

## Dr. SHANKAR ANAPPINDI

Age: 34 Years

B.Sc, GNIIT, PGDPMIR, MBA, DipTD (ISTD), Ph.d

Mobile: 9849 669966, email ID: [shankar@karvy.com](mailto:shankar@karvy.com)

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### ACADEMICS

- ❖ Ph. D in Management (HR) from Osmania University – 2008
- ❖ Certified Trainer from Indian Society for Training & Development – 2005
- ❖ PG Diploma in Personnel Mgmt. & Industrial Relations from Andhra University – 2002
- ❖ GNIIT from NIIT – 2000
- ❖ MBA (HRM) from Osmania University – 1999
- ❖ Graduate in Electronics from Kakatiya University – 1996

### PROFESSIONAL EXPERIENCE

*10 Years of corporate HR experience in IT and Financial Services industry. Currently associated with Karvy Group – A premier integrated financial services house as Unit Head – HR (Manager - HR) taking care of end – to – end HR for a team of 400+ members operating from 12 locations across the country.*

**Core competence: Employee Communications and Employer Branding.**

### ACADEMIC EXPERIENCE

#### Visiting Faculty

- Wigan & Leigh College (Hyderabad Centre) [UK based Institute of Management].
- Guru Nanak Business School, Hyderabad (Proposed visiting / adjunct faculty - 2010)
- UNIVERSITY OF MADRAS Study Centre, Hyderabad.

**[Subjects: Organization Behaviour and Human Resource Management]**

#### Guest Faculty

- Guru Nanak Business School, Hyderabad
- ICFAI School of Marketing Studies, Hyderabad.
- Andhra Vidyalaya PG College, Hyderabad.
- Mantra School of Management, Hyderabad
- Nizam College, Hyderabad.
- Mother Theresa PG College, Hyderabad.

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### PROFESSIONAL ACHIEVEMENTS

#### International

- Key role in the design of Web Based Training for Singapore Staff Command College (Year 2000, Singapore)

#### Domestic

- Key role in the organization's study on 'Dynamics of Talent Management in Indian Stock Broking Industry'.
- Implementation of VIRTUAL HR in KARVY Group – First of its kind in the Stock Broking Industry.

#### Others

- Designed the CD on Awareness on “Consumer Rights & Responsibilities” for Dr. Radha Rani of Home Science College, Hyderabad (Year 2001).

### PANEL PARTICIPATION

- Resource person for Chetana – 2007, Management Festival conducted by ABVP at Osmania University, Hyderabad.

### PUBLISHED ARTICLES

|                             |   |
|-----------------------------|---|
| <b>Title of the Article</b> | Customer Service Orientation – The Role of Human Resource Practices |
| <b>Name of the Magazine</b> | Marketing Master Mind   |
| <b>Status</b>               | Cover Story   |
| <b>Publishers</b>           | ICFAI University Press  |
| <b>Month of Publication</b> | October 2009  |
| <b>Page Nos.</b>            | Page No.25 – 34   |
| <b>Reference</b>            | 10M – 2009 – 10 – 06 - 01   |

### PUBLICATIONS – KEY CONTRIBUTIONS

Key contributions to the following articles –

- Dr. M S Manohar - Balancing the 4Ps of HR Vs. Organisation, The Human Factor, Volume 1, Issue 8, July 2009 p: 27
- Dr.A.Ramachandra Aryasri & M.S. Manohar – The HR Issues Shaping Indian Financial Services Sector, HRM Review, The ICFAI University Press, August 2006.

### UNPUBLISHED WORKS

- I am here to Stay – The Stock Broking Way.
- Employee Retention through a Customer Service Approach.
- Employee Engagement in Financial Services Industry – An association of Trust, Confidence and Integrity.
- Pay them fairly – Treat them GREAT! (Forever-successful RETENTION MANTRA).

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### EMPLOYMENT HISTORY

#### KARVY Group

October 2002 – Till Date

Title : Manager – HR  
Reporting to : GROUP HEAD (HRD & ADMN)

#### SARAS INDIA SYSTEMS PVT. LIMITED

January 2000 – October 2002

Title : Executive - HR  
Role : Recruitment  
Reporting to : Executive Director

#### EMPLOYMENT HIGHLIGHTS

- ❖ Key role in the study of 'Nature and Dynamics of Talent Management with specific reference to Indian Stock Broking Industry'.
- ❖ Creation of brand identity in order to position HR initiatives as a crucial part of proliferating KARVY as "Preferred Employer" through the concepts of –
  - **HR INTRANET** and making it a one-stop solution to employee's HR needs.
  - **CORPORATE ACADEMY COMMUNIQUE** as a part of HR – External Branding
  - Virtual HR Initiatives
- ❖ Identified as 'High-flier' and recognized through back-to-back promotions.
- ❖ Nominated for Six Sigma Green Belt Pilot Project – 'Operation NexGen'.

#### JOB RESPONSIBILITIES AS CORPORATE HR PROFESSIONAL (Includes but not limited to)

- Learning & Development
- Employee Engagement
- Talent Development
- Employer Branding
- Employee Communications
- Hiring

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Partial List of Policies, Procedures, Formats, Presentations, and In-house publications.

### Policies/Procedures, Related Formats & Others (to mention a few)

- KARVY HR Process Flow Manual (under process)
- Campus Recruitment & Summer Internship Policy
- Executive Trainee Policy
- Management Trainee Policy
- Travel Policy, Picnic Policy, Mobile Policy
- KARVY Employee Handbook & Mini Handbook for Stock Broking, Commodities Broking, NBFC etc.
- Recruitment & PMS Handbook for Karvy Comtrade Limited
- KARVY Global Services – HR Policies & Procedures for BPO
- KARVY UAE – HR Manual
- Performance Appraisal Policies – 2002 – 2003, 2003 – 2004, 2004 – 2005, 2005 – 2006, 2006 – 2007.
- JOB DESCRIPTIONS & RECRUITMENT ADS.
- PERFORMANCE APPRAISAL FORMATS
- (Research Analyst, Insurance Personnel, Content Writer/Developer, Admn. Assistant, S/W Developer, Medical Transcriptionists, Data Entry Operators, Process Associates & Staff Level Employees etc.)
- PRE-INTERVIEW QUESTIONNAIRES
- TOUR REPORTS
- FAQs
- BEST EMPLOYEE Assessment
- BEST BRANCH/REGION, BEST BUSINESS DIVISION Assessment

### PPTs (to mention a few)

#### BUSINESS

- KARVY - The world of INSURANCE PROFESSIONALS.
- HOUSE OF HONOUR (Human Side of Insurance) – KARVY's Best Performers in INSURANCE Division
- Branch Manager @ KARVY – HR Perspective.
- Commodities – Fortunes & Futures – HR Perspective.
- Value Creation through HR
- Temp Staffing – Evil Empire (or) Promising Land

#### Soft Skills/Business Etiquette

- Business Manners
- Effective Communication
- Time Management
- Customer Service

#### HRD

- HR at KARVY – New Employee Induction
- Campus Recruitment Presentation
- Employee Referral Scheme

#### Motivational

- ABC's of SUCCESS
- ABC's of TEAM WORK

### TEAM KARVY – In-house Magazine (to mention a few)

- 10 COMMANDMENTS OF GOOD HUMAN RELATIONS
- Leading your TEAM
- IMPROVE YOUR ASSERTIVENESS