

# A Digital Path to Engagement

In a tête-à-tête with Human Capital, Monica Kandhari spoke about the increasing talent drain in the publication industry and mentioned the various employee engagement initiatives that have been undertaken by MBD Group that are aimed at talent retention.

- BY S.AJAY KUMAR

**M**onica Malhotra Kandhari, Managing Director, MBD Group, has treaded the path of entrepreneurship at a very early age. She has therefore successfully managed to diversify the MBD Group from its traditional business of printing and publishing to hospitality through "The Radisson Blu MBD Hotel" in Noida and later in Ludhiana and mixed development projects in Ludhiana and Jalandhar.

**HC:** What are the challenges confronting HR in the publication industry in terms of acquiring the right talent? How is talent sourced in the MBD Group?

**MMK:** One of the biggest challenges confronting HR departments in the publication industry is high employee turnover. The changing trends and further evolution of this industry is making it increasingly difficult to find stable resources. Moreover, it becomes extremely difficult to find the right candidate with the relevant experience as per the industry benchmark, and possessing the profile and skills, to suit the present and the future technological shifts. However, at the MBD Group we take adequate

measures and conduct regular training programmes for our employees to prepare them for tomorrow. Also, we try to keep the employee morale high by introducing various employee engagement activities. We believe that our business growth is directly linked with the growth of our employees. We therefore try to keep each and every MBD employee happy and satisfied.

At the MBD Group, we tap multiple sources to find suitable talent, and employee references have proven to be a good source of qualified talent. We also make use of various recruitment portals, newspaper

listings, as well as social networking sites such as LinkedIn to get the right candidate. Campus recruitment drives also help in getting raw and confident talent.

**HC:** What are the various employee engagement initiatives that have been undertaken by the MBD Group?  
**MMK:** Keeping employees happy has been one of the cornerstone for the MBD Group. Fun at work, as well as away from work, has been one of our key employee engagement mechanisms. Employee excursions - day and overnight trips, birthday

“Big data is virtually impacting each and every industry across the world, and, we are not any exception. We have also embraced Internet of things and big data with open arms. Big data enables us to look at the business processes and practices with a clear perspective, which helps us to acquire a better insight on our employees, and hence the business. It plays a very important role when it comes to human resources management.”