

Nomination: 6998

Freedom to Explore

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Tech Mahindra Limited
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Freedom to Explore
Category B01 - B59 Achievement > B34 - Best Employee Value Proposition (EVP)
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Tech Mahindra Limited (TechM) offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise™. TechM was incorporated as Mahindra British Telecom(MBT) in 1986. Today, it's USD 6.5 billion organization with 1, 50,000+ professionals across 100 countries helping 1200+ global customers, including Fortune 500 companies. TechM is focused on leveraging next-generation technologies, including 5G, Blockchain, Internet of Things (IoT), Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. TechM's core operations are built around the credo— 'Connected World. Connected Experiences.' TechM is among the fastest growing brands in 'brand strength' and amongst the top 7 IT brands globally. With the NXT.NOW framework, TechM aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. TechM delivers tomorrow's experiences today and believes that the 'Future is Now'. TechM is part of the Mahindra Group, founded in 1945, a USD 20 billion federation headquartered in India that employs over 2,60,000 people across 100 countries. It enjoys leadership in utility vehicles, information technology, financial services and vacation ownership and is the world's largest tractor company by volume. Website- https://www.techmahindra.com/

b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

What: Freedom to explore

- People Value Proposition(PVP): The employee value proposition at TechM is called the PVP–Freedom to Explore.
- Promise: Psychological contract to unlock potential through diverse tangible and intangible elements across the employee lifecycle.
- How it helps: Employees are encouraged to explore their potential, drive innovation, and achieve personal and professional fulfilment.
- Tenets: TechM delivers Freedom to Explore through three pillars that enable people to experiment and embrace new opportunities to
 - Connect(aspirations to achievements),
 - Co-create(new approaches and breakthrough solutions), and
 - Celebrate(seamless blending of life and work).
- Covers: Employees, gig-workers, alumni & potential-candidates
- Initiatives: All people-centric processes/policies/practices are evaluated through lens of PVP. Feedback taken from people to redesign.

How: Human-centred PVP (inspired by Gartner's Human-Deal Framework)

- Deeper connections (I feel understood): To connect aspirations to long-term careers.
Initiatives—leadership connects, intranet & newsletters, talent management tools and career development platforms
- Radical flexibility (I feel autonomous): To connect and co-create at scale.
Initiatives—knowledge sharing tools, performance management processes, leadership development programs & passion projects.
- Personal growth (I feel valued): To co-create breakthrough solutions.
Initiatives—Innovation projects, Digital HR, Rewards for outstanding achievements
- Holistic well-being (I feel cared for): To co-create and celebrate wins.
Initiatives—Focus on wellness & sustainability, learning from failures, recognizing colleagues
- Sense of community (I feel joy): To celebrate the blending of life &work.
Initiatives—Josh for employee driven-engagement, celebrating with family & intentionally diverse people
- Shared purpose (I feel invested): To celebrate and connect for the greater good.
Initiatives—Living the culture, ethics and compliance, social volunteering, and cross-cultural connects.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Win-Win: Impact of PVP

- Attrition: "Great-Resignation" high of 23.5% in FY'22 to 14.8% in FY'23(LTM), **REDACTED FOR PUBLICATION**
- Engagement: Recorded highest-ever engagement score of 4.58/5
- Offer acceptance: Lowest Drop-Out Percentage at 29% against an Industry average of 35% when it comes to job offer acceptance
- Internal Fulfilment: Prioritizing upskilling led to 60.35% new positions being filled by internal candidates via IJP/Rotation/Promotion

Why: Experienced-based design

- Design: Defined in 2017-18 based on people's inputs. Represents the 'actual' (and not 'aspirational') experience of people
 - Values-first: Right from Mahindra Group's first advertisement in 1945, a promise made to be professional, ethical & respect dignity.
 - Hyper-Personalization: Aligns to "n=1" people-centric philosophy. TechM considers every individual unique, different, and special. Hence, each person must enjoy hyper-personalized experiences and moments that matter.
 - Engagement-Framework: TechM measures engagement across 5 dimensions—Career, Alignment, Recognition, Empowerment, and Strive (CARES). "Connect" links to Career and Alignment dimensions; "Co-Create" links to Empowerment dimension, and "Celebrate" links to Recognition and Strive dimensions.
- Three pillars: Connect, Co-Create, Celebrate
- Connect: Foster's sense of purpose. Connect aspirations to achievements align personal & professional goals. Gives people motivation to make a meaningful impact.
 - Co-Create: Emphasizes human connection. Drive breakthrough innovation by helping people collaborate and exchange ideas. Creates an inclusive environment where people feel valued.
 - Celebrate: Seamlessly blending personal and professional life. Focusing on holistic well-being and recognizing people creates harmonious work culture. Inspires people with a sense of joy, belonging & shared purpose.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Application: Sharing Offerings based on PVP

•Talent & Skill development: Invest in skilling talent with #NAD Learn platform along with diverse leadership-training programs

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•Rewards & Recognition: KUDOS portal for democratizing recognition through award badges.

•Holistic Health: The #WellnessFirst mantra helped the organization design initiatives at different stress points within the employee-lifecycle

•Employee Self-service: Leveraging technology at different touchpoints e.g. attendance via Facial Recognition, Rise with Dice to learn about the culture, UVO chatbot for workforce actions like leave-application etc.

Lessons: Meet expectations

•Resonates with Purpose: Brand purpose is to drive positive change & expressed in three-pillars. "Rise for a more equal world" aligns to "Celebrate" as it is about inclusion of diverse stakeholders. "Rise to be future-ready" aligns to "Co-Create" as it's about using technology to innovate. "Rise to create value" aligns to "Connect" as it's about scaling up aspirations by taking ownership.

•Authenticity: Defining an employer brand based on organizational culture and purpose resonates with growing workforce of Gen Y&Z

•Central motif of Celebration: The grim days of the pandemic have made a workplace that celebrates a revival giving employees renewed zest.

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•Refresh practices: TechM must constantly adopt new practices as the world evolves. All new policies, practices and initiatives must be viewed from the lens of the PVP to deliver human-centred experiences.

Webpage Link

<https://www.techmahindra.com/en-in/people/hrnxt/> (<https://www.techmahindra.com/en-in/people/hrnxt/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://insights.techmahindra.com/investors/tml-integrated-annual-report-fy-2021-22-f.pdf> (<https://insights.techmahindra.com/investors/tml-integrated-annual-report-fy-2021-22-f.pdf>)

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Webpage Link 3

<https://brandfinance.com/insights/tech-mahindra> (<https://brandfinance.com/insights/tech-mahindra>)

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Would you like to add an additional supporting document?

Yes

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Yes

Supporting Document 3

No File Uploaded

Would you like to add an additional supporting document?

No

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