

PRO TOUCH



ISO 9001:2015

HR GENERALIST AND HR ANALYTICS



Protouch is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP®



The use of this official seal confirms that this Activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit pre-approval.

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About Us:

Protouch is one of the most admired talent transformational and reskilling organisations enabling sustainable business and organisational culture impact. An ISO 9001:2015 certified company, its mission is to improve business productivity and enhance leadership development across the organisation. It is providing 360-degree training solutions from entry-level to senior management. It imparts highly engaging corporate trainings, workshops and coaching services with a clear focus on results while developing holistic learning for the participants.

Protouch reskilling institute works extensively in the area of skill enhancement and youth employability. Hundreds of young professionals every year accelerate their careers by undertaking its wide range of certification programmes. These programmes are delivered through 100% practical approach by an experienced team of industry experts.

Protouch has successfully partnered with Times Group through which it provides executive education for working professionals from premium management institutes.

Protouch training programmes and its alums of the reskilling center has been widely recognized across various respectable forums and organisations.



**Protouch
Professional Training**



**Protouch
Corporate Training**



**Protouch
Executive Training**

HR GENERALIST

Talent Acquisition



Payroll and Statutory Compliance



**Strategic Human
Resource
Management(SHRM)**



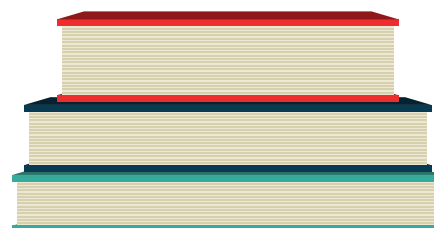
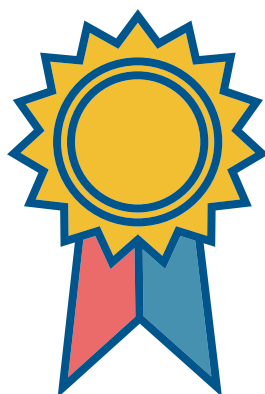
PROTOUCH ADVANTAGE

**EXPERIENCED FACULTY
MEMBERS**



**LIFE TIME PLACEMENT
SUPPORT**

**3 International
Certifications in
One Programme**



PRO HR TOOLKIT



**KNOWLEDGE SHARING
SESSIONS**

**MAKE YOU
PLACEMENT READY**



Talent Acquisition

- Man Power Planning
- Job Analysis
- Preparing JD
- Internal & External Recruitment
- Gap Analysis
- Portal Training
- Screening
- Personality testing
- Psychometric
- Competency based interviews
- Telephonic Conversation
- Preliminary Round of Interview
- Interview Communication
- Feedback
- Conducting Interviews
- Selection Process
- Reference Check
- Vendor Management
- Recruitment Cycle
- US Recruitment
- Induction and Onboarding

Duration 30 hours
2 days in a week
3 hours per day



Payroll and Statutory Compliance

- The Role of Payroll Department in an Organization
- Income Under The Head Salaries u/s 17(1)
- Salary Components in terms of Fixed and Variable
- Claim and Reimbursement Management
- Attendance Management System.
- Statutory Compliance in India
- Employee Provident fund
- Employee State Insurance
- Labour Welfare Fund
- Bonus, Minimum wages & Factory Act
- Tax deduction under Source- TDS, Tax Slabs, ECR Challans
- Deductions (u/s 80C - u/s 80U) of Chapter VI-A
- Examination of Investment Proofs and Claims
- LTA, HRA, Leave and Gratuity Exemptions
- Entertainment Allowance and Professional Tax
- Deduction of Interest on Housing Loan u/s 24(b)
- Payroll Inputs and Inputting in payroll system
- Rule & Rates and Determine Calculation & Deductions
- Verification and Payroll Checking Step by Step
- Salary Register, Pay Slips, Bank Transfer and MIS
- Prepare Statutory Reports PF, ESI, TDS etc.

Duration 30 hours
2 days in a week
3 hours per day



STRATEGIC HRM



PERFORMANCE MANAGEMENT SYSTEM

Design a PMS System
Goal Cascading
Mapping the KRAs and KPIs
Reward and Recognition
Counseling Techniques
Reward & Recognition System
Performance Report & Dashboard

TRAINING & DEVELOPMENT

Need analysis
Training Calendar
Training designing
Training delivery
ROI Measurement
Assessment Processes &
Feedback Analysis

HR -Business Partner

Contributions of HR from Business Perspective? Review & Analysis, Business Unit Data, Employee Budgeting and Auditing. Man Power Planning, Workforce Planning, Succession Planning, Career Architecture Program and Skills Assessment Attrition Issues & Control SOP.

HR Policies

Why Policies, Steps to Frame HR Policy?
HR Policy Framework/Checklist
Attendance and Leave policy
Code of Ethics & Business Conduct
Email, Internet & Computer use Policy
Confidentiality & Non-Disclosure Policy
Effective Retention Policies and Exit Policy



Basics of HR Analytics & SAP HCM implementation

Duration 30 hours
2 days in a week
3 hours per day

PRO HR TOOLKIT

1600+ DOCUMENTS



1000+ **JOB DESCRIPTIONS**

20

STATUTORY DOCUMENTS

04

ENGAGEMENT PLAN

60

HR LETTERS

290+ HR FORMS

11

HIRING MODULES

9

PERFORMANCE MANAGEMENT PROCESS

62

RECORDS & FORMATS

70+ HR POLICIES

12

COMPENSATION AND REWARDS

12

ONBOARDING PROCESS

09

EXIT PROCESS

COMPLETE SET OF COVID POLICIES AND POSTERS

HR ANALYTICS

Overview

People run businesses and HR has always been about people. Given the rapid digital transformation in the organizations, classic approaches are not sufficient in getting the required result in the long run. Hence the need for data-driven decision making has become essential. HR Analytics also known as people analytics or talent analytics, can play a vital role, helping companies understand employees better and map their behavioural trends. HR Analytics helps HR managers, make data-driven decisions about their employee or the workforce.

There is a severe shortage and an increasing demand for HR analytics talent.



HR ANALYTICS

About the course

In this course, we start from a simple topic of calculating mean and move on to complex subjects such as text analytics. As a result, we cover comprehensive HR analytics from statistics to machine learning techniques.

As part of this programme, you will learn to source, analyse, and visualize HR data to inform decisions and recommendations. You will strengthen your analytical acumen to make decisions through analysis and storytelling. Through the application of data analytics, you will be positioned to examine common HR challenges. It will help you determine the business impact and return on investment associated with HR initiatives. By the end of this program, you will have developed the strategic and systematic measures necessary to excel in HR analytics.

With the help of this programme, you can fast track your career by enabling your company to better drive ROI on employee.

TOP TRENDS IN HR ANALYTICS

- HR analytics can help in 80% increase in recruiting efficiency, 25% rise in business productivity and 50% decreases in attrition rate as per McKinsey Research.
- 75% of companies believe in the importance of human resource analytics, according to Deloitte report.
- Over 70% of executives are making strides to integrate data into everyday decision-making processes.

HR ANALYTICS

Using the employee data to make decisions on:

1. Manpower Planning, Hiring and Recruitment
2. Training and Talent Development
3. Employee Retention
4. Employee Satisfaction
5. Employee Engagement
6. Performance Appraisals
7. Promotions and Compensation
8. Diversity and Inclusion



You Will Learn:

- Applied Statistics right from scratch.
- Areas where you can use analytics in Employee Life cycle.
- Understanding of HR metrics and the converting Metrics to Analytics.
- Simultaneously learn analytics on Excel, R and Python.
- Understand the steps involved in Data Preparation.
- Learn the concepts of Feature Engineering.
- Statistical Model Building.
- Identify a Business Problem.
- Concept of Machine Learning covering Supervised and Unsupervised
- Learning Techniques.
- More than 20 types of Charts and Plots.
- Predicting Futuristic Insights.

PROTOUCH ADVANTAGE

**100% PRACTICAL CASE-BASED
LEARNING**



**MAXIMUM NUMBER OF CASES (35)
AND PROJECTS (4)**



BUILDING ANALYTICAL MINDSET



**6 MONTHS POST
PROGRAMME ACCESS
AND SUPPORT**



**LIFE TIME
PLACEMENT
SUPPORT**

**ISO 9001: 2015
CERTIFICATION**



STUDY MATERIAL



**KNOWLEDGE SHARING SESSIONS,
PROJECT PRESENTATIONS AND
REVIEWS**

**ACCESS TO HR GENRALIST
WORKSHOPS - MAKE YOU PLACEMENT
READY**



HR ANALYTICS

MODULES

HR Analytics – Practitioner



HR Analytics – Advance



HR Analytics – Practitioner

Tool Used: MS Excel

Duration: 24 Hours, 1 days/week, 3 Hours/Class

Case studies: 25, **Projects:** 2

Topics Covered:

- Introduction to Analytics and Key Matrices
- Structured Problem Solving using Frameworks
- Statistical Modelling, Understanding the Business Problem
- Data Discovery, Data Collection & Data Preparation
- Hypothesis Formulation and Testing
- Generating Insights Using Descriptive Analytics
- Rank and Percentile, Descriptive Statistics, Histogram
- Inferential Analytics using Analysis Tool Pak
- Sample Testing using Paired t-test, t-test unequal variance
- Introduction to Machine Learning and Predictive Analysis
- Time Series Analysis and Forecasting Techniques
- ROI Analysis using Revenue/Cost Models

Analysis Methods: Descriptive Analytics, Inferential Analytics, Predictive Analysis

Statistical tools Used:

- Rank and Percentile, Descriptive Statistics, Histogram
- Correlation, Covariance, Paired t-test, t-test unequal variance
- Anova, Z test
- Linear regression, Moving Average, Exponential Smoothing

Case Studies on:

Training, Performance, Promotion, Compensation, Productivity, Campus Hiring, Manpower Planning, D&I, Talent Acquisition

HR Analytics - Advanced

Tool Used: MS Excel, R, Python

Duration: 48 Hours, 1 days/week, 3 Hours/Class

Case studies: 35, **Projects:** 4

Topics Covered (Over and above HRA- Practitioner):

- Programming in Python and R
- Understanding Important Libraries in R and Python
- Machine Learning Techniques using Linear and Logistic Regression
- Types of Data, Data Directory and Validate Data
- Statistics - Univariate and Bivariate (Numerical and Categorical)
- Data Cleaning, Hypothesis Testing
- Feature Engineering - Variable Creation and Transformation
- Supervised and Unsupervised Learning - Clustering
- Inferential Analysis of Categorical Data using Chi-Square
- Analytics on written Documents using Text Analytics
- Model Simulation and Adjustments

Analysis Methods Covered:

- Descriptive, Inferential and Predictive Analysis

Statistical tools Used (Over and above HRA- Practitioner):

- Linear Regression, Logistics Regression, Text Analysis, Clustering

Case Studies on (Over and above HRA- Practitioner):

Salary Increment, Employee attrition, Text Analysis (Managers Comments) and Job Fitment.

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Tool Used: MS Excel, R, Python

Duration: 48 Hours, 1 days/week, 3 Hours/Class

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Tools



CERTIFICATES



TESTIMONIALS



Parkash Thapa

This institute is very good for your career growth as you want to make a great career in HR Domain cause. I found the trainers and the staff is very supportive and experienced and absolutely focused on making student`s career, which is the biggest reason of making it best institute for HR Domain.



Anand Pandey

If I could recommend best institute for HR Generalist, I would definitely go for Protouch, Gurgaon . I would say the pedagogy, the environment, the placement support all work in perfect sync to groom the student for future and make them industry ready.



Adiba Ahmed

Protouch will be a great option for you if you want to strengthen your concepts while also having practical learning opportunities. The teachers are very helpful and always ready to guide. Their approach to teaching helps you understand when and how the concepts would be used. A flexible and friendly learning environment that motivates you to improve irrespective of what knowledge you start with.



Neha Sharma

Protouch is one of the quality learning institute, where you will not just clear your basics but also learn how those basics will play a big role in job profile. Instructors explain things more in actual scenario rather than just bookish knowledge. Frequent seminars on different topics like- POSH, Emotional Intelligence, Personal Branding make you more confident with professional culture.

PLACEMENT PROCESS



INDUSTRY INSIGHTS



PROFESSIONAL GROOMING

MENTORING



OTHER ACTIVITIES



ATTENDING HR NETWORKING EVENTS



CELEBRATIONS



PROTOUCH TEAM

Our Graduates



Dr. APARNA SETHI



Founder – Protouch | Author | Certified POSH Trainer | NLP Practitioner | Soft-skill Trainer | Theatre Artist



Doctorate in Management, Dr. Sethi has contributed immensely to **competency-based performance management system** as her area of research. **MPhil in Management, MBA in Marketing and Human Resource Management**. She has **20 years** of experience with diverse industries and organisations like Kinetic Engineering, Bharat Forge, Datapro Infoworld Ltd and worked with various renowned academic institutes. She brings with her **unique blend of academic research and its applications** in the corporate world across various domains

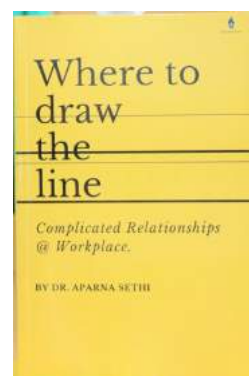
Dr. Sethi is a **certified NLP- Neuro Linguistic Program Practitioner** working towards helping people in increasing their Emotional Intelligence. She is a Certified **POSH External Member, Transactional Analyst Practitioner, Anxiety Disorders & Obsessive Compulsive Disorder, Global Leadership Assessment (GLA360) and Personal Branding expert.**

- Emotional Intelligence/Quotient
- Gender Sensitization
- Prevention of Sexual Harassment of Women at Workplace (POSH) (Certified External Member)
- Train the Trainer (Perusing Certification from XLRI)
- Women Leadership
- Soft Skills- Presentation skills, Personal Branding, Conflict Management, Stress Management, Time Management, Difficult/Crucial Conversations
- Theatre Workshop

Dr. Sethi has successfully delivered multiple workshops and training programmes across levels and industries. She has unique capability in **designing and conducted workshops in Hindi**, specifically for operations and manufacturing. Participants find her sessions extremely energetic and activity driven. An avid writer, she is the author of **"Where to Draw the Line- Complicated Relationships at Workplace"**, collection of case-lets on gender sensitisation, collected as part of her extensive research. Her articles on **Emotional Intelligence, Women Leadership, Work- Life balance** have been published in leading publications like **TOI, Hindu, Business Magazines and Company Websites**. She has credited more than **25 research papers** in **International and National journals**. She is the founder of **HR Gurus- An HR networking & knowledge sharing community**.

Her passion lies in networking, theatre & running.

Dr. Sethi is based out of Gurgaon and available for PAN India projects



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RAHUL SETHI



**Founder | Marshall Goldsmith Executive and TEAM Coach |
ICF Coach | Corporate Trainer | NLP Practitioner | Business Leader**



Rahul is a **Corporate Trainer, Leadership Coach** and Founder of Pro Touch, an organization that facilitates **executive and leadership development** with a combination of **skill enhancement training, coaching and mentoring practices**. **Certified Executive and Team Coach from Marshall Goldsmith** and **ICF approved Grow More Coach**. He has successfully coached many corporate executives in senior positions.

Rahul has over 20 years of corporate experience **heading businesses, P&L, sales, marketing, product development, and organizational change projects**. He has worked with prestigious organizations like Rivigo, Airtel and Vodafone. He held various leadership positions and managed teams and leaders from a spectrum of specialization, background, and geographies.

Rahul has a proven track record of building as well as transforming teams across regions. It enables him to have **in-depth insight into the needs and challenges** that corporate executives/leaders face in today's fast-paced result-oriented business environments. His experience helps in seamlessly switch between **Inside-out and outside-in approach**. He believes measuring the result of every intervention inspires change and accelerates executive to leadership journey. His training and coaching are characterized by **well-defined methods and processes that provide a unique and holistic experience for leaders and ensures permanent positive change in beliefs and behaviours**.

Rahul is a **Mechanical Engineer** and **Masters in Marketing and Financial Management**. **Marshall Goldsmith Certified Executive and Team Coach**. **ICF Approved Grow More Coach**. **Global Leadership 360 Assessment certified**. Other certifications and Programmes include **Business Managers from IIM Ahmedabad**, **Strategy in Action by Harvard Business**, **Regional Leadership from Singtel**, **Leadership Development from Centre for creative leadership** and **New product development from the Indian Institute of Planning and Management**.

Rahul is a state-level table tennis player, loves playing squash and travel to different countries.



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