ISTD

Empowering Learning and Development

LEARNING INSIGHT

Issue 4 | Summer 2025

(A Quarterly Newsletter by ISTD Kolkata Chapter)

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POSH Workshop | ISTD Kolkata Chapter 5th April, 2025

An inspiring day of learning, discussion, and commitment to building safer and more inclusive workplaces! With 60+ participants from various corporates, the session was a vibrant exchange of insights, practical knowledge, and collective commitment toward compliance and compassion in the workplace.

ISTD Kolkata Chapter had the privilege of organizing an impactful POSH (Prevention of Sexual Harassment) workshop in Kolkata, led by a powerhouse panel of facilitators : Dr. Ruma Gomes, Dr. Gautami Chattopadhyay, Sukreet Shome, Ms. Yasmin Khatoon, Mr. S.K. Ghosh.

Presence of Esteemed guests : Mr. Omprakash Mishra, Executive Director, Coal India Ltd, Dr. Shukla Mistry, President – Business Transformation & COO, Haldia Petrochemical Ltd & Former Director (Refineries), Indian Oil, Ms. Renuka Verma, Chief General Manager – P & Admin, MSTC, Ms. Suchismita Misra, Deputy Commissioner of Police (DD), Lalbazar & President, DLCC, Ms. Mohua Biswas, Assistant Commissioner of Police (DD), Lalbazar.

The session was interactive, engaging, and a reminder that awareness is the first step toward change.

POSH training educates employees on preventing sexual harassment in the workplace, covering topics like definition, types, and impact of harassment, reporting procedures, and consequences. This training promotes a safe and respectful work environment, ensuring compliance with laws and regulations, preventing incidents, supporting victims, and fostering a positive workplace culture.

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*** 55th Foundation Day of ISTD, Kolkata Chapter ***

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***7th Eastern India Regional Conference & Exhibition**

To be Held on November 14–15, 2025

at **Biswa Bangla Convention Centre, New Town, Kolkata – 700 156, India**

Theme: "*Sustainable Human Centric Growth through Technology in a Dynamic Business World*"

It is our honour and privilege to share with you that the 7th Eastern India Regional Conference & Exhibition will be held during November 14th – 15th, 2025 at Biswa Bangla Convention Centre, Biswa Bangla Sarani, New Town, Kolkata – 700156.

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MARKETING MOMENTUM: BUILDING SKILLS FOR DIGITAL SUCCESS

Dr. Amit Chakladar, *Professor. Techno India*

Marketing has transitioned from a very creative industry to one that requires an extreme combination of technology awareness, creativity, and analytical expertise in the digital era. Digital revolution is rewriting the conventional marketing book for brands, creating new ways to engage consumers. One key theory of this transition is marketing momentum; the ability to maintain advancement in the face of rapid changes while adjusting quickly and steadily growing your influence in a competitive world.

Opportunities in a Dynamic Environment: All marketing campaigns that involve communication with existing and potential customers via electronic media and the internet are known as digital marketing. These are essentially any approach involving, pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, search engine optimization (SEO), etc. Well, that's a world of change at incredible speed and scale. Predictive analytics, automation, and artificial intelligence are changing not only how marketers view user behavior, but also how campaigns work due to algorithm changes across platforms such as Google and Meta. People expect a personalized experience in real time right now, because they are more disconnected, discriminating, and racial.Content is much more than just king in digital marketing; it's the engine that drives growth. Conversions, engagement, and visibility are all tied to a strong content engine.

Convergence is the Key: It may be driven by technology and processes, but momentum generates the majority of social media's value and success. Soft skills are just as important for long-term success in social media marketing. Today's marketers value diversity, curiosity, and cultural fit as much as experience in recruiting; they want team members that can learn from each other and thrive in uncertainty. When decisions are based on data, instead of opinions, marketing momentum picks up. New technologies are changing how consumers engage with businesses and helping set the stage for the future of digital marketing.

Balancing Vision with Strategy: Marketers need to be able to scale what's working and watch what's not to maintain momentum. Bottom line, building sustained velocity is what marketing momentum is all about. It all comes down to making sure that each campaign, skill/insight, etc is building on the one before it, in order to spur growth (and improve brand awareness in the end target market).

Having the correct competencies to do business successfully has become critical to being successful in a digital economy. A strategic blend of technical expertise, creativity, data literacy, and human empathy is key to creating marketing momentum. Companies that invest in ongoing learning opportunities and develop these competencies will be not only prepared for, but also on the forefront of, change.

"Content is fire; social media is gasoline"--- Jay Baer

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Fostering Excellence

Parul University and ISTD Kolkata Chapter Join Forces for Academic-Industry Synergy"

May 10, 2025: Parul University, one of India's leading and fastest-growing universities, has signed a Memorandum of Understanding (MoU) with the Indian Society for Training & Development (ISTD), Kolkata Chapter. This collaboration aims to foster academic-industry synergy, nurturing future leaders who are socially responsible, technologically skilled, and globally competitive. The partnership is expected to create opportunities for networking, professional development, and skill enhancement for ISTD members.

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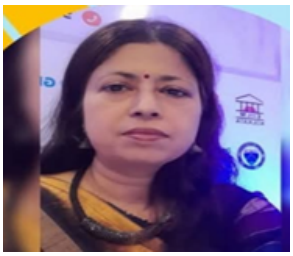
IGNITING PASSION: A NECESSITY OF A WORKSHOP ON BOOSTING EMPLOYEE MOTIVATION, ENGAGEMENT & INVOLVEMENT



Mausumi Paul, *Founder of Career Guidance Academy & Co-Partner of Spaceforms Architects, Certified Career Cluster Analyst, ICF & ABNLP-certified NLP Practitioner, Seasoned Career Coach*

The workplace has undergone a significant transformation in recent years. With the influx of new generations, organizations are faced with the challenge of adapting to diverse expectations, values, and working styles. Gen Z, in particular, is entering the industry with a fresh perspective, seeking purpose, flexibility, recognition, and a sense of ownership in their work. Motivation, engagement, and involvement are essential for a thriving workplace. Engaged employees drive growth and innovation, while purpose-driven work builds loyalty and retention. When employees are empowered to take ownership, they contribute to the organization's success. A culture of involvement makes employees feel valued, leading to personal and professional growth. This, in turn, creates a more productive and fulfilled workforce. Well-designed workshops on motivation, engagement, and involvement can be a game-changer. They should include interactive sessions, group activities, and assessment tools to identify motivation gaps. For organizations to thrive, they must move beyond traditional top-down approaches and instead focus on building a culture of engagement. This requires Learning and Development professionals, HR, and business leaders to act as culture builders, facilitating conversations, integrating insights, and promoting a continuous learning mindset.

The Evolving Workplace: A New Era of Expectations: Today's workforce is a diverse blend of generations, from Baby Boomers to Gen Z, each with unique expectations, values, and working styles. Gen Z, in particular, brings a fresh perspective, seeking purpose, flexibility, recognition, and a sense of ownership in their work. To succeed, organizations must adapt to these changing expectations and create ecosystems that foster emotional investment, empowerment, and inspiration.

Beyond the Workshop: Sustaining Momentum: The real challenge lies in sustaining the momentum after the workshop. It's not just about hosting a one-off event, but about creating a post-workshop ecosystem that encourages reflection, experimentation, and action. Key questions to consider include:

- Are insights being acted upon?
- Are teams encouraged to reflect and experiment?
- And are leaders modeling the behavior they expect?

A workforce that is emotionally invested, empowered, and inspired is the key to long-term success.

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SHAPING FUTURE LEADERS: THE ROLE OF MODERN HR IN SUCCESSION PLANNING THROUGH STRATEGIC TRAINING

Prabal Basu Ray, *HR, IR & OD Expert*

In today's dynamic and competitive business environment, the sustainability and success of an organization hinge on its ability to cultivate capable leaders. Human Resources (HR) stands at the forefront of this transformation, taking on the critical responsibility of building future-ready leaders through strategic succession planning and targeted training initiatives.

Why Leadership Development Matters: Rather than relying on ad-hoc replacements, HR takes a strategic approach by identifying key leadership positions and nurturing internal talent to step into those roles when needed. This involves using data-driven tools to assess employee potential, performance, and readiness. Strategic training programs are then tailored to address specific skill gaps, foster leadership competencies, and prepare high-potential individuals for future responsibilities. Through continuous learning, mentorship, and career pathing, HR not only ensures leadership continuity but also builds a resilient and future-ready workforce.

Succession planning is a strategic HR process focused on ensuring organizational continuity by identifying and preparing future leaders. It begins with pinpointing critical roles that are essential to business stability and growth. High-potential employees are then identified through a combination of performance metrics, behavioral assessments, and 360-degree feedback. To close the gap between current capabilities and future leadership requirements, structured development programs are designed, offering targeted training, mentorship, and growth opportunities. This proactive approach not only mitigates risks associated with leadership transitions but also nurtures a strong internal talent pipeline.

HR Best Practices for Future-Ready Organizations: HR best practices for future-ready organizations center on aligning succession planning with business strategy, leveraging technology and data for personalized development, and fostering a growth-oriented culture. Modern HR functions as a strategic partner—using AI tools, learning platforms, and performance insights to identify and develop internal talent. Through mentorship, job rotations, and leadership challenges, HR builds a strong internal pipeline, reducing reliance on external hires and ensuring long-term organizational resilience.

Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.

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EMPOWERING EXCELLENCE: LEARNING AND DEVELOPMENT IN THE HOTEL INDUSTRY

Dr. Sudipta Kumar Pal, *Programme Head (NCHMCT) & Assistant Professor (Front Office and Tourism Studies) Guru Nanak Institute of Hotel Management (JIS Group Educational Initiative), Kolkata*

In the dynamic hotel industry, learning and development (L&D) are essential for ensuring standardization, service excellence and guest satisfaction. Since the quality of guest experience is directly linked to staff interaction, continuous training is crucial. High employee turnover and changing customer expectations make it necessary for hotels to invest in structured L&D programs that build skills, enhance professionalism, and maintain consistency across departments and multiple properties under the same brand.

Structured Induction & Technical Training: Hotel training begins with induction programs that align new employees with the organization's culture, values, and SOPs. This is followed by on-the-job training and technical skill development in tools like POS systems, PMS software, housekeeping machinery, and kitchen equipment—ensuring staff deliver consistent, high-quality service across all departments.

Building Soft Skills for Guest Excellence: Since hospitality thrives on guest interaction, soft skills training in communication, customer service, and teamwork is vital. These programs enable staff to handle guests with empathy, professionalism, and efficiency—boosting satisfaction and loyalty.

Developing Future Leaders: Progressive hotel chains implement leadership development programs to groom high-potential employees for supervisory and managerial roles. These focus on decision-making, team leadership, and service innovation, helping create a strong internal talent pipeline.

Modern Training Tools & Innovations: From e-learning platforms and gamification to simulation-based learning, the industry is adopting tech-enabled training methods. These make learning more flexible, engaging, and applicable to real-world scenarios.

Strategic Value of L&D: A strong L&D culture enhances employee morale, reduces turnover, and ensures superior guest service. More than just training, it's a strategic investment that drives long-term success and competitiveness in the hotel industry.