West is great in packaging, India has great ideas: Sharma

Author of "Reality Bytes-The Role of HR in Today's World" says HR persons deal with humans with emotions

Aparna Sharma, winner of ‘Women Super Achiever and HR Super Achiever Award’ by 6th Employer Branding Award

The book has been appreciated by many CEOs across the nation. Having launched the book in 8 cities, she said that the book is contemporary and provides reader with insight to the complexities of the real job. "It is not a text book with solutions", she said.

About the target group of the book she states that the book is not for Indian or Foreign students. "It is about my experiences in the corporate world till now, which will help students to understand the challenges this job comes with”, she added.

Having worked with many national companies and presently employed at an MNC, she said that India lacks in presentation.

“West is very good in packaging and promotion. But India has great ideas. Indian minds are at the top jobs of world’s most successful companies, they have learnt how to present their product. In my book too, I have paid attention to packaging.”


and 20th World HRD Congress in 2011 and 2012, was in the city of lakes to launch her book titled ‘Reality Bytes-the Role of HR in Today's World’ on Friday. While launching her book at Bhopal Club, she discussed about the various aspects of the book and how it deals with the HR world. She will be launching the Hindi version of the same on Saturday at Courtyard Marriott.

The book launch was followed with a discussion about her experience as an HR person, to which she said that the book includes a complete life cycle of an employee, who is responsible of handling the other employees. "It is often misunderstood that the job of HR is just to make sure about the salary structure and deployment of company rules. It is not just confined to this, we have to deal with humans, who have emotions", she said.