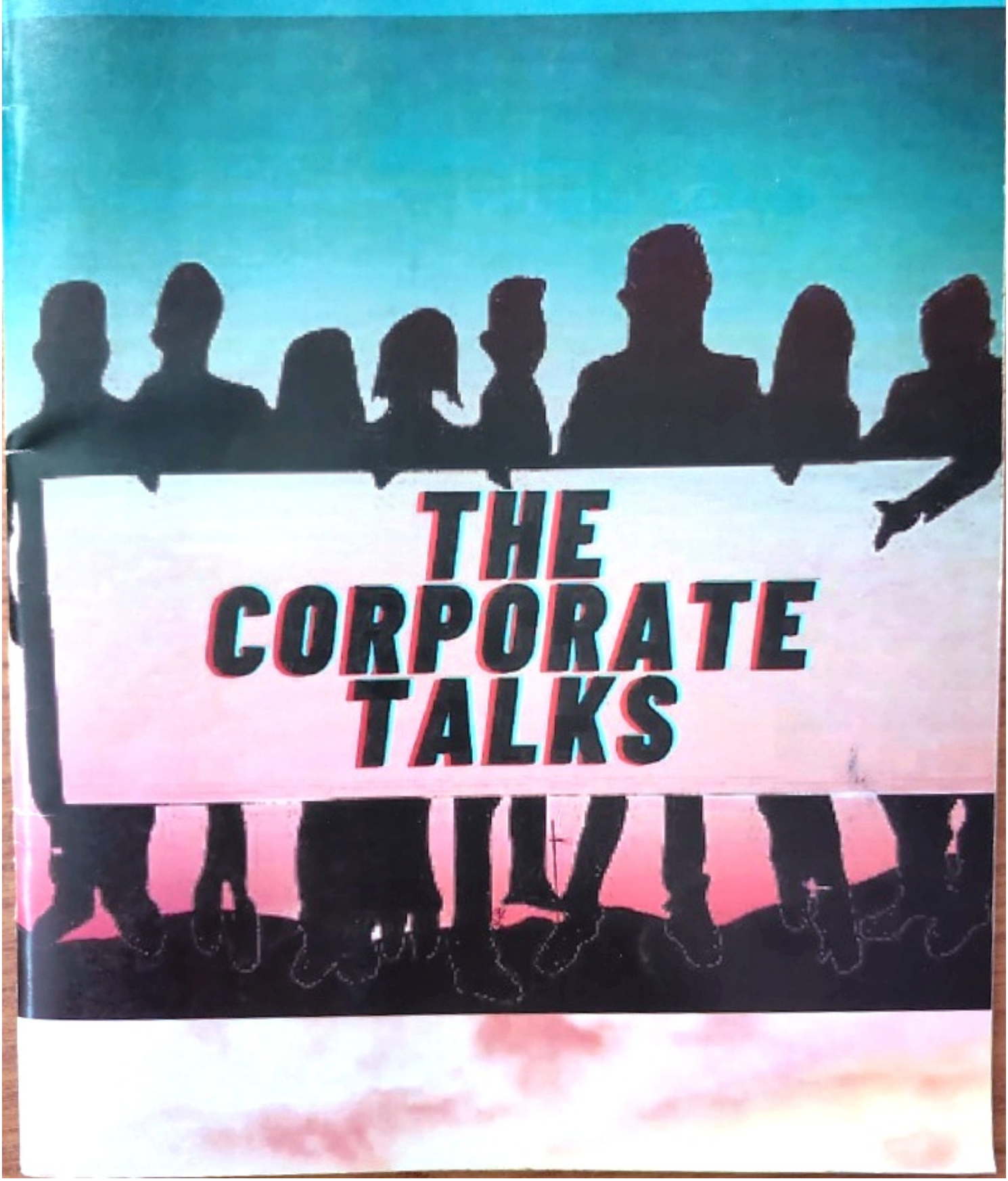
VOLUME "VI" No 2

BEYOND THE WALLS OF IVY



THE CORPORATE TALKS

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FOREWARD

It has been more than a year now that we are locked in our homes. For some it is a comfort but a struggle for many. Either ways, the one common thing we all have realised is that life goes on. Difficult times often bring out the best in people and we have seen many people come up with uniquely efficient ways to manage their work and life. This has inspired us to choose the topic for this edition.

In this edition of Samvridhi, we talk everything "corporate" but from a different view. We discuss the life of a corporate employee in the present situation and the scope of future possibilities. The challenges and changes that a company has gone through due to the dynamic situations outside with respect to its CSR policies and the tremendous growth of social media platforms in marketing and branding in today's times.

Well, we have more to this edition, we throw some light on the sensitive issue on the threats faced by divorced and transgender employees at workplaces. And on the lighter note, we also see the other side of the coin and discuss the variety of opportunities available for everyone - all inclusive.

Not to forget every editions favourite section. Yes you're right, the innovation section that showcases some of the brightest talents that birth during this pandemic.

So sit back and take the pleasure of reading.

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WORK LIFE BALANCE

Work life balance is a broad term that includes setting equal priorities between "work" (career and ambition) and "life" (health, enjoyment, family and spiritual development). It also has much to do with 'lifestyle harmony' and 'life balance'.

Sadly, there is no perfect "one-size-fits-all" balance you are looking for. It is different for each of us, because we all have different priorities and different lives. Trying to schedule an equal number of hours for each of your various work and perusal activities seems unrealistic and robotic. Life is and should be more fluid than that. The paradox is that the best balance for you today will probably be different tomorrow, say when you are single, or get married, or when you start a new career or are nearing your retirement. Work life balance is a two-pronged approach. The prong of work life balance, which many individuals overlook, relate to what individuals do for themselves

Why do you want a higher salary, a new home, a successful MBA program or a dream job? The front and back meaning of coin in life is achievement and enjoyment. The pride, satisfaction and, in a nutshell, all of life's pleasure is what an individual is looking for.

Work life balance is becoming too unbalanced as a result of increased competitiveness of a 24/7 business cycle. This disparity has a negative effect on working people's personal lives: an increase in divorce, infertility due to high stress level, the rise of nuclear families, and so on.

Similarly, women now make up a large portion of every organization's overall workforce. Running a household, raising their children, and meeting tight deadlines at home and at work .Women's desire for legal and financial freedom has been acknowledged by society over time. However, the practical and emotional implications of the transition to motherhood persist. When they return to work, it also has an effect on their professional standing.

Organizations today have recognized the value of employee-work-life balance and its effect on employee productivity to some degree. At workplaces, attempts are made for comfortable work environment for workers by making a variety of refreshments accessible.

Employees are granted the right to do their jobs in their own way. They are given assignments with deadlines, and they are free to set their own schedule as long as the deadlines are met. Some companies induced maternity and paternity breaks, as well as numerous vacation packages and insurance plans. Organizations are focusing on grooming their workers, who are now seen as the organizations as 'Human Capital,' rather than just a workforce.

Maintaining a work-life balance is a difficult challenge. However, if one follows the basic guidelines outlined below, it is still within reach:

- Make a schedule: Strike a work-life balance by assessing your work-home relationships, such as keeping track of how much time you spend at work and at home.
- Prioritize ruthlessly: The key is not to prioritize what's on your schedule, but to schedule your priorities.
- Organize: Organizing ahead of time makes the work more enjoyable.
- Be productive: Productivity is never an accident it is always the result of commitment to excellence. Switch to work mode while you're at work to be more efficient.

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- Learn to say no: In order to say yes to your priorities you have to be willing to say no to something else which is unworthy to you.
- Focus on home life: Your focus determines your reality. If you intrude into your work life when at home, the perfect way to concentrate on home life would be shattered.

As a result, in an ever-dynamic working world, the idea of "work-life balance" is becoming increasingly important. In managing this turbulent seesaw, the individual's position is just as important as the organization's. Using one's emotional intelligence is one of the easiest ways to go about it. Keep in mind that striking a work-life balance is a long-term operation, not a one-time event. It's important to strike a balance between work and home life. There is a risk of soaring stress levels if the balance is skewed.

-G S Sucheta

MBA 2B

LIFE OF A CORPORATE WORKER

Corporate culture includes a shared set of values and beliefs that are embraced by everyone within the company. These values and beliefs are reflected in the company's human resources, from performance programs to the ways that projects are coordinated. It even goes right down to the way that meetings are conducted.

Pros:

- MAKING DIFFERENCE

Working in a corporate environment will teach you that making a difference translates into more than just sales. You'll learn that your job is not just about listening to what the client wants, but instead, to sell them as many products as possible. And, if you fail at that task, you will be required to pester them on a regular basis until they finally sign on the dotted line. A job in the corporate world will teach you to make a difference in unexpected ways.

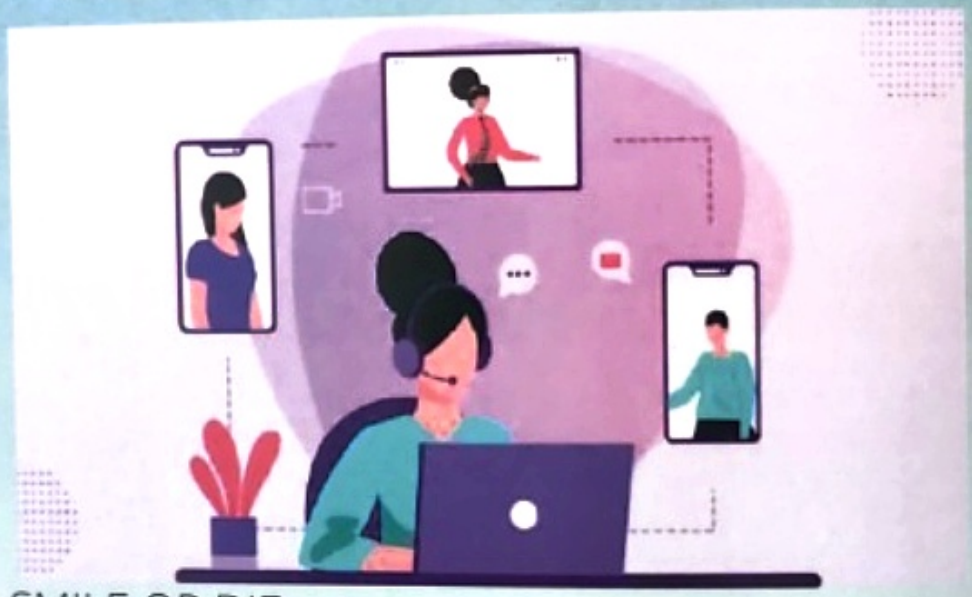
- WORK-LIFE BALANCE DOABLE

Your contract may state that your hours are 9-5, but in reality, homework is always required. However, this doesn't mean that you'll have no life. As long as you're able to demonstrate your willingness to occasionally give up your life for the greater good of the company, you're all set.

- IRRELEVANT WORK

This is probably one of the most important aspects of survival in corporate world. If you want to be successful in the corporate hierarchy, you will need to spend a large proportion of your working time completing work created

by your boss so that he/she can justify their own existence within the corporation. This work is usually completely irrelevant to the larger good of the company, but it is a perfect way of helping you keep your job, especially if you are able do this work as if it was more important than what you were employed to do.e to be treated, then you'll need to leave that principle at home. In a corporate world, you will need to display selfishness, narcissism and a willingness to walk all over whoever you can in your rise up the corporate ladder.



- SMILE OR DIE

If you want to succeed and survive in the corporate context, you are required to remain positive at all times. In fact, this is by far more important than any skills or intelligence. You may actually be better off if you leave your intelligence at home, because questioning the status quo is a big no-no in the corporate world. You are not employed to think; you are employed to do whatever you get told to do! As frustrating as it will be, keeping a positive

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attitude with big smiles throughout each day is essential in order to survive in the corporate world.

BACK-STABBING

Your colleagues will constantly be on the lookout for any mistakes that you make. And when they find any, they'll be quick to point them out and email you as well your boss about the mistake. If it's a really bad mistake, your boss may even receive a phone call. You'll constantly need to try and earn brownie points from your peers.

-SHAIK SAMIHA FIRDOUS
BBA-IIIB

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Impact of Social Media Marketing on Corporate Sector

Corporate, what do you understand by this term? The same as I understand it to be? A group of companies or businesses at a large scale is what a corporate is. Everyone who dreams of living a luxurious or lavish life will definitely jot this as their first priority. So, some examples for corporates will be Google, Amazon, Deloitte. Every company you know might be a corporate one because you'll only know if it is a really successful business. Small businesses are not known worldwide. They remain geographical in nature until and unless they think of expansion and wealth maximization. So, do you really think social media is going to affect the humongous corporate world? Absolutely YES. Let me hover you on it a bit.

The factor any company believes to be important is Marketing. Marketing makes a company stand out in the society. If there is no marketing, no one would even know about the business. It helps a company to build a relationship with the customers, to get sales leads and even to improve the company's reputation. You might know marketing as just hoardings and advertisements, but it's an ocean which helps the company to surf on its tides if utilized properly.

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You can ask me, "Dude you're saying that Marketing decides a company's turnover and that social media which we use for fun can affect it?" Let me explain.

The traditional marketing consists cold calling most of the times. I'll tell you what cold calling is. You need to know whether the customer is interested in your product or not. If yes, you need to convince him to buy that product. He might be interested but he might not like the price, you'll have to negotiate with him and show him a demo if he needs one. And even after all this, we can't be sure that he's going to buy it. This is called cold calling. Now, generations after that cold calling, we are here in a digital era. In the era of Digital Marketing. This eradicated the entire process of cold calling. It has remained to be just a process in the history of marketing. Digital marketing is completely based on the internet. These days, there is internet all over the world. Companies are now making use of this opportunity to get themselves into the public. The business expansions have been really easy these days.

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A friend of mine was looking to buy an office chair through Amazon. He browsed through some options and wish-listed some chairs. He closed the app and started surfing Instagram. He saw the same chair which he liked a lot on the Instagram feed and was really surprised. That happened because Amazon captures cookies and cache from your device and undergoes a process. This is called Remarketing. Now a days, all the corporate companies are using social media marketing to minimize the marketing costs and use the funds efficiently. In social media marketing, you can actually target your audience precisely and limit your marketing or advertisements to group of people who're likely interested in the product. Social media has been the most influencing kind. From children to elders, everyone is on social media which makes it a very powerful medium. A post on social media can influence the whole corporate world. A recent example would help you understand better.Elon Musk, A renowned personality, tweeted about a type of cryptocurrency called Dogecoin on twitter. Immediately after Musk's tweet on Thursday, Dogecoin prices skyrocketed from less than 43 cents apiece to more than 50 cents. As of Thursday night, Dogecoin was up 20% since Musk's tweet, to about 47 cents, according to Kraken data. Bitcoin declined from about $54,500 a coin to less than $50,000 in the 24 hours after Musk's announcement of Tesla's move. One tweet on social media increased the Dogecoin's value by an enormous percentage.

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As a digital marketing guy, I suggest all the marketing enthusiasts out there to pursue courses related to digital marketing and keep upgrading their skill to sustain in the market. There is a huge demand for digital marketing experts across the globe but very few people to fulfill that demand. Let's fulfill the need in the market and grow together.

CHAKRADHAR MANDAPALLI
MBA-1B

PRESENT SITUATION OF CORPORATE WORLD; WHAT WOULD BE THE FUTURE POSSIBILITIES

-Covid-19 has already sparked transformations across all industries and sectors.

-Three unknowns will determine how the crisis affects companies: shifts in the corporate landscape, changing consumer behavior, and the future of business operations.

-Investors who pay close attention to these unknowns and maintain an adaptive mindset can deal better with the changes that lie ahead.

The Covid-19 crisis continues to reshape the realities of our daily lives and the world around us. A path back to "normal" is becoming harder and harder to envision. Companies, governments and individuals are grappling with transformative changes that have put new and unexpected trends in motion in virtually every industry. As the likelihood of a return to the pre-pandemic state of affairs decreases, we explore three key unknowns: what the pandemic might mean for the corporate landscape, for consumer behavior and for business operations.

In many industries, the changes wrought by the pandemic are already visible.

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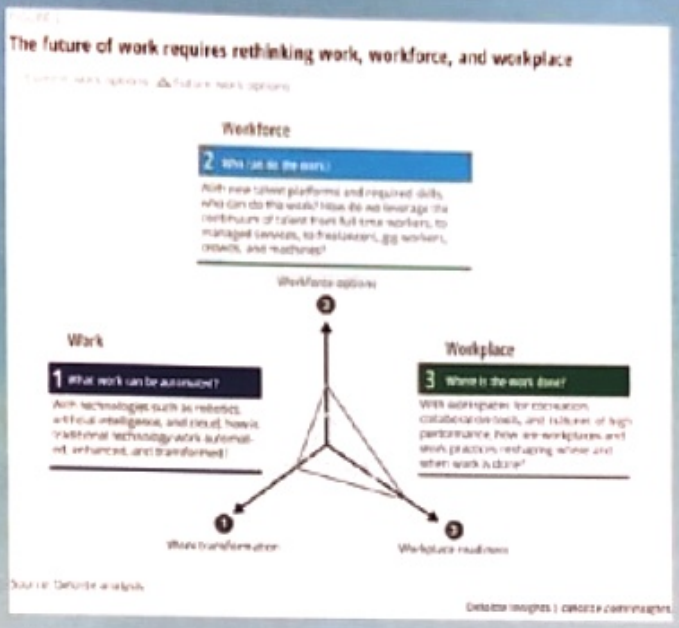
Industry leaders in the tech industry, the key beneficiaries of the shift towards online consumerism, have cemented their dominance in a winner-takes-all landscape.



The ongoing changes playing out across every industry raise crucial questions about how the corporate world might evolve from here. A return to the old status quo is clearly not in the cards, but the future is still up in the air. What matters now is how all stakeholders – governments and regulators, individuals, and companies themselves – respond to these cataclysmic changes. Will we commit to building a fairer and more future-proof corporate landscape that improves the prosperity of all stakeholders? Or will short-term thinking win out?

By analyzing not just how these unknowns might develop, but also how fast-moving and permanent these changes might be, we can better position ourselves for a post-pandemic world.

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What will the corporate landscape look like after the pandemic loosens its grip?

The crisis has the potential to create dramatic shifts in the corporate landscape on a global scale. In the US, the shareholder-first model and focus on profit generation have spurred widespread consolidation that shows no signs of stopping. Particularly in the tech sector, the "winners" of the pandemic have reinforced their dominant positions and are pursuing new avenues for consolidation. In contrast, governments and regulators in Europe continue to opt for a stakeholder model, which considers the interests of employees, customers, suppliers and local communities. Meanwhile, China offers an alternative model: the stakeholder model, where the government determines the direction of state-owned enterprises.

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The outcome of this disparity hangs in the balance. Dominant US companies are making gains for now, but their short-term focus could jeopardize their license to operate in the longer term. Meanwhile, the Chinese stakeholder model threatens to topple the established US hegemony. Will European regulators and governments take a more nuanced view of consolidation in the wake of the pandemic, leading to a surge of controlled consolidation in fragmented European industries?Will US tech giants be allowed to grow ever more dominant in an industry that offers no real competition? Perhaps most importantly, which model will be best suited for a post-crisis world: shareholder, stakeholder or stakeholder?

Will the shifts in consumer behavior spark transformative change?

The second unknown is how the changes in our daily lives will alter the consumer environment. Our lives have already been transformed in the short term, as trends such as working/learning from home and online retail and entertainment have accelerated. These developments have led to wide-ranging impacts on the retail, entertainment and travel industries, as firms have had to lay off staff or even shut their doors permanently. Meanwhile, for many consumers the crisis has raised questions of corporate citizenship and social responsibility, which could prompt further changes in spending habits.

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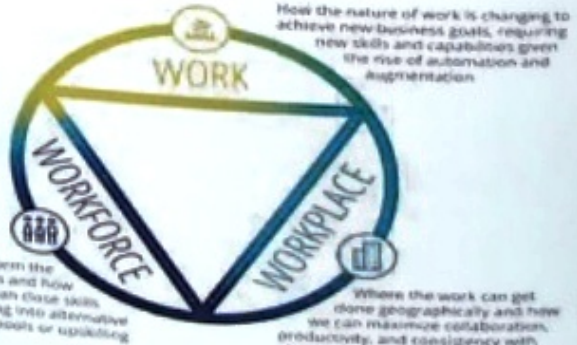
"Increased awareness of social responsibility could pave the way for an era of more thoughtful and sustainable production and consumption"

Will these trends continue unabated into 2021 and beyond? If they do, our consumption habits and even our way of life could be permanently altered. Traditional retail spaces like shopping malls could become more like showrooms as consumers opt for the convenience of online retail, while movie theatres could permanently lose out to online streaming. Cities could also be transformed as workers largely work from home, limiting the need for office space and for businesses catering to office workers. College towns could become ghost towns. In addition, the increased awareness of social responsibility could pave the way for an era of more thoughtful and sustainable production and consumption, as consumers push companies to follow through on their promises and become better corporate citizens.

How will companies operate differently in a post-pandemic landscape?

FIGURE 1

Creating value in government: How more options for work, workforce, and workplace expand opportunity



Source: Deloitte analysis.

Deloitte Insights | deloitte.com/insights

The third unknown grapples with how the pandemic could lead companies to change radically from within. Two key areas with the potential for far-reaching change in business operations are supply chains and automation. Companies that were accustomed to theconvenience and cost efficiency of globalised supply chains found themselves adrift in February and March as supply disruptions resulted in chaos. Meanwhile, the pandemic has highlighted the importance of flexibility and the need to respond quickly to new developments. This provides a potential impetus for the rise of "intelligent automation": technologies that cater to fast-evolving demand dynamics and sudden changes in consumer behavior.

Many routes are open for companies that seek to rework their processes in the wake of the pandemic. Some might choose to diversify their supply chains, sourcing goods from a variety of suppliers and countries to bolster their resilience. Others could move their manufacturing processes closer to the end consumer, or even bring them in-house. Still others might temporarily strengthen their supply chains but could shift back to single-sourcing in thelongterm. Meanwhile, firms that integrate smart automation into their processes could do so in a way that complements the creativity of their human employees, or they could be emboldened to slash their workforces in the name of cost-cutting.

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The convergence of localized, more resilient supply chains and smart automation could lead to a tipping point that entirely redefines traditional business operations.. For this to materialize, companies will need to make choices that prioritize long-term resilience.

Navigating the road ahead

The Covid-19 crisis has drastically reshaped the world we live in. We have already witnessed transformations in many industries as companies and consumers grapple with the new normal. The big question is whether these changes will become permanent and irrevocable. What corporate model will prevail? Will the pandemic "winners" cement an insurmountable position that will be almost impossible for new entrants to challenge? Will consumers move inexorably towards an online society as the trends towards working and studying from home continue to grow?

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And will companies build more resilient supply chains that take full advantage of the possibilities of smart, agile automation? Or will they revert to cheaper solutions in the face of cost pressures?

Charting a course forward in the current sea of uncertainty is no easy feat. The ultimate impact of the pandemic still hangs in the balance as consumer preferences and corporate strategies continue to evolve. Investors can best prepare for the new reality by exploring these tough questions and by thinking adaptively. Those who maintain an agile mindset and respond pre-emptively to the developments on the horizon will be better positioned to navigate the sea changes that lie ahead.

Aryan Chandrakanth
BBA 3b

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OPPURTUNITIES AND THREATS FOR TRANSGENDERS OR REMARRIED/DIVORCED PEOPLE IN THE CORPORATE SECTOR

Divorcees in India are no longer a rarity – after all, divorce has been around for decades now. But they are more common than before, which would lead us to think that it is no longer worth a discern. Not so. Setting out to explore the issue, we found that divorcees in India still have to contend with a host of perceptions and situations that most folks would not begin to imagine. We are currently a society in transition whereas Traditional norms see marriage as a sacrament that must be upheld at any costs, and we Indians who opt out still bear a stigma. While change is happening, it is slow to come, and workplaces are no exception to the trend. While one difficulty is the intrusiveness of colleagues, while some colleagues might send out feelers of interest, others get down to outright sexual harassment.

Another problem that divorcees with no children face is, the assumption that they will be open to taking on out of town postings, or extra traveling assignments because they have no so-called 'responsibilities at home'.

Most divorced people agree that keeping one's personal life absolutely off limits from the workplace helps. This includes not discussing one's divorce, reasons for the divorce or one's search for new partners with colleagues in the office.

CHALLENGES FACED BY TRANSGENDERS AT WORK

As per the transgender persons (Protection of Rights) Bill 2016, it prohibits discrimination against a transgender person, including Unfair Treatment or Denial of Service in relation to employment, Education, Healthcare, Access to public goods and facilities, etc.There's good reason to be optimistic about the future of transgender issues in the workplace. While some trans friendly workplaces exist, tragically, transgender employees still frequently experience targeted harassment and discrimination in the workplace.

. While reported rates of such treatment vary, according to a 2011 survey, 90 percent of respondents claimed to have "Directly experienced Harassment or Mistreatment at work."

This harassment and mistreatment can manifest in a number of ways—survey respondents noted the following rates of mistreatment:

- 50 percent reported being harassed by co-workers.
- 41 percent said they'd been asked inappropriate questions about their transgender or surgical status.
- 23 percent said they've missed out on a promotion.
- 20 percent said they were prevented from directly contacting clients.
- 7 percent reported experiencing physical violence.
- 6 percent being sexually assaulted

Sadly, these already-high rates of mistreatment rise even higher for transgender workers basing on their skin tone.

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Here are some of the key issues transgender people face in the workplace. Being aware of these will help you address them, and make sure your business is trans-friendly.

IGNORANCE

One of the key issues faced by transgender employees is ignorance in the workplace. Many of your staff will have very little knowledge of what being transgender involves, of what terminology is and isn't acceptable to use, what is involved in transition, how they should support transitioning colleagues.

BULLYING AND HARASSMENT

Many transgender suffer bullying and harassment in the workplace. Whilst it is obviously your responsibility to prevent bullying and harassment of anyone, consideration should be given to specifically vulnerable employees, and this includes transgender staff. Having a bullying and harassment/dignity at work policy is good, but consider ensuring it specifically states what kind of behavior could be considered harassment of a transgender employee, or consider a separate policy to make this clear.

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PRACTICALITIES IN THE WORKPLACE

Common practical issues faced by transgender employees include access to toilet and changing facilities, difficulties in dress code or uniform, when to inform people about a transition and what to tell them. There are also concerns around things like name changes and changes in which pronoun to use.

POLICIES AND PROCEDURES

Another issue transgender employees frequently encounter is that the employment framework at their workplace has not been developed with transgender employees in mind. Written policies and procedures, or general operating processes and ways of working, language used in documentation and support available are all frequently not trans-friendly.

Article by: P. Shravan
(HBA 1st year)

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CORPORATE SOCIAL RESPONSIBILITY

Over the last few years, an increasing number of companies worldwide started promoting their business through corporate social responsibility strategies because the customers, the public and the investors expect them to act sustainable and responsible. CSR is the commitment to contribute to sustainable economic development by working with employees, their families, the local community and society at large to improve their lives in ways that are good for business and for development. The Four Phases of CSR Development in India –

The First Phase-

In the first phase charity and philanthropy were the main drivers of CSR. Culture, religion, family values and tradition and industrialization had an influential effect on Corporate Social Responsibility.

The Fourth Phase

In the fourth phase (1980 until the present) Indian companies started abandoning their traditional engagement with CSR and integrated it into a sustainable business strategy. In 1990s the first initiation towards Globalization and Economic Liberalization was undertaken. As Western markets are becoming more and more concerned about labor and environmental standards in the developing countries, Indian companies who export and produce goods for the developed world need to pay a close attention to comply with the international standards.

Some of the positive outcomes that can arise when businesses adopt a policy of social responsibility include:

- Company benefits
- Improved financial performance & lower operating costs

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- Enhanced brand image and reputation
- Increased sales, customer loyalty, greater productivity and quality
- More ability to attract and retain employees, reduced regulatory oversight
- Access to capital, workforce diversity & product safety and decreased liability.
- . Benifts to the community and the general public
- Charitable contributions
- Employee volunteer programs.

Corporate involvement in community education, employment and homelessness programs.

- Product safety and quality.
- Environmental benefits
- Greater material recyclability
- Better product durability and functionality

 Greater use of renewable resources

The lines between corporate and community are shrinking, and the value of those from each sector is rapidly being understood and capitalized upon by the other.

"The next generation of employees are seeking out employers that are focused on the triple bottom line: people, planet and revenue"

B. Sai Tejaswini
B.Com -2H2

CHALLENGES FACED BY CORPORATE COMPANIES

Today, with the internet boom, entrepreneurs have become one of the most dynamic forces in the economy. Entrepreneurs are now driving the technology boom, which is itself driving much of the world's economic growth. This makes entrepreneurs very important from a macro-economic perspective. They have become a broader economic phenomenon that has a major impact on the economy. As the globalism of business becomes even more widespread, this impact will be felt even more deeply. Entrepreneurs are already becoming a major force in developing nations and in the economy worldwide.

The scope of what entrepreneurship involves will continue to change and evolve as the world continues to change and evolve, and yet there are some common issues of how to start a business, how to finance the business, how to run the business that within this community we can share and learn from each other. While we still have many heroes and stories, entrepreneurism is an established field with a wide range of issues at all stages of the enterprise.

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VA common factor for all entrepreneurs is the challenge of starting a business, be it through inventing something, looking for a new idea within a business, finding the right opportunity to break into a business or buying into a franchise. And these entire take planning – organizing all the aspects so that the entrepreneur can reach his or her goals. All entrepreneurs are also faced with financing their entrepreneurial venture. Even entrepreneurs usually are faced with financial hurdles within corporate rules. So unless the venture comes from one's own pocket getting money is a challenge that requires preparing funding proposals or applications to be written and/or presented for loans, venture capital, angel investors or even IPO's. There is so much information written about these stages of an entrepreneurial venture that sorting the good from the bad is an overwhelming challenge in and of itself. One way to look at this implementation stage is to look at how many different skills are involved in operating a business. Operating a business involves employees, marketing, advertising, sales, communications, public relations, legal needs, government regulations, equipping the office, risk management, disaster planning, crisis management, insurance, technology, hardware, software, the internet, and the financial aspects of the company – bookkeeping, managing debt, taxes, and barter. Without a strong technical basis, there is no business.

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Above and beyond this,
however, is the conceptual aspect of management: ethics, leadership, growth philosophy, and even the exit strategy of the company. These are much less tangible, yet set the overall theme and direction that the business will take.
These are some critical challenges faced by corporate companies :

- Uncertainty about the future. ...
- Financial management. ...
- Monitoring performance. ...
- Regulation and compliance. ...
- Competencies and recruiting the right talent. ...
- Technology. ...
- Exploding data. ...
- Customer service

Now that we understand the idea of business ethics, it is important to practice good ethical behaviour. Leading by example; teaching by example; being a role model, these are all things that will come if you practice ethical behaviour and chose to make the right decisions .

M.vardhan
BBA 3A

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Is Working from Home the Future of Work?

'Work Is Forever Changed' Due to the pandemic.

Working from home, research has found, can boost employee productivity, improve work/life balance, and foster better mental health.

Some forward-thinking employers have taken extra steps to help their employees work remotely during the pandemic.

For instance, according to the SHRM trade group for human resources managers, the Utah-based tax software company Canopy is reimbursing small expenditures like paying for a yoga ball to sit on for better ergonomics. And the New York City commercial real estate company Square Foot has given employees laptops to use at home.

Federal and state governments have offered grants and loans to businesses needing to upgrade their remote-work technology, according to the Rockefeller Institute of Government, the public policy research arm of the State University of New York.

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And many employers (including mine) have started Virtual Happy Hours and Virtual Coffee Breaks, to foster a sense of community and cheer.

It is mostly something that knowledge workers with computer-based jobs are being told to do. Millions of Americans — from grocery clerks to ER physicians — do not have that luxury. And AARP analysts have noted that many older workers also live-in places with lousy broadband access, making remote work difficult or impossible.

Also, worth remembering: some people who are now working remotely are not doing so because their employer likes it, but because it's become a necessity to get jobs done.

Neil Webb, a business development director in London, tweeted that he'd recently heard two people note that, "You are not working from home; you are at your home during a crisis trying to work."

Still, remote work experts like Michael Solomon and Rishon, co-founders and managing partners of 10x Management, say the "future of work has arrived." Patricia, interim executive director at the Rockefeller Institute recently said that "this forced work-from-home experience is showing us that work-from-home.

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arrangements are a viable strategy for many businesses and that this is likely to be true even after the crisis is over."

Skepticism About A Post-Pandemic Work-From-Home World

I'm not so sure about that, though I do think the future of work has changed.

My skepticism comes from the fact that before the pandemic, many employers refused to let staffers work from home full-time or part-time or did not allow it and I suspect after it, many will return to their old ways.

Stiletto calls these concerns part of "the FaceTime culture" of the workplace (as opposed to a FaceTime culture), where you need to show your face in person and where unplanned "hallway moments" can lead to work assignments.

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During the Future of Work webinar, co-host Henry Grabber of Slate attributed this to what is known as "psychological safety." It is about feeling comfortable expressing ideas with your co-workers.

"When you work online, it can be harder to read people," Grabber said. "So, you see a kind of self-censorship." Added Stiletto: "It takes skill to communicate in a remote setting."

What Employers Might Do Once COVID-19 Fades

But now that work-from-home has been shown to be possible for millions of workers, odds are that when the COVID-19 crisis is over, more employers will let some employees do it some of the time.

"Once businesses and individuals invest in the fixed costs of remote work," the MIT researchers wrote in their recent report, "they may decide to stay with the new methods."

Partly, that will be because staffers demand it after having worked remotely successfully. Partly, it will be to reduce the cost of the employer's real estate.

But employers also know that not every worker will want to work from home, either due to tech issues or the lack of sociability. In buffer.com 2019 State of Remote Report, 19% of remote workers called loneliness their biggest struggle with working from home and 17% cited collaborating and/or communication.

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Rights and Responsibilities a corporate worker must know

Corporate Employee means an employee of the Company or an Affiliate whose primary duties relate to corporate-level activities. Status as a Corporate Employee will be determined by the Administrator. Every Corporate worker has few rights and responsibilities which he must know for his benefits so that the worker completes his job well with being responsible towards the job.

Rights of a corporate worker:

Employees have a set of basic responsibilities that they must follow in every organization, but besides these responsibilities, there are also few rights that the employees can ask for. It is the responsibility of an organization to make sure that each employee is offered an environment that fulfils their rights to the fullest.

- **Healthy and Safe Work Environment:**

A corporate worker has a right to have a healthy and safe workplace surrounding. The workplace environment affects the worker whether it's mental health-wise or physical health. It is the responsibility of HR to make sure the workers get a proper healthy and safe environment.

- **Adequate Rest Time:**

Getting proper rest time between the works or during the work is the basic right of every worker as it makes the employee relaxed and makes the person more motivated to work well.

- **Annual paid Holidays:**

Paid holidays need to be included in every worker's right that he must know! Every company needs to fix a certain number of fixed holidays for the employee. The number of holidays may be as low as 12 holidays a year and can increase up to a great extent as per the company's policies and rules. But 12 paid holidays in a year is mandatory and every employee has the right to ask or claim for it.

- **Fixed Working Hours:**

There must be fixed working hours so that the worker is working for the amount he is paid for. The hours may vary from 8hrs to 9hrs a day and may vary slightly depending on the company, but no employee is expected to work without getting paid for additional hours a day.

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- **Medical Claim against accidents met in the company:**

If an employee is offered a safe working environment then there are fewer possibilities of experiencing **an** accident or mishap. But still, if an unexpected accident happens at the workplace, then employees have the right to claim the medical expenditure from the company.

Responsibilities a worker must know:

An organization is a place where individuals from varied religion, background, and communities work jointly on a common platform. There are few roles and responsibilities for every employee in an organization. In general, there are multitudes of responsibilities and roles which are to be followed by the employee as well as the employer.

- Team playing:

It is understood that in an organization, employees play their role in a team. Their responsibility in a team is to contribute to the team for the success of the organization. The main responsibility of an employee in a team is to attend meetings, in problem-solving,decision-making, and taking part in organizational assignments. Also, emploees work to achieve more tasks effectively through the delegation of tasks.

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- **Development as an individual and towards the organization:**

It is the role and responsibility of the employees to contribute to the development of the business. The employees play a main role in the growth of the business and also for profitability. The main intention of the business is to make profits.

- **Leadership responsibilities:**

When any new process is started, the employee should be enthusiastic about the new process. The employee should be aware of the process, link others to participate through communication. With the assistance of different employee communication vehicles, support can be shared. This responsibility would add to the success of the organization.

- **Manager's responsibility:**

The main responsibility of the manager is to identify and reinforce perfect performance in employees and enhance improvement wherever required. The manager should make use of the performance management process which leads to employee development improvement. They are responsible for making out the right schedule for performance conversations, they also provide positive and correct feedback, Look for perfect goal progress, revisit and communicate performance expectations. They also work on leadership and management skills, employee coaching for two-way communication and assistance for career and employee professional development.

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- **Working towards the goal:**

It's the responsibility of every individual to be dedicated to the goal of the organization. The main role and responsibility of the employee are to work for the accomplishment of goals that assist in reaching objectives. Apart from performance management activities, the employee and the manager should work together to set goals. It is the employee's responsibility to keep track of the goals of success improvement and associate with the manager regarding the status.

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- S. Somesh Kumar
BCOM 3rd Yr

Innovative Section Skills Developed in Lockdown (Pandemic situation due to COVID-19)

The lockdown has disrupted student schedules and confined the young powerhouses of energy to their homes, but it is difficult to keep the creative instincts locked down. Even while staying at home we students have kept our time occupied and productive whether it is learning new skills or working on their hobbies. The present situation has given them a chance to explore their talents in a better way. As lockdown has been extended, I've been trying to find a good balance between relaxing and also being productive. The most important thing is I've tried working on my hobby which was on my list for a long time.

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As my dad was always interested to play musical instruments and sing, I also become very fond of music. So I started my lockdown with being very lazy and unproductive but slowly as the time passed I started getting more interested in music and thought this would be a great opportunity to brush up on my hobby. From the time of my schooling, I always wanted to learn about music and singing but I never learnt the art because of school and academic pressure that every student handles and some other reasons also stopped me from learning the art.

So this lockdown allowed me to start singing. In the beginning, I started with just listening to the songs and trying to sing them myself, I've done the same process for a couple of months and later presently I am learning the art of singing from one of the singing guru in school. When I just started to sing by myself I created a page for my music on Instagram and started getting reviews from my friends and family. Later as time passed I started being more focused on singing and started posting at least one song per week on the Instagram page only to know about the reactions of people.Now I am guided by my guru and I feel this was the best decision I've taken to start learning my hobby which was on the pending list for a long time.

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