



MDP Report on “IR Complexities in the Manufacturing Sector”



Padmashree Dr. D.Y.Patil Institute of Management Studies, Akurdi, Pune organized a one day **Management Development Program (MDP)** on “IR Complexities in the Manufacturing Sector” on **16th November, 2013 from 9.30 am to 5.30 p.m.** The program was organized to understand the IR complexities in the manufacturing sector and how they affect the ability of an industry to create and sustain value in the short, medium and long term. There were a total of 26 participants out of which 13 were from the industry and 13 were from academics who attended the Management Development Programme.

There is a widespread belief across the world that exploitation of labour results in unionization of workers and industrial unrest. But this belief is totally false in respect of manufacturing MNCs in India. In spite of having world class HR practices, these companies are reeling under severe problems of industrial relations resulting in strikes and lockouts.

The recent case of Maruti Suzuki / Bajaj Auto has made it important to understand the mechanisms and adopt strategies to deal with the IR Complexities in the manufacturing industry.

The subject derives an added relevance in the light of the current trends on the industrial relations scenario in the country.

The programme provided an in-depth analysis and discussion of various critical issues in the field of industrial relations and associated laws and aimed at enhancing the capability of managers in establishing harmonious work place relationship so as to achieve maximum possible organizational effectiveness.

The programme was an initiative by our Institute to have a better connectivity between the Industries and Institute. The participants were a combination of eminent people from various renowned industries and well known management institutes.

The program commenced at 10.00 a.m. The morning session witnessed Dr. S.N. Koushik (Founder Director of Deccan Management Consultants) and Mr. Vivek Vibhute along with Honorable Dignitaries, Faculty and Students. Participants in this MDP included employees from various industries like TATA Motors, Garware-Wall Ropes Ltd., Serum Institute of India Ltd., Infosys, Weikfield Foods Pvt. Ltd., Magneti Marelli Shock Absorbers, Wika Instruments, etc and from renowned institutes like Singhad Institute of Management Studies & Computer Application, Pune, Dr. D. Y. Patil- Chikali, IMSCDR- Ahmednagar, IBMRD- Ahmednagar, Indira Institute of Management Studies, Pune, MIT School of Management, Pune, SKN Singhad School of Business Management, Pune and Vishwakarma Institute of Management, Pune.

Dr. Koushik shared his rich experience in the field of IR and he also discussed a case study on negotiations and dispute resolution between the workers and the management and how managers should try to overcome those obstacles. He also focused on the issue that IR is not only concerned with the workers and management but also with the stakeholders, government, community, customers, etc which could lead to the complexities in IR.

The programme proceeded with the next session by Mr. Vivek Vibhute who shared his experience on evolution of IR and future challenges in the IR domain for manufacturing industries. He also emphasized on importance of changing demographic pattern and its implications in the business environment. According to him IR issues can be solved by an “Integrated IR Model” and “10 Principles Formula”. He also stressed on having good communication skills and building a strong network internally and externally. He gave a concept of 7th **Sense** which managers in today’s scenario should possess. He discussed the 7th Sense as the Sense of Humour which IR managers should have while dealing with IR complexities.

After Mr. Vibhute’s enthusiastic and encouraging session the session was followed by lunch.

The next session of Management Development Program (MDP) commenced at 2:10 pm where we had an eminent and a distinguished personality Dr. R. Krishnamurthy, Director, Mega Ace Consultancy India who mesmerized the audience by giving a new facade for resolving IR issues in the service sector organizations. He focused on cultural and behavioral training with extra ordinary examples relating to Japanese culture, Maruti Case Study, Kingfisher & Indian Airlines, Bajaj Auto and Mahindra & Mahindra. He emphasized on “Discipline” which according to him is brought about by culture. He focused on various IR issues like Price Performance Paradox, Regressive Change, Problems of Contract Labour, Rising Expectations and Demands, Fixed Term Contract, Emergence of Gold Collar & Pink Collar, Employment in Modern Industry, Emerging Scenario and Conflict Management & Manifestation.

The speaker enthralled the audience and spoke about the practicality of these issues. His session overwhelmed the audience and awakened them to handle various IR related issues in the best way. He was a dynamic key-note speaker.

At the end of such a successful session, Col. Dr. Kailash Chand, Director, DYPIMS proposed a vote of thanks and thanked the key-note speakers for sparing their valuable time and sharing information on IR Complexities in the Manufacturing Sector. He also thanked the participants for such a positive response and the entire DYPIMS team for organizing the Management Development Programme.

We are looking forward to conduct more such programs in future .These memories will be cherished by the DYPIMS Family for years to come.