

SUMMER INTERNSHIP PROJECT

“A STUDY OF PROFILING PROCESS IN HR.”

**Submitted to:
DMSR**

**G.S COLLEGE OF COMMERCE AND ECONOMICS,
NAGPUR(AN AUTONOMOUS INSTITUTION)**

**Affiliated to
Rashtrasant Tukdoji Maharaj Nagpur University**

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**Department of Management Sciences and Research,
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NAAC Accredited “A” Grade Institution**



Academic Year 2021-22



CERTIFICATE

This is to certify that the investigation described in this report titled “**A STUDY OF EMPLOYEE PROFILING PROCESS IN HR**” has been carried out by **Mr Anand Waman Meshram** during the summer internship project. The study was done in the organization, **Turito Prvt.LTD.**, in partial fulfillment of the requirement for the degree of Master of Business Administration of **G.S COLLEGE OF COMMERCE AND ECONOMICS, NAGPUR(AN AUTONOMOUS INSTITUTION)**

This work is the own 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 work are duly acknowledged.

Dr. Sonali Gadekar
(Faculty Guide)

Dr. Sonali Gadekar
(MBA CO-Ordinator)

CERTIFICATE



Date: Jan 9, 2022

Name: Anand Meshram

Emp. No: 750372 Designation: Intern

Location: Hyderabad

Subject: Internship Experience Certificate

Dear Anand Meshram,

It is hereby certified that Anand Meshram student of semester 2, M.B.A from G.S.College of Commerce and Economics, Nagpur University has completed his internship with us from 21-Sep-2021 to 8-Jan-2022.

During his tenure he worked on various roles related to HR, he has successfully completed the tasks to the best of his capabilities during this tenure.

We wish him all the best in future endeavors.

TURITO INDIA PRIVATE LIMITED

AUTHORISED SIGNATORY

A blue ink signature of Jyoti Bansal is written over a circular stamp. The stamp contains the text 'Turito India Private Limited' around the top edge, 'Hyderabad' in the center, and a small star at the bottom.

Name: Jyoti Bansal

Title: Head- HR & Training

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Anand Waman Meshram

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INTRODUCTION

TO

“ EMPLOYEE PROFILNG ”

WHAT IS EMPLOYEE PROFILING?

Employee profiling is the gathering of useful/vital information about employees to enable you describe them well for the purpose of placing them at appropriate jobs and positions within the organisation. It is also done for the purpose of determining their suitability for employment, retention and promotion.

Employee profiling is a method that is used during the hiring process to identify the right candidates for a particular job profile. You can do this profiling process with new candidates or existing employees. For the employee profiling process to be successful, the evaluation process needs to be fair and unprejudiced. This method of shortlisting candidates or identifying talent has come under the microscope many times. It is because a lot of people feel that such a profiling method is invasive. Sometimes, if the candidates are familiar with the tests and the kind of results you're looking for, the answers can be faked. So, at the end of the day, you will not get the kind of candidates you're looking for. That's why many companies prefer to use third-party platforms and solutions for unbiased employee profiling.

Employee Profiling Tools

These tools help evaluate if a candidate matches the requirements for a job profile. A few of the commonly used employee profiling tools are

Psychometric Tests

These tests are designed to profile a candidate's behavioural style and mental capabilities. Psychometric tests also evaluate a candidate's cognitive skills to check if they match the job requirements. These assessment tests also give you an idea, if the candidates will work well

with their team members.

Personality Tests

One kind of personality test is where a candidate rates himself/herself based on the statement or question. Another kind of personality test involves giving a situation and asking the candidate to respond. These tests will give recruiters a better idea of the candidate's personality and if he/she will be the right fit for the role.

Social media profiling

Many recruiters find that it is easier to know more about a candidate on his/her social profile. However, there could be privacy invasion problems in using this profiling method. So, it is not very recommended.

CANDIDATE PROFILING

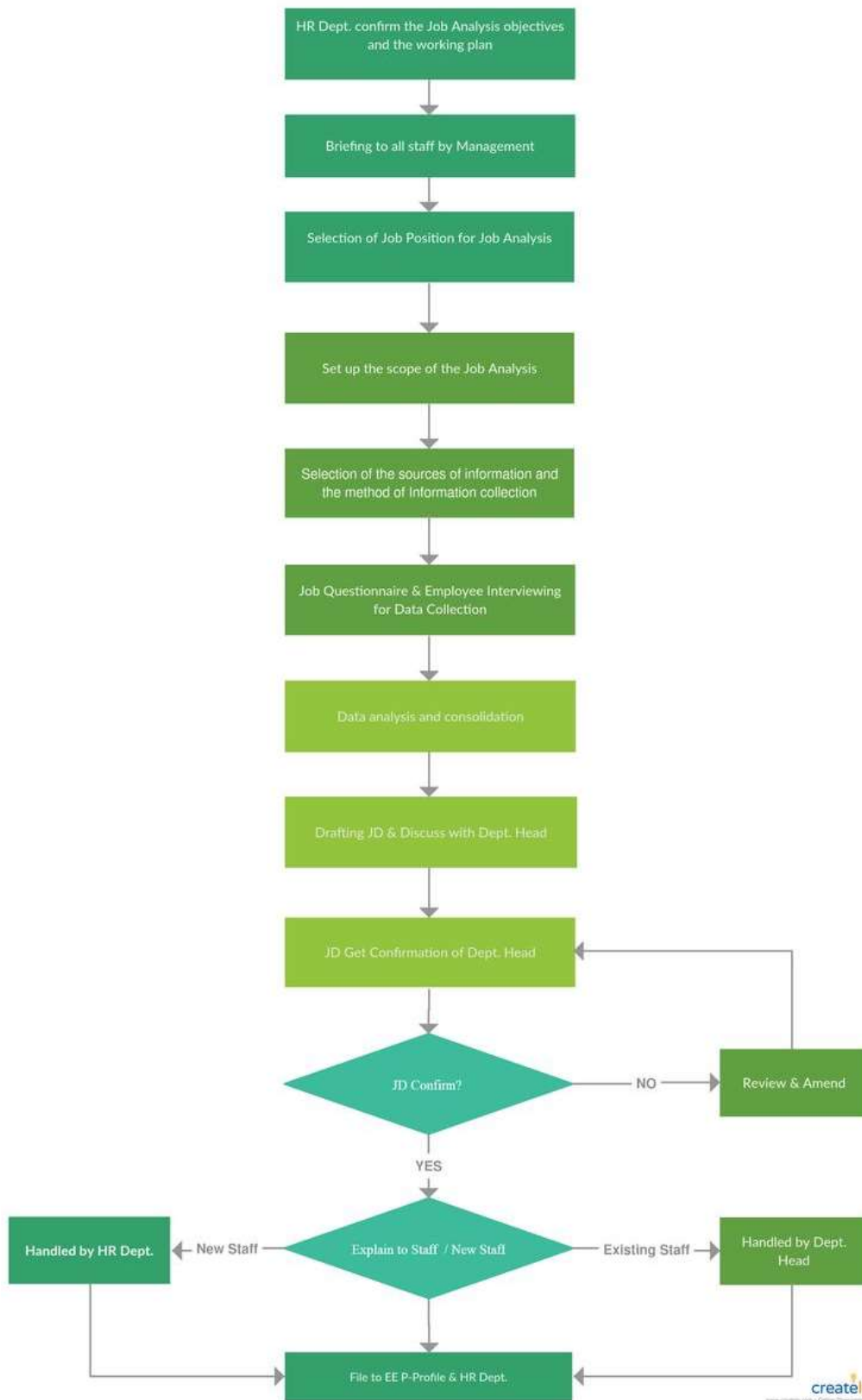
Did you know that the average recruiter spends 13 hours a week sourcing candidates for a single role? Sometimes, candidate profiling is just like that impossible search. That's why it's important for recruiters to pay attention and have a solid understanding of who they're looking for before they begin the hunt for the ideal candidate. If you've ever found yourself wondering, "how can I have a better candidate search experience?", then it may be time to try a new strategy.

In A webinar, by Ram Kashyap, Talent Acquisition Specialist at Tech Mahindra discussed key aspects of candidate profiling, including:

- **Candidate Personas.** A candidate persona is a blueprint, ultimately helping recruiters map out the desired personality traits & attributes for a specific job. But how exactly do recruiters align candidate personas with specific job requirements? What are the “must-have” traits, as opposed to the “nice-to-have” traits?
- **Candidate Profiling.** Once you’ve identified the ideal candidate persona, the next step is finding the ideal candidate. And this is where candidate profiling comes into play. Looking for key giveaways, like academic background, previous experience, and seniority level are good starting points to create a “candidate scorecard.” This scorecard can be the basis for a recruiter’s overall rating system, streamlining the process of candidate profiling.
- **Candidate Engagement.** How to engage a candidate is a key question for all recruiters. But it’s also an important step in the overall candidate profiling process. Analyzing how a candidate responds to emails and text messages is a great way to get to know your candidates deeply, taking your candidate profiling to new heights

The question facing recruiters today is: how can we intentionally take these questions into account while efficiently profiling candidates? And the answer is technology. With AI-powered ATS platforms, recruiters can leverage advanced features to streamline the profiling process while paying due diligence to valid concerns, so that their clients only receive the best talent. A few key features bolstering candidate profiling include:

- AI Matching Profiles
- Candidate Cloning
- Passive Candidate Sourcing
- SMS Outreach
- Advanced Business Intelligence



Why is a candidate profile important?

A candidate profile can help you streamline the hiring process by making crucial decisions about the position long before you meet candidates. Here are the specific benefits that a candidate profile can offer:

- **Helps attract better candidates:** By carefully focusing on your ideal candidate before posting the job, you can bring in candidates that closely fit the job description.
- **Streamlines selection process:** Since you have a list of which qualities are important to you in a candidate, you can more easily sort through applications to find the best match.
- **Reduces unconscious bias:** Making clear, quantifiable standards with which you'll evaluate every candidate can help remove bias from the hiring process.

How to develop a profile

With some cooperation between departments and careful consideration, these steps can help you build a successful candidate profile:

1. Determine what the job is

Start with a good internal understanding of what the job involves. Use practical terms to describe the day-to-day tasks, regular expectations and long-term goals for the position. Try to use specific quantities when possible. Include the supervisor for the position and any positions that this new employee supervises. Because candidates won't see the candidate profile, as the hiring team uses this document internally, it's acceptable for the candidate profile to reiterate or repeat some of the information that you'll include on the job ad.

2. Determine hard and soft skills

With your list of the job's duties, determine which hard and soft skills the candidate should have. Include areas of knowledge like food safety or building codes that are necessary to perform the job. In your list of soft skills, only include qualities needed to perform job tasks—you can add other desired traits later under "Additional skills." Next, prioritize the skill lists and make sure that you're using any industry language to describe technical capabilities.

3. Compare successful employees

Think about the other employees who have been successful in this position or on this team. Collect their most notable accomplishments and traits and consider whether you'd like the new employee to have a similar mentality or a contrasting one to deepen the team's perspective. You might also consider adding traits that have made employees in other company departments successful.

4. Share the requirement on job posting sites

If you're not able to find the best match internally, go ahead and share the requirement for the new position on online job posting sites. You need to create a profile that includes qualifications and expectations.

5. Create an online assessment test

Once you post the requirement online, you may get hundreds of responses. Ask candidates whose profiles meet your basic requirements to take up an online assessment. Psychometric and personality tests will give you a fair assessment of the candidate's profile. These tests will give you more information about candidates than what you can garner from the resume.

6. Incorporate company priorities

Consider how this position fits into the company's wider mission and goals. You might aim to bring specific perspectives into the company for a new initiative. If your

company is working to establish a strong reputation in a new industry, you might target a more experienced professional who can bring years of industry expertise. Think about how the company's mission fits into everyday operations and whether you expect a candidate to embrace every aspect of that mission or simply have the same core values.

7. Draft the full candidate profile

Develop a portrait of the ideal candidate based on all the information you've gathered. Start by making a list of all the qualities that a candidate absolutely must have to succeed in the position, like the ability to work well in a team or holding workplace safety as a high priority. Then consider a list of attributes that would disqualify a candidate for the job, like former convictions for corporate crime. You might make this list more comprehensive by adding preferred traits and additional skills that you do not require but may help the individual succeed in the role.

8. Connect with ideal candidates

As you complete your concept of an ideal candidate, use this information to determine where to reach out to potential candidates. If you believe a promising graduate would fill the role best, consider schools in your area that you could contact. If your position is highly technical within an industry, find ways to reach that sector through online groups and professional organizations.

9. Write the job description

Use your documentation to write a detailed job description. Be clear on the role and the expectations and make sure that the finished job description puts your most important qualifications and characteristics first. The job description is the best way to communicate your company's values and your expectations for the role to potential candidates. It should be both an advertisement for the position and a reference for the candidate as they interview and consider their job options. Check the job description a final time for any spelling or grammar mistakes before releasing it.

10. Apply the candidate profile to candidates

As you interview and consider candidates, use your profile to see which may be the best choice for your organization. Since you have the desired qualifications written out, try to evaluate candidates based on those specific traits. Written priorities also help you stay on-topic with your interviews and hiring discussions.

11. Set up an interview

Shortlist candidates who meet the criteria for the job profile based on the results of the assessments. Call these candidates for an interview, maybe online or in person. Preferably ask open-ended questions that will allow the candidate to talk more about their experience, skills and abilities.

When to do Employee Profiling?

- When you're hiring candidates for a new opening
- When you're looking to promote an employee
- When you're looking for an internal transfer

Benefits of Employee Profiling

- Find the best candidate for the job profile
- Makes your hiring process more effective and successful
- Improves efficiency as you have the right candidates for the job
- Enables unbiased and unprejudiced hiring

Drawbacks of using Employee Profiling

- Could be an invasion of privacy
- Answers may be faked, so you won't get the right results
- Using only one profiling method or the wrong profiling tool may not give you the desired results

Employee Profiling in Manpower Planning

Analyze your current workforce to ascertain the various skill levels you employ and how the various workers interact with each other. Look at the educational background of your current staff as well as the length of service, age ranges, pay structures and duties performed. When you collect all the information on your current staff, you can use the information to develop a profile of what characteristics and attributes work best in which positions.

Create a profile of your perfect candidate before you begin recruiting. If for example, you believe your employees should have a college degree to demonstrate their level of learning and commitment, you may direct hiring campaigns toward college campuses to find the best recruits. If your most effective managers started in entry-level positions, you'll need to focus on those recruits willing to start out at a lower pay grade

Review the applications to assess the total array of experience of your candidates before arranging interviews. Your preconceived profile should help you eliminate those candidates who haven't shown a willingness to take risks, for example, if your position requires a self-motivated risk-taker. On the other hand, you may look for longevity in previous jobs if you are more interested in finding someone who will keep the job for a substantial period of time and who has the proven ability to make commitments.

Utilize personality tests that derive profiles by asking job candidates seemingly innocuous questions. Tests often referred to as DISC assessments provide you with scores on traits that include dominance, influence, steadiness and compliance. You can get a fairly accurate profile assessment from the tests.

Devise a set of open-ended interview questions that you use consistently. Develop questions that reveal attitudes of the candidates as well as skills and experience. For example, you might ask a customer service representative candidate how she reacted when a customer got particularly angry with her. If you're looking for a stock person, you might ask how the person feels about working overtime when this may be requested at the last minute.

COMPANY PROFILE

Turito India Pvt.Ltd.

<https://www.turito.com/in>

What's Turito?

Recognizing the Discrepancies in our Education system and the complications involved in providing it to everyone at affordable pricing, Turito embarked into the stream of Online Coaching with the Top-Notch Faculty. Our aim is to bring a balance in the realm of Live Online Learning as today, only few students or coaching centres have access to the best teachers. We at Turito want to ensure, all the aspiring students across various countries get access to the Top Rankers' Faculty at an affordable price.

What do we do?

Turito brings together Experienced Teachers with proven records to a platform that is equipped with interactive virtual learning. Making use of these Veterans and a World Class Streaming Technology, we provide Online Live Learning sessions to young students preparing for various National competitive exams such as IIT JEE/ NEET, and International competitive exams such as SAT, ACT, AP, PSAT and Subjective SAT. For students to build

a Strong Foundation, we also offer School Foundation Courses for 6th to 10th Grade through which they are trained for Engineering/Medical Entrance Examinations, and Board Exams.

Our vision is to make exceptional quality online learning that enables teachers from different demographic regions to reach students and students across the globe to directly interact with the teachers for guidance. As a part of this vision, we created some packages that comprise of Live Interactive Video Classes, 1000+ Hours of Video Lectures, 1000s of Topic-wise Test papers, 24*7 Doubts Clarification, Post Exam analytics etc., at an affordable price.

With such a monumental Idea at the heart, we hope to reach millions of aspirants and assist them to fulfill their dreams of graduating from Top Universities in India and across the world. Since our Top Rankers' Faculty hold tremendous experience in the field of coaching, pioneering the world-class live streaming technology is at the core of all our businesses, we are certain of achieving this goal to serve every single aspiring student around the world.

KEY STRENGTHS:-

- Advanced Double Mentor Program
- Awesome Learning Experience
- Special Dought Clearing Sessions
- User Friendly Design
- Relevant and Unique Content
- Best in Class Faculty's
- Turito is driven to provide the best online and on-campus programs to students across India
- One on One Special Lectures

Profiling Done For:-

1. Frontend and Backend Developer
2. UI/UX Designer and Graphic Designer for Application
3. HR and Operations Teams
4. Sales and Project Management
5. WordPress Developer
6. Full Stack Developer
7. Business Development Associate and Executive
8. Teacher's Of The Following Subjects

[Maths

English

Chemistry

Biology

Physics]

THE PROFILING AND RECRUITMENT PROCESS:-

1. Job Posting on Internshala, LinkedIn, Naukari & Indeed
2. Screening
3. Sourcing Candidate
4. Feedback and Reschedule
5. Scheduling Interview
6. Forwarding and Feedback
7. Offer Negotiation
8. On boarding of Candidate
9. Documentation
10. Achieving Targets

TERMINOLOGIES

- **Succession Planning.**

Succession planning is the process of identifying the critical positions within your organization and developing action plans for individuals to assume those positions.

- **Recruitment**

Recruitment refers to the process of identifying, attracting, interviewing, selecting, hiring and onboarding employees

- **Strategic Human Resource Management**

Strategic human resource management is the connection between a company's human resources and its strategies, objectives, and goals.

- **Applicant tracking system**

An applicant tracking system (ATS) is a human resources software that acts as a database for job applicants. ATS are used by companies of all sizes to organize, search, and communicate with large groups of applicants.

- **Onboarding**

"Onboarding" refers to the processes in which new hires are integrated into the organization.

- **Background Check**

A background check is a process a person or company uses to verify that an individual is who they claim to be, and this provides an opportunity to check and confirm the validity of someone's criminal record, education, employment history, and other activities from their past

- **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.

- **Outsourcing**

Outsourcing is the business practice of hiring a party outside a company to perform services or create goods that were traditionally performed in-house by the company's own employees and staff

Chapter 3

Study

OBJECTIVE OF THE STUDY

- To find Effective Profiling Procedure for Turito Prvt.LTD..
- To understand the recruitment procedure at a functional aspect of hr department
- To find out innovative ideas for the company
- To know the sources of profilinng at various levels and various jobs
- To critically analyze the functioning of profiling procedures

SCOPE OF THE STUDY

The benefit of the study for the researcher is that it helped to gain knowledge and experience and also provided the opportunity to study and understand the prevalent profiling procedures and its importance.

The key points of my research study are:

- ✓ To Understand and analyze various HR factors including profiling procedure at consultant.
- ✓ To suggest any measures/recommendations for the improvement of the procedures
- ✓ To Understand Proper utilization of Human Resource Planning.
- ✓ To study Cost effectiveness of an employee.
- ✓ To Understand Study of effectiveness of profiling process of recruitment and techniques.
- ✓ To Find Whether The process is valid or not.
- ✓ To Study Cost effectiveness to the company.

NEED OF THE STUDY

- To Find good fit for the job role
- Create Organizational Commitment
- Enhanced Pressure on Employees
- To get workable data of an candidate
- Meeting Research and Development Requirements
- Studding Human Behaviors
- To gain Idea About personality of the candidate
- To get and an idea about the behavior of the candidate
- To gain Experience in the respective field

Chapter 4

Contribution to SIP

CONTRIBUTION DURING SIP

(ACTUAL WORK DONE BY ME)

1. Searched on LinkedIn as a HR intern Opening.
2. To search candidates on Naukri, LinkedIn and Indeed.
3. To screening and profiling .
4. Conducting 1st and 2nd stage of interviews.
5. To co-ordinate with the senior HR regarding selection process.
6. Updating documents on document tracker.
7. Create time sheet of employee.
8. Collecting data of all the potential candidates.
9. Sending official mails to all the selected candidates
10. Creating professional Job Descriptions to post o online job portals

LEARNINGS FROM THE SIP

1. Communication with consultancy
2. Leadership Development
3. Official Letter Writing
4. Professional E-Mail Writing
5. Importance of MIS
6. Time Management
7. Networking Is Important

Important Points during Internship:-

- Worked on Microsoft Teams and outlook
- **Working Hours:-** 8 hrs. per day from 9:00 am – 5:00 pm
- **Working Day:-** 6 days
- **Follow up Call:-** Every 3hrs
- **Platform for Discussion:-** Microsoft Teams
- **Platform for finding candidates :** LinkedIn, Naukri, Indeed & Internshala
- **Attendance Portal :** GreyHR
- **Mail Application to be used:** Microsoft Outlook
- **Work Location:** WFH (work from home)

PROCESS FOR SEARCHING RIGHT CANDIDATE FOR THE RIGHT JOB:-



1. Male/ Female
2. Married/ Unmarried
3. Fresher's/ Experienced
4. On-site/ Remote
5. Current Salary/ Current Offer
6. Intern/Full Time
7. Notice Period
8. Suitable for the Company Environment
9. Communication skills
10. Special Features or Qualities of Technical Skills

Day-wise Work:-

- **1st 15 Days**

1. Got a Induction Program With all other Interns and new Joiners
2. Learned about the work that was assigned to me.
3. Got initial training regarding the interview process.
4. Received my official Mail ID In outlook
5. Received a basic questioner for the interviews
6. Got training regarding how to properly use Microsoft Teams
And Outlook mail
7. Learned about the data gathering process for a Company Data
Base
8. Learned about the Job profiles That I have hire for.
9. Received training regarding how to use all online job portals
like LinkedIn, Naukri, indeed.

10.To learn how download resumes from the online portals and to post job advertisements on the same

- **2nd 15 days**

1. Learned how to design a good Job Description
2. Learned that company's have to pay money to download resumes from job portals
3. Created a proper excel sheet with all necessary data of candidates
4. Created various Job Posts on LinkedIN
(**Post:** BDE, BDA, Telesales, frontend developer, sales manager)
5. Also Created various Job Posts on Naukri
(**Post:** BDE, BDA, Telesales, frontend developer, sales manager)
6. Job Posting of Sales and HR Intern's on LinkedIn and Naukari job sites.
7. Received a list of potential candidates from my SO.
8. Called all the candidates of that list.

9. Received few lineups for the second round of the interview
10. Collected data of all the candidates “ Selected and not selected “
11. Co-ordinated with my SO regarding the same.

- **2nd month**

1. Shortlisted candidates based on task performed.
2. To apply filter on Naukri RESDEX to find suitable candidates.
3. Received the company’s official Naukri portal to access and find candidates on my own
4. Learned to download resumes from online portals
5. Scheduled interview on Microsoft Teams and Skype with Selected Candidates.
6. Took 1st round of telephonic interview to judge the candidates English proficiency an confidence level
7. Sent details of the interviewed candidates to the Seniors for the second.

8. Senior HR had taken the 3rd interview along with me and shortlisted candidates for hire.

9. On-boarded candidates on Microsoft teams for further work.

- **3rd month**

1. On-boarding process of BDE, BDA, Telesales.

2. Got to learn about the documentation process of on-boarding

3. Learned about the Documentation tracker of the company

4. Learned how to Send Professional Mails to the selected candidates with all the details of their job and package.

5. Updating candidates document on the company's official document tracker.

6. Co-ordinated with peers regarding the documentation and mailing process.

7. Designing of official company mails for selected candidates.

- **Last 19 Days**

1. Conducted 3rd stage interviews of the candidates
2. Created certificate Template.
3. Excel Sheet Data submitted to Senior HR
4. Submitted Report on what I have learned from the internship.
5. Collected 3 Certificates from the company

LIMITATIONS

1. Due to the COVID-19 pandemic internship was conducted online i.e. Work From Home.
2. HR interview was taken in virtual mode so there was internet issue occurred at companies as well as selected candidate's side sometimes.
3. Unable to observe candidates non-verbal skills properly due to virtual mode.
4. Company used Microsoft Teams and Outlook as a communication Platform, so there was difficulty to operate it at the starting.
5. Some desired information could not be collected due to confidentiality of business.

Chapter 4

Research Methodology

METHODOLOGY OF STUDY:

The project is a systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of data, analyzed facts and proposed conclusions in form of recommendations. The data has been collected from both the sources primary and secondary sources.

DATA COLLECTION:

Primary Data:

This report has prepared through extensive use of primary data. It is collected from group of people who are related with this Company. Primary data was collected through survey method by distributing questionnaires to candidates. The questionnaires were carefully designed by taking into account the parameters of my study.

The following methods are used in collecting primary data:-

- **Direct Questioning:-**

I have collected data from the Senior HR, Executives And HR Manager of the department with the protested and well-designed questionnaire.

- **Personal communication:-**

I have gathered data through personal communication with the candidates and my reporting officer.

Secondary Data:

Data was collected from social profiles of the individual, going through the records of the organisation, etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. Or in other words we can say that secondary data is the data used previously for the analysis and the results are undertaken for the next process.

FINDINGS

1. Most of the recruitments at Turito Prvt.LTD. were done through job portal's sites such as LinkedIn and Naukri
2. In the job post, information about rounds taken in the process of profiling was mentioned.
3. As interview process was conducted through virtual mode candidates were comfortable to talk with interviewer.
4. It's found that profiling procedure at Turito Prvt.LTD. was very effective as right candidates were chosen by the experts.
5. Working environment of the company was very friendly.

SUGGESTIONS

1. Need to improve connections on LinkedIn to attract new candidates.
2. Blogs should be posted to active socially.
3. Communication gap should be filled with training processes.

CONCLUSION

There's the good and the bad of using employee profiling to identify the right talent. It is important for organisations to toe the line between profiling and privacy invasion. If you are able to find this balance, then you will definitely find the best talent for your team. Else, you will have to keep going back to your search for the right candidate. The best solution is to use profiling tests and tools prepared by experts of an external agency. You will then get unbiased and reliable results.

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