


MANAGING  
THE CHANGE  
FOR BETTER TOMORROW



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# CHAPTER 18

## INNOVATIVE HR PRACTICES: CASE STUDY OF ZOHO CORPORATION

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### Abstract

Zoho Corporation is a leading IT company founded by Sridhar Vembu and is in direct competition with tech giants Microsoft, Google, etc. Mr. Sridhar adopted innovative human resources practices like Zoho University Initiative and Go rural initiative. Zoho university-trained the rural youth in software development and was able to employ rural youth. They proved that degrees are secondary and valued talent. Go rural mission helped to stop migration to cities and opportunities are provided to rural youth near to their hometown. These practices improved not only the profitability of the company but also improved the work-life balance of employees. Zoho model proved that rural and small talent need not come to large cities they can provide world-class services to MNC while working near to their hometown.

*Keywords: Case study, Zoho, Migration*

### Introduction

Migration from rural areas to urban cities is a global phenomenon. The rural youth moves to metro cities in search of better opportunities. Villagers or small town residents move to urban cities for better education and employment opportunities available (Hoffmann et al. 2019). Urban cities have more employment opportunities and better education and medical facilities which motivate people to migrate (Kundu 2012). Migration causes various problems. Migration leads to unplanned growth of cities, an increase in slum areas, etc. Migrated people live away from their families which creates a social vacuum and many times due to loneliness and despondency change their behaviors and they fall prey to drugs and crimes (Khullar 2014). Migration also causes geographical imbalances. The government had taken several steps to stop this migration from rural areas to urban areas. MANREGA was an attempt to stop this migration. The rural employment guarantee schemes were able to reduce urban migration. Few Private sectors companies had also taken the initiative to increase rural employment and