

"A man is
great by
deeds, not by
birth"
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**V-Guard: The Human-first Approach to Building
Responsible Business**

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V-Guard: The Human-first Approach to Building Responsible Business

Abstract:

As Mr. Mithun K. Chittilappilly, the current Managing Director of V-Guard Industries reminisces on the company's long history, the recent disruptions of the COVID-19 pandemic on the business, and its influence on employees, he had multiple thoughts racing through his mind. A traditionally hands-on enterprise which believes in one-on-one connect among employees was now functioning perfectly well in an online platform. Thanks to some of the timely initiatives undertaken by the management towards IT enablement over the last half a decade. The case study details out the historical evolution of the firm, the HR structure, and the People related practices in the context pre and post pandemic.



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