

Kerala PERSONNEL



National Institute of Personnel Management - Kerala Chapter

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NEUROSCIENCE in the
Workplace: Enhancing **LEADERSHIP**,
PRODUCTIVITY & EMPLOYEE WELL-BEING

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Message from
CHAIRMAN



Message

Dear HR Professional,

New year greetings from NIPM - Kerala Chapter.

Welcome to the second edition of Kerala Personnel. We had a vibrant quarter with series of practical HR sessions. The participation from members was highly encouraging. Kudos to the chapter and group level teams.

Various programs during October to December include Onam celebration, Induction of new members, One day workshop on Neuroscience, LTS presentation by Mr. Saji V Mathew, Boot camp sessions, Remembering Ratan Tata, Certificate course on essential competencies and legal awareness for HR Managers, Malabar HR meet organized by Calicut group and NIPM Southern Regional Council meeting at Bangalore.

We have also planned a series of evening lecture meetings, Young Manager's Contest, LaunchHer season 3.0, Outstanding HR Manager award, CSR Award for Corporates. Legal update 2025 etc. in the coming months.

Let me share few thoughts on Managing Human Resources in the digital era. Recent research studies reveal that in the next five years 92% of the current jobs will vanish. It is certain that new jobs will emerge in this transition process. Another challenge will be managing three generations of employees at the workplace. In order to survive in the digital era, Agility and upskilling will be at the center stage. HR leaders have to be the torch bearers of value system in the organization.

The need of constant learning and communication channels are equally important in the new digital world. Decision making will move from emotional approach to data driven approach. In the emerging era, Trust for employees and customers are to be given due importance. Preserving and setting up a work culture which focuses on work life balance is vital to the survival of the organization. Leadership development, Employee wellness and retention of key talent will decide the competitiveness of future ready organizations.

Looking forward to active participation and creative suggestions from members for making the chapter activities more relevant and up to date.

With Professional regards,

Johnson Mathew
Chairman
NIPM Kerala Chapter

Message from
SECRETARY



Message

Dear team NIPM KC,

Happy new year to all dear members.

As we step into a year filled with new opportunities and challenges, it's the perfect time to explore how we can transform our HR practices with the latest technological advancements.

The role of HR is more critical than ever in steering organizations through transformative changes.

Our quarterly magazine brings to light key discussions on how neuroscience enhance leadership, productivity & employee wellbeing at the workplace.

It also highlights the importance of ESG and its contributions in bringing improvements in the management systems & practices.

Together, we can redefine the future of work.

Our flagship program, LaunchHer Season 3, is now live! Calling all Lady HR professionals to join this transformative journey and elevate your personal brand. Don't miss this opportunity to grow, connect and make your mark in the HR landscape!

Kind Regards,

Kshama Sandeep
Secretary,
NIPM Kerala Chapter

Message from
EDITOR'S DESK



Message

Dear Readers,

Wishing you all a Happy and Prosperous 2025! May this year bring opportunities for growth, success, and well-being in every aspect of your life.

As we navigate an ever-evolving workplace, neuroscience offers valuable insights into leadership, productivity, and mental health. This issue of Kerala Personnel explores how understanding the brain can enhance decision-making, foster innovation, and create healthier, more adaptive work environments.

Let us step into 2025 with a commitment to lead with empathy, embrace change, and prioritize well-being. Together, we can shape workplaces that empower individuals and organizations to thrive.

We extend our gratitude for your continued support and eagerly anticipate your active participation in the dynamic NIPM community.

Happy Reading!

Dr. Ranjana Mary Varghese
Editor

ONAM CELEBRATIONS



06-10-2024 – Onam Celebrations – Celebrated Onam at Rama Varma Club long with Induction Program for new members joined NIPM recently. About 150 members and family members attended the event. The Chairman welcomed the guests & members. The Induction & Felicitation to the new members were given by Prof. A.S. Girish, Mr. Anish Aravind and Ms. Remya Ravi. The program was concluded with delirious Onam Sadhya and Ms. Kshama Sandeep proposed Vote of Thanks.

Executive Committee Meeting

29-10-2024 – Executive Committee Meeting for the month of October 2024 was held at NIPM House, Kochi

27-11-2024 – Executive Committee Meeting for the month of November held at NIPM House, Kochi

20-12--2024 – The Executive Committee Meeting of Kerala Chapter was held on 20thDecember 2024through Zoom Online.

One day Workshop & Knowledge Sharing Sessions



25-10-2024 – One Day Workshop on Neuroscience: Unlocking Human Potential was conducted at Hotel Presidency. The Resource person was Mr. Biju Dominic, Chief Evangelist, Factual Analytics & Chairman, FinalMile Consulting. Total 87 participants as attended the event which was well appreciated by all.



29-10-2024 – Presentation on the recently concluded Long Term Settlement at Sud Chemie India Pvt Ltd. by Mr. Saji V Mathew, AVP (HR) & Site Head, Sud Chemie at NIPM House, Kochi.



27-11-2024 – Remembering Ratan Tata – A Session organized by Kerala Chapter to remember Late Ratan Tata. The Resource Person was C. A. Venugopal C Govind, Managing Partner, Varma & Varma Chartered Accountants, Kochi.

8-11-2024 – NIPM Kerala Chapter Infopark Club organized a session on Employment Contracts and Labor Law Basics for HR professionals at Rajagiri Centre for Business Studies, Kochi. The Resource Person is Mr. Sreelal M.R. Manager (HR), APTIV Connection Systems Ltd.

Student Development Program

06-11-2024 – NIPM Calicut Group in association with Farook Institute of Management organized a Session titled Leveraging AI & GPTs for Strategic HR Insights at MDP hall, FIMS, Kozhikode. The Resource Persons were Mr. Nissamudheen Firoz, Vice President-HR, Bridgeway Group and Dr. Ahmed Riaz, Director, FIMS, Kozhikode

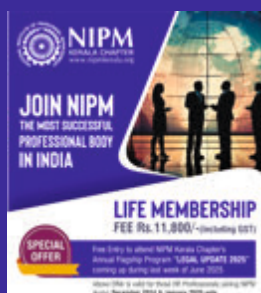
Boot Camp 2.0: Campus 2 Corporate



06-11-2024 – NIPM Kerala Chapter organized Boot Camp 2.0: Campus-2- Corporate Session 1 of 4 in association with XIME Kochi at their premises on the topic Compensation and Benefits Trends for B-School Students. The Resource Persons were Dr. Anjali John, Asst. Prof. XIME, Kochi (Moderator), Mr. Karthik Subramanian, Senior Manager-HR, Aspire Systems and Ms. Sreelekha S Kumar, Head-HR, Amphenol GBS. 115 Students from various B-Schools in and around Kochi participated in the session.



Boot Camp 2.0: Campus-2-Corporate Session 2 of 4 in association with SCMS Cochin School of Business at their premises on the topic HR Automation and Technology for B-School Students. The Resource Persons were Dr. Neethu Ismail, Asst. professor, PGDM, Department of HR, SCMS Cochin (Moderator), Mr. Krishnakumar, CEO of GreenPepper + AI, Ms. Sarika C.K., Location HR Leader, IBM and



Life Membership Campaign -As decided during last EC Meeting, a Flyer regarding Special Discount for Life Membership being offered by Kerala Chapter has been released and circulated among the members and other HR Professionals. The special offer will be free pass to attend NIPM Annual Flagship Program Legal Update 2025 for those HR Professionals joining NIPM as Life Member during the months of December 2024 & January 2025.

Boot Camp 2.0: Campus 2 Corporate



25-11-2024 – Boot Camp 2.0: Campus-2-Corporate Session 3 of 4 in association with Nirmala College Muvattupuzha (Autonomous) at their premises on the topic Talent Acquisition Trends. The Moderator is Ms. Dinna Johnson, Associate Professor & HOD Management Studies and Resource Persons are Ms. Kavitha Mathew, Manager (Learning & Development), BPCL-Kochi Refinery & Mr. R. Madhavan, Senior Manager-People Success (HR Head), CogniCor Technologies Pvt. Ltd., & Mr. Koshy K Ancheril, Ex-CHRO, Sunrise Hospitals



29-11-2024 – NIPM HR Boot Camp 2.0 – Session-4 of 4 in association with Rajagiri College of Social Sciences (Autonomous) at their Premises on the topic Fundamentals for a Strategic HR Business Partner. The Resource Persons are Dr. Manoj Menon, HoD, Department of Personnel Management, Rajagiri College of Social Sciences (Autonomous) (Moderator) and Mr. Muralikrishnan B, HR Business Partner, Ford.

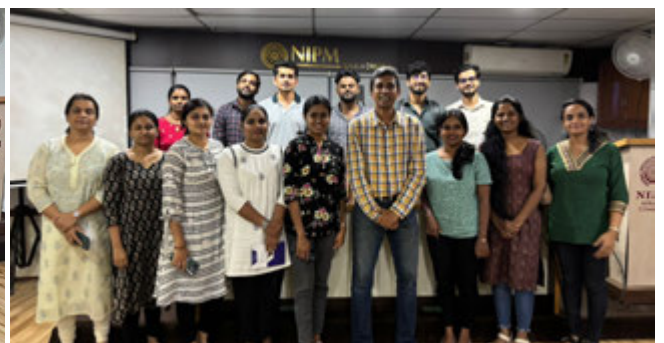
NIPM Certificate Course on Essential Competencies and Legal Awareness

Session-1



07-12-2024 – Session 1 of 10 of NIPM Certificate Course on Essential Competencies and Legal Awareness conducted at NIPM House. The Resource Person was Mr. T.I. Babu and the Topic for the Session was Factories Act 1948, Kerala Labour Welfare Act 1975 – Compliance with Factory Regulations and Labour Welfare Rule, Disciplinary Proceedings & Subsistence Allowance. Out of 27 Participants registered, 26 were present representing various organizations in and around Kochi.

Session-2



21-12-2024 NIPM Certificate Course – Session 2 of 10 of 10 on the topic Talent Acquisition Skills & Tech HR – Effective Strategies for Attracting, Selecting and Hiring Top Talents held at NIPM House. The Resource Person is Mr. Anish Aravind, Vice Chairman, NIPM Kerala Chapter, Co-Founder & Principal Consultant, SS Consulting

NIPM Regional Council Meeting-Southern Region



Two Day Regional Council Meeting was held at BEL Guest House, Bangaluru organized by SRVP in association with National Council which was attended by National President, National Hon. Secretary, NC Members and Representatives from Southern Chapters. From Kerala Chapter Mr. Johnson Mathew, Chairman and Mr. Anand A.S., EC Member attended. A detailed presentation on our activities during 2023-2024 and 2024-2025 (Upto Dec. 2024) and future plans during the remaining period of the year were presented during the said meeting which was well appreciated by all the members present in the meeting.

Malabar HR Meet 2.0



NIPM Calicut Group organized Malabar HR Meet at Manuelsons Malabar Palace, Calicut on the topic Step into the Legacy of HR Leadership. The Resource Persons were Mr. Wayne Unger, VP L&D ast Synchrony Asia, Ms. Beaula Alphonse, Head Talent Development & Employee Engagement – L&T HCl, Mr. Mohammed Afzal, Google Certified Innovator, CTO, Cordova Educational Solutions & Techno alliance, Mr. Aravind Warriar, HR Lead at Volvo India. The program was inaugurated by Mr. Snehil Kumar Singh, District Collector, Kozhikode. Representing Kerala Chapter, Mr. Anish Aravind, Vice Chairman, addressed the participants.

NEUROSCIENCE in the Workplace: Enhancing LEADERSHIP, PRODUCTIVITY & EMPLOYEE WELL-BEING



Ms. Sreelekha S Kumar
Head HR, Amphenol GBS

Neuroscience, the study of the nervous system and brain, has found practical applications in the workplace, enhancing productivity, well-being, and leadership effectiveness. Real-world examples and case studies illustrate how organizations are leveraging neuroscientific insights to address challenges and improve outcomes.

Enhancing Leadership Through Neuroscience

Research from the NeuroLeadership Institute, as discussed in the Harvard Business Review (published July 25, 2023, on neuroleadership.com), identifies three common neural tendencies that can

undermine leadership effectiveness: the brain's resistance to change, the tendency to avoid conflict, and the inclination to favor immediate rewards over long-term benefits. By understanding these neural predispositions, leaders can develop strategies to counteract them, leading to improved decision-making and team management.

The NeuroLeadership Institute found that leaders are most successful when they overcome the brain's resistance to excelling in three core domains: being future-focused, being adept at people management, and being results-driven.

Case Study: Rekha's Leadership Journey

Rekha, a star performer recently promoted to her first leadership role, quickly found herself overwhelmed. Her once-cordial peers grew distant, her team felt under-resourced, and constant firefighting left her dreading Mondays. When a top performer quit unexpectedly, Rekha questioned her abilities as a leader. However, with the help of a neuroscience-backed program, she learned to balance future planning, people management, and result-driven strategies. By rewiring her approach, Rekha not only regained her confidence but also transformed her team into a high-performing, motivated unit.

Neuroscience in Marketing Strategies

Companies have applied neuroscience to understand consumer behavior better, leading to innovative marketing strategies. From the direct stare of a cereal mascot to the smooth texture of a chip bag, every detail is carefully designed to catch our attention and spark our desires. Neuroscientists use tools like eye-tracking, brain scans, and color psychology to guide consumer choices. It's not just about selling products—it's about understanding our desires, sometimes even before we do. In a world shaped by these tactics, every purchase reveals something about how our minds work.

For example, items placed at eye level in supermarkets are more likely to be purchased because they capture our attention and are easier to access. Marketers use these insights to influence our buying decisions in subtle yet powerful ways.

The Role of Neuroergonomics in Workplace Design

Neuroergonomics, the application of neuroscience to ergonomics, focuses on designing work environments that align with human neural capabilities and limitations. By understanding how the brain processes information and responds to stimuli, organizations can create workspaces that enhance cognitive function, reduce stress, and improve overall employee satisfaction.

Examples of Neuroergonomics in Action:

- **Lighting:** Using natural light or adjustable LED lighting to mimic daylight aligns with the brain's circadian rhythms, improving alertness, mood, and productivity.
- **Sound:** Open office spaces often introduce noise distractions. By adding soundproofing, creating quiet zones, or using white noise machines, organizations can reduce cognitive overload and help employees focus.
- **Ergonomics:** Adjustable desks and chairs that promote good posture reduce physical strain, leading to better mental focus and fewer distractions.
- **Color Psychology:** Blue tones are used to promote calmness and focus, while green enhances creativity. Bright colors may be used sparingly in areas requiring high energy.
- **Task Management:** Using software to break down projects into smaller, manageable tasks helps reduce cognitive load and makes complex work more digestible.

Case Study: Microsoft Japan – The Four-Day Workweek Experiment

In 2019, Microsoft Japan conducted an experiment known as the Work-Life Choice Challenge to explore how neuroscience principles could enhance

workplace productivity and employee satisfaction. The experiment implemented a four-day workweek, giving employees Fridays off without reducing their salaries.

Key Neuroscience Principles Applied:

- Cognitive Load Reduction: Fewer meetings and a shorter workweek reduced mental fatigue and improved focus.
- Restorative Breaks: Extra time off supported brain recovery, enhancing creativity and problem-solving.
- Social Bonding: Employees spent more time with family, boosting emotional well-being and engagement.
- Reward Systems: The anticipation of a longer weekend triggered dopamine release, increasing motivation.

Results:

- Productivity: Increased by 40% due to focused work and shorter meetings (capped at 30 minutes).
- Energy Efficiency: Electricity use dropped by 23%.
- Employee Satisfaction: 92% of employees reported higher happiness and reduced stress levels.

Why It Matters: This experiment demonstrated how aligning workplace practices with neuroscience principles—such as rest, focus, and motivation—can improve productivity, sustainability, and well-being.

To conclude, the integration of neuroscience into workplace practices offers valuable insights that can lead to more effective leadership, optimized

employee performance, and innovative marketing strategies. However, organizations must balance the benefits of these applications with ethical considerations, ensuring that the use of neurotechnology respects employee privacy and autonomy.

For example, devices equipped with tiny electrodes can be integrated into office equipment to provide real-time data on employees' cognitive states. While this technology offers potential benefits in optimizing performance and well-being, it also raises ethical and privacy concerns. Organizations must navigate these issues carefully to ensure that they respect employees' rights while implementing neuroscience-driven strategies.

Sreelekha S Kumar
Head HR, Amphenol GBS
Amphenol
Cochin.

ESG triggered shift in management systems and practices: EY a promising case study



Dr. Geo Baby
Director,
Holy Grace Academy
of Management Studies



Remya R Menon
Assistant Professor,
Depaul Institute of Science
and Technology

Introduction

The economic and social parameters of the performance in the organization lead them to attain the future that it imagined. Organizations do find various strategies to sustain and lead the future business. Environmental, Social and Governance (ESG) is one of the most practiced measurement among the strategies that is being adopted. In 2015, the UN General Assembly presented “the 2030 Agenda for sustainable development” which consist of 17 sustainable development goals (SDGs) and 169 targets. The targets are built on the Millennium Development Goals (MDGs) and aim for accomplishing their uncompleted objectives. The 17 goals are combined and included in three dimensions of sustainable development: economic, social, and environmental.

The main reason for setting such sustainable development goal is to improve the resource allocation, create better employment and to improve the economic growth. The business world is already changed a lot from year after year and day by day. Business is recognized as an economic activity that is powerfully affected by economical, social and legal environments (Gladwin et al. 1995).

There are lots of factors such as a change in the political system, society's legal systems, consumer attitudes, opinion of public, change in science and technology, fights among nations etc will negatively and positively affect the business. The business also shows a reciprocal influence on the society by providing new jobs, innovative and improved products and services, generating income etc. Business imposes certain negative aspects towards the society such as environmental pollutions, hazardous working condition, products with dangerous attributes and discriminatory work environment.

Before the 20th century, the sole inspiration of doing business is to earn profit. As more and more business entered the competition grew and the increase in malpractices gives the intervention of government to protect the best interest of the society. Business gradually developed a sense of social responsibility when they realised a sense of increase in profit not by production and promotion strategies, but by developing answer to the question of what society wants from them.

The general public began to demand that the individuals, government and the business will be more responsible for their performance and actions.

Now business is held up with more responsibility towards society to serve a wide span of human values and there by improve the quality of living in the society.

Corporate social responsibility links with the performance of companies Michelon, G., Boesso, G., & Kumar, K. (2013). The corporates are held accountable to stakeholders and society in which they operates. Institutional legality, public responsibility and the discretion of the management are the three principles of corporate social responsibility. A business firm can function only in its social environment. The owner of the business firm must function being aware of the social forces. A clear sense of responsibility to and integrate with the welfare of the public is a basic stage of sustainment.

The corporate need to improve their performance by assuming new responsibilities that have emerged in the past from political influence, including the development of public regulations. They are expected to contribute towards the beneficial purpose of the society such as community services, equitable employment opportunities, and improvement of the quality of life in general.

A system, in general will improve only when all the subsystems within it as whole improve. Each system by striving towards its own improvement should also make efforts to improve the other systems. In other words, organizations aiming to be sustainable are required to pay attention to their performance on three dimensions: economic performance, social equity, and ecological preservation (Gladwin et al. 1995).

Importance of governance in sustaining business

The most important aspect of any organization must be its governance (Hoogervorst, J. A. (2009)). Adequate governance mechanism is

important for any firm to flourish. The core concept of institution will come under the formation of better governance. The organizations system, structure and operating procedure are in the right place so that their practices should be align with the principles of sustainability.

Organizations are moving forward from their traditional stringent view point to most agile view of considering environmental, social, and ethical consideration into decision making processes to expert advisory on the ESG knowledge (Arangil, A, 2022). The stakeholders have a role of setting sustainable goals, monitoring progress and accountability of the people employed is being crucial.

Importance of Environmental and social factors in sustaining business

There are few factors which an organization must consider while strategic formulation. What kind of activities that an organization is looking forward to mitigate the climatic change, resource usage and waste and pollution management. As a responsible organization, the firms is comprised of business processes and practices such as reduction of wastage, water and energy conservation, recycling the products' waste and reusing the by-products, natural resource conservation etc. will directly affect the operations of the firms. Firms can showcase their economic beneficial activities by building roads, hospitals, schools, or similar contributions (Jamali, D, 2007).

The social factors that are to be considered for the sustainability are ensuring fair and ethical labour practices, fair and safe working condition and the maintaining wide diversity in workforce. The organizations give more consideration to its surrounding environment and the people while ethically operating (Adams, C. A. 2004). What all products that the organization is produced should be safe and for the satisfaction. Being a responsible

organization EY also follow similar mechanisms.

Human resource practices followed by organization for sustainment Strategic Human resource management being the leading approach to manage people in large organizations (Knies, E., Boselie, P., Gould-Williams, J., & Vandenabeele, W, 2024). Being the crucial activity in any bigger organization human resource management has become unavoidable in strategy formation of the company. An alternative to the strategic human resource management came into force which is known as Sustainable human resource management. The main reason to build sustainability frame work in HR is to persuade the people to achieve positive financial, social, human and ecological outcomes in a longterm and short term perspective.

The very beginning of United Nation was the need for preventing growing environmental exploitations and to reduce the inequality among the society. The world commission on environment and development of Brundtland was concerned with the use and supply of resources should be keeping in mind the future generations. According to the report Sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It identified sustainability has global, long term, multi- stakeholder focused features and stakeholders' interdependence and need for collaboration also crucial in sustainable development (Brundtland, 1987).

UN and other organizations have attempted to improve the internationally by adopting sustainable outcomes. It also resulted to establish various systems measuring organizational sustainability outcomes have been developed to encourage organizations to take action for sustainability. In a broader perspective

sustainment have a link with the HRM. The purpose of HRM is to people management in such a way that organizations further sustainability goals through a multi – stakeholders, multi layered, collaborative approach (Stankeviciute and Savaneviciene , 2018). For the purpose of achieving this HR practitioners should directly or indirectly involve in collaboration at the national, regional, organizational and individual level.

Manpower and sustainment

One of the major focuses of sustainable HRM is to develop a core human capital as to concrete the process of HR. The resource based view in strategic management frame work that influence on the importance of a firm's internal manpower resources and capabilities in achieving sustainable competitive advantage.

ESG and Ernest and Young

Environmental, social and governance (ESG) is a framework used to assess an organization's business practices and performance on various sustainability and ethical issues. It also provides a way to measure business risks and opportunities in those areas. In capital markets, some investors use ESG criteria to evaluate companies and help determine their investment plans, a practice known as ESG investing.

A company with full commitment to their customer provide advantage by pledging themselves of zero carbon negative. Being competitive is very important and leading the industry by technological advancement and being creative, EY tries to adapt the path of sustainability through offsetting the carbon more than it emits. The promise of meeting carbon neutral level to reach by 2025. The plan of scope 1, 2 & 3 made it evident that the company have a focus towards how it will reduce the emission level in the near future.

Scope 1 and 2 deals with the conservation of electricity usage, water usage, fuel consumption etc.

and the scope 3 deals with carbon emission while traveling.

It is only with the help of “Enablon” technology, a solution that offer centralized place of tracking for the organization. It is almost completely tracked the scope 1 & 2 through this solution.

The seven point plan for reaching zero carbon emission by 2025

The first point of planning is to achieve a 35 % reduction in business travel emissions by 2025. By 2022 the business travel emission made 74% drop as 2019 takes to be a baseline. The air travel emission was planned to reach a 35% reduction by the year 2025 and for that each year they are focused to reduce this limit by 6%.

The second point of reducing the carbon emission by using the 100% renewable energy. 47% of the EY's electricity consumed is fully produced through renewable energy sources. The company also compels its potential landlords to convert to the users of renewable energy users. The company also became part of RE100, a global initiative to bring together as part of world's most influential business committed to 100% renewable electricity. Being a gold member EY is committed to attend all the events and webinar conducted by RE100 and it will encourage sharing of information and experience regarding the procurement of renewable energy by the company.

The third point is making more vPPAs [virtual power purchase agreements] with the vendors to make available the renewable energy sources adequate for the total working of the organization. These contracts actually giving tax reduction for the organization along with the message of sustainability.

The fourth point is calculating and reduce the volume of carbon emission during the work

travel. A collaborative movement towards sustainability EY along with IBM has implemented a system, which displays the carbon emissions of each travel mode. This help the people who are part of EY to plan their travel wisely.

The fifth point is introducing new projects to reduce or remove the carbon emissions more than the company emits. The projects include tCO₂e, forest protection, wind and solar renewable energy, clean cookstoves, peatland protection, regenerative agriculture, blue carbon, and biochar. In 2021 EY has signed a letter of intend to make possible the investment in Lowering Emissions by Accelerating Forest Finance (LEAF) Coalition and thereby reducing the emissions. EY also signed a memorandum of understanding for the future off take of Direct Air Capture (DAC).

The sixth point is giving support to the suppliers for the de carbonization. EY encourage their suppliers to reduce their carbon emission by targeting 2025.

The seventh point is collaboration makes the difference. The companies that EY collaborate with helps the clients indulge the possibilities of sustainability in to their moto.

Conclusion

A journey towards modesty is starting form a baseline. EY has started establishing the steps to decarbonize the same. There is no future for any one if it deprive its surroundings. ESG practices made by organization has become a crucial factor for investment decisions. By collaboration and alignment companies keep on improving their ESG reports to establish themselves for sustainment. EY being part of it moving forward with the forecast of carbon negative and net zero by 2025. The travel towards decarbonizing is not a solo trip, EY got their supporting clients and suppliers in its journey.

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