

# Unlocking Business Value for India's Largest Media House

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**Dainik Bhaskar Group Case Study**







**Fashion**

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**Opinion**

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**Local**

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**World**

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**Entertainment**

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**Lifestyle**

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**HONO.**  
TRUSTED BY MEDIA BUSINESSES

As a part of Dainik Bhaskar group's HR-technology transformation initiative, HONO has helped the business realize the true potential of an agile and integrated employee experience towards driving the next wave of change management at DB Corp., while successfully replacing the legacy HR Tech systems.

**Pawan Agarwal**  
Dy Managing Director, DB Corp.



# How Dainik Bhaskar Used HONO for Decades-old Digital & Non-digital HR Data Management & Integration

Dainik Bhaskar Corporation wanted to unleash the true potential of the HR Team by automating and digitising all transactional processes of HR for all their employees. This would help build a workforce that is highly engaged and productive, and enable the HR team to focus their time and effort on strategic & business critical aspects.

Dainik Bhaskar Corp. is urban India's #1 newspaper group and world's 3rd largest circulated newspaper. The group has a strong presence in the radio business. 94.3 MY FM, the radio brand of the group is the largest radio network in India.



## Dainik Bhaskar Group

systemic transformation of legacy HR systems used in 'old media' by efficient migration to automated single-source-of-truth HRMS.





## Trigger for Change

Before HONO, Dainik Bhaskar had tried to adopt two global HRMS solutions. The solutions were not customized to cater to Dainik Bhaskar's unique requirements. Despite sitting on a substantial repository of digital data, the organization could not deliver ROI on its HR Technology. The legacy system failed to tap into the true potential of Dainik Bhaskar's workforce, and hence the HR sought to change it.

Some of the challenges in the legacy systems were:

- Rigidity in Technology Architecture
- Lack of Interoperability of HR sub-systems
- High Service Cycle Time



### HR Vision @ Dainik Bhaskar Corporation

- Creating an Engaged, Energized & Productive Workforce
- Building future capabilities & talent retention
- Building a unified system for the diverse workforce
- Enabling employees to contribute effectively to business
- Driving ease & accessibility through a Mobile-first mindset

## The Dainik Bhaskar's HR-led Transformation Designed & Executed with HONO.

HONO enabled the vision of India's largest media house by enabling an integrated HRMS solution for 10,600 employees. The frameworks within which the solution operated were:

**Single source of truth, One Size Fits One, Mobile First Approach.**

### The key elements of HONO's solution were:

#### As Is Analysis

Extensive primary research based 'As Is' analysis identified key challenges, interconnectivity of issues, process redundancies and unexploited synergies.

#### Consulting Approach

Our experts defined transformation objectives, linked them to business goals, defined success metrics, enabled stakeholder convergence.

#### Process Blueprinting

HONO's methodology of process blueprinting ensured transparency, facilitated best practise infusion and global benchmarking.

#### CXO's Engagment

All stakeholders were engaged through HONO's robust cadence and reporting schedule. Client leadership was engaged through steering committee meetings.

### Risks and Mitigation

HONO's team ensured clarity into risks at hand and a comprehensive mitigation strategy was developed and implemented during the entire process.

#### Digitized 20 yrs of historical data

The HONO Platform digitized 20+ years of historical data to give easy access to all employee records and help correlate patterns leading to transformational deliveries.

#### AGILE Delivery

AGILE delivery methodology and best practices in SDLC led to creation of new groundbreaking capabilities like Position Management Module and a revamp of the ESS Mobile Application. The implementation was completed within 90 Days.



## Modules Implemented

- Employee Payroll
- Employee Travel and Expense
- Employee Performance Management System
- Employee Separation
- Employee Pulse Reward & Recognition
- Employee Leave & Attendance
- People Core Position Management
- Employee Onboarding
- Employee Recruitment

## Impact

- Digital Payroll and Compliance
- AI-led Interactive Chatbot enabling touchless employee self-service
- Marked reduction in total cost of operations
- 100% adoption of mobile app within 1 week of Go-live
- 100% end-to-end unified & integrated platform
- Enhanced HR bandwidth to drive business critical initiatives
- Real-time employee engagement and Happiness Index
- Advanced predictive and prescriptive analytics
- Digitized 20 years of historical employee data to drive real-time actionable insights





"HONO has revolutionized the HR Tech landscape at India's largest media house. All our processes are now seamlessly integrated. Most of our HR processes have become touchless. HONO's flexible delivery model compliments our dynamic business needs. Our employees have greatly appreciated the ease of use and intuitiveness of HONO's system. This has also freed up significant bandwidth for my team."

HONO has transformed the way we work. We now have an end to end integrated HR value delivery system. This gives us end to end visibility and control of our HR operations. HR processes are delivered at fingertips and our employees feel empowered. I am personally very excited about the possibilities that HONO has unlocked for us."

**Ravi Gupta**

CHRO, DB Corp.

As a part of Dainik Bhaskar group's HR Technology Transformation initiative, HONO has helped the business realize the true potential of an agile and integrated employee experience towards driving the next wave of change management at DB Corp., while successfully replacing the legacy HR Tech systems.

**Pawan Agarwal**

Dy Managing Director, DB Corp.

"HONO's team has shown a high level of expertise and maturity at every step of this transformation. Their consulting led approach has enabled a frictionless experience. This is commendable given the scale of this transformation. The adoption rates are nearly perfect and we can already see a significant return on investment."

**Dhiren Desai**

DGM, Corporate HR, DB Corp.





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