



Case Study: HR

“Godrej believes in choosing thoroughbred horses and grooming them well”, says an executive at Godrej. This statement refers to GALLOP (Godrej Accelerated Learning and Leadership Programme). GALLOP is a management-training programme, which is more performance—driven and concentrates on leadership and learning.

The company selects 10-12 students from leading management institutions such as IIM, Bajaj and XLRI, every year for a year-long training programme. For selecting trainees, Godrej runs competitions in 30-40 management compuses across the country, where students are encouraged to generate business ideas for Godrej. GALLOP trainees start with an induction programme addressed by the Chairman himself. The trainee is rotated amongst four departments apart from the department hi is hired for. He is also required to do a one-month project in rural India. This rural experience enables the trainee to understand customers from a different perspective, as Godrej is rapidly expanding in agribusiness.

- (a) Identify and explain two functions of Human Resource Management, which are highlighted in the case under study.
- (b) GALLOP trainees start with an induction programme. Explain the meaning of induction. State its importance at the beginning of a training programme.
- (c) Discuss two other methods by which you would recruit trainees for the company if you were the Human Resource Manager of Godrej.