

# HR Initiative

for

Coordinated by



Employee Engagement



## NAADA VARENYAM

Classical Music  
Concerts & Classes

BE BEYOND  
YOUR  
JOB & JOB TITLE

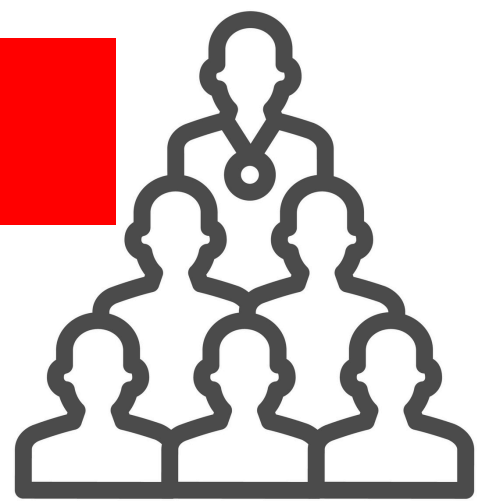
CORPORATE EMPLOYEES

BUILD YOUR INDIVIDUAL IDENTITY

Free YOURSELF FROM ENMESHMENT

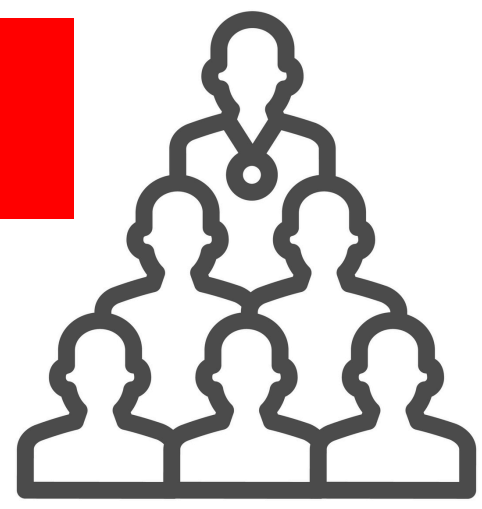


## **Employee?**



- **Is your mind frequently consumed with work-related thoughts?**
- **Is it difficult to participate in conversations with others that are not about your work?**
- **How do you describe yourself?**
- **How much of this description is tied up in your job, title, or company?**
- **Are there any other ways you would describe yourself?**
- **How quickly do you tell people you've just met, about your job?**
- **Where do you spend most of your time, has anyone ever complained to you that you are in the office too much.**

# Employee.....



## Lack of Identity outside the company/job

- if you can't stand sturdily to the side of your company and view it as something outside yourself, you're in enmeshed relationship with it.
- Do you have hobbies outside of work that do not directly involve your work-related skills and abilities?
- In the context of a career, enmeshment happens when an individual's professional identity takes over their personal identity. This means that they become so closely identified with their job that their personal interests, values, and hobbies take a back seat

How would you feel if you could no longer continue in your profession?

**How distressing this would be to you?**

Life cannot be defined by a job.' True meaning and purpose are much larger than 'what we do at work

# Employee !



**This is aspirational zone**

## **BUILD YOUR INDIVIDUAL IDENTITY**

- **is a complex process in which humans develop a clear and unique view of themselves**
  - **Discovering and developing one's potential, choosing one's purpose in life, and finding opportunities to exercise that potential and purpose.**
- **Having an identity can give you a sense of belonging, which is important to your wellbeing and confidence.**

**IF THIS IS NOT FULFILLED IN A REASONABLE**  
**Employee falls to Enmeshment zone**  
**TIME**

**Event Planning & Management is the solution**

**An event planning & management  
provides an ideal creative outlet for  
individuals**

**An event management activity enables  
you to nurture better more meaningful  
connections effectively**

**As event manager it will be thoroughly  
rewarding to enable people to come  
together and see them develop**

**With all these benefits and much more  
an employee 's**

**Esteem & Self Actualisation  
needs gets fulfilled**

**is free from enmeshment  
Discovers individual identity**

**Achieves the goal of  
Beyond job & job title**

**In short**



**The employee is a satisfied person**



# THE ROLE OF HR

**The Role of HR is to provide this opportunity to the employees**

**And enable them to  
come out of enmeshment  
Build their own identity**

**As such it is time that some of the HR initiatives should concentrate exclusively on employees individual identity, growth**

**As HR discuss with your management and employees at all level and map your companies requirement**

**Note : A happy employee is always an asset to the company**

**An opportunity for HR to get an appreciation from the management for the innovative idea**

***The Company HR & Naada Varennyam Can together can bring this opportunity to the Employee***



**We are responsible for**

- **Artist Co-ordination**
- **Quality of concerts**
- **Guidance on Artist Remuneration**
- **Guidance on other expenses**
- **Intial Guidance on concerts etiquette**
- **Social Media publicity**
- **Presenting certificate for Children**
- **Chief Guest Co-ordination**
- **Arrange meeting of these organisers**
- **Guiding on concert themes**
- **Arranging tutors for classes**
- **Coordination with regular sabhas**
- **Post event analysis & feedback**

***together we can bring the opportunity***



## **What employee can do**

- **Can arrange for CMC\* series every year on specific days.**
- **Can arrange CMC for festivals in temples & other religious places every year.**
- **Can financially support music classes in religious places.**
- **With your experience and contact you can solicit resources from various wealthy and like minded people, can organise concerts on auspicious days or once in month or at frequency you feel comfortable at various venues.**
- **You can coordinate with the venue personal and with the sponsors & rasikas and arrange concerts in a grand manner.**
- **Can organise fundraising concerts for the cause you believe.**
- **Networking opportunity**
- **Can make event management as your hobby & passion**



## **What employee can do**

- **Conduct Competition for Children.**
- **You can contact like minded people and for a budget can arrange concerts in their kula deivem temples.**
- **Contacting senior persons, well known people, local clubs and gatherings in their area and projecting this idea of conducting CMC in neighbourhood and soliciting their help to conduct these programs.**
- **You can arrange concerts for your relatives, friends domestic functions.**
- **You can understand the field and write a book. You can write articles.**
- **Can give guest lecturers in Educational institutions.**
- **You can create a youtube channel and encourage talents.**
- **You can join the musician and give commentary on the song and other religious anecdotes.**
- **you can involve your spouse or other interested family members**
- **and lot more as your imagination.**

## **Benefit**

- **By being a part of this endeavor you get an opportunity to explore your full potential outside your work space**
- **You get an opportunity to implement all your acquired skills.**
- **Work life balance.**
- **By this you will gain good will in the neighbourhood and will have a feel of accomplishment.**
- **Expand your reach and get acknowledged in social circles.**
- **Active engagement with society & culture.**
- **This will also bring an opportunity for you to build your own personal brand.**
- **An opportunity for the individual to live thru these initiative beyond once life time.**
- **Become resource person for cultural activity in your neighbourhood.**
- **Have the privilege of providing intial opportunities for future Stars. Celebrities and legends**

## **Employee can become a part time**

- **Event Planner**
- **Event Coordinator**
- **Event Manager**
- **Meeting Planner**
- **Wedding Planner**
- **Festival coordinator**
- **Fundraising Coordinator**
- **Conference planner**
- **Exhibition organiser**
- **Venue Manager**

**Become a dedicated patron of the art**

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## **Classical music especially live music brings incredible benefits**

- **Improving Memory**
- **Reducing Stress**
- **Boosting mental wellbeing**
- **Eliminating Causes of Depression**
- **Lowering Blood Pressure**
- **Improving Physical movement**
- **Relieving pain**
- **Improving sleep patterns**
- **Improving literacy & numeracy**
- **Boosting immunity**



# CONTACT US

## NAADA VARENYAM



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# The Theories...

- The industry has seen **three** generational revolution to say so
- **1st** industrial revolution where employees expected only a survival option from the company
- **2nd** is IT revolution the employee expected life style options
- As such we are in the time of **3rd** revolution the social revolution where the employee expects a status for self as an individual in the society

At present most of the initiative by HR are done with the company interest in mind or utmost some of the skill development programs like personality development have mutual benefit

As Such we need exclusive employee centric initiatives from HR, one such is **Event Planning & Management.** which help employee build individual identity

# **BUILD INDIVIDUAL IDENTITY**

{some probable aspirations}

- A big idea or a prestigious activity implemented under their leadership outside their job/company per view
- Also if it can continue even after their life time and earn them name and fame
- To leverage their organising capacity, problem solving skills, interpersonal skills etc and achieve things in their personnel circle  
( outside their organization)
- With their acquired skills, they may like to build teams, set goals, identify and develop talents/community growth etc
- Learn new things/ especially on personality development and an opportunity to try their skills
- Recognition as an individual with multiple talent
- Would like to pursue a hobby or passion
- Would like to earn second income thru their passion



## **BIRTH OF THE IDEA**

Almost 30 years of experience with various types of organisation and also with the experience of attending many personality development workshops I got to the point where I think employee satisfaction in a work environment is a mirage & growing ones individual identity outside the Job profile is the solution.

The above thought I feel is validated by the fact that today we see a lot of companies choosing to project their brand as an integral part of everyday life (irrespective of their product or service) and subtly suggesting that the employees working in that organization are respected well in public.

**Being a Carnatic Music student I decided to start an organization that will fulfill the need for Individual Identity, thru**

**Carnatic Music Concerts & Classes**

**thus born is Naada Varennyam**

**thank you**