

CASE STUDY



Interview with Francis Abraham - Member of the Corporate Affairs Committee

What activities do you organize to promote a positive company culture?

We want to be a strong employer brand – a company that attracts the best people because it is a good place to work. Being open with our people, and making them feel involved in what we do, is an important part of our company culture. As the CSR - HR Manager India, I follow up closely with my COO and Executive Management, senior and middle management to understand how to go forward in people management and integrate this into our business strategy.

At Rosy Blue we have a tradition where our Executive Management informally meets the employees during the Auspicious Occasion of Diwali. Additionally, an annual get-together with family members is organized where all are encouraged to display their talents. On these occasions, exceptional performers are felicitated. We have a three-day annual sports event wherein all managers and employees participate and compete together.

How do you manage suggestions of the employees? Have any suggestions been implemented in the past year?

At Rosy Blue we have an open door policy where employees are encouraged to suggest areas of improvement in both work & employee development/well-being. We also have suggestion boxes kept at prominent locations, which are periodically checked. Occasionally we also have contest for best suggestions.

During the past year, based on the suggestions, Medical Camp was organized for all employees to identify their blood group and to detect serious ailment, if any.