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Digital detox is important to avoid digital fatigue: Industry leaders

Sharing major learning from the Covid-19 pandemic, Ganesh Chandan, CHRO, Tata Projects, said, "Most important learning is that key business processes need to be highly simplified and delegated to fit perfectly in the digital space."

ETHRWorld • September 15, 2021, 09:08 IST



Talking about the important factors to consider while making strategies, Chandan, Tata Projects, said, "Easy access to technology, comfort in using them and user friendliness are important."

By Khushboo Kumari

With the Covid-19 pandemic taking over all the spectrums, something which is badly hurt is collaboration or coordination among teams within organisations. Hampering the most essential part of any organisation which is professional communications and brainstorming sessions, the global crisis has left everyone with

major learnings.

Learnings from the pandemic

Sharing major learning from the Covid-19 pandemic, Ganesh Chandan, Chief Human Resource Officer, Tata Projects, said, "Most important learning is that key business processes need to be highly simplified and delegated to fit perfectly in the digital space."

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Angelo Bestazzi, Chief Human Resources Officer, Planet Smart City Group, mentioned that agility, flexibility, innovation, and employee-centricity are the essential components of work culture in the modern world.

He said that as a result of remote and hybrid work environments, the way of

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working, communication, and collaboration has changed.

"Personal interaction remains a pleasure and a value, but workstations are becoming more mobile, location-independent, and demanding flexible work arrangements," he added.

Highlighting that the real estate industry majorly operates through on-ground activities, Rohan Khatau, Director, CCI Projects, said that **work from home** (WFH) is completely a new experience for the industry.

"Taking this fact into consideration, moving to a totally WFH model would have created havoc and impacted the overall productivity. So, after discussions at a strategic level we adopted a hybrid work schedule," Khatau added.

Furthermore, mentioning the sources used while implementing the hybrid work model, he said, "Regular project meetings or reviews, virtual departmental meet-ups, online task trackers were some of the means we implemented immediately to keep a tab of employees working efficiently and providing the desired output."

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Sharing key learnings from the pandemic, Chandan, Tata Projects, mentioned three points, "First, social capital that we have built over the years needs lot of effort to sustain and nurture in the digital space; and second, personal connect and belongingness that are key to employee engagement suffered the most during the lockdown."

Adding the third key learning, he said, "We all need to learn to lead and collaborate with teams who are working from remote locations."

Factors to keep in mind while taking decision in crucial times

Talking about the important factors to consider while making strategies, Chandan, Tata Projects, said, "Easy access to technology, comfort in using them and user friendliness are important."

According to Chandan, to sustain team bonding, it is essential to design and execute fun and entertainment events in the digital space.

"Time for **digital detox** is also important to avoid digital fatigue," he added.

Bestazzi, Planet Smart City Group, raised an important and crucial point of 'Diversity at Workplace' He stated that women make up 41 per cent of the organisation's global staff and the management board consists of 43 per cent women.

He said that the organisation is aware of the responsibilities of all employees (Male and Female) and to address the challenges they face, significant changes were made with immediate effect.

"We made special allowances for some employees with special needs to work even more flexibly, with smart working arrangements," he added.

Considering work-life imbalance during remote work, as the major concern, Nikunj Gupta, GM, Adhiraj Constructions, said, "As an organisation, we encouraged healthy work boundaries and to ensure that engagement and



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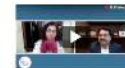
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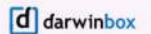


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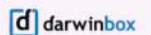


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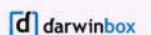


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enthusiasm remain among our employees, we focused more on the 'quality of work deliverables' and didn't encourage them to work beyond their work hours."

Challenges with 'In-office' and 'On-site' team collaboration

As per Chandan, Tata Projects, "Getting the employees to leverage technology and making them comfortable in the digital workplace are the two key challenges."

Sudden adaptation of technology can be difficult for anyone and the younger generation can definitely play an important role in helping to do so. Sharing how it happened at his organisation, Khatau, CCI Projects, said, "We also made younger team members responsible for handholding some senior co-workers in adopting to technology, so that it brings more collaborations and thus also leads to **team building** in a longer run."

Noting that the idea of virtual somehow takes away professionalism to some minor extent, Gupta, Adhiraj Constructions, said there were numerous hindrances in online meetings.

"To ensure that the functionality within teams is maintained in a seamless manner, the meeting timings were scheduled in Google calendars where the cameras were on so a professional decorum is also maintained during team meetings," he added.

Technology as BFF

Mentioning the use of technology, Chandan, Tata Projects, said, "We reimagined the future of work and developed our own digital workplace. We continue to network, learn from others and share our experiences with others as well."

Speaking about the limitations of technology, he opined that technology continues to evolve and due to this, there are no ready solutions.

"One needs to be agile and be open to experimentation," he added.

Gupta, Adhiraj Constructions agreed to the fact that the internet has its advantages but adverse situations sometimes require more than just a virtual connection.

He said that the organisation used various team building applications like Slack, etc, to have discussions and team-building activities across all departments.

According to Khatau, CCI Projects, technology played an important role in keeping a tab on the tasks assigned to employees, tracking the status of various activities and milestones, addressing small & large teams together, maintaining version updates of documents, etc.

Emphasizing on the importance of continuous connection with teams, he said, "Maintain contact irrespective of the mode of communication & tools you use. Let the employees feel they are contributing towards the organisation by working in this pandemic."

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