

JOSH

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Enabling Growth,
Empowering People



www.swastika.co.in

MESSAGE FROM THE CEO'S DESK

HR – From Process to People & Purpose

One of my earliest memories at Swastika is from a morning that quietly changed the way I looked at our workplace.

I saw employees rushing in—parking their scooters hastily, running towards the attendance machine, some even jumping traffic signals. There was urgency, stress, and an unspoken fear of being late. When I asked why, the answer was simple yet disturbing: being late by just five minutes meant half-day attendance.

That moment stayed with me.

It made me reflect deeply—not just on policies, but on the emotions our systems were creating. Were we building discipline, or were we unintentionally building anxiety? Were our processes enabling performance, or merely enforcing compliance?

That realization marked the beginning of a meaningful transformation.

To guide this change thoughtfully, we engaged Mr. Jayent Mishra, an experienced HR consultant, whose insights helped us reimagine HR not as an administrative function, but as a true enabler of culture and growth. With his guidance, we began redesigning our HR framework—introducing structured processes, automation, and clarity, all rooted in empathy and fairness.

This transformation was further strengthened by Sagar, whose commitment and hands-on involvement played a critical role in translating vision into action. From policy design to implementation on the ground, his efforts ensured that change was not just documented, but truly experienced by our people.

Gradually, we moved away from rigid, manual systems to a more transparent, technology-driven HR ecosystem—one that trusts people and values outcomes over mere clock-ins. Attendance became about responsibility, not fear. HR became a partner in performance, not a gatekeeper.

At the same time, we reinforced a performance-driven culture, where accountability and ownership coexist with respect and care. A culture where people feel valued, heard, and empowered to do their best work.

Today, HR at Swastika stands for something deeper. It stands for enabling growth, empowering people, and creating an environment where performance and well-being grow together.

Our journey continues—but one belief guides us forward: When people feel trusted, they don't rush out of fear. They show up with purpose, pride, and passion.

And that is the Swastika we are building—together.



We didn't just change policies—we changed the way people feel at work.



Parth Nyati

Chief Executive Officer

HR at a Glance - Core Roles

Talent Acquisition – Right People, Right Time

At the heart of every growing organization lies one critical function – Talent Acquisition. The people we bring in today define our culture, performance, and leadership of tomorrow. Over the years, our HR team has consciously transformed recruitment from a transactional activity into a strategic, system-driven, and experience-oriented process.

There was a time when recruitment largely depended on manual tracking – emails, spreadsheets, follow-ups, and paperwork. While the intent was strong, the process was time-consuming and prone to delays.

Recognizing the need for efficiency, transparency, and scalability, we transitioned to a technology-driven hiring ecosystem by implementing a robust Applicant Tracking System (ATS).

As part of our commitment to integrity and organizational safety, Background Verification (BGV) has become a mandatory and strictly monitored process. We ensure that every hire goes through thorough verification before onboarding. This disciplined approach reinforces trust, compliance, and long-term stability.

Today, onboarding is no longer just about filling positions – it's about bringing the right people on board, the right way.

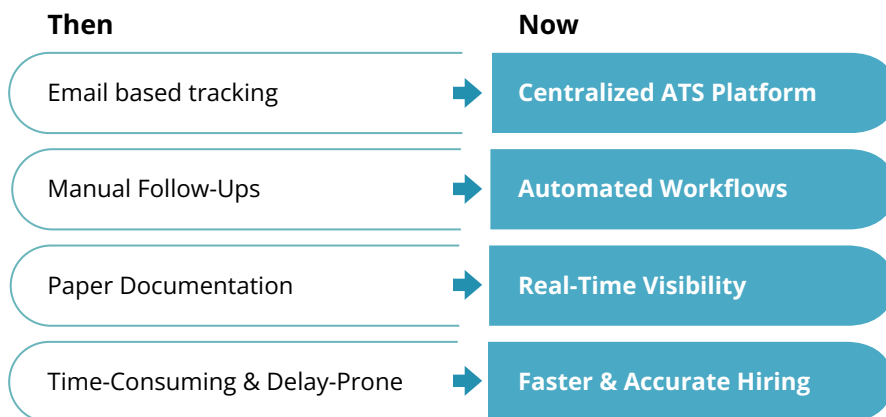
My joining at Swastika...

“From pre-joining to day one, the onboarding journey was smooth, welcoming, and well-organized. The HR team's proactive support and Zimyo-driven digital process made policies, systems, benefits, and role clarity easily accessible—helping me transition comfortably into the company culture and understand my contribution to larger organizational goals.”

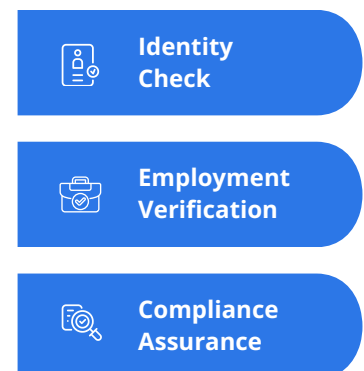
-Rohit Bajaj
Wealth Manager



Transformation through ATS Technology



Strict Background Verification



Our Talent Acquisition Process



KEY BENEFITS



Faster Hiring



Better Candidate Experience



Hiring Manager Satisfaction



Transparency & Control



Scalable Process

This shift has not only reduced manual effort but has also improved speed, accuracy, and candidate experience.

HR At A Glance - Core Roles

Employee Engagement – Culture Builder

At the heart of a strong organization lies not just performance, but **people who feel connected, valued, and engaged.**

At Swastika, engagement goes beyond activities — it is about building relationships, encouraging collaboration, and creating moments that strengthen our shared culture.

Festival Celebrations

We celebrate major festivals such as Diwali, Holi, Christmas, and other cultural occasions, embracing the diversity of our workforce and creating an atmosphere of joy and togetherness.

Events

Outings, sports, and group activities.

Town Halls

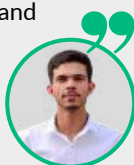
Regular town halls create a transparent communication platform where leadership shares organizational updates, achievements, and future direction, while employees get an opportunity to ask questions and share ideas.



My town hall experience...

The town hall is a valuable platform for employees to understand the organization's goals, performance updates, and future plans directly from leadership. The open Q&A session was especially impactful, as it gave us the opportunity to raise questions, share feedback, and gain clarity on upcoming changes and expectations. Such interactive sessions strengthen transparency, build trust, and make employees feel heard and involved, which ultimately boosts engagement, alignment, and confidence in the organization's direction.

-Hemant Pawar
Senior Relationship Manager,
Centralized Business



Employee engagement has helped us build:



Stronger internal connections



A happier and healthier work environment



Innovation and creativity



Improved employee retention

Employee engagement is not an event calendar — it is a culture-building engine that keeps people aligned, inspired, and committed to growing together.

Learning & Development – Growth Enabler

Technology-Enabled Learning through LMS

Automated Learning Management System allows employees to access training courses, watch recorded videos, and track progress anytime.

- Access Training Courses
- Watch Recorded Videos
- Revisit Learning Content
- Track Progress Anytime



Measuring Understanding through Assessments

After each training session, assessments and quizzes are conducted to measure learning effectiveness.

- Quick Tests After Training
- Identify Knowledge Gaps
- Evaluate Learning Impact



Structured Induction Program: A Strong Start

A structured onboarding program equips new employees with job clarity and confidence.

- Job Roles & Responsibilities
- Processes & Expectations
- Company Culture & Values
- Policies & Procedures



What our trainers say...

The complete L&D process—from identifying training needs and nominating participants to conducting programs, evaluating learning, collecting feedback, and issuing certifications—is system-driven and well-documented. Training programs are designed on a role-based model, enabling employees and leadership teams to gain practical skills aligned with their responsibilities. Learning outcomes are linked to performance objectives, quality standards, and risk controls, supporting business efficiency and regulatory discipline.

Swastika's learning culture promotes continuous growth, accountability, and merit-based development. All learning initiatives are planned, measurable, and aligned with long-term organizational goals, ensuring that knowledge leads to capability, ethical conduct, and sustainable success.

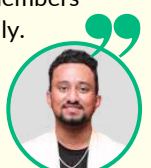
Jagdambaditya Dubey
Training Manager
Learning & Development



To make learning accessible, structured, and impactful, we have adopted an automated Learning Management System (LMS). For every new team member, the journey begins with a comprehensive and well-structured onboarding program that delivers in-depth knowledge of our products, processes, compliance frameworks, and sales strategies. This ensures that each employee builds a strong foundation from day one.

To make learning seamless and engaging, we leverage advanced technology, digital tools, and LMS-based modules, enabling employees to access structured training content anytime, anywhere. Our focus on practical roleplays further enhances presentation skills, client-handling ability, and real-time problem-solving—ensuring our team members engage with clients confidently and professionally.

Nikhil Jaiswal
Training Manager
Learning & Development

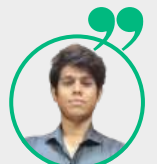


My onboarding experience...

My onboarding at Swastika has been a truly enriching experience. In my previous organization, I received only basic information and was pushed directly into sales, which made client handling difficult.

Here, the journey has been completely different. From day one, team has provided clear, structured training on every product. The regular recall sessions, doubt-clearings, and role plays have boosted my confidence and improved my client conversations significantly. Swastika has not only upgraded my product knowledge but also given me the support and clarity I always needed to succeed.

-Piyush Sen, Relationship Manager, Centralized Business



Performance & Career Management – Growth with Direction

Growth becomes meaningful when employees know where they stand, where they are heading, and how they can get there. Our Performance & Career Management framework is designed to bring clarity, fairness, and opportunity, ensuring that performance is recognized and growth is well-directed.

Timely Appraisal Cycle

Then

Earlier, appraisals were largely perception-based. Employees often did not have clarity on performance expectations, ratings, or appraisal outcomes. Growth felt uncertain and unpredictable.



Now

With the introduction of a KRA–KPI based Quarterly Review System, performance evaluation is structured and transparent.

- Clear performance goals (KRAs & KPIs)
- Quarterly performance reviews
- Defined ratings linked to appraisal percentages

Employees now know what rating leads to what growth, enabling them to track performance and continuously improve.

Internal Job Posting (IJP): Growth from Within

Through internal job postings, employees get opportunities to explore new roles and responsibilities within the organization.

This initiative has helped many employees uplift their careers, proving that talent and ambition are always recognized internally.

At Swastika, we strongly believe — **“If talent exists within, we nurture it.”**



My promotion at Swastika...

I joined Swastika in January 2018 as a BDE, and today I am working as a Software Test Engineer.

Many believe that staying in the same organization limits career growth, but my journey proves otherwise. Swastika strongly supports employee development, and the Internal Job Posting (IJP) initiative is a great example of this. Through IJP, I got the opportunity to transition into the Software Testing role, where I have now completed 3.5 years.

This opportunity helped me learn new skills, gain confidence, and grow professionally. I am truly grateful to Swastika for trusting me and supporting my career growth. I encourage all employees to believe in themselves and make the most of such opportunities within the organization.

-Raja Chadokar

Software Engineer in Test 1, Technology



Fast Track Promotion

For high-performing and high-potential employees who are eager to learn and take on additional responsibilities, we offer Fast Track Promotions. Such growth is not restricted to appraisal cycles — performance and readiness drive opportunity.

My fast track journey at Swastika...

The Fast Track Promotion policy truly reflects the organization's belief in recognizing performance and commitment beyond timelines. Being part of this initiative has been a meaningful milestone in my professional journey and has boosted my confidence to take on greater responsibilities.

When hard work is acknowledged at the right time, it inspires continuous learning, growth, and a strong sense of ownership.

-Yash Thakur

Manager- HR



Role Enhancement

Career growth is not limited to vertical movement.

Employees who consistently perform well and show potential are also given opportunities to: Switch departments, Take up enhanced roles and Explore cross-functional exposure.

This approach helps employees broaden their skill sets and career horizons.



Opportunity to change my role...

I am truly grateful to this organization for giving me my first opportunity as a Front Office Executive and believing in my potential beyond that role. From the very beginning, the management recognized my hard work, sincerity, and dedication, which eventually led to my transition into the Finance Department.

This shift was not just a change in responsibility but a significant learning journey for me. With constant support, guidance, and encouragement from my seniors and colleagues, I was able to develop new skills, gain practical financial knowledge, and grow professionally with confidence.

-Nitika Solanki
Executive, Accounts



Performance Improvement Plan (PIP): Supporting Before Deciding

When performance dips, the focus is on understanding before concluding.






- Open discussions on challenges
- Clear communication on performance gaps
- Targeted training and guidance
- Continuous monitoring and support

The purpose of the PIP is not to create pressure, but to **support improvement, learning, and a return to growth momentum.**



Impact: A Culture of Fair Growth

This structured approach has resulted in:

-  Transparent performance management
-  Clear career visibility
-  Higher motivation and accountability
-  Strong internal mobility
-  A growth-driven culture

Employee Well-being – People First

Employee well-being is at the core of a sustainable and high-performing organization. At Swastika, we strongly believe that when employees feel safe, supported, and balanced, they perform better and stay motivated for the long term.

Our well-being initiatives are designed to support employees not just professionally, but personally as well.

Health Insurance Coverage & Awareness

All team members at Swastika are covered under a comprehensive medical insurance policy, ensuring financial security during medical emergencies.

- Coverage for major illnesses and health conditions
- Awareness sessions to help employees understand benefits

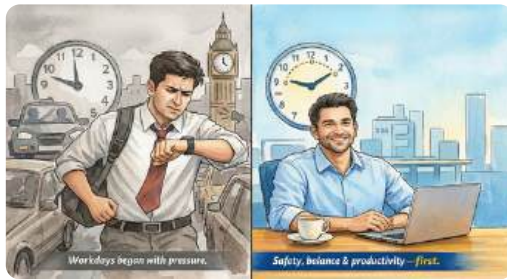
This initiative reinforces our belief that good health is the foundation of good performance.



Flexible Working Hours – Putting Safety & Balance First

Then

Earlier, office reporting time was fixed. Even a few minutes of delay could result in a half-day mark, often leading employees to rush – sometimes even risking their safety.



Now

Recognizing this concern, Swastika introduced a Flexible Working Hours Policy.

- Employees complete 9 working hours at their convenience
- Start time can be adjusted based on work requirements
- Late sittings or late starts are balanced accordingly

This policy was implemented keeping employee safety, mental peace, and motivation at the center, allowing them to work without stress and maintain productivity.

Leave Management – Supporting Work-Life Balance

We offer employee-friendly leave policies to ensure a healthy balance between professional and personal life:

- 18 Annual Leaves
- Alternate Saturdays Off
- 2 Restricted Holidays (can be used for any festival)
- Comp-Off for working on holidays or week-offs
- Maternity Leave: 180 days
- Paternity Leave: 15 days
- Wedding Leave: 15 days
- Bereavement Leave: 3 days
- Punch-in/punch-out deviations of 5-10 minutes can be regularized

These policies are designed to provide flexibility, fairness, and peace of mind, enabling employees to manage responsibilities without compromising well-being.



High Performer Recognition – Celebrating Excellence

At Swastika, we believe that exceptional performance deserves timely recognition. A culture of appreciation not only motivates individuals but also inspires others to raise the bar. Our High Performer Recognition initiatives are designed to acknowledge dedication, reward impact, and reinforce our core values.

Spot Bonus – Recognizing Impact Instantly

Employees who deliver exceptional results, show extraordinary dedication, or create a visible business impact can be nominated for a Spot Bonus Award.

- Cash rewards of ₹25,000 and ₹10,000
- Based on performance, ownership, and commitment
- Immediate recognition without waiting for appraisal cycles

This initiative ensures that great work never goes unnoticed.



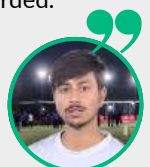
Recognition that motivates...

Receiving the Spot Bonus – Game Changer was a special moment for me and a strong reminder of the culture Swastika stands for. It showed me that when we put in extra effort, take ownership, and bring new ideas to the table, the organisation truly notices.

What I value most is that Swastika rewards hard work in a meaningful way—through both recognition and monetary rewards. This approach motivates employees to think beyond routine tasks, improve existing processes, and work with a long-term mindset.

I'm grateful to be part of a workplace where dedication is appreciated and impactful work is always rewarded.

-Chandra Prakash Mishra
Assistant Manager,
Avisa Wealth



Rewards & Recognition – Performance Across Roles

Our Reward & Recognition framework is designed for both sales and non-sales roles.

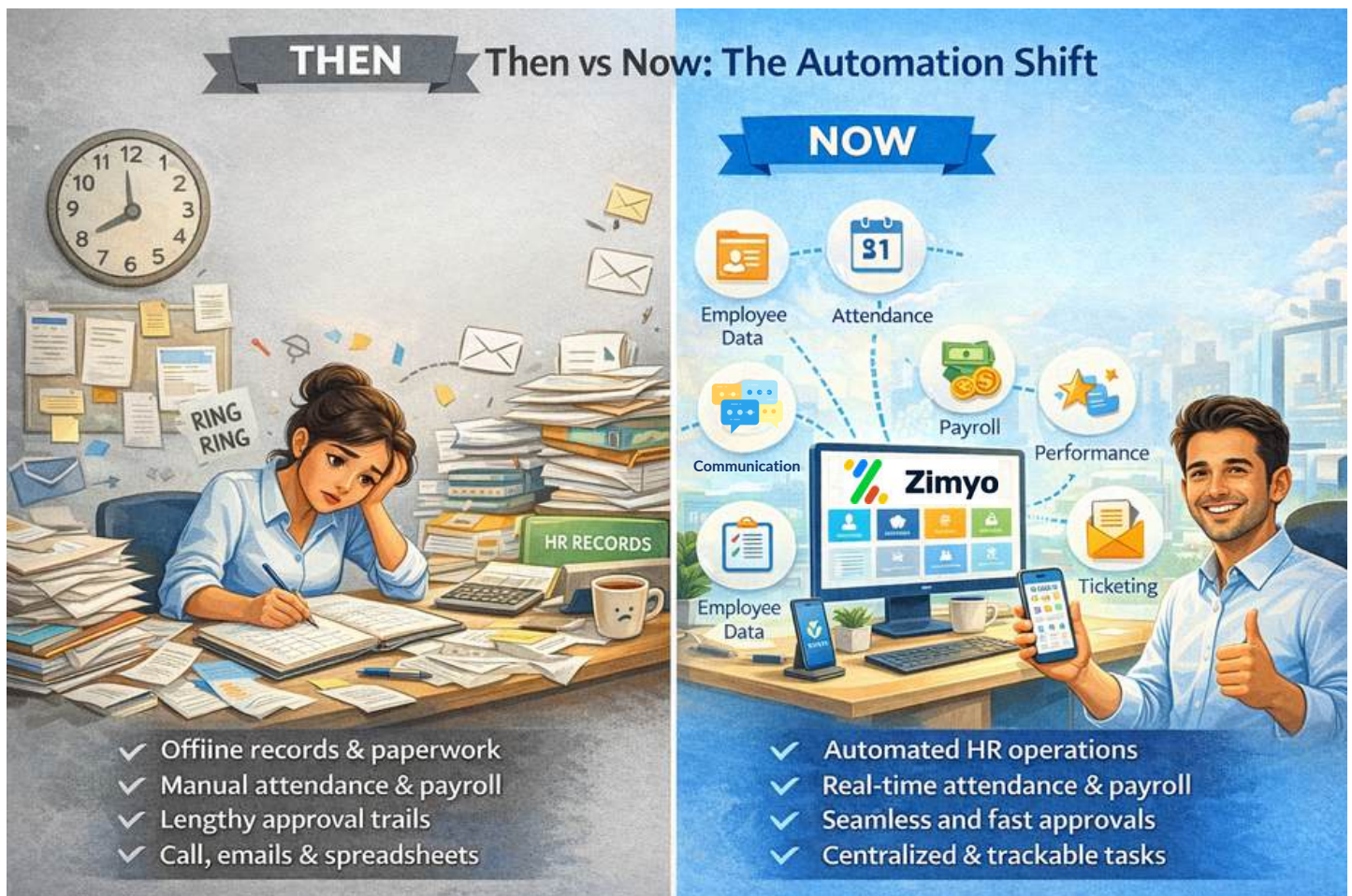
- Sales & Marketing Teams: Structured incentive plans for top performers
- Operations & Support Teams: Recognition for excellence, consistency, and adherence to core values
- Rewards include incentives, gift vouchers, and tokens of appreciation

By recognizing performance across functions, we promote a culture where results, values, and effort are equally celebrated. **At Swastika, recognition is not occasional – it is intentional and meaningful.**



Automation – Driving Efficiency & Transparency

Automation has transformed the way we work, manage people, and deliver experiences. With the implementation of Zimyo (HRMS), Swastika has moved from manual processes to a fully integrated, system-driven HR ecosystem – bringing speed, accuracy, and transparency across functions.



Voices From The Floor

I have seen the HR department from the time jab har kuch dino mein puri team change ho jaati thi, to a time where the currently stable team is bringing lot of changes for employee friendly environment in the company. And apart from just loving it, I am proud of it because I myself managed this department for about a year at Swastika 😊. Trust me when I say - IT IS NOT AN EASY TASK being in HR. The best thing that the current team has cracked I would say is the robust mechanism of reviews and publishing company policies, proving transparency. The team is always available to reach out to. I have seen them work nights for successful events & I have seen their admirable in depth planning. Kudos to them & shout out for Sagar, leading such gargantuan changes in the company.

-Harshit Rungta
Chief Product Officer



Over the last five years, HR at Swastika has evolved from a transactional function to a true enabler of people growth. Structured quarterly reviews, transparent employee management, enhanced mediclaim benefits, regular engagement events, and timely support systems have strengthened trust and motivation. Today, HR goes beyond attendance and payroll—focusing on employee well-being, development, and creating a supportive, inclusive workplace culture.

-Aayush Agrawal
Assistant Vice President, Investment Banking



In my time at Swastika Investmart, I have seen HR emerge as a strategic partner rather than just a support function. Today, HR goes beyond policies to shape mindsets, strengthen leadership, and build a culture that balances performance with people well-being. Over the past few months, the impact of transparency, open communication, structured performance management, and leadership connects has been clearly visible in stronger alignment and ownership across teams.

The consistent focus on employee growth, learning, and recognition has helped create a positive, collaborative, and accountable work environment—reinforcing the belief that when people come first, performance follows.

-Deepa Muchhal
National Head, Decentralized Business



Behind every smooth onboarding, successful engagement, and timely resolution is our HR team—the driving force that keeps the organization moving forward. Beyond policies and processes, HR represents the human side of Swastika. From warmly welcoming new employees to guiding teams through key milestones, they consistently demonstrate empathy, professionalism, and approachability. Their open-door culture fosters trust, ensuring employees feel heard, supported, and valued. What truly sets them apart is their proactive mindset—anticipating needs and creating initiatives that promote well-being, collaboration, and growth. I sincerely appreciate the HR team for their dedication and commitment. Your behind-the-scenes efforts make a meaningful impact every day.

-Neha Chhabra
Assistant Vice President, Avisa - Wealth



Over the years, Human Resource Management at Swastika has undergone a remarkable transformation driven by technology and innovation. Processes that once required extensive manual efforts such as attendance management, employee onboarding, policy-related queries, payroll processing, and KRA/KPI reviews etc. have now evolved into a streamlined and efficient system.

With the adoption of advanced HR tech solutions for hiring, employee engagement, and payroll management, the HR team has significantly improved accuracy, transparency, and overall employee experience. Having witnessed this transition, particularly before and after the lockdown period, the change has truly been phenomenal.

The dedication and continuous efforts of the HR team have played a vital role in strengthening the organization. Wishing them continued success in further strengthening Swastika as a great place to work for all the stakeholders.

-Deepesh Verma
Assistant General Manager, Operations



HR Team Spotlight

Faces Behind the Framework



Hi, I'm Yash !

I drive performance clarity through goal alignment, structured appraisals, and performance tracking. **I believe smart structures and regular feedback enable meaningful growth and long-term, sustainable success for both people and the organization.**

Hi, I'm Sagar !

I drive HR strategy, people development, and culture initiatives with a belief that empowered people are the foundation of high-performing organizations. **My focus is on building structured, technology-enabled HR systems while fostering a people-first, performance-driven culture.**



Hi, I'm Vikram !

I manage payroll and attendance operations, focusing on timely salary processing, accurate attendance tracking, and well-maintained employee records. **I believe that consistency, accuracy, and reliability are essential to building trust and keeping everyday operations smooth.**



Hi, I'm Chirag !

I work with the Talent Acquisition team, focusing on sourcing, screening, and bringing in talent that truly aligns with the company's values and goals. **I believe that the right hire doesn't just fill a role—it can shape teams, culture, and long-term success.**

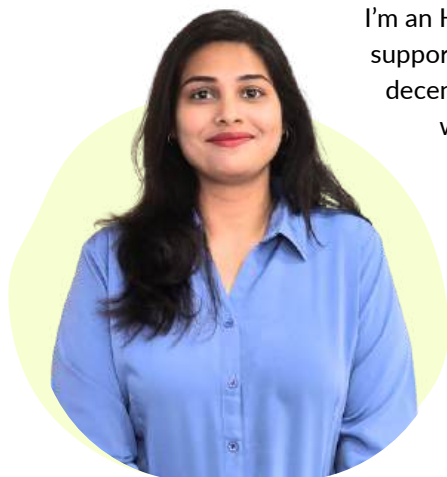


Hi, I'm Anushka !

I work in Talent Acquisition, focusing on hiring, interview coordination, and seamless onboarding. **I believe great people build great organizations.**

Hi, I'm Aishwarya !

I'm an HR Business Partner supporting centralized and decentralized businesses, working closely with teams on employee relations, business alignment, and people initiatives. **I believe strong HR partnerships build strong businesses.**



Mann Ki Baat

I joined Swastika two years ago, and one thing has always stood out to me - our people are our biggest strength. I see it every day in the hard work, the long hours, and the fact that no one here is afraid to take on a challenge. Delivering quality work is part of who we are.

As we continue to grow, we also have a chance to grow smarter. Our execution is strong, and the next step in our journey is to improve how we plan. I've noticed that when we pause for a few minutes before starting a project, to clearly understand the problem and set priorities, the work becomes much smoother. Good planning doesn't slow us down; it helps us use our effort better and reduces stress.

For me, real growth is not just about working harder. It's about using the great energy we already have and giving it a clear direction. If we think one step ahead, every bit of our hard work will matter even more.

Devashish Nyati

Chief Technology and Security Officer

“ Our people are our strength; planning is what helps that strength go further. ”



“ When people feel supported and trusted, performance naturally follows. ”



When I joined Swastika, HR largely meant payroll, attendance, and day-to-day administration. It worked for that time, but as the organization grew, I began to see a deeper need — the need for structure, clarity, and consistency.

Slowly, HR started evolving. Processes replaced follow-ups, policies brought fairness, and systems created transparency. What once was a support function became a strong foundation for performance and growth.

What makes this journey special for me is that this transformation never lost sight of people. Every policy, every process, and every framework was built with a people-first mindset. The belief was clear — when people feel supported and trusted, performance follows.

Today, HR at Swastika stands as a balance between empathy and execution. We are not just managing systems; we are shaping culture, enabling performance, and creating an environment where individuals can grow with confidence. This journey reminds me that real progress happens when structure empowers people — and not the other way around.

Sagar Pandey

Head - Human Relations

Events At A Glance



Muscular Dystrophy Care Workshop : A day of hope and awareness



Celebration of festivals, Diwali & Christmas



AND THE HAPPINESS CONTINUES...

JOSH

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