



# BLUESKY

Powering Ambitions

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CORPORATE PROFILE





**Introduction**

**Integrated offering**

**Clients**

**Services Offered**

**BlueSky Support**

**BlueSky Verticals**

**Core Team**

**Promoters Background**

**Our Presence**

## Introduction

BLUESKY is a pioneer in creating the concept of outsourcing the entire HR function for companies.

Through integrated outsourcing we provide **Continuity, Expertise, Cost Effectiveness, Execution and Overall Accountability.**

We specialize in enabling companies leverage on their intangible- “People Assets” to achieve a business advantage.

***Essentially we adopt and manage the end to end HR function for our clients***

## *BLUESKY inception 2006*



As an organization we pivot on three aspects-

### Expertise, Innovation and Execution

We not only assist clients with strategy formulation but are also accountable and responsible for last mile implementation and execution



We believe in playing the role of a partner constantly shadowing our client on all dimensions of HR in an integrated manner through capabilities and expertise in:

- **Strategic HR consultancy & OD Interventions**
- **HR Operations**
- **Recruitment and Selection**
- **Staffing & temping**
- **Payroll Processes, Executive Due Diligence, Criminal verifications**
- **Training and Coaching**
- **Community plug in**

# Clients

## Media



## FMCG/Distribution/Retail



## Technology



## Construction



## Manufacturing



## Hospitality



## Others



# Services Offered

## STRATEGIC HR CONSULTANCY

*Founded on the Principles of aligning People processes to Business Objectives*

At B L U E S K Y we address every project from a strategic HR perspective first and later transition into executing them. Through this arm, we first understand the business challenges and consequently interpret the HR priorities and focus areas

### HR Processes

- Organization Structure
- Performance Mgmt System
- Recruitment & Selection Processes
- Compensation Structures
- Design of Performance Pay
- Incentives and Long Term/Short Term Deferred Plans
- HR Audit and maturity of HR processes
- Policies and Processes

### Organizational Development

- Mission and Value setting exercise
- Balanced Score Card
- Culture Building Exercises
- Change Management and strategic interventions for change
- Organization Studies and OD interventions
- Team Integration and Team building processes

### Talent Management

- Role Analysis and Defining Accountabilities
- Competency Mapping and Skill Directory
- Talent Management and Retention of Star Performers
- Coaching and Mentoring of Star Performers



## HR OPERATIONS

***BLUE SKY takes ownership and manages the HR Function with defined outcomes essentially HR/Organization maturity, Best Practices, Cost Effectiveness & Continuity. The pivot is on 'EXECUTION'***

### **HR Function Outsourcing**

- Responsible for the maturity of the HR function
- Provide the HR executive with training on HR
- HR Expertise, Guidance and mentorship
- HR Best and Next Practices
- HR Processes, Systems and Templates
- Review and Control : Program charts and maturity trackers to evaluate HR progress

### **Power of Outsourcing**

- Leverage the deep expertise at a miniscule cost
- Continuity in case the HR executive leaves
- Flexibility on the number of days you need HR- Pay as You use model
- Best practices
- You can contain your cost to the levels you want and avoid compensation spirals
- Other services provided at reduced rates

### **HR Resources available**

- Head of HR
- HR Managers
- HR executives
- Recruitment executives
- Training Managers





## RECRUITMENT & SELECTION

*We don't just recruit, we build organizations.*

*Our Recruitment approach is to address the composite set of challenges encountered by the Client.*

### **Types of Recruitment Services**

- Executive Search
- Turnkey Assignments
- Speed Recruitments
- Pan India Recruitment

### **Our Approach to Recruitment**

- Understand the business, the culture, the role and the competencies
- Role profiling- competencies
- Identify the Ecosystem
- Mapping of Candidates followed by in-depth assessment

### **Value Added Services**

- Integrated clients are offered recruitment rates on a per month basis
- Lease and time share job portals
- Dedicated recruiters for fixed periods
- Job spec match



## HR SERVICES

*B L U E S K Y provides customized HR services to improve HR efficiency.*

### Reference Checks

- Standard Reference Checks
- Criminal Checks
- Address Verification
- Education Checks

### Performance Audits

- Mystery Shopping
- Performance Audits
- Vendor Audits

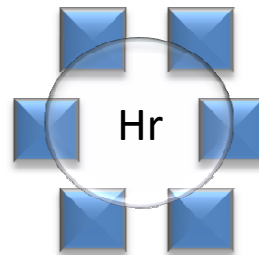
### Payroll Processes

- Payroll Process for multiple locations and divisions
- On Line/Email option for pay slips
- Direct bank transfers
- PF/ESI/Form 16
- Tax projections and calculations



### Executive Due Diligence

- Specially customized for Middle and Sr. Level executives
- Eliminates the margin of error in assessment
- Provides a 360 degrees perspective



### **HR Surveys & Studies**

- Employee Attitude Surveys
- Employee satisfaction Surveys
- Organizational Health Surveys
- Compensation benchmarking
- Talent Update within industry

### **Recruitment Processes**

- Performance Evaluation of Vendors
- Screening of Applications/Database Management
- Preliminary Interviews
- Psychometric testing
- Medical check-ups



### **Personnel**

- Joining Formalities
- Exit Interviews
- Final Settlements
- Statutory Compliances

## TEMPORARY STAFFING

*B L U E S K Y provides Temporary Staffing solutions through its division called P'LEASE. Staffing solutions provide companies with an opportunity to leverage on the risks and provides an excellent opportunity to test a market without affecting its fixed cost.*

### Temp Resources available

- Customer Service Executives
- Promoters
- Sales executives
- Data entry
- Operational staff

### Services

- Recruitment of these personnel
- Payroll management
- Statutory compliances
- Personnel Administration
- Customer Help desk

### Value Adds

- Training
- Attendance monitoring
- Employee Handbook
- 0 bank accounts for temps
- Recognition programs



### **Skill Training**

- Customer Service
- Interviewing techniques
- Performance Evaluation and Measurement

### **Behavioral**

- Enhancing Personal Effectiveness and execution skills
- Creating ownership and passion
- Personal Grooming and etiquettes
- What it takes to succeed!!
- EQ in business

## **TRAINING & COMPETENCY DEVELOPMENT**

*At BLUE SKY Training & Development aims at being able to facilitate a positive change in skills, knowledge, attitude and behavior, ensuring greater ROI*

We primarily focus on coaching and transfer of learning to the work place which must lead to permanent change in behavior. For this we also use a coaching tracker and the follow up is accomplished by an on-site executive from Blue Sky

### **Leadership**

- Leadership development for Senior Executives
- Certificate Program for Manager's
- Certificate Program for Executives

### **Managerial**

- Time Management
- Change Management
- The HR Manager in You
- Team Building (Outbound camps)
- Communication effectiveness



## INDUSTRIAL RELATIONS

- Support & guidance
- Managing unions/labour issues



## EMPLOYEE CONNECT

- Treks
- Lunch facility
- Medical
- Financial Planning
- Special privileges
- Quizzes
- Recreation



## DEVELOPMENT

- Management Dev Prg
- Learning snippets
- General Dev sessions
- Video catalogue
- External speakers
- Case studies
- Outbound

## COACHING

- Coaching of CEO's
- Coaching of manager's
- Mentoring of HR

# Bluesky Support

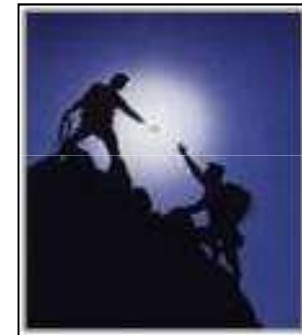
## BLUESKY CONNECT

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A value offering which leverages on our client base and helps us provide a central bouquet of products and service offerings with special value adds

It includes

- Business Connect
- HBR
- Corner office
- Conferences
- Networking
- Special Vendor deals



*Other central programs offered include Outbound camps, Training modules and other employee centric events*

# Bluesky Verticals

## BLUESKY SALES AND MARKETING

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BLUESKY powers clients on three Levels: Project/Product Management, Strategic Consultancy and Execution

Services include

- Sales force management
- Distribution and Retail management
- Franchise development and management



## BLUESKY ACADEMY

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The academy is aimed at crafting individuals into well trained HR Executives

The 0 Gravity course equips a student with contemporary HR techniques and practices that are application oriented and skills that can be applied at their jobs from day one



## Core Team

- **Sonia Fichardo - Sr. Manager, Strategy Execution & BD**

A Graduate from St. Xavier's College, Sonia has been associated with Bluesky in different roles for a substantial period and has significantly contributed to various facets of the business. She oversees various elements of executing business plans and Business Development.

Business Development  
& Strategy

- **Valentine Anthony- Assistant Vice President, Human Resource**

Valentine has about 10 years of post qualification experience. Prior to BlueSky he was the HR Head -Asia & Australia for Griffin Travel located in Singapore. He was also associated with Pantaloons- Future Group, Titan Industries, & The Practice. Valentine possesses deep expertise in Training and Development, OD interventions & Change Management, Retention Strategies & Employee Relations. He is currently overseeing the HR Operations & Consultancy and Learning & Development division in Bluesky.

HR Operations

- **Suchi Pabari - Sr. Manager, HR Operations**

Suchi is a Post Graduate from Welingkar Inst of Management Studies. She specializes in managing the Human Resource for SME's and family run organizations and has rich experience in the FMCG and Manufacturing industry.



## HR Operations

- **Aparna Majumdar-Manager, HR Services & Process Assurance**

Aparna has pursued her MA in psychology and has done her Diploma in ISTD. She has expertise in Design and content development of Outbound Programs, MDP's and Customer Service for front line staff. She currently oversee the HR service division for Bluesky.

- **Shirley Mascarenhas-Manager, HR Services**

Shirley is a Post Graduate in HRM from Welingkar Inst of Management Studies. Prior to Blue Sky she was associated with Morgan Stanley Advantage Services and Kasian Architecture . She possess expertise in handling all of aspects of HR. She currently is overseeing the Recruitment Department for Blue Sky.

- **Payal Nikumbh- Assistant Manager, HR Services**

Payal is a Post Graduate in HRM from MIT School of Business, Pune. Prior to Blue Sky she was associated with Esource Global Solutions Pvt. Ltd. She possess expertise in handling all of aspects of HR especially . She currently is overseeing the Media and Entertainment Vertical for Blue Sky.

## Promoters Background

### D'Oneil Vaz

An HR professional with experience of over 18 years of which the last 8 years were as Head the Human Resources

His industry experience spans across MTV Networks as: Director-Human Resources, Venture Infotek as: Head-Human Resources, The Kalpataru Group as AGM-Group HR, Tata Motors, Burroughs Wellcome, Armour Chemicals Pvt. Ltd.

Post Graduate in Labour Studies from Bombay University and a Graduated from St Xavier's College- Mumbai, Don as he is fondly called has been trained by Dr TV Rao in Competency development, Assessment centers and Retention techniques.



*Founder & CEO*

### Alex Kuruvilla

Presently Managing Director at Condé Nast (India), a UK based publishing group, Alex Kuruvilla, formerly was Managing Director, MTV Networks India & Executive Vice President MTV Networks Asia.

Nominated by Ernst & Young as 'Entrepreneur of the Year' in 2002



*Co-Founder &  
Strategic Advisor*



## HEAD OFFICE

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## REGIONAL OFFICE

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