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INFRASTRUCTURE AND TALENT MANAGEMENT IN TECHNOPARK, TRIVANDRUM

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ABSTRACT

The success of any industry depends on its Employees contribution and commitment. The growth and success of an organisation cannot be measured alone on the profits which it earns, but the talent which an organisation possess in the form of its employee's effectiveness and competencies decides its success. Good working condition, refreshment & recreation facility, health & safety facility, fun at workplace increase the degree of job satisfaction. Infrastructure would undoubtedly contribute to raise the ability and job satisfaction of the Employees. The presence of talented and committed people with will power and the team spirit will, in turn, motivate other employees and positively impact the performance and growth of the organisation. When Talent and infrastructure is effectively managed there would be always a positive impact on Employees performance and organisational efficiency and this paper analyses the strategy adopted in Technopark.

KEYWORDS

infrastructure management, talent management, technopark, organisational efficiency.

INTRODUCTION

India is the world's largest destination for the information technology (IT) industry, accounting for approximately 67 per cent of the US\$ 124-130 billion market. The industry employs about 10 million workforces and has led the economic transformation of the country and altered the perception of India in the global economy. India's cost competitiveness in providing IT services is approximately 3-4 times cheaper than the US. India is also gaining prominence in terms of intellectual capital with several global IT firms setting up their innovation centers in India. The Indian IT and ITeS industry is divided into four major segments – IT services, Business Process Management (BPM), software products and engineering services, and hardware.

The sector is expected to contribute 9.5 per cent of India's Gross Domestic Product (GDP) and more than 45 per cent in total services export in 2015-16.

Employees today are:

- Interested in having challenging and meaningful work.
- More loyal to their profession than to the organization.
- More concerned about work-life balance.
- Prepared to take ownership of their careers and development.

These challenges make it difficult to capture the minds of today's workforce. Research from IBM and the Human Capital Institute highlights 56 percent of financial performers understand and address employee engagement. This evidences how the cultures built within organizations are attracting and retaining talent.

INFRASTRUCTURE MANAGEMENT

Infrastructure management (IM) is the management of essential operation components, such as policies, processes, equipment, data, human resources and external contacts, for overall effectiveness. Infrastructure may enable the management of talent and "Talent Infrastructure" refers to the human, physical and organizational structures that must be in place in order to function both individually and collaboratively to achieve the organisational and individual goal.

Through infrastructure, the firm may provide timely information to recruit and get on board the talent easily. Fulfilling the infrastructure requirements enable the employees to work independently enhancing work-life balance, which in turn increases members' job satisfaction and retains the talent (Chinchilla-Albiol, 2011).

Infrastructure may also lead to developing the firm's talent. It improves the relationship with employees by giving them information on goals, performance appraisal, compensation and rewards, and career planning to develop the firm's talent. Finally, communication networks enable the firm to train members online and offer seminars to develop its talent.

INFRASTRUCTURE MANAGEMENT IN TECHNOPARK

Renowned as the Country's first IT Park and one of the largest one in India in terms of built up space, Technopark was reputed as greenest IT Park established in 1990. Technopark houses about 290 companies with more than 40,000 professionals. It is an autonomous society promoted by the Government of Kerala.

Though Technopark is committed to Government and the outside society at large and also to the service providers, suppliers, clients, and Industry, it is primarily committed to the Technopark community. It provides high quality of life to the employees of companies, world-class business environment and state-of-the-art Infrastructure. It has a total built-up space of about 4 million sq. ft, which spread over 10 imposing structures besides the majestic Park Centre and ancillary support facilities. All buildings in Technopark bear the names of some of the enchanting rivers of Kerala - Pamba, Periyar, Nila, Chandragiri, Gayatri, Bhavani and Thejaswini.

The power and water supply system guarantees a smooth functioning of companies. It offers electricity through internal power distribution system. In addition to the built up-space, Technopark provides network connectivity either directly or through private partners and fire fighting network throughout the campus.

Presence of all essential commercial shops and establishments, ATMs, Banks, post office and guest house within the campus along with a good public transport facility extended by Kerala State Road Transport Corporation. The Technopark club includes a gym, swimming pool, restaurant and sporting facilities, the Technomall and shopping complex. Technopark Technology Business incubator (T-TBI) provides plug and play facilities to start-ups in the IT sector.

The Single Window Service ensures the entrepreneurs setting up a new company in Technopark quickly.

TALENT MANAGEMENT IN TECHNOPARK

Retaining talented employees in Information technology industry has been a biggest challenge for many decades. When key software developers quit, they take away with them the critical knowledge of business processes and systems that are essential for maintaining a competitive advantage. Talent management refers to the process of integrating new workers, developing and retaining the current workers and attracting highly skilled personnel to work for the company (Chugh and Bhatnagar, 2006).

The presence of talented and committed people with will power and the team spirit will, in turn, motivate other employees and positively impact the performance and growth of the organisation. Their effectiveness lies in their dedication that influences the work culture of the organisation and results into a strong brand name for company's products (Donahue, 2001). The success of any industry depends on its Employees contribution and commitment (Baum and Kokkrankal, 2005). In today's highly competitive and complex environment, the growth and success of an organisation cannot be measured alone on the profits which it earns, but the talent which an organisation possess in the form of its employees effectiveness and competencies decides its success (Lockwood).

Technopark, Trivandrum believes that they must have the best talent to succeed in the hypercompetitive and complex global economy. There is a relationship between better talent and better business performance. A study from IBM found public companies that are more effective at talent management had higher percentages of financial outperformers than groups of similar sized companies with less effective talent management. [Bassi, L. & McMurrer, D.(2006 April)].

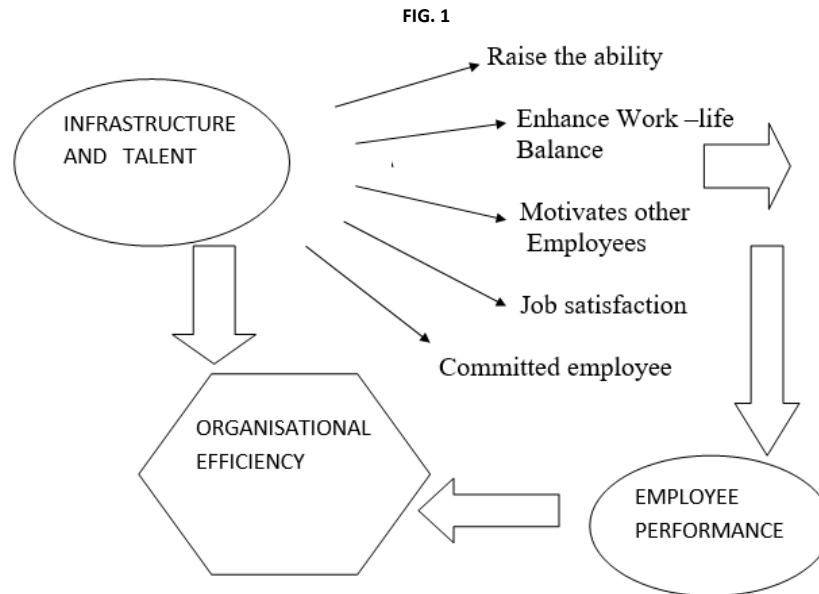
The talent programme offered by the companies in Technopark helps employees to perform more senior role in the organization. It encourages the talent to get involved in all areas of work. The right level of support and encouragement needed to progress at the workplace helps to deal with difficult situations that arise at work. The development opportunity enables to build productive relationships with the peer group and has the flexibility to meet professional circumstances.

TALENT MANAGEMENT STRATEGIES

The performance of companies in Technopark has improved with a ideology of “Better talent for Better results”. Leaders with talent- oriented mindset make the best decisions on managing the talent and in turn assist in maximizing organizational effectiveness and efficiency.

Appreciating the performance of an individual helps the leaders in the talent management process. Lack of talented people to develop new thinking and to challenge is a limiting factor in some of the software companies which hinder its growth. The team leaders find the right people, provide flexible working hours, practicing better employee retention policies, Training & Development helps to manage the talent in a better way. Talent Acquisition & Retention is an important part of the talent management process for organisational efficiency and effective

Implementation of Talent Management strategies helps most of the companies to survive in the e-commerce world.



CONCLUSION

A satisfied, happy and hardworking employee is the biggest asset of any organisation. Workload, stress, overtime, fatigue, boredom are some factors to increase job dissatisfaction. On the other hand, good working condition, refreshment & recreation facility, health & safety facility, fun at workplace increase the degree of job satisfaction. Infrastructure would undoubtedly contribute to raise the ability of the employees. When Talent and infrastructure is effectively managed there would be always a positive impact on Employees performance and organisational efficiency.

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