

# AVIYANA TIMES

EVALUATING THE PHILOSOPHY, VISION & MISSION  
FOR BUSINESS, HUMAN RESOURCES & SOCIETY

AN EXCLUSIVE QUARTERLY  
HR NEWS MAGAZINE

**1<sup>ST</sup>**  
**INTERNATIONAL**  
**EDITION**  
**APR-JUN**  
**2022 - 2023**

PUBLISHED BY  
AVIYANA HR SOLUTIONS  
A DIVISION OF AVIYANA VENTURES PVT. LTD.



## CHRO in Driving Seat – The Philosophical Role Transformation



This article is contributed by Nitin Shah – CMD, Allied Digital Services Limited.

He is a transformational leader with the ability to innovate the industry with his foresight, Nitin Shah holds a degree in Electrical Engineering, PG Diploma in Computer Management and PG Executive Management from Insead Business School, France.

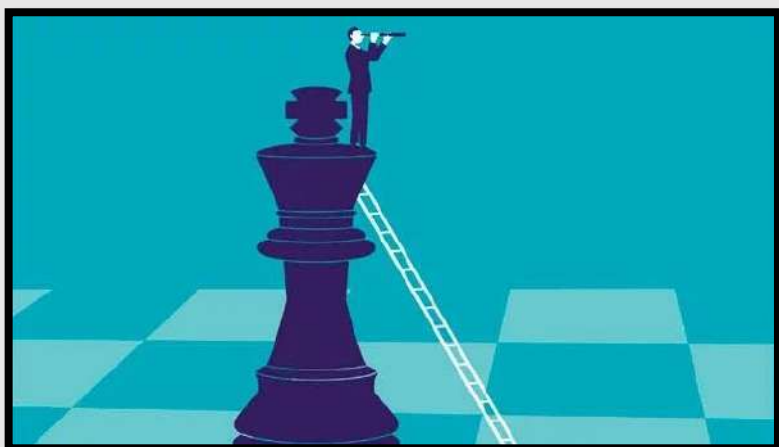
He is a pioneer of India's IT revolution. In his long and illustrious journey of 45 years, he has successfully led the company through various challenges and now he is charting the road map for creative disruption.

---

CEO of the company running it is yesterday news. The world went through multiple transformations where the CEO role was taken over by CFO, profit being paramount and subsequently the role of the COO became more prominent since operational excellence was taking center stage. This too had a short life when information became power and CIO became the man in the driving seat to enable C suite executives to take informed decisions.

In a hyper competitive market Innovation became key factor after this and the Chief Marketing Officer (CMO) role gained prominence. Soon the role of the Chief Digital Officer (CDO) was in limelight in data driven organizations and new age technologies like AI, ML etc. gained focus and helped the company grow faster.

Currently the role of the Chief Human Resources Officer (CHRO) has become most important since attracting and retaining talent with the right and in demand skillsets is the need of the hour. Technology has disrupted business models completely, this disruption was accelerated further due to pandemic, a new normal got established which was Work from Anywhere (WFA) post pandemic and has become the biggest challenge for CHROs today.



Intelligent Automation technologies & tools like Robotic Process automation (RPA) and Cognitive Automation using AI/ML took center stage i.e., RPA & AI made many employees redundant and demand for newer skillsets became particularly important which required relevant skilled people leading to huge demand across the globe and supply of relevant workforce became acute.

It's imperative to upgrade and reskill and repurpose the workforce specially using emerging technologies. Today getting new business is easier than getting the right people. Technology savvy CHRO gained prominence to run company efficiently.

The Global industry is evolving rapidly. Modern technologies are coming up and the entire business model is going through an unprecedented overhaul. Having undergone a paradigm shift in the recent tough times the way things are shaping up is interesting. The word "digital" has taken over the world and technologies like cloud migration, digital transformation, data analytics, IoT, Blockchain, Artificial Intelligence and other modern technologies have started gaining a lot of prominence. Multi and Hybrid Cloud platforms have emerged as the new computing standard. All the businesses are adapting to "Cloud Native." Artificial intelligence and Machine Learning technologies are constantly growing and changing. In this ever-changing industry, companies have gained prominence due to the quality time they spend on training, motivating, adapting, and empowering its employees. The current requirement of organizations is going beyond traditional outsourcing and entails cloud management and data driven organization culture too.

Companies understand that traditional work knowledge is redundant in the present times and demand for people who are proficient or skilled professionals who have comprehensive understanding of the newer skills are in demand. Citing this change, these organizations believe in honing the skills of its employees and enabling them to learn more about new emerging technologies.

"Organizations are fast shifting towards automation. Dependency on manual work is eventually getting reduced and processes are getting matured. This not only helps in reducing human intervention and occurrence of error, but it also enables better talent management, cost efficiency and better processes. The present-day need: however, is to ensure that a perfect balance is achieved by endowing the right skill to the human workforce and bringing in automation in the most effective way."

In the present challenging times organizations understand there is an urgent need to scale up all technology knowledge workers who must hone their skill sets and start learning about the new technology which will not only enable them to emerge strongly in the present circumstances but will help them strengthen their candidature in the evolving industries.

The one aspect which makes a company stand out amongst its peers is by having transparency and making inclusive decision-making processes which would become the hallmark of the company. The credo of empowerment is carried through in the management processes that have been put in place in the Company. Not only is the senior

management empowered to make decisions on day-to-day functioning but is an integral part of the strategic decision-making process too.

Training and development play a key role in emerging world and hence CHRO has a bigger challenge to conduct regular training and development programs for their employees on an ongoing basis in terms of scaling up their skill sets. Due to dearth of such training centers companies need to put up extra efforts to ensure that the workforce in the organization is imparted appropriate training for various subject matter on ongoing basis.

In the present-day business world, one needs to have an in-depth knowledge of one's area of expertise, an eye for innovation, team management, hard work and strong ethics to become an exemplary leader. Such organizations display the true spirit of a leader.



CHRO must become an exemplary leader who should know about the changing economic scales. It is no news that the success of an organization depends on its leadership and therefore, exemplary leaders can nurture its people at all levels and create organizations that are leaders in their domains.

In current scenario CHRO is very important entity in the driving seat to run and scale up the company efficiently. Hence prominent roles have shifted from CEO level to now CHROs.

