



Vikas Thapa, Group Chief Human Resources, Spark Minda

With a track record of more than 30 years of experience in the automotive and auto component industry, Vikas Thapa spearheaded the Minda Group in attaining new heights. His hard work, quick-witted business acumen, forward-thinking and visionary approach raised the family business to a multifarious and multi-product organization with global footprints and international recognition.

Headquarter: Gurugram

Specialities:

- Wiring Harness & Steering Roll Connectors
- Power Train Parts
- Tool Manufacturing & After Market
- Die Casting

SPARK MINDA

A TRANSPARENT FIRM FOCUSED AT HOLISTIC EMPLOYEE WELLNESS

India is expected to become the world's third-largest automotive market in terms of volume by the year 2026. Bearing a workforce of more than 17,000, Spark Minda has established itself as a major player in the global automotive sector over six decades since its establishment in 1958. The company is engaged in the manufacture of automobile parts that fall under the categories of Mechatronics, Information & Connected Systems, Plastics & Interiors, and Aftermarket.

Spark Minda, driven by its core values of commitment to stakeholders, passion for excellence, and nurture of talent, has been an inspiring and proud place for its employees. The company lives by its principles and values to draft an unmatched experience to its employees. Vikas Thapa, President & Group Chief Human Resources Officer, Spark Minda, has shared some insights regarding the company's work culture, recruitment processes, retention strategies and many more in the interview with CEO Insights.

Spark Minda, as defines in its company's mission, aims to be an Automotive System Solution provider. Having said, how do your company's offerings, the exposure, and the growth opportunities within the company help in attracting and retaining talent?

People are our biggest asset. We are serious and focussed to upgrade and up-skill employees. Most of the employees have been with us for the past

20- 25 years and have grown with the organization. Employees' well-being is an important aspect of any business. We have our footprint in major automobile manufacturers including ASEAN countries. They include BMW, Mercedes, Audi, Tata, Mahindra, and many more. It is necessary to continuously meet the requirement of the customers in terms of technology, upgrades, and the product. We have many joint venture partners and consultants in Japan and Europe, helping in this journey.

What are the methodologies behind hiring and what do you look for in a candidate? What's the kind of (hiring) proportion you are looking at in terms of experienced and fresh talent?

Most of us have held leadership positions in different organizations. By selecting candidates from various campuses, we allow them to flourish in the organization. We have a great deal in the character and the attitude while choosing the candidate. Moreover, we expect to hire through employee references since it is one of the best and safest methods for recruitment. By flexing our presence across different social media including LinkedIn and Facebook, we connect to people and prospective employees. We have clear cut job description and organizational structure laid out which makes the selection process easier. Our central recruitment team continuously scan the job market and prospective employees go through screening culture and skill fit.

How contemporary is your HR policy? Are there any recreational activities or other celebrations, entertainment & leisure offerings you provide to your employees for their physical and mental well-being?

We come out with policies and processes which is in line with the market which helps to attract and retain talents simultaneously support the business processes also. We are flexible and agile in our approach and try to keep the policies updated in line with the market. By aligning with the market, we are diligent in delivering all that is apt for the current job market is fulfilled. Furthermore, one can find recreational places like indoor activities in our offices. One of

our greatest strengths is engaging in celebrations such as family day and special days of beliefs. We encourage our employees to get involved in corporate social responsibility activities as well as organizing of motivational talks for the holistic development of employees. All these contribute to an environment of fun and engaging moments where cooperation and strong employee relations build.



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How well you leverage technology in terms of newsletters and meeting the continuous need for knowledge sharing with the employees?

Every week, our corporate communications team circulates the update to all the employees in the organization. It not just covers what is happening inside the organization, but also about the market and the segment we cater to. There is a lot of thrust in the communication of senior leaders. Updates through mails, notice boards, focus groups, and even seminars and subset meetings are carried out, which help to communicate the messages. COVID 19 has taught us how to leverage technology in work from home setting. Microsoft Teams is extensively used to communicate across the organisation.

BEST COMPANIES TO WORK FOR



JULY, 2020

Best Companies to Work for – 2020

Riding high is not the mantra right now for corporates. It is sustaining this pandemic and making considerable profits. While several companies in the recent times have cut-shot their team size, there is an ultimate pressure of them to provide a fertile atmosphere for the remaining employees to sustain and grow without feeling any pinch. Hence a lot lies on the top management and the HRs to create the new formula for employee satisfaction as the old definition has expired.

Many employees have faced huge financial crisis in the past few months. Despite their professional growth being hampered, many companies did not let the learning take a back seat. The clever ones leveraged the opportunity to provide ample learning opportunity to the deserving employees through various online

courses. Communicating and effectively delivering with transparency has become the success mantra for organizations. And hence those who follow these new rules are already penning the winning strategies to ensure employees feel connected and contented with their organization.

CEO Insights Magazine brings the story of few such companies who have been making positive dent in the work culture through their out-of-the-box moves and employee satisfaction strategies. We have listed them in our current edition of 'Best Companies to Work for – 2020' post a conducting a detailed due diligence. CEO Insights Editorial Board along with a panel of experts comprising of CEOs, HRs, investors, and industry leaders have shortlisted the names together to bring their extra-ordinary work culture story.

