

## INDIA: NEW CONTINENT FOR HUMAN RESOURCES?

by [VIOTTI Thibaud](#) , March 17, 2011

Charles-Henri Besseyre of Horts, associate professor at HEC, hosted a conference March 14 titled "Emerging Markets: Lessons from the Indian example in human terms." Many people attended including prospective students of the Master Strategic Management of Human Resources in conjunction with the mounted ANDRH.



For Charles-Henri Besseyre of Horts, while the four BRIC countries (Brazil - Russia - India - China) show a growth rate close to 10%, this development is far from equal across the human resources plan. The India growth rate of 8.6% in 2010, is distinguished by its consideration of the human factor as an element of competitiveness.

To Indian leaders, in fact, CSR (corporate social responsibility) arises as a traditional value: a moral obligation to give back to society. The profound reform of 1991 (foreign investment liberalization, tariff reductions, financial sector modernization) and the greater autonomy granted to public enterprises have completed this model. A model initiated by companies as diverse as Tata Steel (Metallurgy), (HCL Technologies), Aditya Birla (diverse group) where even NTPC (public company - the energy sector). All these entities exhibit both high growth rate and real satisfaction of employees internally. To take the example of HCL Technologies, the latter saw its profit is multiplied by three since 2005 with a rate of employee satisfaction by 70% and a decrease of 50% of its turnover.

Charles-Henri Besseyre of Horta concluded his remarks by stressing that instead of turning our eyes always on the HR practices of the northern countries, sometimes we would do well to watch the South.

He then left the floor to Jeev Sahoo, Co-Chair of the HEC MBA Energy Club, testified to the vitality and social practices of his country. The latter came back and hold the values held by Indian business leaders and reminded them that this guide is the desire to make their structures of corporate citizenship. Le companies who invest in development projects and education. This social responsibility leaders and Indian companies derives its meaning and better definition of the Sanskrit "Vasudhaiva Kutumbakam" the world is my family.

### More:

- [Slideshow presentation of Charles-Henri Besseyre Horts](#)
- [Slideshow presentation Jeev Sahoo](#)
- [The Master Strategic Management of Human Resources](#)

(Pictured Jeev Sahoo & Charles-Henri Besseyre of Horts)