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Reality Bytes- The Role of HR in Today's World



Date: [September 8, 2016](#) Author: [glocalizedhr0](#) [Comments](#)

There has been a lot of confusion when it comes to understanding the true nature of the HR as a function. Lately, we have seen a huge shift in the HR function from the Administrative department into a Business Partnering function. Recently, I have got an opportunity to interact with [Ms. Aparna Sharma](#), who has been felicitated with many honours, to list a few- , **“30 Women Achievers Award”** by

World HRD Congress & Institute of Public Enterprise in 2013, “**HR Super Achievers Award**” by Star News at the 20th World HRD Congress 2012 amongst many others.



Aparna is a passionate learner, in her journey of **over 20 years** of intense and expansive HR work. In her diverse roles, Aparna has successfully been a learning partner, mentor, and coach to leaders, leadership teams, and organizations to build competencies, learning abilities and nimbleness for achieving purposeful performance.

Read more about her on her [website](#)

During our interaction, we discussed a lot about the changing roles of HR in today’s world, and seriously what came forward was something to ponder on.

There was a time when machines or equipment were the most important asset/resource an organization could possess. People were more or less required only to run these machines and maintain them. But as we raced through time, we have left all those traditional thoughts far behind.

Today and in the future too, the single-most competitive edge for an organization is **its “people”**. In today’s dynamic times, managing turnover in terms of people is as critical as increasing business turnover. This is because, inspite of being the most valuable resource, manpower is also the most difficult to manage, maintain & retain , and many organizations fall short of managing their people well.

“There is much gap between the ground reality of HR & what is preached. So, every newcomer in the field needs to be grounded & come into the profession with an absolutely open mind. Stereotypes, wishful thinking of an ideal world & pre-conceived notions make it difficult for newcomers/early managers to deal with harsh reality on the ground. Their ideologies & dreams based on fancy expectations come crashing down like a pack of cards. When the mind is open like a parachute, learning by one’s own experience is a lot more fun & enjoyable. Why only HR, no other discipline of management or role is a bed of roses. Each one has to walk on the path & carve out one’s own niche. New Comers and early managers need to unlearn, learn and relearn the “ art of managing people” while at work and develop their own style. Text Book managers generally fail as human behavior is unpredictable, managed and motivated by numerous factors not found in the various theories of management. Hence the title—to showcase reality!” – Aparna Said

Today and in the future too, the single-most competitive edge for any organization is its “people”.

With the market for the talent available in the country as well as abroad, today’s employees are besieged with offers and have a huge choice as compared to earlier times. The new thought that this book tries to bring forth is that today, the employee is less of an employee and more of a customer for the organization. Needless to say, he/she is second to no other business customer in importance. *Finding and attracting this ‘talented customer’ to the organization, developing his/her skills and keeping him/her interested and happy in order to achieve business results is what HR is all about today.*

She has launched her maiden book of late , **“Reality Bytes-The Role of HR in Today’s World”** which has received wide acclaim. (check out- <http://www.aparnasharma.in/reality-bytes-role-of-hr/>).The book has also been translated in Hindi & is being launched across the country.

When asked what inspired her to write this book? Her answer was clear.

“Going back to my college days, I did not have the privilege of access to options’ details to make informed choices were limited. I made the best of guidance of elders

and reading magazines like the Competition Success Review, Employment News etc. Looking back, am grateful to all who have helped me in my understanding the nitty gritty of human behavior at work and grow in my professional journey of over 20 years.

Vishwakarma Publications of Pune persuaded me to write a simple, handy book & this request ignited my desire to once again reach out & help Gen Y, especially the student community who are confused, not sure what HR is since there are so many preconceived notions. Most think it is only for females and then there are those who are sitting on the fence not being able to choose from different disciplines of management.” – Aparna Said



(For all launch photos please visit <http://www.aparnasharma.in/reality-bytes-role-of-hr/index.html>)

The book gives the reader a clear idea of the strategic role that HR plays in attaining the business goals of the organization. It tries to highlight relevant concepts and makes them easy for the reader to understand.

Beginning with the Employer and Employee Value Propositions (which is where the employee is introduced to the organization) and ending with the challenges faced by HR, it tries to cover all aspects of HR that are relevant today and tomorrow as well. It is meant to be a simple contemporary ready reckoner covering the employee life cycle in an organization ('What' & 'Why' aspects) and balancing them with practical caselets illustrating concepts that work in organizations in today's times. The caselets also aim at getting the reader to think and find his/her own solutions based on learning/s in each chapter. Key points(leads) which are thought-provoking and bring out the crux of the matter have been separately highlighted to give them prominence.

Anyone can grab a copy of the book thru [amazon.in](https://www.amazon.in) or [flipkart.com](https://www.flipkart.com). It is also available on kindle.

Her maiden book "**Reality Bytes- The Role of HR in Today's World**" has been launched in Mumbai, Pune, Kolkatta, Bangalore, Delhi, Trivandrum, Kochi, Banasthali, Jalandhar, Pilani etc. Quite a few other launches are lined up. The book has also been translated into Hindi & has been launched in Bhopal, Ujjain, Banasthali, Agra, Mathura, Greater Noida..... A few International launches are also slated soon!

Those who would like to reach her – **Follow her on**

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About the Author

Dr. Manan is the founder of [#GlocalizedHR](#) and a 360° HR Setup and Transformation services company [Fortune Architect](#). He is a scholar of Human Resources and works closely with companies design their data-driven talent acquisition strategies that drive effectiveness, growth, and competitive advantage. He also speaks, writes and chairs conferences on HR Development and management.

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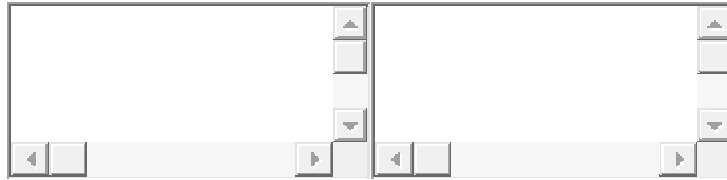
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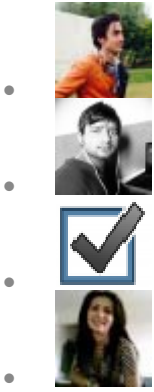
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