

The HaKvest

• Shaping Tomorrow's Leaders in HR •



**DECEMBER 2024
VOLUME 18**

• SOWING THOUGHTS, HARVESTING POSSIBILITIES •

Together, we shape the future of work.

NEWSLETTER SUMMARY



They Speak



HR Quiz



Bremo



HR News



HR Reads



Fake Consultancy Firm duped over 150 Students of which six Arrested

A fraudulent consultancy firm has been exposed for duping over 150 students, Six individuals have been arrested.

India Faces Visa Restrictions pushing Students to Spain

Indian students are redirecting their educational pursuits towards European countries.

Alakh Pandey: The new dawn In fingertips: Globalising education

From let's solve for X to let's solve for the future! It's been a very long journey for him. Meet MR. ALAKH PANDEY, tutor, entrepreneur and visionary. Alakh Pandey, the co-founder and CEO of Physics Wallah a leading Indian Educational Technology Company.

YesMadam Fires 'Stressed' Employees After Survey

YesMadam is facing backlash after a leaked email suggested they fired employees who reported feeling stressed in a survey.

Indian Student Becomes 'World's Top Coder'

Kalash Gupta, a student from IIT Delhi, has won TCS's premier worldwide coding competition, earning the title of 'World's top coder'.

DELHIVERY: BUSINESS REVENUE MODEL

Delhivery is the third largest courier logistics company in India for B2B, B2C, and C2C services. Get to know about its success by learning about its strategy, financial performance, future and revenue sources.



THEY SPEAK

ALAKH PANDEY

THE NEW DAWN IN FINGERTIPS: GLOBALISING EDUCATION

It's 2016, and a young man from Allahabad is sitting in front of a camera, explaining the intricacies of physics to an almost invisible audience.

From let's solve for X to let's solve for the future! It's been a very long journey for him. Meet MR. ALAKH PANDEY, tutor, entrepreneur and visionary. Alakh Pandey, the co-founder and CEO of Physics Wallah a leading Indian Educational Technology Company.



Alakh's vision was to make education affordable and accessible to all especially students from small towns and villages who often cannot afford expensive coaching classes. His father was a building contractor, but his business was always losing money. Frequently recalling that time, Alakh Pandey has stated "We had such terrible financial circumstances that, even though I was in class 8, I began tutoring kids up to class 5." Talk about multitasking!

When Alakh was in class 11, he started giving tuitions at an institute in Allahabad at Rs 5000 per month, for some time Alakh continued to teach offline tuitions. Initially, he tutored students for various competitive exams like JEE and NEET under several coaching institutes. His ability to turn complex topics into simple relatable parts gained popularity among students. Further, his motivational words have a separate fanbase.

THEY SPEAK

Here is the journey of his dream company – PHYSICS WALLAH:

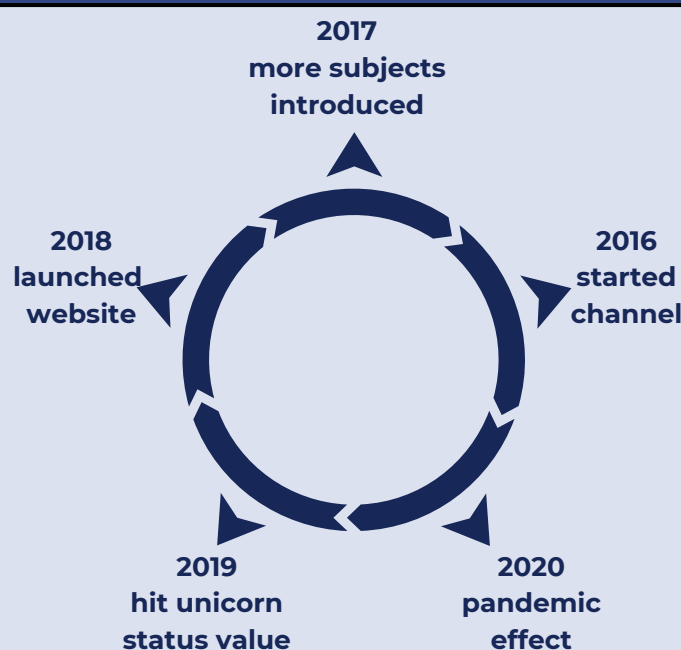
2016 – Started his YouTube channel, Physics Wallah covering Physics and Chemistry for the CBSE, ICSE and competitive exams.

2017 – He and his partner Pratik Maheshwari introduced lecture videos for other subjects.

2018 – He launched the website and mobile application of Physics Wallah

2019 – Physics Wallah hit unicorn status valued at \$1.1 billion

2020 with Pandemic effect – While the world was busy on Internet, Physics Wallah turned obstacles into opportunities. As students became open to online learning, His platform played one of the crucial roles in mainstreaming their education.



His company is an exception to the traditional way of education, intertwining quality with affordability helping millions of students. Alakh Pandey's passion and dedication to teaching made him an inspiring figure among many young learners.

But Alakh wasn't done yet. By 2024, the company raised another \$210 million, shooting its valuation up to \$2.8 billion and as of 2023, his channel has over 10 million subscribers.

THEY SPEAK

SUCHI MUKHERJEE

REVOLUTIONIZING E-COMMERCE WITH LIMEROAD

Suchi Mukherjee is an Indian businesswoman and the founder of an online shopping platform, LimeRoad which was established in 2012. Originating from Haryana, she pursued her studies at St. Stephen's College in Delhi and later at the University of Cambridge.

She helped various leading organizations to grow and expand. Beginning her career at Lehman Brothers, she then joined Virgin Media, where she played a key role in achieving its \$2.5 billion revenue. Subsequently, at eBay, Skype, and GumTree, she showed some exemplary leadership skills that stimulated growth, with GumTree climbing from No. 3 to No. 1 under her direction. Further, driven by a passion for innovation and change, she teamed up with her co-founders to create Limeroad.

The story of LimeRoad began from a moment of complete frustration that she faced. While flipping through a magazine, she saw a beautiful jewelry item made by a Mumbai craftsman but was unable to contact the seller. This sparked the idea to establish LimeRoad, a platform that connects local artisans to the global market, allowing women to effortlessly find beautiful and budget-friendly items. Through her vision and determination, the brand grew into one of the top e-commerce platforms in India.



THEY SPEAK

SUCHI MUKHERJEE

Her journey is a true example of remarkable entrepreneurial talent, and her achievements are a proof of this. In 2011, the esteemed Global Women's Forum acknowledged her as the top "Rising Talent—Global Leaders under 40," which brought her among the world's most impactful young leaders. In addition to this, Business Today recognized her as the "Coolest Startup of the Year," honoring her daring vision and leadership in 2015 and in the same year, she received the INFOCOM Women of the Year award, as well as recognizing her influence in transforming the technology and business sectors. The subsequent year, in 2016, adding a feather to her cap, she was honored with the Unicorn Startup Award by NDTV, recognising her as a startup pioneer. In 2017, she received a nomination for the ET Startup Award from The Economic Times, celebrating her influence in the entrepreneurial world.

She thinks that India won't achieve a "Viksit Bharat" unless the aspirations of all women are realized, stressing the importance of seizing the moment and

and encouraging women to chase their entrepreneurial ambitions. She stresses the crucial importance of team building in ensuring a startup's success and underscores the necessity of focusing on creating a strong team, pointing out that the right individuals can determine the fate of a business, particularly during its initial phases.

Her voyage is a tale of resolve and foresight. In spite of encountering personal and professional obstacles, such as juggling family and career, she chose to leave a prosperous job overseas to come back to India and create an impact. Through diligence and commitment, she transformed LimeRoad from a concept into a thriving platform that empowers women and links artisans. Her journey motivates budding entrepreneurs, demonstrating that with determination and a focused vision, one can surpass challenges and generate enduring impact.

“To overcome challenges one needs to be highly deliberate. I was in many ways fortunate - though as they say fortune too is an outcome of perseverance.”

BREMO: BUSINESS REVENUE MODEL

COMPANY: DELHIVERY

INTRODUCTION

Delhivery is the third largest courier logistics company in India for B2B, B2C, and C2C services. It has a huge supply chain infrastructure and is located in Gurgaon. It was established in 2011 by Sahil Barua, Mohit Tandon, Bhavesh Manglani, Suraj Saharan, and Kapil Bharati.

It began in May 2011 as SSN Logistics Ltd. It was initially an idea for an express delivery service for local offline stores. Delhivery started in 2011 when the market began to pick up from the recession. India had not shifted to online shopping yet and was scared of digital marketplaces.

Founders Barua and Tandon were working as consultants with Bain & Company. They were interested in the size and potential of the industry, so they decided to focus on it. In June 2011, Delhivery signed its first e-commerce client, Urban Touch, an online fashion and beauty retailer.



By August 2011, Delhivery completely switched to offering logistics services to many e-commerce companies.

They received investment funds from the likes of SoftBank, Tiger Global, Nexus Venture Partners, and The Carlyle Group across years. Delhivery's IPO was launched in May 2022 and received USD \$310 million and valued at \$4.6 billion after setting it at \$690 million.



**BEGAN IN MAY 2011
AS SSN LOGISTICS
LTD.**



BREMO: BUSINESS REVENUE MODEL

COMPANY: DELHIVERY

SOURCES OF REVENUE

↳ PARCEL AND COURIER SERVICES

Delhivery's major portion of revenue comes from its parcel and courier delivery services, where it is engaged in providing delivery services to e-commerce platforms, businesses and individuals. These services include picking up the goods from either sellers or warehouses and delivering or dropping them directly to the customers' doorstep. Delhivery has collaborated with various e-commerce platforms like Amazon, Flipkart, and Myntra. They charge delivery fees from their customers based on distance, speed, etc. The more the distance, the more the fees. Similarly, faster the delivery speed, the more the fees they charge their customers.

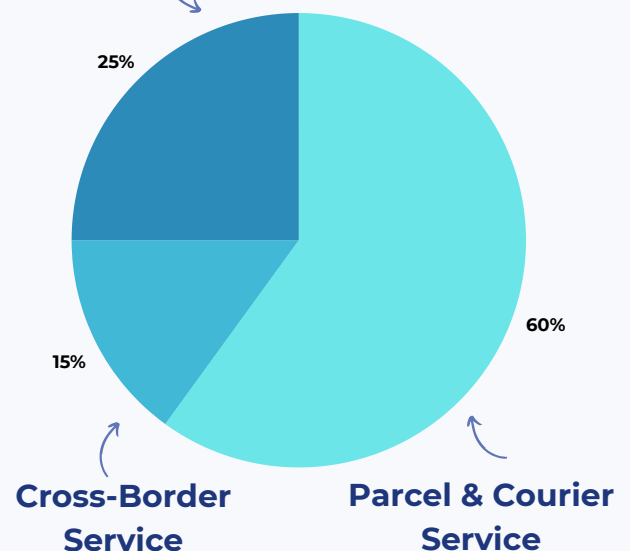
↳ CROSS-BORDER SERVICE

This includes door-to-door, port-to-port express parcel services as well as air cargo to and from India. They have a great combination of express delivery services, tech enabled tracking and a regulatory team for clearance support.

↳ WAREHOUSING AND FULFILLMENT SERVICES

Delhivery provides warehousing and fulfillment services to various businesses. They charge them for storage, order picking, packaging, and shipping. This service has a wide market size of many e-commerce companies. This is a popular service for e-commerce companies that helps them when they want to outsource their logistical operations.

Warehousing & Fulfillment Services



BREMO: BUSINESS REVENUE MODEL

COMPANY: DELHIVERY

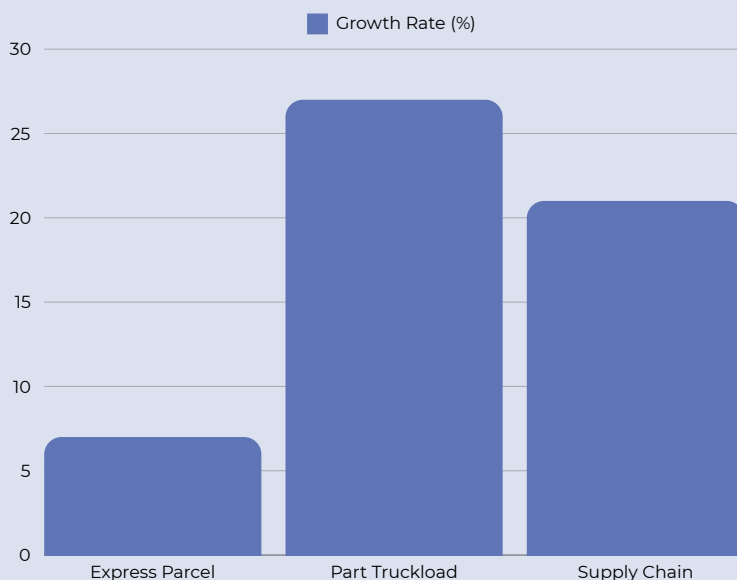
FINANCIAL PERFORMANCE

CATEGORY	DETAILS
Net Profit	₹10 Crore (Second consecutive profitable quarter)
Revenue Growth	+13% YoY Growth to ₹2,189.7 Crore

KEY SEGMENT PERFORMANCE

Express Parcel	+7% YoY Revenue Growth
Part Truckload	+27% YoY Revenue Growth
Supply Chain Services	+21% YoY Revenue Growth

DELHIVERY'S FINANCIAL PERFORMANCE IN FY24 IS ENCOURAGING, AND THE COMPANY APPEARS TO BE ON A STRONG GROWTH TRAJECTORY.



FY 2024 Financial Performance



BREMO: BUSINESS REVENUE MODEL

COMPANY: DELHIVERY

WHAT SETS DELHIVERY APART FROM ITS COMPETITORS?

By 2011, there were well-known companies in India and worldwide, such as Blue Dart, FedEx, and BlackBuck, which offered these services and commanded a good share of the market. But Delhivery was keen to work on customer satisfaction and user experience. Delhivery was one of the first startups to come up with the mesh network model, where they allow same day or next day delivery.

Delhivery makes use of sophisticated real-time optimization techniques like AI and ML for different applications, including low-cost routing, predicting demand, and managing inventory. It enables them to enhance delivery times as well as reduce costs substantially. Since they started adopting this model, productivity has been boosted by around 50%.

Delhivery uses a mesh network model, which is different from the traditional hub-and-spoke logistics model. This mesh network focuses on a greater percentage of point-to-point connections rather than using central hubs.

Each location in the network acts as its own hub to collect and sort packages. This allows packages to be collected from anywhere and sent directly to the nearest sorting center. That center then prepares them for delivery to the final destination.

Delhivery makes use of sophisticated real-time optimization techniques like AI and ML.

This setup results in an inventory turnover rate at gateways that is 10 times higher than that of competitors. The return on capital used in its express parcel service is estimated to be around 30%. This shows efficient use of resources compared to traditional models, which may have higher costs because of problems linked to centralized operations.

The company has more than 85 fulfillment centers, 29 automated sort centers, 160 hubs, 7,500+ partner centers, and 3,500+ direct delivery centers as of 2021 which enables it to reach 19000+ pincodes and cover 99.5% of our population.

BREMO: BUSINESS REVENUE MODEL

COMPANY: DELHIVERY

STRATEGIC PARTNERSHIP

Formally, Delhivery announced a major strategic partnership deal with Team Global Logistics towards the improvement and enhancement of its cross-border services; this is one of its major revenue streams.

The coverage area of Delhivery Less than Container Load (LCL) service in more than 120 countries around the world will be significantly boosted, thereby increasing its footprints. This strategic thought-through partnership is expected to have a very significant impact for better growth prospects of Delhivery, focusing on expanding more while increasing overall revenue as well. In addition to this, the partnership takes the form of specifically addressing a kind of challenge that Indian business mainly grapples with when involving the process of international cargo movement, which is dealing with multiple service providers.



FUTURE OF DELHIVERY

International Reach

Expanding international operations to reach new markets and increase customer base. Delhivery should increase its operations overseas to cater Indians living abroad as well as foreign customers. This will help them increase their revenue manifolds.

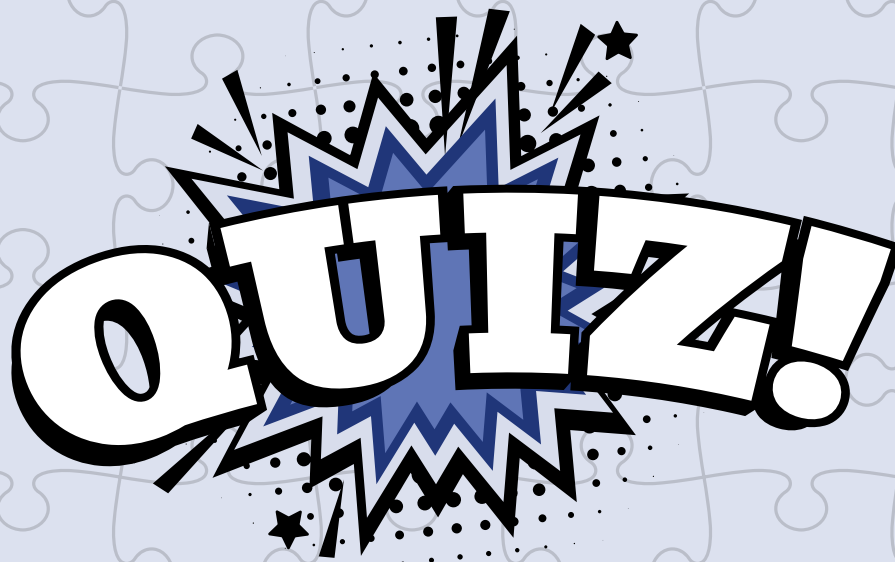
Sustainable Practices

Investing in alternative fuel vehicles and sustainable delivery practices to reduce environmental impact. Since they have to deliver goods all across the country and globe they have to invest in sustainable means of transport to survive in the competitive market.

Innovation

The process of innovating new delivery solutions does involve advanced technologies such as drone delivery systems and autonomous vehicles. It is mainly to improve drastically both operational efficiencies and the general customer experience.

HR QUIZ



1. MATCH THE FOLLOWING

COLUMN A

1. Recruitment
2. Onboarding
3. Training
4. Performance
5. Grievance Handling

COLUMN B

- A. Resolving workplace disputes and conflicts.
- B. Attracting and selecting candidates for a job.
- C. Introducing new employees to the organization's culture, policies and roles.
- D. Evaluating employee performance periodically.
- E. Developing employees' skills and knowledge.

HR QUIZ

ORDER THE TERMS

2) Put the following HRM processes in the correct order:

1. Recruitment
2. Onboarding
3. Performance Appraisal
4. Training and Development
5. Employee Retention

ONE WORD QUESTIONS

1. In the context of HR, what is the term for the the gradual loss of employees from an organization for any reason, such as resignation, retirement, or death?
2. Name the form of compensation that an employer offers to an employee who is laid off or terminated?
3. Which benefit allows employees to take time off from work while still getting paid?
4. What term describes a type of discrimination that involves mistreating people based on their age?
5. What term is used to describe the situation when an employee does not turn up for work consistently over a period of time with little or no explanation?
6. Name the type of paid or unpaid time off that employers grant to employees to deal with the emotional and logistical aspects of a loved one's death?
7. _____ is the Human Resources (HR) strategy for identifying and developing employees to take on leadership roles when they become vacant.

Riddles

1. I'm a document you can't escape, I summarize your career shape. With my help, jobs you chase, What am I in this HR race?
2. I mark the end of an employment tie,
Sometimes it's mutual, sometimes a sigh. Exit interviews might follow my trail,
What am I when contracts fail?

ANSWERS:
Correct Order: 1. Recruitment, 2. Onboarding, 3. Training and Development, 4. Performance Appraisal, 5. Employee Retention
One word answer: 1. Attrition, 2. Severance Package, 3. Paid Time Off(PTO), 4. Ageism, 5. Absenteeism, 6. Bereavement Leave, 7. Succession Planning
Riddles: Resume (or CV), Termination

HR NEWS

INDIA'S JOB MARKET SHOWS POSITIVE GROWTH FOR FRESHERS IN 2024

India's job market for freshers has seen a 15% increase in entry-level roles, driven by the growing demand in tech, education, and e-commerce sectors. Companies are expanding their internship programs, offering better mentorship opportunities for students entering the workforce.

DECEMBER 14, 2024

INDIAN STUDENT BECOMES 'WORLD'S TOP CODER' THUS WINNING WORLD'S LARGEST CODING COMPETITION

Kalash Gupta, a student from IIT Delhi, has won TCS's premier worldwide coding competition, earning the title of 'World's top coder'. This achievement highlights the growing prominence of Indian students in the global tech arena.

DECEMBER 5, 2024



DEATH OF EY WORKER SPOTLIGHTS INDIA'S UNPROTECTED WHITE-COLLAR LABOUR

Authorities in two Indian states that are driving its economic growth are drafting tighter workplace rules and inspections to protect white collar employees following the death of a young executive at global consultancy Ernst & Young (EY), which her family blamed on overwork. India's decades-old labour laws are largely focused on blue-collar workers, leaving others vulnerable to workplace abuse such as punishing work schedules and summary dismissals, unions say.

DECEMBER 11, 2024

HR NEWS

FOXCONN INFORMS INDIAN RECRUITERS ABOUT NIX MARITAL STATUS IN IPHONE JOB ADS

Apple supplier Foxconn has ordered the hiring agents that help recruit iPhone assembly workers in India to remove age, gender and marital criteria as well as the manufacturer's name in job advertisements, according to three people familiar with the matter and almost a dozen ads reviewed by Reuters.

DECEMBER 1, 2024



INDIA FACES VISA RESTRICTIONS PUSHING STUDENTS TO SPAIN

India is facing stricter visa restrictions from countries like Canada, the UK, and Australia, potentially leading to a significant drop in student admissions to these nations. Consequently, Indian students are redirecting their educational pursuits towards European countries, with Spain witnessing a notable increase in the same.

DECEMBER 15, 2024

ASSAM'S DIRECTORATE OF HIGHER EDUCATION EXTENDS UG, PG & INTEGRATED COURSES ADMISSION TIMELINE

The Directorate of Higher Education in Assam has extended the admission timeline for undergraduate, postgraduate, and integrated courses. This decision provides students with additional time to complete the admission process, accommodating delays and ensuring broader access to higher education opportunities.

DECEMBER 10, 2024

HR NEWS

FAKE CONSULTANCY FIRM DUPED OVER 150 STUDENTS OF WHICH SIX ARRESTED

A fraudulent consultancy firm has been exposed for duping over 150 students by promising admissions and placements abroad. Six individuals have been arrested and Authorities are urging students to verify the credentials of consultancy services to avoid falling victim to such schemes.

DECEMBER 8, 2024

YESMADAM FIRES 'STRESSED' EMPLOYEES AFTER SURVEY

YesMadam, a salon home service startup, is facing backlash after a leaked email suggested they fired employees who reported feeling stressed in a company survey. The incident has sparked online outrage and raised questions about the company's handling of workplace stress.

DECEMBER 9, 2024

YOUNG GRADUATES IN INDIA ARE DISENCHANTED BY THE LACK OF OPPORTUNITIES

Over 40% of university graduates under the age of 25 are unemployed, forcing them into irregular and informal work. This situation is largely due to the scarcity of job opportunities, seen as a consequence of PM Narendra Modi's policies.

DECEMBER 5, 2024

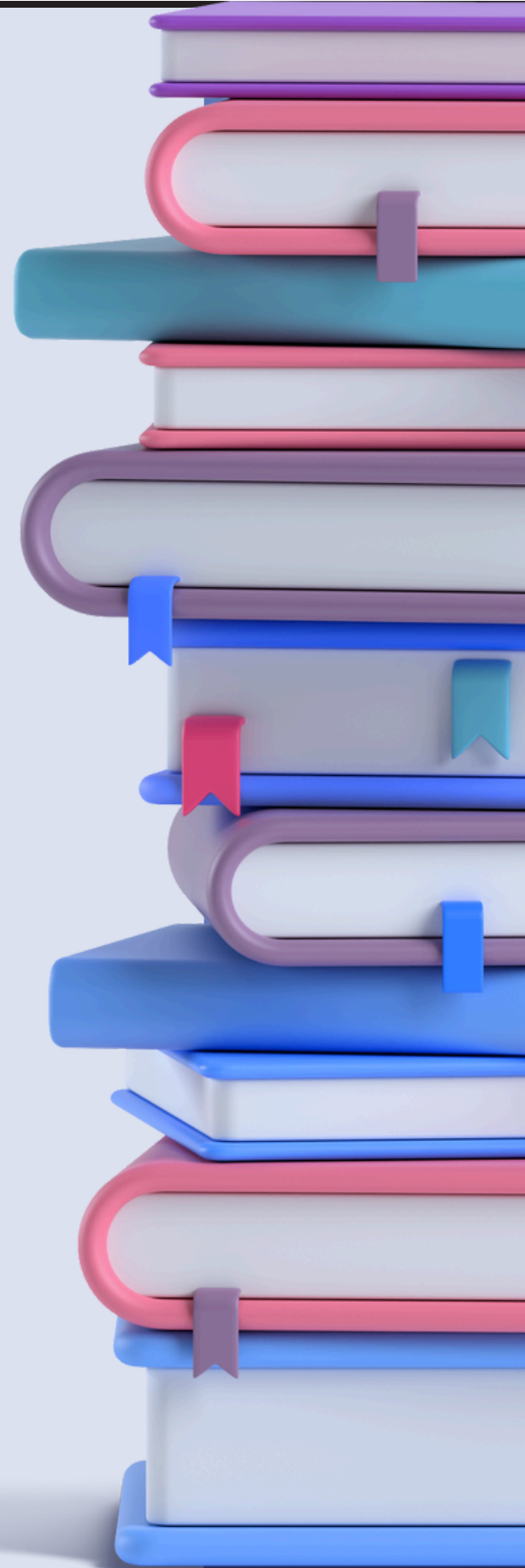
PIP, THE MOST HATED WAY OF FIRING SOMEONE IS MORE POPULAR THAN EVER

Performance Improvement Plans (PIPs) are increasingly used in workplaces, requiring employees to meet challenging goals within a set timeframe, often leading to termination if unmet. While intended for fairness, many view PIPs as a pretext for firing, raising concerns about their effectiveness and underlying motives.

DECEMBER 3, 2024

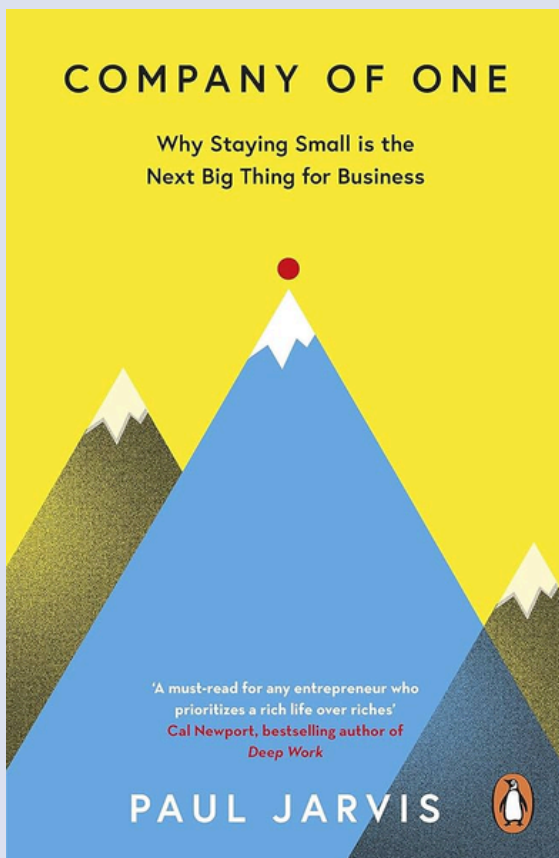
HR Reads

Before we bid adieu for this month, we'd like to recommend a few books for the readers' delight, in our new section "HR Reads". Whilst we've taken a look at the top HR News, some brain teasers and an insightful business analysis, it's important for young and budding HR professionals to be aware of the hot reads and expand their knowledge horizon. A good book is a gift one definitely needs sometimes, as a reader today is a leader for tomorrow. So, whether you're an HR professional, a student, or just a curious reader, we've got you all covered!! Gift yourself with one of these books to quench your desire for knowledge and enhancement of skills, perspectives and opinions...



HR Reads

ENTREPRENEURSHIP COMPANY OF ONE



Company Of One- Why Staying Small is the Next Big Thing for Business

Publisher - Portfolio Penguin

Have you always believed that growing your business is the only way to succeed?

Have you ever considered the idea of running a successful business without constantly chasing growth?

Sounds impossible, doesn't it?

Company of One by Paul Jarvis challenges the conventional obsession with growth, asking whether it's truly the ultimate goal for every business. This thought-provoking book is a "must-read for any entrepreneur who prioritizes a rich life over riches."

The book presents a refreshingly original strategy: focusing on being better rather than bigger. But why adopt this mindset?

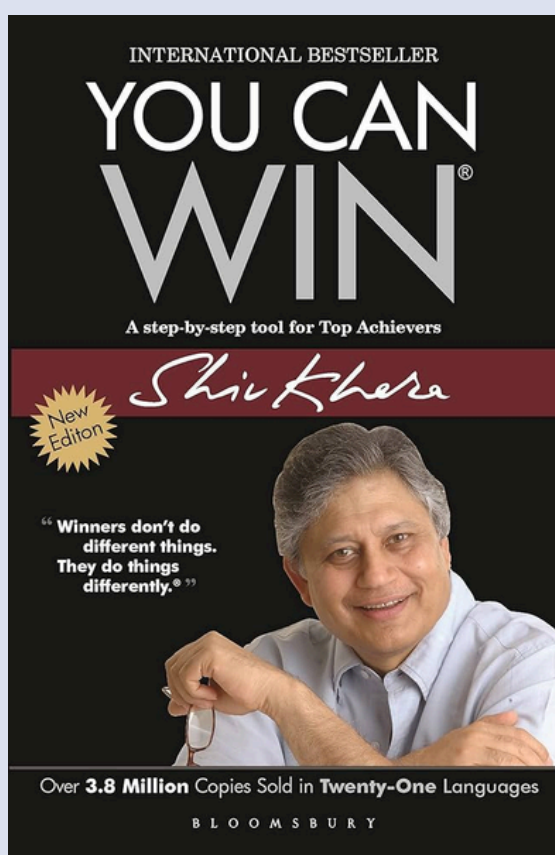
As a company of one, you design a business that supports your life, rather than letting your life revolve around your business. There's a growing trend of entrepreneurs intentionally staying small—maintaining control over their operations while running profitable and fulfilling enterprises.

Isn't that a definition of success worth exploring?



HR Reads

MOTIVATIONAL READ YOU CAN WIN



A Life of JRD Tata by R M Lala

Publisher - Penguin Books

'You Can Win' as the name suggests is a motivational guide to success written by Shiv Khera, an SRCC alumnus. Written in a simple and relatable style, the book offers real-life examples and step-by-step strategies to help readers achieve a fulfilling and successful life.

The book opens with the thought-provoking quote: "Winners don't do different things. They do things differently." This theme runs throughout, encouraging readers to approach challenges with a fresh perspective and a winning mindset.

Unlike a typical read-and-forget book, You Can Win serves as a practical manual for personal growth. It combines ancient wisdom with modern thinking to help readers set meaningful goals, rediscover their purpose, and translate positive thinking into action, ambition, and attitude. Shiv Khera emphasizes that while not every battle can be won, the ultimate victory—the "war"—is within reach.

The book's message is clear: success isn't just about talent or luck; it's about making the right choices and taking consistent steps toward your goals. With engaging insights from the author's experiences and those of other leaders, You Can Win keeps readers motivated and inspired, proving itself as a lifelong guide to success.



With this, we wrap up. We'll catch up with you next month!!