

HUL puts GenNext on leadership curve

Ambika Naithani

MUMBAI

IN ORDER to connect to the youth, HUL has launched a portal — www.coulditbeu.in. According to the company, this is a unique initiative as it provides a one-stop shop on leadership lessons. In the first phase, the portal is available across 14 campuses to 3,000 students, of whom 85% have already registered.

The idea of the portal was conceived keeping in mind certain attributes of the current generation. HUL, general manager, HR, Sachin Chhabra says: "There are some characteristics unique to the present generation. Typically, these folks have two e-mail accounts, are lateral thinkers, begin tasks in no particular order, need their space, express their individuality through blogging, demand instant gratification and get bored easily. Through this portal, we are trying to expose them to some real-life challenges and constraints. 'Could it be u' provides them with an opportunity to experience how individuality can and must coexist within frameworks."

In a typical situation, a management trainee after completing 12-month long business leadership training programme (BLTP) at HUL leads a team of 20-25 employees, has about 70-100 customers and at any particular point of time, has business of about Rs 300 crore. Since the person is fairly young and in many cases, does not have prior work experience, these lessons on leadership become even more relevant.

Moreover, with the India growth story where younger people are increasingly taking on bigger responsibilities, such an initiative becomes more critical. A student at NITIE, one of the 14 campuses where the portal has been launched, says this is a great way for HUL to select from a large talent pool.

ambika.naithani@timesgroup.com