

Aditya Birla Group takes **Campus Engagement up a notch** with KNOLSKAPE solutions



ADITYA BIRLA GROUP

A USD 41 billion corporation, the Aditya Birla Group (ABG) is in the League of Fortune 500 companies. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities, over 50% of their revenues flow from overseas operations across 36 countries.

As business leaders, the Aditya Birla Group seeks and attracts the cream of the crop among premium institutes and organizations, who then go through rigorous on-boarding and development programs for complete immersion into the diverse conglomerate's culture.

The Aditya Birla Group Leadership programs build versatile next-generation leaders through structured leadership programs that provide challenging opportunities across the varied businesses of the Group. Launched in 2007, the leadership programs attract some of the best talent from leading business schools in India and across the globe.

Challenge

The Aditya Birla Group has always been considered a highly aspirational organization to work for by the HR community. To further enhance this premium positioning, the Young Talent Management team at ABG Group HR decided to create a highly differentiated campus engagement program for their B-School hires who would be digitally driven to be consistent with the digital workforce message. Therefore, Aditya Birla Group sought a partner that could provide such a differentiated, experiential, digital solution.



Solution

Aditya Birla Group chose KNOLSKAPE's web-based, gamified platform for a three-level campus engagement program, termed as '**HeadstaRt**'. The choice of the partner solution was critical, so that the right impression was created with the potential hires. KNOLSKAPE's digital first solutions were the natural choice, and included the following components:

1. A three-level immersive and interactive engagement program that was digitally administered
2. Digital, state-of-the-art technology that included simulations, mobile, and web based solutions
3. Deep capability insights and analytics
4. Simultaneous and virtual administration to students across 6 B-schools, reducing logistical hassles, and overhead costs

Across a 3-week period, 169 teams of three members each registered across 6 premium B-schools in India, and went through the following engagement:

Level 1: All registered teams took a virtual quiz on key HR concepts, hosted on the KNOLSKAPE gamified LMS platform. The gamification element generated a lot of excitement as it enabled participants to compete with opponents from across the country, and receive real time scores on the leaderboard

Level 2: The top 70 teams from level 1 then participated in a simulation based assessment to gauge their stakeholder management capabilities, how well they could act as change agents, and their ability to influence internal stakeholders. As a web-based activity, the simulation round allowed candidates to participate virtually, while user capabilities were accurately analyzed using robust analytics provided by the KNOLSKAPE platform

Level 3: In the end, the top 8 teams from level 2 presented their change management ideas, through a KNOLSKAPE digital platform, and then physically, to a panel of judges. The panel of judges included senior leadership from across the ABG group.



Impact

1. The student community was exposed to the HR practices at the Aditya Birla Group
2. Enabled the students to experience real HR world, beyond leadership talks and internships
3. Gave the Group HR team fresh ideas and perspectives from the young B-School community
4. Bridged the gap between traditional engagement models and practical application of concepts
5. Provided a platform for young students to present their ideas and interact with Aditya Birla Group's HR leadership
6. Created an opportunity for students to develop their influencing skills through the immersive online business simulation

