

# The HaKvest

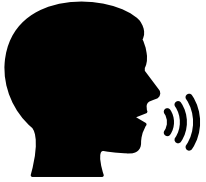
• Shaping Tomorrow's Leaders in HR •



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• SOWING THOUGHTS, HARVESTING POSSIBILITIES •

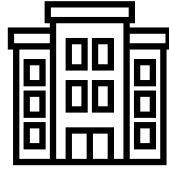
## NEWSLETTER SUMMARY



They Speak



HR Quiz



Bremo



HR News



HR Reads

### Silent Firing: An Emerging Career Trend in 2025

Silent firing in 2025 subtly pressures underperforming employees to quit, raising ethical concerns about honesty and well-being.

### TCS's plan to campus hire 40,000 students.

TCS plans large-scale campus recruitment across India, emphasizing its commitment to young talent.

### Jan Koum - From Soviet Streets to Silicon Suites

Read how Jan Koum born into poverty in Ukraine overcame hardships to co-found WhatsApp, revolutionizing global communication. Despite early struggles, his vision and perseverance led to Facebook acquiring WhatsApp for \$19 billion. Read inside for his inspiring journey.



### Mahakumbh 2025

Maha Kumbh in Prayagraj features spiritual rituals, cultural events, a 'Shivalaya Park', and immersive tech.

### PM Internship Phase 2 Expands with Offers Sought from 220 More Firms

PM's Internship initiative expands, onboarding 220 firms for skill development and employability.

### NESTLE: BUSINESS REVENUE MODEL

Founded in 1866, Nestlé is the world's largest food company, known for brands like Maggi, Nescafé, and KitKat. Operating in over 190 countries, it focuses on innovation, sustainability, and addressing consumer needs while promoting health and wellness.



## THEY SPEAK

### JAN KOUM- From Soviet Streets to Silicon Suites

Life was never easy for Jan Koum, it was his decision to ace it.

He belonged to a very poor and backward Jewish family in Kyiv, Ukraine. His father was a construction manager and his mother handled the household chores. It was after the collapse of Eastern Europe that his family decided to move to America, seeking a better, if not a good life. Unfortunately, his father couldn't join them in the US and his mother got diagnosed with cancer. To meet the survival and medical expenses, he started working at a grocery store. His love for technology was massive.

During the first two years in America, he taught himself computer programming. He also joined the elite hacking group 'w00w00' to get hands-on education in cybersecurity.

"I had so much fun in the early days learning about networking, security, scalability, and other geeky stuff," he explained to Reuters.



In 1997, Koum got the position of an infrastructure engineer at Yahoo. This was a great turning point in his life. He collaborated with Brian Acton at Yahoo, who later went on to co-found WhatsApp with him. In college, Koum joined IT titans like Larry Ellison, Jack Dorsey, and Mark Zuckerberg, but he never made it to graduation. He attended San Jose State University to finish his education, but the responsibilities of his Yahoo job forced him to leave after just one year. Over the following nine years, Koum refined his technical abilities and gained insight into managing a large-scale technology company. But after being a part of the corporate for years, Koum got frustrated and made the decision to take a break in 2007. He traveled with Acton to explore new concepts. Both of them wanted to construct something more significant and relevant.

## THEY SPEAK

After coming back to the US, the duo had an idea to start a company of their own. After observing various companies like Skype emerging in the field of communication, Koum explored more about the ways to improve the customer experience. Having lived a life under Communist dictatorship, he knew from a young age the importance of privacy. "I grew up in a society where everything you did was eavesdropped on, recorded, snitched on. Nobody should have the right to eavesdrop, or you become a totalitarian state—the kind of state I escaped as a kid," he said, describing his major focus while developing WhatsApp in an interview. He wanted to provide a solution for those in similar circumstances by creating an easy-to-use cross-platform messaging app that made phone calls and texts more accessible to friends and families.

On February 24, Koum's birthday, he met Acton, for a game of ultimate frisbee, which was one of their favorite pastimes. Here, he presented the idea for the messaging app. WhatsApp Inc. was formally founded on the same day. On May 3, 2009, just a few months after its creation, the WhatsApp app was released. The app was initially a failure.

However, Apple modified the iPhone software to enable push alerts a month later. The whole game plan was altered by this play. In order to develop the app around people's social networks, Koum revised his approach.

WhatsApp wasn't inexpensive to operate, despite showing encouraging growth indicators. The company, for instance, had to pay thousands of dollars a month for SMS verification texts, which barely covered their \$5,000 monthly profit in 2010. However, during those initial years, the founders decided not to take an incentive. They also contributed funds from their life savings to their company.

Their diligence, perseverance, and commitment paid off. By 2011, the income began to flow. Though Koum and Acton were wary of bringing on board just anybody, venture funders were interested in the software. They took their goal of doing things

their way

seriously: absolutely

no advertising.

Also, Facebook

offered the

co-founders of

WhatsApp an

irresistible offer

in 2014:

\$19 billion.



## THEY SPEAK

### JAN KOUM- From Soviet Streets to Silicon Suites



Koum voiced out his idea as:

**“ Being able to reach somebody halfway across the world instantly, on a device that is always with you, was powerful. ”**

Koum's hardships gave him the perseverance and capability that helped him create WhatsApp's streamlined, effective business strategy. From living in poverty as a child to founding a software business that revolutionized international communication, Koum's tale is one of the tales of determination, vision, and purpose.

## THEY SPEAK

### LEENA NAIR: REDEFINING LEADERSHIP IN THE GLOBAL ARENA

Leena Nair, an inspiration in the corporate world stands as a shining example of how commitment and empathy can redefine success. Originally from Kolhapur, Maharashtra, she did her studies in human resource from the prestigious Xavier School of Management (XLRI) in Jamshedpur. She began her career as a summer intern at Unilever in 1992 and later worked in various roles, ranging from factories to sales and corporate headquarters. Her determination and constant efforts led her to become the Executive Director HR of Hindustan Unilever Limited in 2007.



Her progress continued as she was transferred to HUL's global headquarters in London in 2012 and created history by becoming Unilever's "first female, first Asian, youngest ever" CHRO in 2016. Not only this but she was the first woman in about all the roles she performed during the three decades at HUL, ranging from the first to work a night shift to the first in Unilever's management committee. Her career went through a great shift when she became the CEO of Chanel in 2022 and this move was considered as a master stroke by the iconic fashion house to bring diversity in an industry that had seen no progress in a long time. This move also marked her two further firsts – first Indian origin CEO of the luxury brand also the first one from an HR background. Since her appointment, her focus was mainly on maintaining the brand's market value and to encourage people who wanted to be a part of the fashion industry, especially the ones from underprivileged backgrounds.



## THEY SPEAK

### LEENA NAIR: REDEFINING LEADERSHIP IN THE GLOBAL ARENA

**H**aving spent her childhood in a society which discriminated between men and women, she made sure to break these stereotypes and this is highlighted by the fact that under her tenure, Unilever achieved a 50/50 gender balance. She believes in freedom of creation which has helped her gain widespread recognition. Apart from this, she has gained recognition for her charity work and dedication towards creating a better society. Even at Chanel, she increased funding for the company's charitable arm.

She is widely known for her compassionate leadership style. She deeply believes in the fact that every opinion matters and tries her best to create an environment where every voice is heard. She makes sure that all the decisions are made collectively after discussing with colleagues which helps develop a sense of belonging and safety between them. Her leadership style is a blend of kindness, empathy and commitment.

Her journey is a standing example of how perseverance and the passion to bring a positive change and create a lasting impression on the society. It is an inspiring story of breaking stereotypes and leading with compassion and integrity.



## BREMO: BUSINESS REVENUE MODEL

### COMPANY: NESTLÉ

#### INTRODUCTION

Nestlé, based in Switzerland, is a leading name in the global food and beverage industry. With operations in over 190 countries, it is known for its iconic brands like Maggi, Nescafé, and KitKat, catering to a wide range of consumer tastes.

Founded in 1866 by Henri Nestlé, the company initially gained fame for its ground breaking infant formula, which provided essential nutrition for children who couldn't be breastfed. Over time, Nestlé expanded its reach and product range, becoming the world's largest food company with a portfolio of over 2,000 brands.



Driven by a focus on innovation and sustainability, Nestlé works to address changing consumer needs while promoting health, wellness, and environmental care. With a history of over 150 years, Nestlé continues to be a pillar of the global food and beverage industry.

#### COST STRUCTURE

Nestlé's cost structure includes several components, such as (COGS), distribution expenses, administrative costs, and net financial expenses. In 2023, the company experienced significant inflation in commodity and packaging costs, along with higher salaries and wages, resulting in a 40 basis point drop in gross margin to 45.6%. However, the gross margin showed a 110 basis point improvement compared to the second half of 2022, reflecting better cost management.

##### ➤ Distribution costs:

These decreased by 50 basis points to 8.6% of sales, mainly due to reduced freight and energy costs.

##### ➤ Net financial expenses:

Despite some improvements, these rose to CHF 1.4 billion because of higher interest rates and increased average net debt.

To improve operational efficiency, Nestlé introduced a cost-cutting plan aiming to save CHF 2.5 billion (around \$2.8 billion) by 2027. The initiative involves increasing advertising spending by 9% and separating its European bottled water business to explore potential partnerships.

These strategies are designed to optimize costs, enhance margins, and ensure sustainable growth in a dynamic market.



## BREMO: BUSINESS REVENUE MODEL

### COMPANY: NESTLE

#### REVENUE STREAMS

RNestlé earns its revenue from different product categories, each playing an important role in its overall sales. In 2023, the company made a total of CHF 93.0 billion in sales.

#### ↳ POWDERED AND LIQUID BEVERAGES

This category, which includes well-known brands like Nescafé and Nespresso, made CHF 24.8 billion in sales, contributing 26.7% of the total. Organic growth was 6.4%, all of which came from pricing, while real internal growth (RIG) stayed at 0.0%.

#### ↳ PET CARE

Led by the Purina brand, this was the biggest contributor to organic growth. It earned CHF 18.9 billion, making up 20.3% of total sales. Organic growth here was 12.1%, thanks to a 9.3% increase in pricing and 2.8% RIG.

#### ↳ NUTRITION AND HEALTH SCIENCE

This division focuses on specialized nutrition products and brought in CHF 15.3 billion in sales, which is 16.4% of the total. Organic growth was 5.4%, with 7.0% from pricing and RIG at -1.6%.

#### ↳ MILK PRODUCTS

Includes various dairy products and ice creams, earned CHF 11.0 billion, contributing 11.8% of total sales. Organic growth stood at 6.1%, driven by 7.7% from pricing, while RIG was -1.6%

#### ↳ PREPARED DISHES AND COOKING AIDS

Known for brands like Maggi, this segment made CHF 11.7 billion in sales, contributing 12.5% to the total. Organic growth was 4.9%, with 7.4% from pricing and RIG at -2.5%.

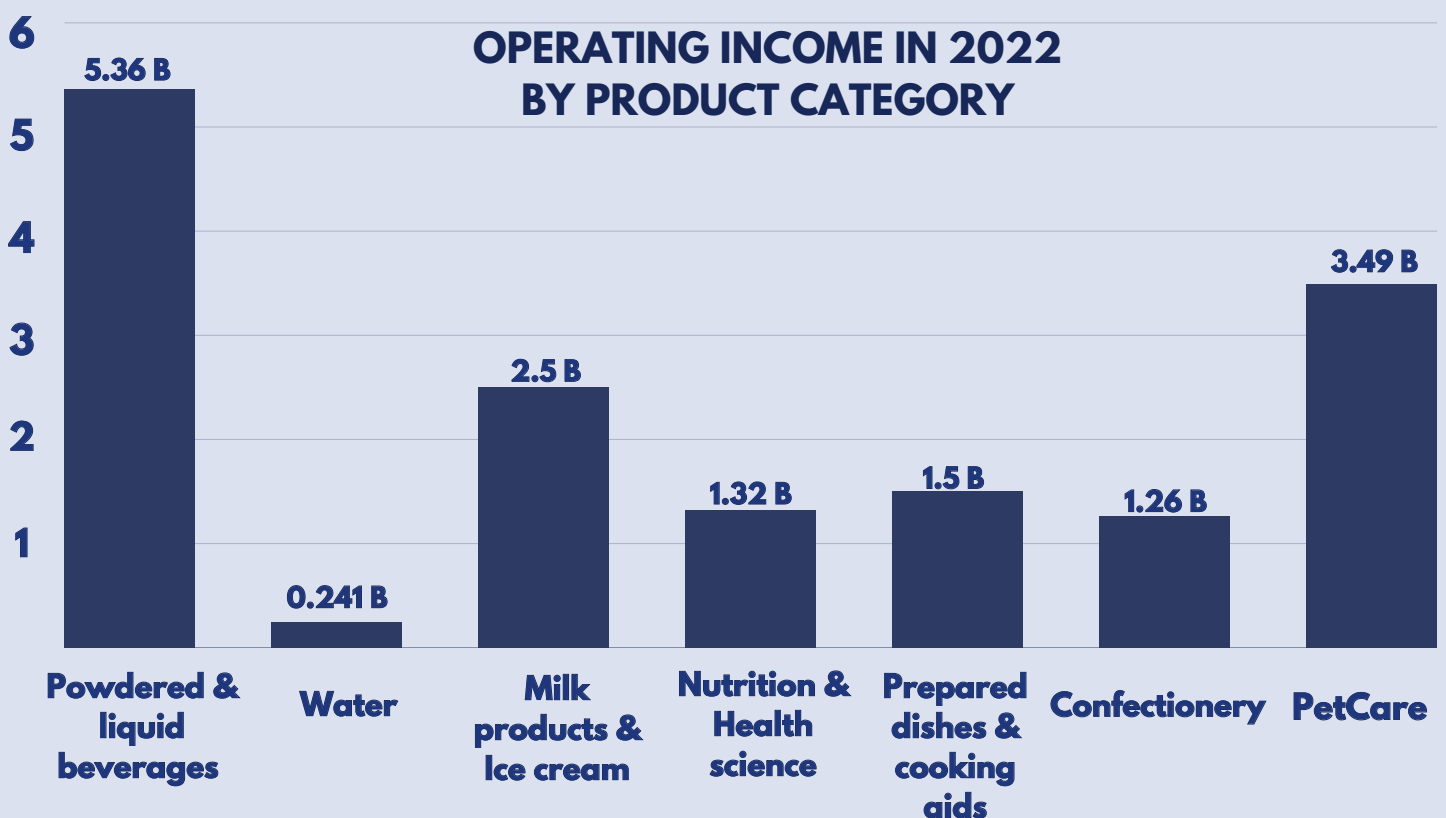
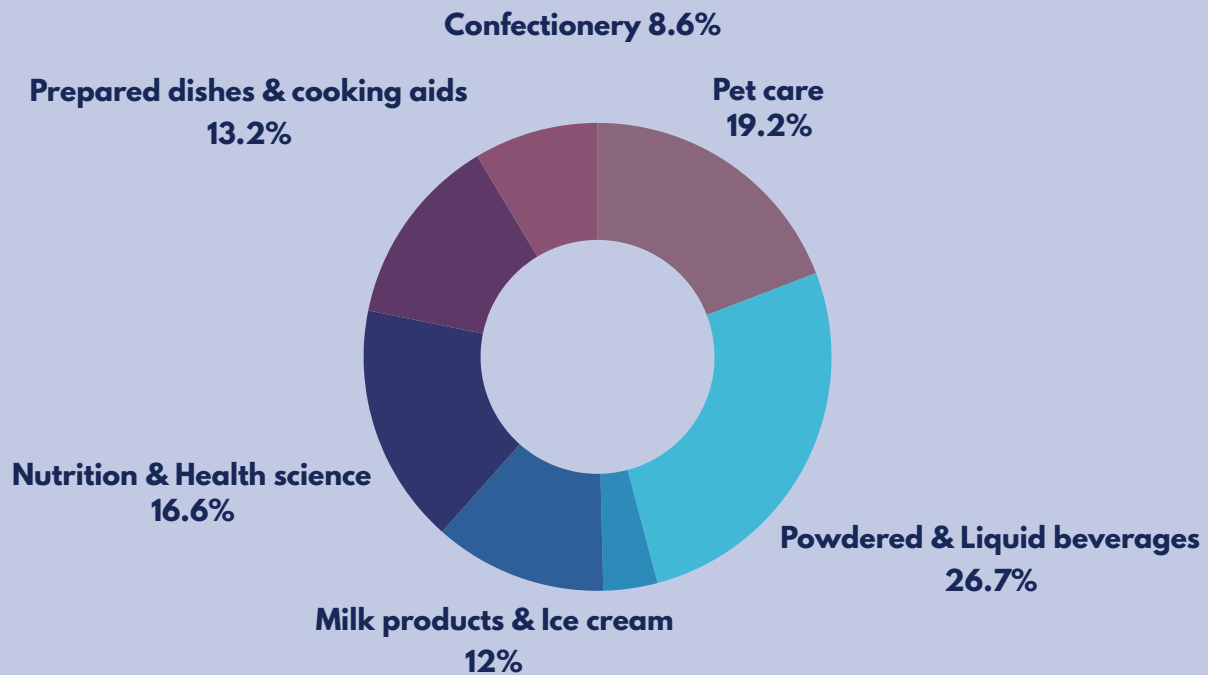
#### ↳ CONFECTIONERY

Including products like KitKat, this category earned CHF 8.1 billion in sales, making up 8.7% of the total. Organic growth reached.

## BREMO: BUSINESS REVENUE MODEL

### COMPANY: NESTLE

### REVENUE STREAMS



## COMPANY: NESTLE

### PARTNERSHIPS

Nestlé actively engages in strategic partnerships to foster innovation, expand its market reach, and advance sustainability goals. Key collaborations include:



#### GLOBAL COFFEE ALLIANCE WITH STARBUCKS

Launched in 2018, this partnership specifically leverages Starbucks' coffee expertise and Nestlé's global distribution capabilities,

enabling Nestlé to market Starbucks-branded coffee products worldwide.



#### CEREAL PARTNERS WORLDWIDE

A joint venture with General Mills, established in 1991, to produce and distribute breakfast cereals in over 130 countries outside the U.S. and Canada.



#### RESEARCH COLLABORATIONS

Nestlé collaborates with academic institutions like the University of California San Diego's Center for Microbiome Innovation and the École Polytechnique

Fédérale de Lausanne to advance research in nutrition and health.



#### ACQUISITION OF THE BOUNTIFUL BRANDS

In 2021, Nestlé Health Science acquired brands such as Nature's Bounty, Solgar, and Puritan's Pride, strengthening its presence in the health and nutrition market.



#### PARTNERSHIP WITH CAINIAO

In 2023, Nestlé partnered with Cainiao to enhance smart supply chain capabilities, focusing on brands like Starbucks at Home and Hsu Fu Chi.



#### INVESTMENT IN WONDER GROUP

In 2023, Nestlé invested in Wonder Group, a food-delivery startup, to explore innovative solutions in the food service sector.



#### COMMITMENT TO SUSTAINABILITY

It works with organizations like the United Nations Global Compact and the World Economic Forum to promote sustainable business practices.

## HR NEWS

### **TCS's plan to campus hire 40,000 students.**

**16th January 2025**

Tata Consultancy Services (TCS) reveals its intention to hire 40,000 fresh graduates in 2025, focusing on campus recruitment across India to enhance its workforce. This initiative underscores TCS's commitment to nurturing young talent.



### **Mahindra Group launches its 'Second Career' programme for women.**

**17th January 2025**

The Mahindra Group's second career program 'SOAR: Seamless Opportunity for Amazing Returnship' supports women re-entering the workforce by offering flexible roles, opportunities for skill-building, and mentorship. This initiative underscores Mahindra's dedication to gender diversity and supports women in re-entering their professional journeys after career breaks.

### **Professionals finding new jobs in 2025; job search now more difficult.**

**20th January 2025**

67% of professionals in India are actively looking for new job opportunities, primarily due to dissatisfaction with their current roles and a desire for career growth. However, 72% of job seekers find the process more challenging than before. They attribute this to increased competition, stricter employer criteria, and the growing reliance on AI in recruitment, which makes the possession of specialized skills a necessity.

## HR NEWS

### **Maha Kumbh 2025 to Create 12 Lakh Gig Jobs Across Sectors**

**20th January 2025**

Maha Kumbh is expected to create 1.2 million gig jobs in areas like hospitality, logistics, security, and event management. This increase in jobs shows the event's strong economic impact and its importance in providing short-term job opportunities across India.

### **PM Internship Phase 2 Expands with Offers Sought from 220 More Firms**

**23rd January 2025**

The 2nd phase of the Prime Minister's Internship initiative aims to onboard 220 more firms to create opportunities for fresh graduates. This expansion focuses on skill development, improving employability and providing hands-on industry experience while enhancing public-private collaboration.

### **Pre-verification Now Mandatory for Indians Applying for Saudi Work Visas**

**21st January 2025**

Saudi Arabia has implemented a pre-verification process, in effect since 14th January 2025, for Indian nationals applying for work visas. The new requirement requires verification of academic and professional qualifications before the visa is issued. This policy aims to ensure the authenticity of these qualifications and streamline the hiring process for Indian professionals in Saudi Arabia.

### **Silent Firing: An Emerging Career Trend in 2025**

**22nd January 2025**

The idea of silent firing is getting more attention in 2025. In this practice, employers subtly encourage employees who are not performing well to quit by taking away their responsibilities, opportunities for growth, or support. This approach avoids formal layoffs but raises ethical concerns about honesty in the workplace and the well-being of employees.

## HR NEWS

### MAHAKUMBH 2025

Maha Kumbh is one of the greatest sacred gatherings in the world, and it occurs every 144 years. Taking place in Prayagraj, Uttar Pradesh from 13th January to 26 February, it has attracted millions of devotees, saints, and tourists to the confluence of the Ganga, Yamuna, and the mythical Saraswati rivers. It is a significant Hindu event centered on spiritual purification, where millions of devotees take a holy dip in sacred rivers, which is believed to cleanse sins and aid in attaining Moksha (liberation). It originates from the myth of Samudra Manthan, where drops of Amrit (nectar of immortality) fell at four sites, including Prayagraj, which hosts the Kumbh Mela. There are many events and shows going on. There is a new park named 'Shivalaya Park' consisting of replicas of 12 Jyotirlinga Temples. A Digital MahaKumbh Experience Centre has been set up which uses AI, VR, AR, and holograms to immerse visitors in mythological stories. 12 magnificent pavilions representing different states have been set up, offering a glimpse into the country's rich cultural heritage.



## HR NEWS

### MAHAKUMBH 2025

Government has also provided many facilities for visitors like 1,50,000 tents to house the visitors and is equipped with 3,000 kitchens, 1,45,000 restrooms and 99 parking lots. To handle the anticipated large audience, 45,000 security guards, 10,000 CCTVs, and other precautions have been added.

To offer participants medical attention, eleven hospitals have been set up on the Mela grounds. A large-scale "Tent City" managed by UPSTDC and others like IRCTC, offering accommodations from luxury villas to budget tents. Maha Kumbh is projected to generate 12 lakh gig jobs in sectors such as hospitality, transportation, security, and



event management, providing significant economic benefits. These short-term roles highlight the mela's impact on local employment and tourism-driven economies.

Tourism is expected to significantly boost the local and regional economy, with projections of up to 400 million visitors contributing to a trade worth around ₹2 lakh crore. The Uttar Pradesh government has invested heavily in infrastructure, with projects worth ₹5500 crore launched by the Prime Minister to enhance facilities for pilgrims. Many famous personalities of India like Anupam Kher, Gautam Adani, PM Narendra Modi, President Draupadi Murmu, Ashutosh Rana, etc., and across the world like Larene Powell Jobs, Richard Gere, David Lynch, Michael Douglas, etc., came to this sacred gathering to witness the grandeur and immerse themselves in its spiritual and cultural richness.

This Mahakumbh Mela is not only a spiritual journey but also a massive logistic and cultural event, showcasing India's heritage and unity in diversity.

## HR QUIZ



### 1. MATCH THE FOLLOWING

#### COLUMN A

1. Ghost Jobs
2. Green Collar Jobs
3. Social Loafing
4. Quiet Quitting
5. Quiet Firing

#### COLUMN B

- A. Employment in the environmental sector
- B. A social psychological phenomenon where people in a group put in less effort than they would if they were working alone
- C. Doing the bare minimum to get the job done
- D. Jobs that the company is marketing but isn't interested in filling
- E. Treating an employee so poorly or disengaging them to the point where they quit on their own.



## HR QUIZ

### ODD ONE OUT

- 2) What term is used for the process through which a dispute between two people is resolved by a neutral third party?
- 3) Name the HR strategy that uses game-like elements to motivate and engage employees.
- 4) \_\_\_\_\_ turnover is when a company loses its top-performing employees at a higher rate than its low-performing employees.
- 5) Name the practice where a senior employee is offered a lower-level position to avoid being laid off during a downsize or restructuring.
- 6) What term is used to describe the process of recruiting an employee for a role similar to their current position on a similar level from outside of the organization?
- 7) \_\_\_\_\_ describes when companies keep employees during tough economic times, such as a recession, instead of laying them off because they feel it will save money in the long term.

### RIDDLES

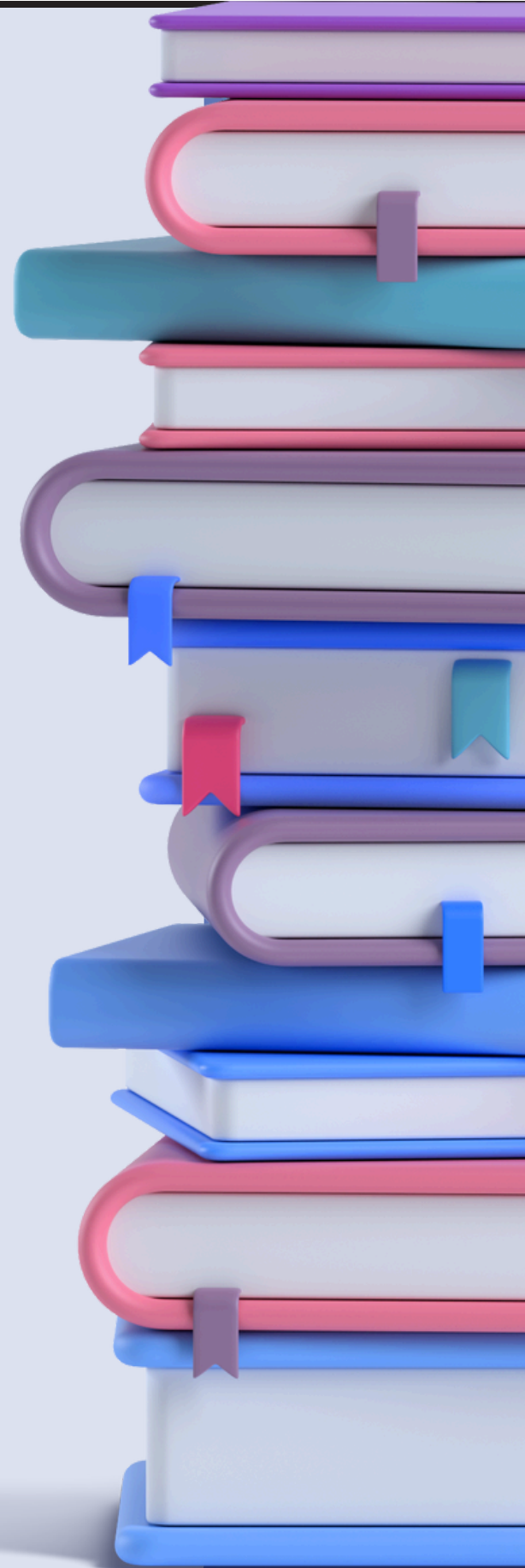
- 8) I'm the ladder to help you rise, With new knowledge as your prize. In a world that's changing fast, I ensure your skills will last. What am I?
- 9) I'm the extra job that you pursue, Outside your main work, something new. I bring in cash, or skills to grow, While your full-time work continues to flow. What am I?
- 10) Not all paths go through college doors, I focus on skills, not classroom lore. I thrive in tech, trades, and the modern sphere, Where experience and training bring me near. What am I?
- 11) I'm the job that lets you glide, No hustle, no grind, no race to ride. I offer freedom, ease, and space, A slower pace in a busy place. Work from home, set your own tone, No pressure, just comfort to call your own. What am I? A job that's light, Where work and rest feel just right.

## HR Reads

As we conclude this month, we're excited to bring to you "HR Reads," where we highlight essential books for our readers. After having a see through into the latest HR updates, comprehensive business analysis and thoughtful info, it's now time to shift the focus towards self-growth!

Books are a man's best companions, providing the inspiration and knowledge to make tomorrow's bright leaders. Regardless of your level of experience — whether you're a seasoned HR professional, a student, or simply someone who's keen to learn and explore, this curated list has something for all!

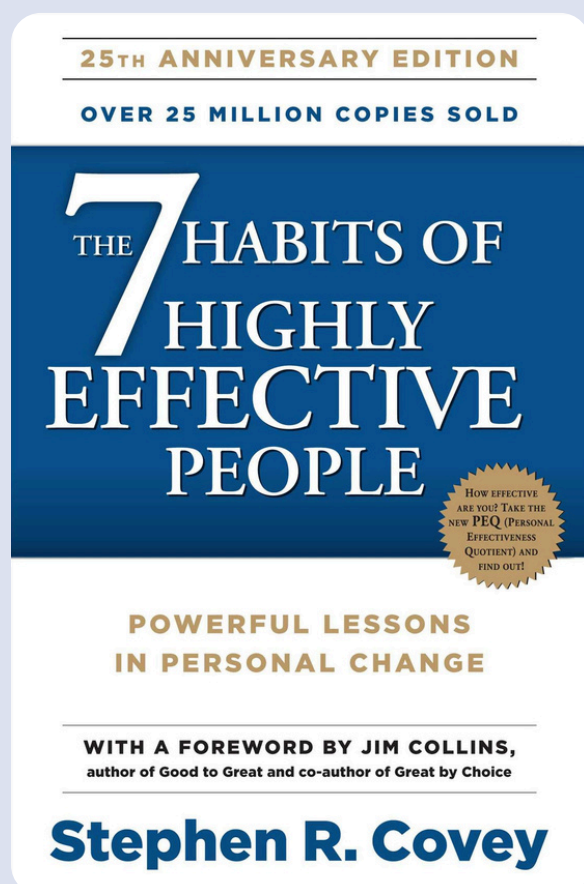
Be a part of these reflective reads to shape your perspectives, deepen your understanding, and gain significant insights...



## HR Reads

### PERSONAL DEVELOPMENT

## THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE



The 7 Habits of Highly Effective People by Stephen R. Covey

Publisher - Free Press

Has this ever come to your epiphany that — what if little everyday changes could be a game-changer in your life? Our habits shape our opinions, mindset relationships and success. Think of the impact that one small change could make —how much more focused, productive, and content could you be?

This classic by Covey encourages readers to combine their actions with principles and long-term vision. This one isn't about quick fixes, but about practical tools that can help you achieve your goals with a deeper sense of purpose. With each habit, Covey reiterates his readers to question their way of thinking and their actions, for your thoughts result into practical deeds and your deeds shape your destiny.

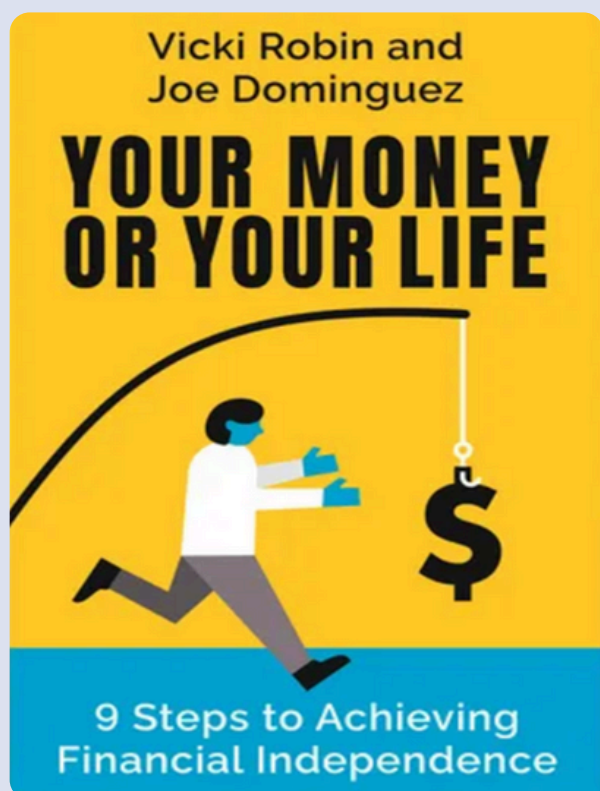
Ready to transform the way you choose to think and live with utmost joy? The wait is now over – treat yourself to this enriching read and see the impact it has to offer!



## HR Reads

### FINANCE

## YOUR MONEY OR YOUR LIFE



Your Money or Your Life by Vicki Robin and Joe Dominguez

Publisher - Penguin Books

Have you ever thought if your work-life balance is actually balanced or just felt stuck bartering your energy for money? Well, think no more! Your Money or Your Life by Vicki Robin and Joe Dominguez not only has finance figured out, but helps you redefine your choices with money and discover the route to true accomplishment!

This transformatory read puts forth a challenge to the tradition of "earn more, spend more" thinking by asking a simple question: Are you making a living or making a life? The book introduces a practical guide to keep track of your expenses, evaluate your definition of happiness, and align your finances with your true values.

If you're ready to question societal taboos and norms to uncover a new way to approach money, this book is definitely a must read!

Get your hands on this one to find out if this could be the book that can change the way you see your financial future!



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