



A Leader's Guide to Managing People in MSMEs

Author: Latha Emmatty Gupta, V J Rao

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A handbook with practical ideas, frameworks, and tips that help MSMEs in designing and executing people strategies and practices. It is a valuable resource for MSME leaders who do not have an HR department yet. Start-ups looking at scaling their operations will find in this book a roadmap for shaping their people practices.

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About the Author

VJ Rao A seasoned HR and Business Excellence professional who has led the HR function in Godrej GE Appliances Ltd., Tata Consultancy Services and Suzlon Energy Ltd. Former Director of the Tata Management Training Centre and currently member of Captains Club that helps MSMEs scale up and grow. Co author of best-selling book “HR HERE AND NOW”

Latha Emmatty Gupta An HR practitioner with expertise in consulting, coaching, and leadership development, Latha founded OD Mantra. She brings both a strategic lens and execution depth to her work. She focuses on aligning the human and business dimensions of organizations. She is a faculty member specializing in people and performance practices at several leading organizations.