

SUMMER PROJECT REPORT

“SCREENING PROCESS AT GROWTH CENTRAL VC”

Submitted to:

DMSR, G.S.College of Commerce & Economics, Nagpur

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Affiliated to:

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CERTIFICATE

This is to certify that the investigation described in this report titled “**screening process at Growth Central VC**” has been carried out by **Ms. Akanksha Shyamkumar Gorle** during the summer internship project. The study was done in the organisation, **Growth Central VC** in partial fulfillment of the requirement for the degree of Master of Business Administration of **R.T.M Nagpur University, Nagpur.**

This work is the work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this are duly acknowledged.

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CERTIFICATE



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Akanksha Shyamkumar Gorle

INDEX

Sr.No.	Particulars	Page No.
1	Introduction	6-19
2	Company Profile	20-25
3	Terminologies	26-27
4	Objectives of study	28
5	Scope of study	29
6	Need of study	30
7	Contribution during SIP	31-35
8	Limitation	36
9	Research methodology	37
10	Findings	38
11	Conclusion	39
12	Bibliography	40

INTRODUCTION

Recruitment is a process to hire a new talent to a Company. Human capital is the most valuable asset to any company. The company's success relies on the workforce. Modern competitive business has undergone a paradigm shift towards an ever changing economy, & transformed to a competitive place than ever, people have the uttermost priority. Any organization to survive its business needs money, machinery, materials and the important resource that is men. The success depends upon these main factors. The modern competitive business is undergoing a standard shift towards an ever changing economy, where P are the most important and valuable asset. So the whole scenario has put a chaos in organizations that it is hard to acquire a right person. Companies are facing greater difficulty in acquiring right talent. It has almost become a daunting task to identify a highly skilled top-notch resource out of the mass, almost like searching for needle in haystack. Candidate's expectation and demands continue to change and it has become battlefield. It's an almost a war out there to hunt for the right talent. Screening is the first and a very important process which helps in identifying a qualified resource. Proper screening process would help the organizations recruit a qualified person. Recruitment in general is the process of inviting the application, screening or short listing them and selecting the candidate who matches the job requirements. It is actually a linking task of bringing together the job seekers and jobs. It is most crucial aspect for a successful business or an organization. Recruitment and selection are key areas of Human resource management, but are frequently discussed in rigid manner. It is just not filling the jobs; it is everything in an organization. The model stands for 'right men at right place'. But different models of resourcing were framed with greater effort to focus personality and ability. Screening is just done to qualify or disqualify an applicant. Finding a right person is hard and also involves cost for the company. The organizations focus would be minimizing the cost factor, so the companies do not waste time and money on less quality profiles. Once candidates are sourced, screening takes place. The purpose is to find out whether the candidate matches the requirements of the job. While screening the application the recruiter see skills, educational qualification and job related experience of the candidate. Screening applications through online can also increase the efficiency and reduce the cost. Few years back telephonic interview was the only screening technique, after lot many changes happened in the technologies recruiters with just clicking a button on keystrokes screen the candidates. The evolution of Multimedia interviewing has brought lots of opportunities and threats. Consulting firms plays a key role in bridging the gap between organizations and the candidates; act as a recruiter for many organizations. Consulting is any form of counseling. The consultancies understand the client needs and match the resumes with the requirements and shortlist the candidates. HR consultancies help the organizations to reduce the cost and save time in order to improve their services to employees. Consultancies understand their dynamic role in growth and progress of any organization. To handle complex and challenging situations the recruiters are given proper training.

REVIEW OF LITERATURE

According to Dr.Charles Handler (2001), scientific screening allows to shortlist the applicant. The author also says there is no free lunch, the value added scientific screening involves price, and for its effectiveness screening requires good groundwork to ensure the right setup. According to Hoselbarth and Schulz (2005), Human resource practices and policies need attention for implementation. The author says more awareness need to be created with personal authorities. So that the consultants can meet the client needs. Selection is the process of identifying the skill and abilities to achieve its goal. In different studies with many other authors De Cieri and Kramar et.al identified various selection tools and agrees selection tool is most widely used selection method. An early study states many issues contiguous to screening, all screening system involves three basic things 1. A previous study about job states, a proper screening system must offer way to craft an outline for the requirements of successful job. 2. This involves contrary to job, things such as skills, experience, competencies and work values. 3. Different qualitative questions are required to extract relevant information. The present study aims at investigating various aspects like effectiveness of screening process, applicants' suitability with requirements.

What is Screening Effect?

Screening Effect Definition:

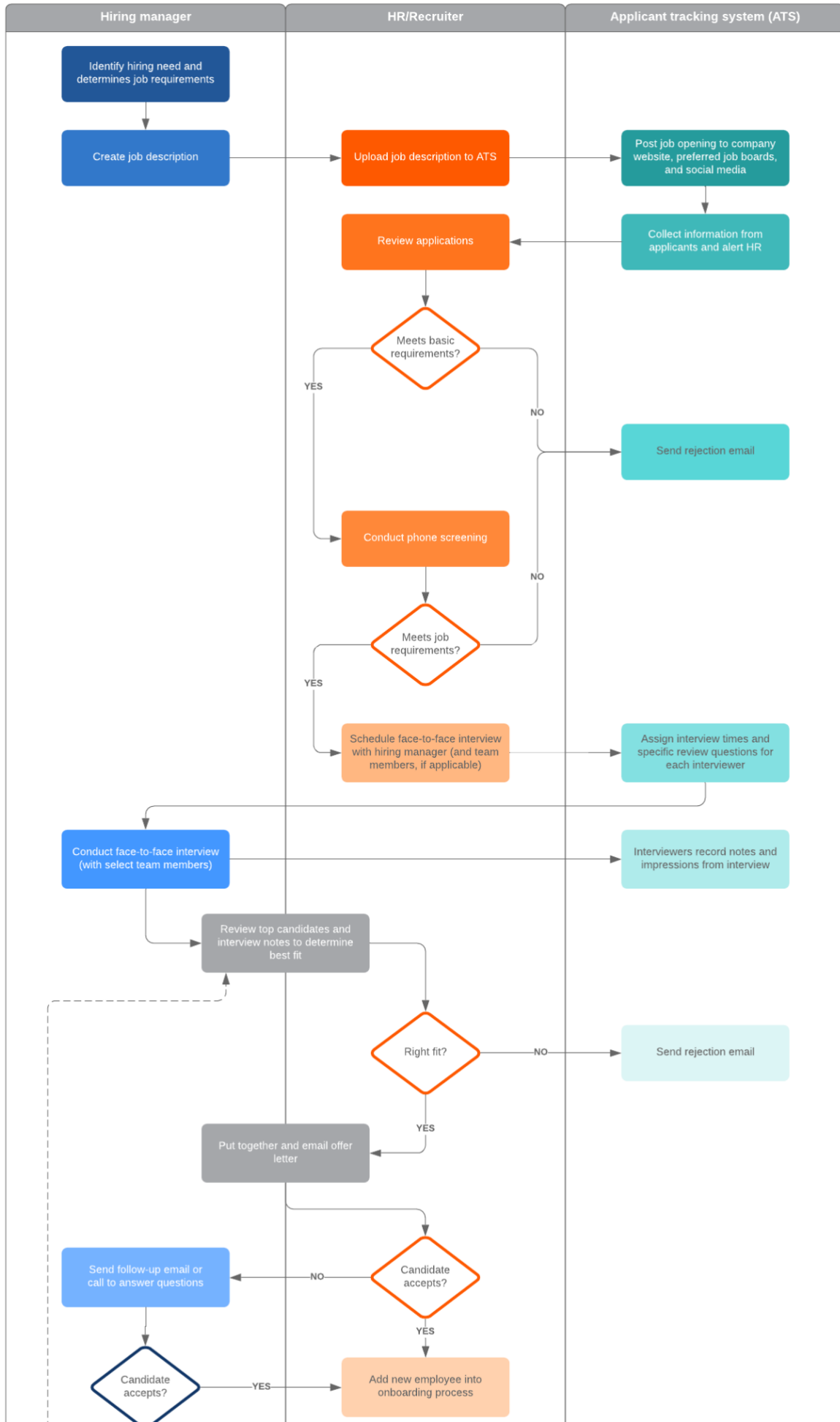
The screening effect is also known as the shielding effect. The phenomenon occurs when the nucleus reduces its force of attraction on the valence electrons due to the presence of electrons in the inner shell. This is known as a screening effect. Outer electrons experience attraction from the nucleus and repulsion from the inner electrons. As the attraction between the nucleus decreases, the repulsion increases between the inner electrons and outer electrons.

- The shielding effect is also defined as the reduction in the effective nuclear charge on the electron cloud. It is a special type of electric field screening.
- The wider the electron shells in the space, the weaker the electronic interaction between the electron and the nucleus due to the screening.
- Higher is the nuclear force of attractions, greater is the ionization enthalpy required. Thus, the screening effect is inversely proportional to ionization enthalpy.

What is the screening process?

Alternate definitions of the term “screening,” such as “material separated from another material by means of a screen” or “metal or plastic mesh (as for window screens),” are applicable to the process you use to find the right candidate for the right job. You are going to draw from a pool of candidates and apply screens to compile a short list of suitable, qualified candidates.

Following are some steps you may want to use to develop your own hiring screening process. As you develop your process, consider creating a flowchart to document it from beginning to end with Lucidchart.



Step 1: Create a job description

If it is not your job to write the job description, it is still a good idea that you work with the hiring manager to compile a list of keywords that will qualify a candidate for a job. For example, include the type of college degree required or specific skills needed to do the job.

Also, be sure to clearly define the job responsibilities of the open position so you can find matches with applicants' previous experience.

Step 2: Post the job opening announcement

After the job description is written and approved by the hiring manager or anybody else who need to approve them, post it to your favorite job board.

Step 3: Complete initial resume screening

You should add the list of keywords you created in step one to your resume scanning software. As soon as the applications start coming in, you can have the software scan for those specific keywords as a quick way to find candidates who meet the minimum requirements.

After you have a group of applicants who meet the minimum requirements, use keywords from the job description to sort the candidates in terms of suitability for the role.

For example, suppose you are looking for a technical writer. The keyword "technical writer" would meet the minimum requirement. But if the job description indicates that experience with MadCap Flare is preferred but not a requirement, then candidates who have that experience may be more suitable for the role.

Step 4: Check for keyword context

Many of your applicants know that by adding a lot of the keywords from the job description to their resumes, they are more likely to rise to the top of the initial resume screening. Now that you have a smaller set of candidates, you need to read their resumes to make sure that the keywords they use match up with previous experience.

If the resumes pass to this kind of scrutiny, they may be ready for the next step in the process.

Step 5: Social media search

Many companies search for candidate profiles on social media as part of the screening process. Social media can give you an idea of a person's character and professionalism.

If your candidates rise to the top through these steps in the screening process, they can move on to the phone screen.

What is a phone screen?

The phone screen or phone interview is typically the first interaction you have with a job candidate. You may want to conduct a phone screen to talk to candidates who live very far away or to get a better idea of the candidate's interest in the job. The goal is to create a short list of suitable candidates who will be invited to take the next step in the interview process—the face-to-face interview.

Phone screening is not meant to be a long, in-depth interview. Instead, you want to quickly assess the candidate's qualifications, work history, and applicable skills. You can usually accomplish this in 30 minutes or less.

How to conduct a phone screen

In a phone interview, you are flying blind. There is no face-to-face meeting and no opportunity to read body language. You have to rely on the questions you ask and the candidate's answers to make your decisions.

Before you begin the interview, you want to be sure you know which questions to ask. You also want to make sure you understand what the hiring manager is looking for. Be sure to consult with the people who are going to be involved in the interviewing and hiring process. You want to know what their expectations are so you don't end up wasting your time and the candidate's time.

Here are some common HR screening interview questions that may want to ask during a phone screening.

Tell me about yourself.”

While this is not exactly a question, it does come up very often in phone interviews. Candidates can sometimes misunderstand what you want to hear and may start sharing information about hobbies and activities that you don't care about. Consider rephrasing the question to ask more specifically about the information you want candidates to share. For example, if you want them to highlight previous work experience, say “Tell me about your previous employment.”

“Why are you interested in this position?”

With this question, you want to know how well the candidate's skills, experience, and goals match the job description and your company. If candidates answer “Because I need a job” or “Your job listing matched my keyword search,” you can probably move on to the next candidate.

“How did you find out about this job?”

This question is not designed to screen out potential candidates, so why would you ask it? Generally, you want to know if the money you are spending on job boards to advertise job openings is being well spent or if they know anybody in the organization. If a colleague told them about the opening, you can go to that person to get useful information about the candidate.

What do you know about our company?"

You don't want to hire somebody who is simply applying for every open job in the hopes that something will land. Some interviewers make the mistake of starting the interview by giving the candidate a complete history of the company before ever asking the first question. This question gives the candidate an opportunity to explain how their experience and skills will fit in with your company. A candidate usually wants to answer this question so they can show you that they understand your product, industry, or technology. They want this opportunity to tell you that they would be a good fit.

"What were your responsibilities in your most recent job?"

This is a good way to find out if the candidate's job experience would be relevant to the opening in your company. Do their past responsibilities and accomplishments align with the job description?

"What are your salary expectations?"

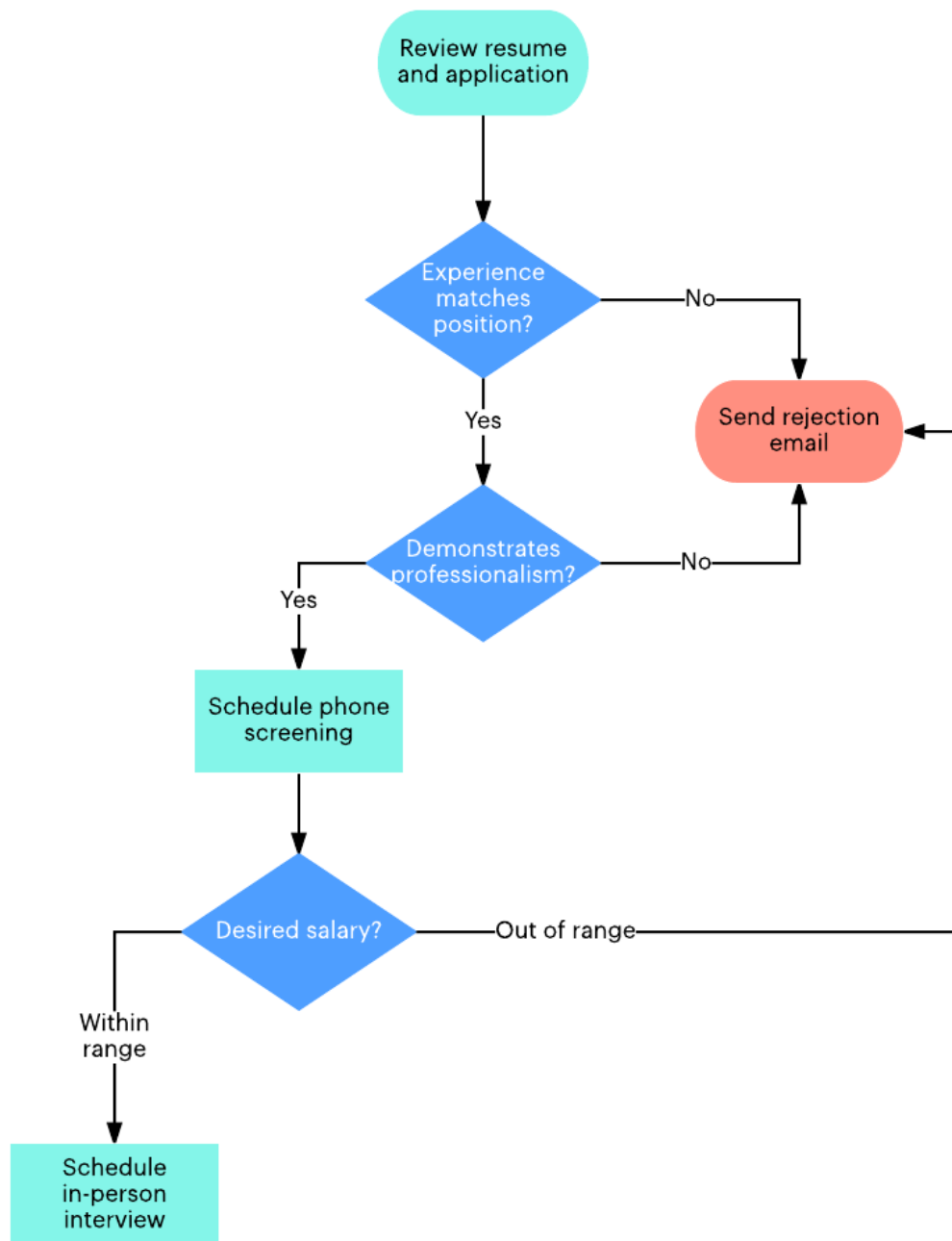
This can be a very awkward question to ask and to answer. If the candidate asks for too much, it can put them out of consideration. If the candidate asks too little, it could hurt their negotiating power later, and they may end up unhappy because they don't feel like they are being paid what they are worth. Still, you want to get an idea of what they are expecting. This is another way to ensure that you are not wasting each other's time.

What questions do you have for me?"

You do not want to hire somebody who is simply looking to work for the first company that is willing to hire them. You want the candidate to ask questions about the job duties, the team they would be working with, corporate culture, employee satisfaction, and so on. These types of questions let you know that the candidate is being careful and is truly trying to find a good fit.

"When can you start?"

Be careful when asking this question because it's possible that the candidate will believe that they are closer to getting the job than they really are. What you really want to know is, if they are currently employed, how soon they will be available. If they are not employed, that is also good information that can help you as you schedule follow-up and in-person interviews.



Made in
 **Lucidchart**

What Is Employee Screening?

Employee screening is a process in which a prospective employee is investigated to verify qualifications and confirm that the person would be a safe and appropriate match for the

workplace. This screening can be performed by an external company, or it may be conducted by the potential employer. The practice of screening employees before making an offer of employment became very widespread in the early 20th century. Many people who apply for jobs can expect some degree of screening to occur as part of the application process

There are several goals to employee screening. The first is to confirm that an employee is actually qualified for the position. The second is to identify any potential safety risks, including threats to physical safety in the workplace and the security of data the employee might handle. Screening is also designed to spot personality traits which may be beneficial or problematic.

Companies which contract out employee screening services can select between a range of screening products. A screening company may conduct a criminal background check, test the applicant for drug use, perform a medical evaluation, and screen for competence. Companies which provide screening services can access public records which may provide relevant information about an employee's qualifications and trustworthiness. This information is packaged in a report which can be used when making hiring decisions.

Other companies may prefer to conduct screenings on their own. Some administer their own competency and personality tests in addition to performing background checks to gather information about potential employees. A private investigator may be hired for some parts of the screening process if a company wants more information on a job applicant, or the company may retain such an investigator on staff.

Such screening is performed for sensitive jobs and long-term positions where competence, qualifications, and personality can become important. In industries with high turnover, the interview and a quick check of references may be the only screening performed. Investing in employee screening in these cases would be impractical because of the cost.

There are some legal issues which surround screening. Companies which screen must be careful to avoid anti-discrimination laws. The screening should be relevant and consistent in nature, and companies may be barred from looking up certain types of information. To comply with the law, it is advisable to use a lawyer who specializes in employment law to evaluate the employee screening process and confirm that it does not violate any privacy or anti-discrimination laws.

According to a Princeton research study, it only takes one-tenth of a second to form an initial impression of a person. While this might explain the curious rise of speed dating, it *certainly* explains why an increasing number of HR professionals are using pre-employment screenings to validate (or refute) their initial impressions of a candidate.

With the cost of hiring, training and replacing a bad hire at almost five times their annual salary, according to The Society for Human Resources Management (SHRM), making the right choice the first time around is vital to growing your business and keeping costs down.

As we alluded to earlier, top-tier organizations are no longer leaving that decision solely to the impressions gained from a resume and an initial interview. To gain more objective information, they are increasingly turning to pre-employment screenings that engage with potential hires and try to learn more about a candidate — their preferred work style, their struggles and their most valuable skills — before calling them in for an interview.

What are Pre-Employment Screenings?

HR professionals use pre-employment screenings to gain a comprehensive understanding of potential hires before investing time and money into a candidate. Pre-hire screenings calculate a number of factors, such as cognitive ability and cultural fit, which will affect a potential employee's job performance and satisfaction.

Deciding if pre-employment screenings are right for your organization takes careful consideration. Here are some findings from a recent study to help you understand what's great about them, where they sometimes fall short and how the best-in-class companies are using them.

The Pros

1. Pre-hire screenings provide HR professionals with objective data about candidates' skills, personalities, cognitive abilities and workplace values. Because they don't rely on human judgments, they're also not susceptible to human errors.
2. Hiring managers who utilize pre-employment assessments report 36% more satisfaction with their final decision than those who don't.
3. Pre-hire assessments cut down on hiring time and lower the costs of hiring.
4. Companies that use pre-hire screenings report a 39% lower turnover rate.
5. Organizations who use pre-hire assessments are 24% more likely to have employees who exceed performance goals.

The data shows that pre-employment screenings are associated with hiring higher-quality employees who are motivated and interested in the work they do. It goes without saying that more efficient and capable employees help organizations to thrive.

The Cons

Although most companies reported increased satisfaction and performance from using screenings, it's important to note the potential challenges of utilizing this tool as well.

1. Some hiring managers don't want to fully discount that gut feeling that has served them well over the years. Finding a balance is essential when assessment results challenge instincts.
2. Companies might lack the funds to purchase assessment tools.
3. Not all assessments are right for every company—some screenings will click with an organization's values and some won't. It's a process to determine which assessments to use and how best to implement them.

In order to know the efficacy of pre-hire assessments, companies have to put in a little legwork. HR professionals should keep track of new hires' performance to link assessments with outcomes and figure out what works best for your company.

Clearly pre-employment screenings can have valuable benefits to an organization – if they are used effectively and fit the hiring needs of the specific company. So how are the most successful companies utilizing them? An Aberdeen study conducted in May 2015 revealed that the most valuable pre-hire assessment type overall is cultural fit. Candidates with a strong cultural fit can usually be effective in the organization and knowing more about this fit can help guide the rest of the interview. However, this doesn't give the whole story. Good HR reps utilize different assessments at different stages of the screening process:

Assessment Types Used Throughout the Hiring Process

Assessment Type	Top of the funnel	Interview selection	Interview guidance	Final hiring decision
Skills / knowledge	29%	32%	13%	13%
Personality	17%	23%	27%	20%
Cultural fit assessments	14%	25%	24%	15%
Job-fit assessments	20%	25%	23%	16%
Cognitive ability / critical thinking	18%	23%	23%	17%
Situational judgments	15%	14%	26%	15%
Job simulations	9%	12%	17%	19%
Assessment centers	9%	12%	13%	15%

The biggest challenge an organization faces when deciding whether to use pre-hire assessments is to figure out who they are now and where they want to go. The companies with the best outcomes and growth have a clear sense of their work environment, their values and the talents,

skills, and personalities they need to move towards their vision of the future. If you can't articulate what you're looking for, the assessment process can not help.

What is resume screening software?

Resume screening software (also known as candidate screening software) helps recruitment and talent acquisition departments increase efficiency. It does that by organizing all the resumes received for each role so that the team is able to prioritize the candidates they want to invite to the interview process. Typically, a resume screening tool will determine the best applicants for a role based on keyword search results or answers to specific questions.

Usually, a resume screening tool will be part of your applicant tracking system (ATS).

“More than 95 percent of Fortune 500 companies use an ATS to streamline the recruiting process and keep up with the thousands of applications received weekly, but plenty of smaller employers have embraced the tool too, according to data collected by [Jobscan](#),” reports CNBC.

The pros and cons

As with any software, there are many advantages and disadvantages to take into consideration before using this recruiting tool. Here's an infographic illustrating some of the pros and cons.

The advantages of using resume screening software

It saves time. Time is precious for a recruiter. It is reported that they spend an average of six seconds scanning a resume before rejecting it or deciding to give it a closer look. With the average open position garnering 250 applicants, a recruiter could have thousands of resumes to sift through depending on the number of open roles the company has.

That can quickly amount to several days spent on the resume screening process alone. And that's just the beginning of the hiring process. Recruiters and hiring teams ultimately dedicate an average of 42 days per job post, if not longer. Considering research that shows that 88% of said applicants are unqualified for the role, it can be draining and counterproductive for a recruiter to give specialized attention to each resume.

As Hire Right explains, “Elements like resume screening, online job posting, and interview scheduling can help relieve much of the manual work associated with finding ideal candidates, allocating more of your time to other pertinent hiring efforts.”

It can help manage a large volume of candidates. As we stated, the average job posting attracts the attention of approximately 250 applicants. This can often result in an increased risk of human error and carelessness. A recruiter may overlook key qualifications when scanning resumes due to a high volume and a deadline to hire. This can result in missing out on great talent.

As mentioned earlier, many resume screening programs come as a part of ATS software that serves as a one-stop shop for all resources, information, and materials related to the recruiting team and talent pipeline.

The system can help determine whether a candidate is a good fit, and keep their resume and contact information on file. The hiring team then saves time on manually scanning resumes, recording notes and contact information, and keeping track of tasks related to the recruiting process.

The disadvantages of resume screening tools

False positives and false negatives. Of course, like anything related to technology, resume screening tools are smart, but they're not perfect.

While the system can eliminate those who are not a fit, some applicants may know how to manipulate the algorithm, resulting in a bad fit landing on the desk of a busy recruiter.

After all, moAnd wasting time on candidates who aren't a fit isn't the only problem you may encounter. The system cannot always read certain fonts, colors, or unconventional formatting, and may end up "kicking out" someone who may be perfect for the role.st of the top results for "resume scanner" are written to explain how to game the system.

Not 100% customizable or flexible. Although most ATS solutions are being updated all of the time, they lack the capability for full customization. For example, Lever will allow recruiters to log the status of their talent with flags such as "Reached Out," "Responded," "Phone Interview" and "On-Site Interview." But if your company has a different interview process with additional steps, you may have difficulty tailoring the software to your unique approach.

How to maximize the use of your resume screening software

Do your research. You'll quickly find there are countless options when it comes to resume screening tools. Some of the most trusted and widely used companies include Lever, Greenhouse, Smart Recruiters, and LinkedIn Recruiting. Learn about their features and decide whether any of them fits your company's current and future needs. Each of these companies have packaged their resume screening tool within a larger ATS, so you'll need to make sure that you need most of what they offer or you may end up overpaying for extra features you don't need.

Ask for a trial period. Many of the resume screening and ATS companies are excited to acquire new business and are willing to work with various budgets, timelines, and company needs. It never hurts to ask for a trial period of 90 days at a prorated cost. Many of them even offer a free trial period.

Work closely with the vendor. Because complex tools can be overwhelming to new users, most companies will work with the client to create an implementation plan and provide robust training. Be mindful of your team and the learning curve that will inevitably come with introducing a new tool.

Vendors often can provide guides and best practices to ensure client satisfaction. Ask about the onboarding process and the availability of a customer success team.

Survey your HR team. To get the most out of any software, your team will need to buy into it. These tools take time to learn, so you'll want to make sure your people are excited (or at least willing) to implement a new system.

Survey your HR and talent acquisition teams for feedback. Be open to new ideas and pivoting in a direction that is best for the team.

Review the metrics. Examine the progress that you make with the resume screening tool you select

COMPANY PROFILE

Growth Central VC

Growth Central VC are building a community of students and aspiring entrepreneurs. It help Students explore different career options through our on demand and cohort based courses.

It started in February 2021 by offering an Entrepreneurship Program where it help students validate their ideas and take them from an idea to a pitch, teaching skills and mindset needed to embark on an entrepreneurial journey.

It have now partnered with Industry Expert and Experienced Teachers to provide the best courses for students, fresher and professionals to upskill themselves and break into any career path of their choice.

Its career based courses are divided into three parts and will guide you through the process of breaking into a career path, learning the skills that are needed and how to excel in it. Along with the career based courses it also offer curriculum courses from classes 9th upto college last year.

After upskilling themselves through its courses students can go through its certification assessments to test their skills. Assessment on different topics like Google Ads, FB, IG ads, Python, C++, Stock market etc.

Vision

Our vision is to establish ourselves as the go to place for students to upskill themselves, get certified and get hired.

Services Provide

- On-Demand Courses
- Certification Assessments
- Promotional Packages
- Training Programs

Training Programs

1. Digital Marketing Training Program:- It provide

- Various aspects of Digital & Social media marketing
- To critically comprehend various concepts relating to Digital Marketing
- To put the knowledge to practical use in projects

2. Web Development Training Program:-

- Easy and fast Python Django web app development
- Powerful web application development along with all CRUD operations using Python Django web server and SQLite database from scratch.

3. Management Training Program:- You will get a chance to learn the following:

- How to manage employees
- Delegate work
- Build a strong team
- How to keep your team motivated

Certification Assessments

1. Web Development with Python:-

Django is a Python-based web framework which allows you to quickly create web application without all of the installation or dependency problems that you normally will find with other frameworks. When you're building a website, you always need a similar set of components: a way to handle user authentication (signing up, signing in, signing out), a management panel for your website, forms, a way to upload files, etc. Django gives you ready-made components to use.

2. Computer Networking:-

A computer network is a system that connects numerous independent computers in order to share information (data) and resources. The integration of computers and other different devices allows users to communicate more easily.

A computer network is a collection of two or more computer systems that are linked together. A network connection can be established using either cable or wireless media. Hardware and software are used to connect computers and tools in any network.

A computer network consists of various kinds of nodes. Servers, networking hardware, personal computers, and other specialized or general-purpose hosts can all be nodes in a computer network. Hostnames and network addresses are used to identify them.

3. Venture Capital and Project Financing:-

Entrepreneurs need investments for their start-up companies. The investments or the capital that these entrepreneurs receive from wealthy investors is called Venture Capital and the investors are called Venture Capitalists.

VC firms reduce the risk of investments by co-investing with other VC firms. Usually, there will be the main investor called the 'lead investor' and other investors will be called 'followers'.

4. Database Management System:-

A database management system (DBMS) is a computer program designed to manage a large amount of structured data, and run operations on the desired data requested by the users. The best example of DBMS is Banking. All the transactions that take place are based on a defined software program which keeps track of all the data.

The concept of DBMS is an important topic from a Computer Knowledge perspective. It also forms an integral part of the syllabus for major competitive exams. Thus, one must carefully go through the concept.

In this article, we bring you an introduction to the Database Management System along with its types and functions. Also, the advantages and components of a DBMS have been discussed in detail. Some sample questions on this topic have also been given further below in this article.

5. **Digital Marketing Program:-**

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

6. **Data structures and Algorithm:-**

Data Structure is a way of collecting and organising data in such a way that we can perform operations on these data in an effective way. Data Structures is about rendering data elements in terms of some relationship, for better organization and storage. For example, we have some data which has, player's **name** "Virat" and **age** 26. Here "Virat" is of **String** data type and 26 is of **integer** data type.

We can organize this data as a record like **Player** record, which will have both player's name and age in it. Now we can collect and store player's records in a file or database as a data structure.

7. **Microeconomics:-**

Microeconomics is the study of individuals, households and firms' behavior in decision making and allocation of resources. It generally applies to markets of goods and services and deals with individual and economic issues.

8. **MS Excel:-**

Excel definition: a software program created by Microsoft that uses spreadsheets to organize numbers and data with formulas and functions. Excel analysis is ubiquitous around the world and used by businesses of all sizes to perform financial analysis.

9. C++ Programming:-

C++ is a programming language developed by Bjarne Stroustrup in 1979 at Bell Labs. C++ is regarded as a middle-level language, as it comprises a combination of both high-level and low-level language features. It is a superset of C, and that virtually any legal C program is a legal C++ program. C++ runs on a variety of platforms, such as Windows, Mac OS, and the various versions of UNIX.

10. Consumer Behaviour:-

Consumer behavior refers to the study which analyzes how consumers make decisions about their wants, needs, buying or act with respect to a product, service or organization. It is very critical to understand the behavior of consumers to analyze the behavior of potential consumers towards a new product or service. It is also very useful for companies to identify opportunities which have not yet been met.

An example in the aspect of consumer behavior is the change in eating habits which drastically increased the demand for gluten-free products. Businesses which have identified this market gap have produced gluten-free products and have tapped this market aspect as well.

11. Organisational Behaviour:-

Organizational behavior is the academic study of how people interact within groups and its principles are applied primarily in attempts to make businesses operate more effectively.

The study of organizational behavior includes areas of research dedicated to improving job performance, increasing job satisfaction, promoting innovation, and encouraging leadership and is a foundation of corporate human resources.

The Hawthorne Effect, which describes the way test subjects' behavior may change when they know they are being observed, is the best-known study of organizational behavior.

12. Python Basics:-

Python is a general-purpose coding language that is often used for developing GUI (Graphic User Interface) applications, web applications, and websites. Python utilizes real-time interpreted data; this means that code is run continuously throughout the program and not beforehand. As a result, many large applications and websites utilize Python's speed. The list includes the google search engine, youtube, and the stock market.

For everyday citizens, Python can be used to quickly accomplish tedious tasks, decipher complicated data, create organizational programs, and more. By the end of this tutorial, you will be able to organize information, write simple programs, and display data points in graphs and charts. With our quickly modernizing world, understand how machines work is always important.

13. Basic Accounting:-

Accounting is the recording of financial transactions along with storing, sorting, retrieving, summarizing, and presenting the results in various reports and analyses. Accounting is also a field of study and profession dedicated to carrying out those tasks.

14. Brand Management:-

Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management helps a company build a loyal customer base and helps fuel a company's profits. A brand manager ensures the innovation of a product or brand, creating brand awareness via the use of price, packaging, logo, associated colors, and lettering format. Brand equity refers to the value a company gains from its name recognition, enabling it to be the popular choice among consumers even when compared to a generic brand with a lower price point.

TERMINOLOGIES

1. Empowerment

Empowerment refers to the delegation of some authority and responsibility to employees and involving them in the decision-making process, not in mere job activities, but rather at all the levels of management.

In other words, empowerment implies freedom, power, authority, motivation and encouragement given to the employees to take decisions related to a specific organizational task. It is also called as **Participative Management**, as employees are involved in the decision making. The purpose of empowerment is to facilitate decision-making at lower levels of the organization where the employees can offer a unique idea and suggestion about the problem being faced by the organization at a certain level.

The most common ways of empowerment are participation in boards, stock options, collective bargaining, job enrichment and enlargement, quality circles, suggestion schemes, total quality management, self-managed teams, etc.

2. Competency

Competency is a set of demonstrable characteristics and skills that enable, and improve the efficiency of, performance of a job. Competencies are not skills, although they are similar. Skills are learned, while competencies are inherent qualities an individual possesses – collaboration skills, knowledge and ability. During job interviews and assessments, competencies are used as benchmarks against which assessors can evaluate candidates.

One of the biggest challenges a company might face in recruitment is identifying employee competencies in the first place; it can often be difficult to put into words what employees need to possess to make them successful. Competencies usually fall into three categories:

1. **Behavioural Competencies** – an expression of the softer skills involved in an employee's performance.
2. **Technical Competencies** – usually concerned with the effective use of IT systems and computers, or any hard skills necessary for a job.
3. **Leadership Competencies** – an expression of the qualities that make a good leader, turned into measurable behaviours.

3. Manpower

Manpower is a global leader in contingent staffing and permanent recruitment. Through our expertise in talent resourcing and workforce management, we provide rapid access to a highly qualified and productive pool of candidates. In this constantly shifting world, our flexible workforce solutions provide companies with the business agility needed to succeed.

4. Human Resources

Human resources is used to describe both the people who work for a company or organization and the department responsible for managing all matters related to employees, who collectively represent one of the most valuable resources in any businesses or organization. The term human resources was first coined in the 1960s when the value of labor relations began to garner attention and when notions such as motivation, organizational behavior, and selection assessments began to take shape in all types of work settings.

5. Job Description

A job description is a document that clearly states essential job requirements, job duties, job responsibilities, and skills required to perform a specific role. A detailed job description will cover how success is measured in the role so it can be used in performance evaluations.

Job descriptions are also known as job specifications, job profiles, JDs, and position descriptions (job PD).

6. LinkedIn

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.

OBJECTIVES OF THE STUDY

- To study important screening techniques in recruitment at Growth Central VC.
- To analyze the recruiters understandability of mandatory skills while screening the application.
- To identifying the important factors to be validated in screening an application.
- To identify applicants suitability and expectation of recruiters.
- To study the screening process at Growth Central VC.

SCOPE OF THE STUDY

- Duration of internship was from 15th November 2021 to 31st December 2021.
- To interpret the candidate's characteristic while performing Screening Process.
- To select the right candidate at the right job at the right time.
- To select the potential candidate who have the required skills for the job.

NEED OF THE STUDY

An evaluative study on the screening process which has been conducted helps the firms to identify the good quality of Candidates who perfectly matches the job requirement. It is important to select the right candidates for the job who will increase the efficiency and effectiveness of the organization.

CONTRIBUTION DURING SIP

First week -Third week

1. For the first three weeks I am recruiting for the position “Management Trainee”. Firstly I have to post job on LinkedIn. The job description was provided by the co-ordinator. The job description is given below:

Job Description

We at GrowthCentralVC.com offer training and internship programs for Management. Our aim is to provide quality education via real-time training and upskill the students.

Description:-

- Build onto your existing skills and learn new skills
- Learn how a company operates.
- Learn how to build and manage a team
- Learn to distribute and delegate the work
- Learn Data Management skills

Perks:-

- Certificate
- Letter of recommendation (Performance Based)
- Learn real-world knowledge, work ethics, team spirits

Who can apply?

- Eager to learn
- Should have a Laptop, Phone and a good internet connection.
- Is available for 2 months.
- Creative and Passionate
- Effective communication skills

Fee based Internship

The entire program is supervised by experts from our company who will be guiding the students through their training with the help of planned curriculum as well as their personal experiences.

2. After posting the job on LinkedIn, I have to send job post link to my co-ordination in company's official whatsapp group.
3. After the job post, I get application from candidates.
4. I have to review candidates application and their resume, and need to see whether the candidate match the following criteria and if he\she was interested for the job and follows the criteria then I have to proceed with candidates and send them a Google form after filling the form candidates get the offer letter The Selection Criteria is given below:

Step 1: Selection criteria

Does the person who has applied have more than 2 years of Full-Time work experience?

If yes → Move to Step 2

If no → Reject (don't reply)

Step 2: Send the following message to them:

Hi X, thanks for applying for the Y Management Trainee Hiring at Growth Central VC. We liked your application and would like to take this forward.

We are starting an Internship program where we will provide training to students on topic Y. The sessions would be recorded and made available to students who purchase the program. Every month we would be having 2 one hour long doubt session (a total of 2 hours per month) for students who have doubts related to anything in the training. Rest all videos will be recorded. The program would have 2 assignments that would be necessary for completing the program.

We work on a revenue-sharing basis with our instructors. You will receive 30% of all revenue generated through this program. Growth Central will take 70%. We would be doing all the marketing, organizing, providing the videos, scheduling the doubt sessions. Our 70% includes the things mentioned earlier and other operational expenses. Depending on the success of the program we would be open to negotiating a different cut. You will continue to receive 30% from the sales for as long as you are partnered with us and we are together running this program.

As mentioned in the job description this is not a part-time or full-time job. It's a contract-based position.

If everything mentioned in the above message sounds interesting to you please let me know and we will proceed to the next steps.

If interested → Move to Step 3

If not interested → Move on to the next candidate

Step 3: If they are interested send their LinkedIn profile on the group at the end of the day (anytime between 9 pm - 11:59 pm). Sending it at any time except this is not allowed as the profiles will get mixed up.

We will let you know whether we think the person is a good fit or not. In general, try to go for people who have an active LinkedIn account.

5. At the end of the day I to give report to the co-ordinator in following order

- Date
- Number of Applications
- Number of Applications that were Relevant
- Number of Candidates Interested
- Position I am hiring for
- Interested Candidate LinkedIn Profile Link

Fourth week – Sixth week

1. From the fourth week onwards I am recruiting for the position “Sales and Marketing Intern”. The job description for this position are as follows:

Job Description

GrowthCentralVC.com is hiring interns actively.

Responsibilities:

1. Analyzes and creates a plan for engaging the target market
2. Makes product appeal to the target market
3. Researches client base to find new types of customers and sells to them accordingly
4. Call interested applicants and clear their doubts

Perks:

1. Learn real-world knowledge, work ethics, team spirits.
2. Flexible working hours
3. Certificate
4. Letter of recommendation (Performance Based)

Qualifications

- 1) Effective communication skills
- 2) More Creativity and Demonstrated Experience
- 3) Highly passionate people.

#Grab this Limited Opportunity!

No Stipend Available (Unpaid Internship)

10-week Internship

No of Positions : 4

Work From Home

2. After posting the job on LinkedIn, I have to send job post link to my co-ordination in company's official whatsapp group.
3. After the job post, I get application from candidates.
4. I have to review candidates application and their resume, and need to see whether the candidate match the following criteria and if he\she was interested for the job and follows the criteria then I have to proceed with candidates and send them a Google form after filling the form candidates get the offer letter.
5. At the end of the day I to give report to the co-ordinator in following order
 - Date
 - Number of Applications
 - Number of Applications that were Relevant
 - Number of Candidates Interested

- Position I am hiring for
- Interested Candidate LinkedIn Profile Link

LIMITATIONS

- Due to the COVID-19 pandemic internship was conducted online (i.e. Work From Home).

- Unable to observe candidate non-verbal skills properly due to virtual mode.
- Information given by the respondent may or may not be accurate to which result may worry.
- All the communication is done through online mode i.e. on LinkedIn there is a chances of miscommunication and misunderstanding.
- Delay in responses of candidates.

RESEARCH METHEDODOLOGY

I used two types of data collection methods for this research purpose such as

1. Primary Data
2. Secondary Data

1. PRIMARY DATA

This report has prepared through extensive use of primary data. It is collected from the people who are related with the organization. I have collected data from the executives and co-ordinators and through interacting with the superiors.

2. SECONDARY DATA

Secondary data is collected from the company brochures and their posts in LinkedIn.

FINDINGS

- Most of the recruitment at Growth Central VC were done through the job portals site such as LinkedIn.
- Cost effectiveness as screening is done through online mode.
- It is found that the screening process at Growth Central VC is effectiveness in getting the right candidates.

CONCLUSION

The success of any organization depends upon its employees. If the organization has optimum and perfect employees than the organization will enjoy the benefits of its unbeatable success. Screening process help the organization to choose the right candidate for the right job. And it helps in reducing the losses of any organization. It was a very enlightening experience for me as I got to learn many new things through this study. I have concluded that at Growth Central VC most of the recruitment is done through virtual mode i.e. through LinkedIn so it is cost effective. There were occurred some miscommunication and misunderstanding as everything was discussed on LinkedIn.

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