024, and after deliberation, introduced the changes which will be effective from October 1, 2024. Following are the Notable changes by SEBI:

### **On Upfront Collection of Option Premium from Options Buyers**

Options are highly volatile and experience significant price fluctuations in a short time, offering the highest leverage. To mitigate unnecessary intraday leverage, SEBI has made it mandatory for trading and clearing members to collect upfront premiums from options buyers. This aims to prevent traders from taking risks beyond their deposited capital. This rule will be implemented from February 1, 2025.

### **Change in Contract Size for Index Derivatives**

Currently, the contract size for index derivatives ranges between Rs 5 lakh and Rs 10 lakh. Under the new provision, this size will be increased to Rs 15 lakh and Rs 20 lakh, ensuring safer investment options for investors. This change will come into effect on November 20, 2024.



### **Increase in Tail Risk Coverage on Expiry Day**

The increased speculative activity on expiry days heightens the risk in the stock market. To cover this risk, SEBI has decided to impose an additional 2% extreme loss margin (ELM) on all short options positions on expiry day. This rule will be effective from November 20, 2024.

### **Removal of Calendar Spread Benefits on Expiry Day**

SEBI observed that as these contracts approach expiration, the risks increase, causing rapid price swings. To address this, SEBI has decided to remove the margin benefits of calendar spreads near expiry, offering more protection to traders. This change will impact traders who use calendar spreads to reduce margins, and it will take effect on February 1, 2025.

## Powering up to get to \$ 30 trillion economy by 2047

**Vision India@2047** is a project initiated by the NITI Aayog, to create a blueprint for India's development in the next 25 years. The project aims to **make India a global leader in innovation and technology**, a model of human development and social welfare, and a champion of environmental sustainability.

**Objective:** Achieving a **USD 30 trillion economy** with a **per-capita income of USD 18,000-20,000** and strong public finances and a robust financial sector.

### What are Challenges in Achieving Developed Economy Status by 2047?

- **Lacking Manufacturing Sector:** According to the Economic Survey 2023-24, the manufacturing sector employs only 11.4% of India's workforce.
- **Aging Population:** India's population, currently approximately 1.4 billion, is expected to reach its peak of 1.64 billion by 2048 before decreasing to 1.45 billion by 2100.
- **Stagnated Agriculture:** Agriculture sector employs around 46% of India's population and contributes just around 16.5% in India's GDP.



### What Should be the Way Forward?

**Developing Industrial Clusters:** Clustered model, along with Government avoiding impose of high tariffs that could disadvantage local manufacturers and impede export competitiveness.

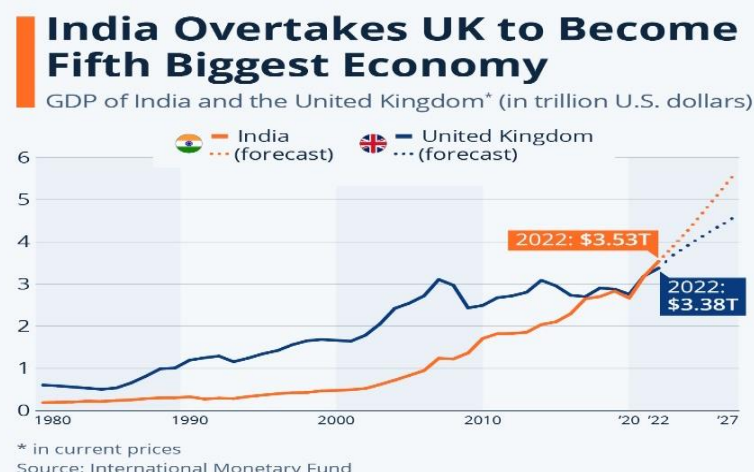
**Maintain Growth Momentum:** India's real GDP grew by an impressive 8.2% in FY24, surpassing 8% in three out of four quarters.

**Addressing the Middle-Income Trap and Ensuring Growth:** India needs a market-led economy that supports private enterprise with minimal government interference. The focus should be on encouraging 'ease of doing business' and continuing economic reforms.

**Focus on Skill Development and Employment:** The IMF suggests that aligning India's female labour force participation rate with that of men could boost India's GDP by 27%

### What Key Measures Have Been Taken by the Government?

- **Increase in CAPEX:** Increased capital expenditure by 28.2% YoY in FY24, focusing on infrastructure development and boosting private sector participation.
- **Credit Growth:** Credit disbursement by Scheduled commercial banks reached Rs 164.3 lakh crore, growing by 20.2%, indicating in expenditure. Also, GNPA ratio improved to 2.8%, a 12-year low.
- **National Monetisation Pipeline:** It envisages an aggregate monetisation potential of Rs 6-lakh crore through the leasing of core assets of the Central government in sectors such as roads, railways, power, oil and gas pipelines, telecom, civil aviation etc, over a four-year period (FY 2022-25).
- **Digital India Initiative:** It aims for national empowerment, elevating living standards and fostering transparency through digital infrastructure development.
- **Providing Direct Benefit:** DBT and JDY enhanced fiscal efficiency and reduced leakages, thus enhancing expenditure capacity of people.





## **Equity mutual funds grow 3% to Rs 38,239 crore in August; debt flow plunges**

**Sept 11, 2024: Business Standard**

Equity mutual funds continued their robust momentum in August attracting Rs 38,239 crore driven by strong contributions from thematic schemes. The quantum of net inflow was 3 per cent higher from Rs 37,113 crore logged in July. The latest flow also marks the 42nd consecutive month of net inflows in equity funds, data with the Association of Mutual Funds in India (AMFI) showed on Tuesday.

## **S&P 500 hits new peak, on track for first record close since July**

**Sept 17, 2024: Economic Times**

The S&P 500 rose to an all-time intraday high on Tuesday and was on track for a record close, lifted by investor confidence that the Federal Reserve is set to begin cutting interest rates. The S&P 500 was last up 0.64%, to 5,669.06. The index's previous record high close was 5,667.2 points on July 16. Encouraging economic data and expectations of a hefty interest rate cut have largely helped the S&P 500 recover after fears of an imminent recession sent the benchmark index down more than 8.5% over three weeks through Aug.

## **India's home & household market expected to reach USD 237 bn by 2030: Deloitte report**

**Sept 18, 2024: Economic times**

India's home and household market is expected to reach USD 237 billion by 2030 at a compounded annual growth rate (CAGR) of over 10 per cent, fuelled by increasing disposable income, shifting consumer preferences and a growing focus on comfort and convenience across product categories, according to a report by Deloitte. It also said that the home and household market are witnessing strong demand, particularly in tier 2 and tier 3 cities that are emerging as growth hubs.

## **HDFC Life to raise Rs 1,500 crore via NCDs to strengthen solvency**

**Sept 27, 2024: Economic Times**

HDFC Life plans to raise Rs 1,000 crore through non-convertible debentures (NCDs), with an option to increase it by Rs 500 crore via a greenshoe on a private placement basis. The NCDs, offering a coupon rate of 8.05% and a 10-year maturity, will be allotted on October 9. This capital raising follows a decline in HDFC Life's solvency ratio from 200% in Q1 FY24 to 186% in Q1 FY25, still well above the regulatory minimum of 150%. Additionally, its operating return on embedded value dropped to 15.5%, while expenses as a percentage of premiums rose to 21.4%.

## **Block deals worth over Rs 14,602 crore this week. RIL, Trent, Paytm, SBI among stocks with major action.**

**Sept 28, 2024: Economic Times**

While Nifty ended with week-on-week gains of 1.5%, it was laden with top action where over three dozen companies from large, mid and small cap segments witnessed prominent block deals worth Rs 14,602 crore on screen which included both buying and selling action. In the large cap segment, 15 companies witnessed significant block deals on the screen which were worth Rs 5,448 crore led by Reliance Industries (RIL) with four block counts totalling to Rs 1,202 crore.

## **Groww reports over 300% rise in net profit at Rs 297 crore in FY24: ICRA**

**Oct 01, 2024: Economic Times**

Groww has reported a net profit of Rs 297 crore in FY24, a 300% increase from Rs 73 crore in the previous year, according to filings made with credit rating agency ICRA. In FY24, its overall revenue more than doubled to Rs 2,899 crore, compared to Rs 1,294 crore in 2023. The continued growth in Groww's client base has been supporting the scale-up in its broking volumes and earnings, which will lead to higher dependence on borrowings; financial leverage is expected to remain comfortable.

## **Mcap of seven of top-10 most valued firms erode by Rs 1.22 lakh cr; TCS, Reliance biggest laggards.**

**Oct 13, 2024: Economic Times**

The combined market valuation of seven of the top-10 most valued firms eroded by Rs 1,22,107.11 crore last week, with Tata Consultancy Services and Reliance Industries emerging as the biggest laggards, in line with weak trend in equities. Last week, the BSE benchmark fell 307.09 points, or 0.37 per cent, to 81,381.36. The market valuation of country's largest IT firm Tata Consultancy Services (TCS) tumbled Rs 35,638.16 crore to Rs 15,01,723.41 crore.

## **RBI may act against more NBFCs to check obscure lending practices: Morgan Stanley**

**Oct 18, 2024: Economic Times**

As the Reserve Bank of India (RBI) on Thursday sought action against four Non-Banking Financial Companies, asking them to cease and desist from making new loan sanctions and disbursements, a report by Morgan Stanley suggests that more lending companies might face similar scrutiny. The report noted that lending rates at Asirvad Microfinance, one of the impacted NBFCs, are not significantly different from those of other lenders, based on data provided by MFIN, an industry body for microfinance lenders.

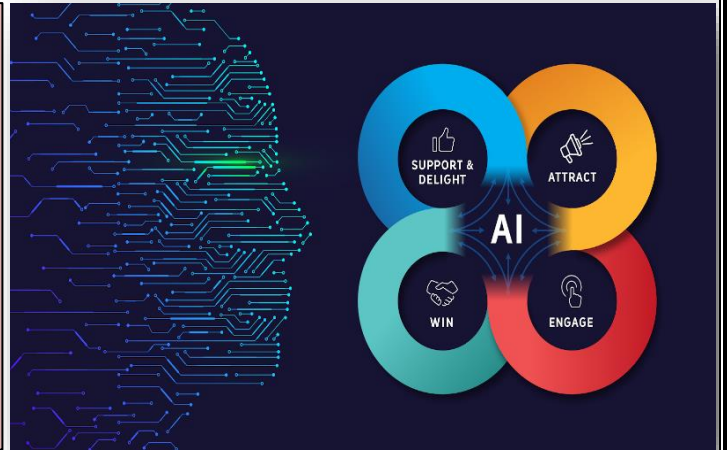


## Generative AI: Secret weapon for winning consumer hearts

Today, AI is recognized as a powerful tool for tasks like email automation, chatbots, and social media content creation. But what if we explored some of the more creative ways generative AI can enhance Consumer Marketing? Let's explore how this technology can take customer interactions and marketing efforts to the next level!

### What is generative AI in marketing?

Generative AI helps businesses deliver personalized customer experiences by analyzing large datasets and providing tailored content like product recommendations. It accelerates content creation for blogs, social media, and ads while improving targeting with insights into customer segments. Additionally, it enhances customer support with AI chatbots, aids data-driven decision-making for optimized campaigns and fosters creativity in advertising.

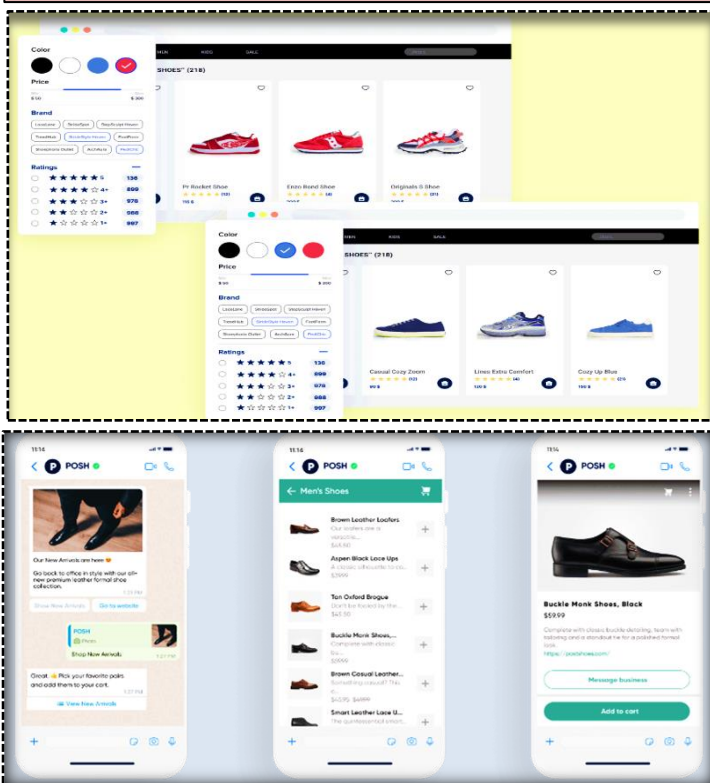


### What is the future of AI in marketing?

The future of AI in marketing looks promising and is set to bring significant changes. Brands will use AI to create personalized experiences by analyzing customer data in real-time. Smart chatbots and virtual assistants will offer customized support across various platforms. Generative AI will help marketers quickly create and organize content. Additionally, AI will enable teams to make better decisions and automate everyday tasks, allowing focus on important strategies. As visual and voice search technologies improve, AI will enhance marketing approaches while ensuring responsible data use and consumer privacy protection.

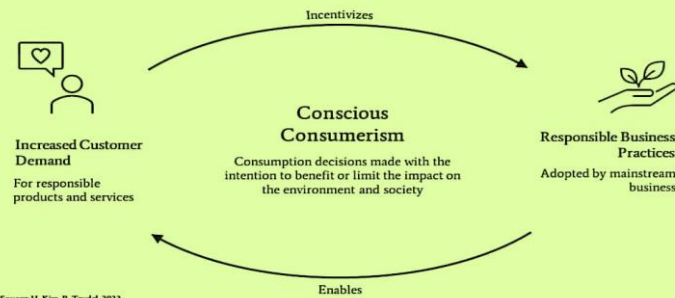
### Generative AI use cases in marketing:

1. **Personalized Content Creation:** Generative AI customize content for individual customers based on their preferences and behaviors, improving engagement and satisfaction.
2. **Chatbots and Virtual Assistants:** AI-powered chatbots interact with customers in real time, providing support and guiding purchases.
3. **Social Media Management:** AI generates posts, captions, and responses, helping brands stay active online with less effort.
4. **Product Recommendations:** By analyzing customer data, generative AI suggests products that align with individual preferences, and enhancing the shopping experience.



# Conscious Consumerism & Marketing Strategies that encourage sustainability

What is Conscious Consumerism?



## Understanding Conscious Consumerism:

People today don't just want products; they want products that are good for the planet. This idea is what we call conscious consumerism or green shopping. It's about choosing items that don't harm the environment and ensure fair treatment of workers. This shift in consumer behavior is pushing companies to change how they produce and sell their products.

## The Demand for Sustainable Practices in India:

Conscious consumerism is reshaping marketing in India, driven by consumers' growing awareness of environmental and social issues. Brands are adapting by focusing on sustainability and ethical practices. Key data highlights include:

- 66% of Indian consumers are willing to pay more for sustainable brands (Nielsen).
- Interest in sustainable products has risen from 64% in 2021 to 80% in 2024 (PDI Technologies).



## Successful Sustainability Marketing Campaign of Nike

Nike's "Move to Zero" initiative focuses on achieving zero carbon emissions and waste, showcasing the brand's commitment to a circular economy. By utilizing recycled materials and sustainable manufacturing processes, Nike appeals to eco-conscious consumers. This bold climate action has strengthened Nike's brand reputation, deepened its connection with environmentally minded consumers, and enhanced its appeal to younger audiences.

## Effective Marketing Strategies for Sustainability:

- **Transparency** – Be open about sustainability efforts and avoid "greenwashing" to build trust.
- **Cause Marketing** – Align with environmental or social causes to enhance brand reputation.
- **Consumer Education** – Inform and empower customers to make eco-friendly choices through engaging content.
- **Sustainable Innovation** – Develop eco-friendly products and solutions that meet customer needs.

## Conclusion:

Conscious consumerism is reshaping India's marketing, pushing brands to adopt sustainable practices. Companies aligned with environmental values foster strong connections with eco-conscious consumers. Through transparency, storytelling, and education, businesses can thrive while supporting societal well-being. Sustainability is now a crucial factor for long-term success in the market.



## **iPhone export surge to 54% in April-Aug to \$5 billion**

**Sept 11, 2024: Business Standard**

Apple's iPhone exports from India hit \$5 billion in the first five months of FY25, a 54% increase from \$3.2 billion last year, driven by the production of the iPhone 16 Pro and Max. This export figure equals Apple's total for FY22. Collaborating with Foxconn, Pegatron, and Tata Electronics, Apple has a collective export commitment of \$8.9 billion for FY25. While exports typically slow from August to October, a surge is expected from November to March due to the festival season. In FY24, Apple produced over \$14 billion worth of iPhones in India, with \$10 billion exported to various markets.

## **Signify on boards Rahul Dravid as their brand ambassador**

**Sept 27, 2024: The Economic Times**

Signify has appointed Rahul Dravid as their brand ambassador for two years, aiming to showcase their commitment to innovation and sustainability during the festive season in India. Dravid's reputation for integrity and leadership in cricket aligns with Signify's values, enhancing their brand image. Expressing his enthusiasm, Dravid highlighted the importance of legacy in both cricket and business. This partnership is expected to leverage his influence to raise awareness about energy-efficient lighting solutions and their benefits to consumers.

## **OpenAI is growing fast and burning through piles of money**

**Sept 30, 2024: Business Standard**

OpenAI is experiencing rapid growth alongside significant financial losses, driven by soaring demand for its AI services, particularly ChatGPT. Despite high operational costs related to developing advanced AI models, the company's revenue has surged through partnerships and enterprise adoption. OpenAI is actively seeking cost management strategies while continuing to innovate in the competitive AI landscape. Investors remain optimistic about the company's long-term potential, even as it navigates these financial challenges.

## **ITC Demerger Of Hotel Business Gets NCLT Nod**

**Oct 5, 2024: The Economic Times**

The National Company Law Tribunal (NCLT) approved the demerger of ITC Limited's hotel business on October 5, 2024. ITC Hotels will now operate as an independent entity, enabling it to raise funds through equity and debt markets. Shareholders will receive one share of ITC Hotels Limited for every ten shares held in ITC Limited. ITC will retain a 40% stake, while 60% will be distributed among shareholders. The restructuring aims to enhance capital allocation and unlock value, with shares to be listed soon.

## **Indian alcoholic beverages to have up to 10% revenue growth in FY25: ICRA**

**Oct 8, 2024: The Economic Times**

The Indian alcoholic beverages industry is set to grow by up to 10% in FY25, fuelled by recent price hikes approved by state governments, according to an ICRA report. In Q1 FY25, the spirits sector saw a 9% revenue increase, while the beer industry outperformed with a 12% rise. Despite stable operating profit margins of 12-13% due to lower packaging costs, capital expenditure is expected to moderate to 2-3% of operating income following substantial past investments.

## **Smartphone sales fall 3% as apparel grows 6-8% during festive season**

**Oct 10, 2024: Business Standard**

During the first 12 days of India's festive season, smartphone sales dropped by 3% year-on-year, driven by weak demand for entry-level devices. However, revenue rose by 8%, thanks to a 7% increase in premium smartphone sales above ₹30,000. Consumers are holding onto their devices longer, largely due to limited 5G options in the budget segment. In contrast, the apparel sector saw 6-8% growth, while consumer electronics grew by 2-3%. E-commerce sales began to recover post-Navratri, with expectations of a 3% rise in smartphone volume and 9% in value by Diwali.

## **Nestlé India to launch Cerelac with no refined sugar**

**Oct 17, 2024: The Times of India**

Nestlé India has expanded its Cerelac portfolio by launching new sugar-free variants, responding to criticism over high sugar levels in its baby food products. Chairman Suresh Narayanan revealed that this initiative, three years in the making, now includes 21 variants, with 14 containing no refined sugar. Seven sugar-free options are set to be available by the end of November, with others following soon after. This change comes amid concerns raised by Public Eye and IBFAN regarding sugar content in Indian products compared to those in Europe.

## **Vedanta to invest Rs 1 lakh crore in Odisha to set up alumina refinery, aluminium plant**

**Oct 18, 2024: The Times of India**

Vedanta has unveiled a massive ₹1 lakh crore investment in Odisha, aimed at establishing a 6 million tons per annum (MTPA) alumina refinery and a 3 MTPA green aluminium plant. This follows an earlier ₹1 lakh crore investment by the company in the state. The project is expected to generate around 200,000 jobs and support Odisha's goal of becoming a \$500 billion economy by 2030. Vedanta Chairman Anil Agarwal highlighted Odisha's pivotal role in the company's growth and commitment to industrialization. The initiative will also include collaborations with the state government to develop educational centers, hospitals, skill development facilities, and play schools.