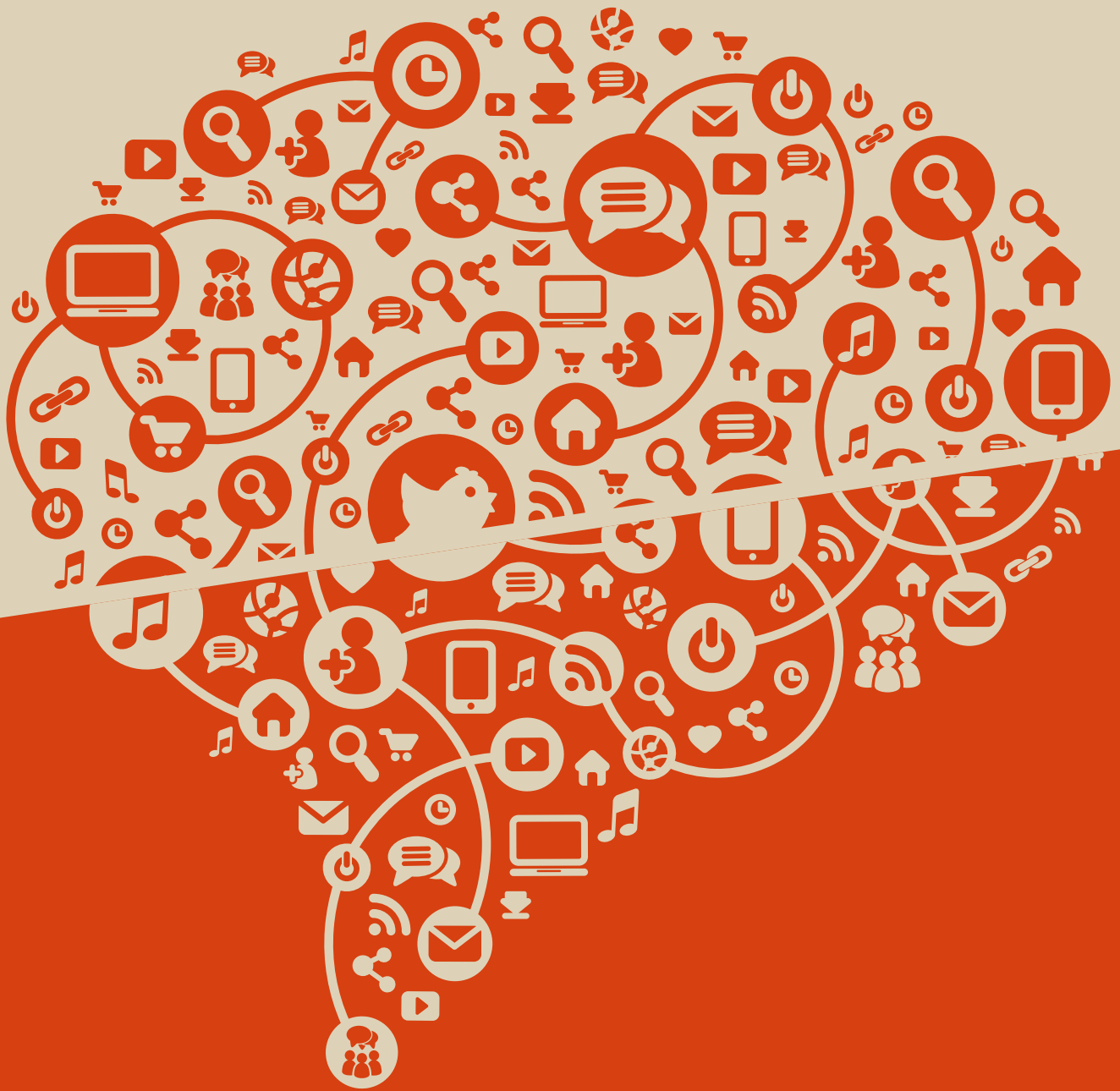


# TOP 30 INDIAN HR INFLUENCERS ON SOCIAL MEDIA





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# INTRODUCTION



Knowledge shared is knowledge gained!

What is the point of possessing knowledge, when its not shared? Spread the word and the world takes longer strides towards progress. At SHRM, we are always updating ourselves in order to upgrade the HR industry with the best tools and practices. Out of 7 billion people in the world, 2 billion are active on social media, a medium that has proven to be a instant way to deliver messages. HR influencers are leveraging the potential of social posts to refine HR, thereby aiding us in our mission.

Every year SHRM India recognises influencers who have made it big digitally. For the year 2017-18, we have shortlisted the Top 30 HR Influencers across India.

The following social media platforms have been considered to identify these Top 30 influencers:

[Klout](#) | [LinkedIn](#) | [Twitter](#) | [Facebook](#)

The influencers have been identified on the basis of their level of activeness on these platforms and the followers they have gained using a social media platform, QuickMetrix. Our evaluation criteria excluded influencers with Advertising, PR, Media and Government backgrounds.

**While this is the methodology followed to identify the Top 30 influencers, this list in no way devalues the efforts of the rest, for imparted knowledge has always benefitted growth. Hence, we congratulate every influencer who contributes for a better HR each day.**



# METHODOLOGY

An exhaustive list of HR-specific keywords were used to map the top 250 influencers on social media.

For the identified contributors, we checked the following parameters and assigned weightages as defined below:

PARAMETER	WEIGHTAGE
a. Klout Score	10%
b. Twitter Follower Count	20%
c. Twitter Activity Level	20%
d. LinkedIn Follower Count	15%
e. LinkedIn Article Count	20%
f. Facebook Follower Count	15%

The final top 30 list was arrived at by normalizing the individual scores for each parameter and then attaching the weightages defined above to get an overall score.

Activity levels were checked for the year 2017 (Twitter Activity Level refers to HR related Tweet or Retweet by the influencer).

The follower count and Klout scores are noted as on 15<sup>th</sup> Jan 2018.



#1



Abhijit Bhaduri



Bengaluru, India



Score: 63



@abhijitbhaduri | Followers: 18881



Followers: 606062



Followers: 1847

#2



Lucknow, India



Score: 64



@GautamGhosh | Followers: 231054



Followers: 18432



Followers: 1042



Gautam Ghosh

#3



Achyut Menon



Hyderabad, India



Score: 61



@achyutmenon | Followers: 7888



Followers: 19281



Followers: 1122

#4



Mumbai, India



Score: 60



@prabirjha | Followers: 10929



Followers: 508870



Followers: 0



Prabir Jha

#5



Ruchi



Delhi, India



Score: 67



@rucsb | Followers: 8525



Followers: 3035



Followers: 0

#6



Mumbai, India



Score: 59



@rajans | Followers: 10441



Followers: 0



Followers: 1073



Dr. N S Rajan

#7



Kunjal Kamdar



Pune, India



Score: 67



@kunjal23 | Followers: 6681



Followers: 13477



Followers: 215

#8



Mumbai, India



Score: 60



@joyandlife | Followers: 9045



Followers: 5919



Followers: 0



Gurprriet Singh

#9



Ashish Gakrey



Mumbai, India



Score: 52



@ashishgakrey | Followers: 2241



Followers: 0



Followers: 1462

#10



Pune/Mumbai, India



Score: 55



@anildagia | Followers: 3933



Followers: 10972



Followers: 347



Anil Dagia

#11



Yashwant Mahadik



Mumbai, India



Score: 66



@indianyash | Followers: 12032



Followers: 31808



Followers: 0

#12



Chennai, India



Score: 61



@sathish\_ganesh | Followers: 2435



Followers: 14986



Followers: 0



Sathish Ganesh



#13



Tanmay Vora



Chandigarh, India



Score: 67



@tnvora | Followers: 12537



Followers: 3928



Followers: 346

#14



Bengaluru, India



Score: 58



@aadil | Followers: 26645



Followers: 10109



Followers: 0



Aadil Bandukwala

#15



Harlina Sodhi



Mumbai, India



Score: 67



@harlinasodhi | Followers: 8013



Followers: 7940



Followers: 0

#16



Pune, India



Score: 60



@isharad | Followers: 16387



Followers: 30361



Followers: 0



Sharad Verma

#17



Jonas Prasanna



Mumbai, India



Score: 50



@jonas1hr | Followers: 3118



Followers: 11914



Followers: 0

#18



Pune, India



Score: 58



@sarangbrahme | Followers: 9288



Followers: 19555



Followers: 0



Sarang Brahme

#19



S V Raghunandan



Bengaluru, India



Score: 58



@svraghunandan | Followers: 4456



Followers: 8694



Followers: 0

#20



Noida, India



Score: 61



@vineetnayar | Followers: 27701



Followers: 21797



Followers: 0



Vineet Nayar

#21



Vijay Bankar



Mumbai, India



Score: 58



@vijaybankar | Followers: 2336



Followers: 3733



Followers: 0

#22



Mumbai, India



Score: 56



@sundertrg | Followers: 29645



Followers: 0



Followers: 0



Sunder  
Ramachandran

#23



Anish Aravind



Kochi, India



Score: 58



@anisharavind | Followers: 1907



Followers: 3382



Followers: 164

#24



Pune, India



Score: 47



@jashanjoshi | Followers: 2852



Followers: 29208



Followers: 0



Jashan Joshi

#25



Vivek Paranjpe



Mumbai, India



Score: 54



@vivekparanjpe | Followers: 6297



Followers: 2547



Followers: 0

#26



Mumbai, India



Score: 56



@\_kavi | Followers: 7379



Followers: 4894



Followers: 0



Kavi Arasu

#27



Dr. Tanvi Gautam



Singapore



Score: 49



@tanvi\_gautam | Followers: 10590



Followers: 2928



Followers: 0

#28



Delhi, India



Score: 48



@runamaitra | Followers: 2037



Followers: 20994



Followers: 0



Runa Maitra

#29



Sahana  
Chattopadhyay



Mumbai, India



Score: 56



@sahana2802 | Followers: 6064



Followers: 2738



Followers: 0

#30



Mumbai, India



Score: 47



@himanshukapadia | Followers: 3262



Followers: 12088



Followers: 0



Himanshu Kapadia





## ABOUT SHRM INDIA

Founded in 1948, the Society for Human Resource Management (SHRM) is the world's largest HR membership organization devoted to human resource management with more than 290,000 members in over 160 countries. The society is the leading provider for resources to solve the needs of HR professionals and advance the professional practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates.

### **SHRM's comprehensive HR products and service portfolio includes:**

Membership

Certification

Professional Development Programmes

Advisory Services

Conferences - International and India

For more information about SHRM products and services, please visit [www.shrm.org](http://www.shrm.org) or reach out to us at [shrm@shrmindia.org](mailto:shrm@shrmindia.org).

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## DISCLAIMER

This report does not claim to be exhaustive nor is it the only manner of identifying and ranking influencers on social media.

The weightages given to the various parameters are according to our best judgement. There would be other opinions about the same.

The final ranking was arrived at on the basis of the methodology defined and analytics and is not biased by any personal views or opinions.



# YAAP



YAAP is a super specialized 'Digital Content Creation & Amplification Company'.

YAAP has offices across Mumbai, Gurgaon, Noida, Dubai and Singapore. YAAP specializes in content design, discovery & distribution along with brand identity design, Social Media Management, Analytics, Programmatic Media and Technology.

Our current portfolio of clients include brands such as Startup India, United Nations, MyGov Assam, Dubai Tourism, Assam Tourism, ITC Hotels, Paper Boat, Coca-Cola, Assam Tourism, SHRM, Tefal, Maharaja Whiteline, Hero Cycles, Asus and Lufthansa, to name a few.

The core leadership team at YAAP has been at the forefront of digital and tech marketing in Asia, working on brands like Make In India, Incredible India, Digital India, Castrol, and Maruti.

Our goal is to provide comprehensive digital solutions that integrate smoothly with other marketing and advertising programs and messaging, whether online or on other media.





# LIST OF TOP 30 INFLUENCER

RANK	INFLUENCER	TWITTER HANDLE
1	Abhijit Bhaduri	@abhijitbhaduri
2	Gautam Ghosh	@GautamGhosh
3	Achyut Menon	@achyutmenon
4	Prabir Jha	@prabirjha
5	Ruchi	@rucsb
6	Dr. NS Rajan	@rajanns
7	Kunjal Kamdar	@kunjal23
8	Gurprriet Siingh	@joyandlife
9	Ashish Gakrey	@ashishgakrey
10	Anil Dagia	@anildagia
11	Yashwant Mahadik	@indianyash
12	The Sathish	@sathish_ganesh
13	Tanmay Vora	@tnvora
14	Aadil Bandukwala	@aadil
15	Harlina Sodhi	@harlinasodhi



RANK	INFLUENCER	TWITTER HANDLE
16	Sharad Verma	@isharad
17	<a href="#">Jonas Prasanna</a>	<a href="#">@jonas1hr</a>
18	Sarang Brahme	@sarangbrahme
19	<a href="#">S V Raghunandan</a>	<a href="#">@svraghunandan</a>
20	Vineet Nayar	@vineetnayar
21	<a href="#">Vijay Bankar</a>	<a href="#">@VijayBankar</a>
22	Sunder Ramachandran	@sundertrg
23	<a href="#">Anish Aravind</a>	<a href="#">@anisharavind</a>
24	Jashan Joshi	@jashanjoshi
25	<a href="#">Vivek Paranjpe</a>	<a href="#">@vivekparanjpe</a>
26	Kavi Arasu	@_Kavi
27	<a href="#">Dr. Tanvi Gautam</a>	<a href="#">@tanvi_gautam</a>
28	Runa Maitra	@runamaitra
29	<a href="#">Sahana Chattopadhyay</a>	<a href="#">@sahana2802</a>
30	Himanshu Kapadia	@himanshukapadia

