

*... Move beyond B2B & B2C to H2H ...*



**Shweta Verma**  
*Manager*  
*Human Capital Management*

***“Large-scale shifts in the emotional and psychological patterns that have taken place during the covid pandemic have changed the focus of organizations on workforce planning, management, performance and experience strategies. Having developed a new employee handbook for our team members, I can clearly see the positive impact of our employee friendly policies that offer flexibility with discipline, transparent communication with responsiveness and above all the importance we attach to feedback from our people. This emphasis on the H2H (i.e. human to human) factor will transform the way in which people work and how business gets done in the current times and period ahead.”***