SUMMER INTERNSHIP PROJECT

"A STUDY OF RECRUITMENT AND TRAINING AT ASTUTE ORGANISATION"

Submitted to:

DMSR
G S College of Commerce & Economics, Nagpur
(An Autonomous Institution)

Affiliated To:
Rashtrasant Tukadoji Maharaj Nagpur University

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NAAC Accredited "A" Grade Institution

Academic Year 2022-23

CERTIFICATE

This is to certify that the investigation described in this report titled **"A study of Recruitment and training in HR"** has been carried out by **Ms. Ghreetika Ahuja** during the summer internship project. The study was done in the organization, "**ASTUTE ORGANISATION"**, 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 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. Aniruddha Akarte   **Dr. Sonali Gadekar**

(Faculty Guide)   **(MBA Co-Ordinator)**

CERTIFICATE

ASTUTE org.
Associate of QASPL

www.astuteorg.com

Ref. No.: AS/130

Date: 06-11-2022

CERTIFICATE OF INTERNSHIP

This is to certify that Miss. Ghreetika Ahuja has done her internship in Human Resource at Astute Org. Nagpur from 19-09-2022 to 05-11-2022.
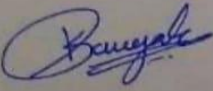
Her job role included activities related with Recruiting, Screening and Sourcing of profiles, Mass Mailing, Cold calling, Lining up the interviews etc.

During the period of her internship with us she was found punctual, hardworking and inquisitive. We found her pretty active in whatever task we have assigned to her.

We wish her all the best for her future endeavours.

For Astute Org.

Managing Director,

Business Head

Balasaheb Sangle

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I am thankful to **"Ms. ANJALI JUZHARE"** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor **"Dr. ANIRUDDHA AKARTE"** for helping me during the project.

Finally, I am grateful to my family and friends for their unending support.

(Name and Signature of the Student)
GHREETIKA AHUJA

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INTRODUCTION:

In human resource management, "recruitment" is the process of finding and hiring the best and most qualified candidate for a job opening, in a timely and cost-effective manner. It can also be defined as the "process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization". It is one whole process, with a full life cycle, that begins with identification of the needs of the company with respect to the job, and ends with the introduction of the employee to the organization.

When we speak of the recruitment process, we immediately think of activities such as the analysis of the requirements of a specific job, attracting candidates to apply for that job, screening the applicants and selecting among them, hiring the chosen candidates to become new employees of the organization, and integrating them into the structure. Obviously, the main reason why the recruitment process is implemented is to find the persons who are best qualified for the positions within the company, and who will help them towards attaining organizational goals. But there are other reasons why a recruitment process is important. Internal recruitment or internal mobility (not to be confused with internal recruiters) refers to the process of a candidate being selected from the existing workforce to take up a new job in the same organization, perhaps as a promotion, or to provide career development opportunity, or to meet a specific or urgent organizational need. Advantages include the organization's familiarity with the employee and their competencies insofar as they are revealed in their current job, and their willingness to trust said employee. It can be quicker and have a lower cost to hire someone internally.

Many companies will choose to recruit or promote employees internally. This means that instead of searching for candidates in the general labour market, the company will look at hiring one of their own employees for the position. After searches that combine internal with

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external processes, companies often choose to hire an internal candidate over an external candidate due to the costs of acquiring new employees, and also on the fact that companies have pre-existing knowledge of their own employees' effectiveness in the workplace. Additionally, internal recruitment can encourage the development of skills and knowledge because employees anticipate longer careers at the company. However, promoting an employee can leave a gap at the promoted employee's previous position that subsequently needs to be filled. Traditionally, internal recruitment will be done through internal job postings. Another method of recruiting internally is through employee referrals. Having existing employees in good standing recommend co-workers for a job position is often a preferred method of recruitment because these employees know the values of the organization, as well as the work ethic of their co-workers. Some managers will provide incentives to employees who provide successful referrals.

INDUSTRY PROFILE

Organizations are finding it very difficult to attract, nurture and retain right kind of talent ensuring the organizational growth. HR Consultancies provides comprehensive HR Solutions through a single window across various domains to enhance the success of your organization. Our customized HR Solutions are formulated based on organization needs hence, they are best suited for the business. Our services are designed to make a difference to human resource management through our unique methodologies. HR Consultancies has exceptional strengths in ensuring well-timed and dependable delivery of HR solutions to clients across various sectors. Furthermore, in case of urgent ad-hoc requirements we depute our expert staff with the client. As an end to end to end HR consulting firm we support your growth & eliminate all your worries by eliminating your non- core activities.

HR CONSULTING MARKET

The market for human resource consulting services is estimated to be worth $31 billion, representing approximately 10% of the total global consulting market, making it the smallest of the six main industry segments. During the crisis years, HR consulting was one of the chief casualties within the recession of the consulting industry – according to analysts, spending on human resource consulting contracted by 10% or more in mature geographies.

Since 2011, growth levels in the market have been restored and the revenue of HR consulting services has seen a rise of around $1 billion per year. Annual growth percentages vary between 3.6% and 4.5%, with most recent years showing better performances.

In the coming years, spending on HR consultants is forecasted to continue to grow on the back of large trends in the human capital domain such as an ageing workforce, continued mismatch on the labour market, the rising impact of diversity /inclusion and the need to bring employee capacities in line with 21st century skill sets.

HR CONSULTING SERVICES

The market for human resource consulting services consists of eight main disciplines: Human Capital Strategy, Compensation & Benefits, Organisational Change, HR Function, Talent Management, HR Analytics, Learning & Development and HR Technology.

Human capital strategy includes a variety of strategic work in the HR domain, such as defining a corporate culture, organisational design, setting up a people strategy that supports key pillars in the business, as well as the design of HR-related strategies in the area of diversity, recruitment and talent management among others. Compensation & benefits, a segment also known as total rewards, looks at all aspects of employee compensation and benefits from base and variable pay to bonus schemes and other secondary benefits across the entire organisation – from board level to employees on the work floor. The discipline also includes pensions / retirement consulting, and advisory services tied to health and welfare.

Organisational change encompasses the people side of change, aimed at successfully guiding and embedding changes in organisational structure, ways of working, or cultural changes within an enterprise. Change management stands at the heart of the service area, spanning advisory expertise to tools and interventions, with leadership alignment, stakeholder management, change interventions and cultural management being the main offerings. Organisational change services can be sold as standalone offerings by consultancies. However, they are typically bundled into larger functional transformations to safeguard the people side

of change. The HR function area focuses on all activities related to improving the functioning of the human resource department. Offerings vary from developing and implementing an HR target or delivery model, to the implementation of HR systems and technologies, or other HR transformations that boost processes and organisational efficiency.

Talent management encompasses all activities required to recruit, retain and develop talent, as well as establishing the right structure and processes to ensure that professionals can perform optimally. Key propositions include strategic workforce planning – the science to anticipate on present and future human capital needs by matching business goals with HR data – recruitment & retention, workforce effectiveness and performance management. Through the rise of data and new technologies, HR analytics has grown into a full-fledged service area within HR consulting. HR analytics focuses on applying analytic processes to the human capital spectrum, with the key objective of adding insights and value to HR activities.

The learning & development service line, also referred to as training & development, is concerned with activities aimed at improving the performance of individuals and groups. The scope ranges from organisational and competency development across leadership, departments and functions to support the training and education needs of individuals. Learning & development also includes the soft side of development, such as coaching and mentoring, as well as the technological side of training, such as the development and implementation of learning management systems. Lastly, HR technology is the field that specialises in all systems and tools used in the HR department, including large ERP modules by SAP, Oracle or Microsoft, and more niche solutions per functional domain.

1. Policies Development

Through our HR policy development services, we help clients develop and streamline the HR policies of their firms. These include hiring, disciplinary conduct, firing, workplace violence, and other such matters. We consult clients throughout the process of policy development, implementation and evaluation.

2. Recruitment

HR Consultancies offers full-time, temporary, as well as part-time staffing solutions to clients. Our services cover all aspects of recruitment, beginning with sourcing and hiring to the induction of staff. We get you the right talent for all designations at all levels, from entry level trainees to executive personnel.

3. Contract Staffing

Contract staffing or staff augmentation is an intelligent option for those seeking to meet their immediate needs for specialized personnel. Contract staffing is a temporary staffing solution in which clients hire skilled workforce on our payroll for a limited period of time. Clients opt for contract staffing if their demand cycles vary or if they wish to augment their core-competencies for a short period of time.

4. Training and Development

HR Consultancies offers specialized HR improvement interventions to assist clients in optimizing the productivity of their workforce. We implement HR strategies that align your workforce with your business objectives. Our training programmes and assessments are designed after understanding the value system, short term and long term goals of our clients' businesses.

5. Performance Management System

HR Consultancies helps clients get the best out of their employees by implementing a robust, well-designed performance management system. In doing so, businesses benefit through improved employee productivity, freeing up more time for managements to work towards the strategic goals of the company.

6. Employee Grievances Management

Employee grievance management services of HR Consultancies include disciplinary and grievance investigations and consulting. We help companies deal with grievance complaints, manage associated legal processes and documentation, in addition to providing guidance on grievance solutions.

7. Employee Engagement

Ensuring engaged employees ensures the success of a company. This is because engaged employees promote positive customer experiences that in turn result in better financial outcomes and a loyal customer base. HR Consultancies helps companies ensure employee engagement by managing disparities between the individual needs of their employees through better stress management, analysis of policy shortcomings, promotion of work-life balance among employees, and streamlining individual objectives with that of the company's.

8. Payroll Management

For companies, the creation of a separate payroll management team may not be feasible. By outsourcing their payroll management tasks to us, companies benefit through on time precise payroll release, statutory compliance and redressal of payroll associated grievances.

9. Leave Management

By outsourcing their leave management needs, companies can simplify their leave tracking process. We help companies track all kinds of employee leaves easily, update managers on leave associated notifications and tasks, and analyse leave statistics of the company.

10.Hr Statutory Compliances

HR Consultancies helps clients ensure compliance with statutory regulations such as labour laws. We assist in the maintenance of registers, licensing, government inspections, etc. and offer companies advisory services on statutory compliances and associated tasks.

What does an Hr Consultant Do?

Human resource consultants are generally hired by three types of clients. Firstly, HR advisors support HR directors and managers of client organisations with improving the performance of the HR function - examples include implementing an HR business partner delivery model, redesigning HR processes or implementing a HRIS system. Secondly, HR consultants are hired by clients – business, HR or works councils – to support broader human capital issues. This can range from providing HR support on M&A programmes to managing a cultural transformation or developing a new talent management strategy for critical business functions. Lastly, HR consultants are typically staffed on large transformations to ensure that the necessary people and human capital expertise is on board, complementing the traditional 'hard' functional skills that are already part of the project. In this case, the client is often an internal consulting department that leads the delivery of the engagement. For example: a Finance Transformation programme at a client will be led by the Finance service line, which

will subsequently call upon human capital consultants to lead areas such as leadership alignment, change management, learning and communication.

The Top Consulting firms in India

What are the top consulting firms in India? Consultancy in guide of top consulting firms provides an overview of the industry's leading players.

The consulting industry in India is worth billions of dollars, and is home to hundreds of consulting firms – large, mid-sized, boutique and niche consultancies – serving clients across all industries and segments, and specialised in every conceivable area of expertise.

However, only a select handful of consulting firms can claim to be a leader in India's consulting market, or a leading player in their segment. Our guide of best consulting firms in India breaks down the top players across a range of different dimensions, leveraging our unique global database of more than 10 million data points per year, of which 2 million relate to India's market.

As with any ranking, also in consulting there is no unambiguous definition of what defines a 'top consulting firm' in India. It basically depends on who you ask, when you ask it, what type of service / expertise is assessed, and a range of other criteria. To reflect this variety in the landscape, Consultancies guide takes a holistic view and presents several different lists of top consulting firms.

Our database is based on proprietary research by Consultancy.org, and on the views of thousands of clients (i.e buyers of consulting services), consultants and industry staff, job

seekers and graduates. The data spans all segments of the consulting landscape, from strategy, management and organisation to mergers & acquisitions, finance, supply chain, human capital and dozens of other areas of expertise.

The ranking includes all consulting firms in this list for which we have sufficient data. The dataset is refreshed by the hour, meaning that lists are near real-time.

RECRUITMENT PROCESS

- **Identifying the hiring needs**

Whether a job opening is newly formed or just vacated, you cannot find what you need if you don't know what you need in the first place. So, your recruitment process should start with identifying the vacancies that exist followed by analysing the job specifications including the knowledge, skills and experience needed for the role. Here's how you can determine your hiring needs:

- Figure out where the gaps are in your current team. Check if you have new needs in terms of ability, performance or personality. Ask yourself if you need someone to take care of something that is not being addressed currently. This will tell you that there is a hiring need.
- Keep a track of input versus output when it comes to your team. See if there is an increase in workload that needs to be addressed by hiring.

- Regularly analyse performance and make a list of missing qualities, qualifications, skills and proficiencies that you need to add to your team. This can also signal towards hiring needs.

- Be mindful of existing employees leaving. This is definitely when you will have a hiring need.

- **Preparing the job description**

  Once you know exactly what you need in terms of knowledge, skills and experience, it is time to determine the duties and responsibilities of the job. Preparing the comprehensive job description will help you know what your potential employees must have in order to meet the demands of the role. More importantly it provides your prospects with a checklist or list that they can compare themselves before applying.

- **Talent Search**

  Identifying the right talent, attracting them and motivating them to apply are the most important aspects of the recruitment process. The job listing should be advertised internally to generate referrals as well as externally on popular social networking sites

and preferred job boards. Recruiters can also conduct job fairs and promote openings in leading industry publications to cast a wider net.

- **Screening and Shortlisting**

1. Screen applications on the basis of minimum qualifications.
2. Next, sort resumes that have the preferred credentials by looking at their certifications, relevant experience, domain expertise, technical competencies and other specific skills that are required for the role.
3. Then, shortlist candidates who have both the preferred credentials and the minimum qualifications.
4. Finally, flag any concerns or queries in the resume so they can be clarified during the interview.

- **Interviewing**

  The shortlisted applicant will now move through the interview process prior to receiving an offer letter or a rejection note. Depending on the size of the hiring team and their unique recruitment needs several interviews may be scheduled for every candidate.

- **Evaluation and offer of Employment**

This is the final stage of the recruitment process. You should never take it for granted that the candidate will accept your offer. However, if your candidate has patiently completed all the paperwork and waited through the selection process, the odds of accepting the offer are high.

- **Introduction and Induction of new employee**

  When applicants accept the job offer, they officially become the employees of the company. The joining date and time is communicated to the employee. Once that's done, pre-employment screening that includes reference and background checks are conducted. Once the verification is done, the employees are then introduced to the

organization. The induction process of the employees then begins. During the induction process, a welcome kit is usually given to the new employees, and then the employment contract is signed.

COMPANY PROFILE

ASTUTE ORGANISATION

Astute Organization is a young, diversified company. It is a proud supporter of building leaders in the diverse and colourful Indian market in the field of service and management. Astute Organization entails in working with large companies all over India in the various aspects of brand acquisition, client servicing as well as sales and marketing.

We provide client representation, customer acquisition, advertisement and business promotion services to many Fortune 500 companies in India. We also provide a one-stop solution to leading brands for all their customer acquisition and promotional needs. At present, we have strength of huge members representing various segments of management.

Since our inspection in the year 2008, Astute Organisation has been flourished as one of the India's most unconventional, dynamic and spirited search engine help, marketing and advertising company. We believe in giving every individual an opportunity to explore various aspects of management and showcase their talents and develop their skill set, which in turn helps the organisation to create future entrepreneurs.

Mr. Balasaheb Sangle is the founder and Organisation Head of Astute Organisation. He is a committed Owner and is eminently running clients from various market segments including Insurance, Telecom and Entertainment. Having completed his Graduation in the year 2004 in Commerce, Babasaheb is an epitome of a multi-talented personality.

He has excelled in every sphere of his life and is a huge inspiration for his entire team. It was his sheer dedication and excellent leadership, which gave Balasaheb an opportunity to successfully run his own company,

Mission

To become India's prime direct marketing company that excels in all the sectors that it works in. We provide our customers and clients the highest quality of service. To achieve that, we develop the excellent quality workforce. We also make sure that each individual gets the best chance to develop their skill set and build their career in the marketing industry.

Core Values

"Balanced life, win=win situation, i+ndividual empowerment, gets enthusiastic- it is a little thing that makes big difference, respect your fellow team mates etc.

TERMINOLOGIES

- Human Resource

- Manpower

- Competency

- Manufacture

OBJECTIVES OF STUDY

- While doing this internship I have completed all the task that is given by my Hr manager.

- I have done mass mailing, cold calling, scheduled interviews of the candidates and inputting etc.

- I also coordinate with the hiring manager.

SCOPE OF STUDY

The present research is confined to study the recruitment process followed at Astute organisation, Nagpur. The scope of this study is to observe the recruitment and training techniques adopted by the company. Apart from getting an idea of the techniques in the recruitment procedures a close look will be taken at insight of corporate culture in the organisation. This would help me to be familiar with their environment.

Any organisation wants its future to be in good and safe hands. Hence hiring the right resource is a very important task for any organisation.

NEED OF STUDY

- **Determines the present and future requirements:**

The recruitment process assists a company in evaluating its present and future staffing

requirements. It conducts a methodical examination of company operations to

determine the right no. of recruits necessary.

- **Prevents disruption of business activities.**

The process of recruitment ensures that the daily activities of your

organisation are carried out seamlessly. It provides businesses with all

necessary human resources regularly for various job positions. The

recruitment process selects individuals from a variety of backgrounds to meet

the organisation's needs.
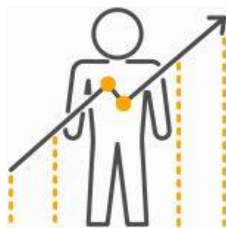
- **Increase success rate of hiring**

This approach is effective in stimulating the success percentage of the company's selecting process. It analyses all the job applications to minimise the frequency of unqualified and exaggerating candidates. Only qualified employee's applications are advanced to the next stage of the recruitment process.
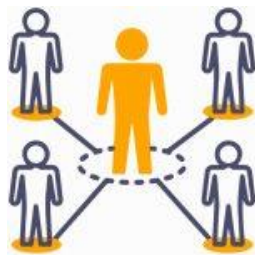
- **Expands talent pool**

  The goal of recruitment is to create a wide pool of qualified candidates from which one has to choose the most qualified individual for the job. This approach draws big groups of individuals and encourages them to apply for open opportunities in a company.

- **Cost effective**

It focuses on minimizing total costs and time spent on finding suitable employees. Recruitment is a well-organized and methodical approach in which a large number of people are given a detailed description of a job opening. A good job description attracts a large number of people at a lower cost.

CONTRIBUTION DURING SIP

In simplest term, the HR department is a group who is responsible for managing the employee life cycle i.e., recruiting, hiring, onboarding, training etc. So in initial days of my HR internship, I was been allotted with recruitment work for Process Associate for a company based in Nagpur.

Before starting with hiring, the whole recruitment process & criteria were explained to me. Recruitment is a systematic process of hiring people. In which we have to identify the job vacancy, analyse the job requirement, reviewing applications, screening, and shortlisting and selecting the right candidates. And the criteria for hiring the Process Associate was their experience should be 0-1 years, even fresher's can apply. And any graduate will be suitable for the position.

After understanding the process and criteria of hiring the actual work starts with searching and downloading the applicants CV from Monster.com. Then I use to make calls to understand the candidate's job requirement and share our job description as well. While understanding their job requirement over the call I use to even take some information like their working experience, current CTC & expected CTC, their designation, notice period and location. And after this if the candidate is interested, the interview would be scheduled according to their preferred time.

All the Interviews were walk in interview. After the first Interviews I used to take their CV's and send it to my superior. My superior used to screen the sourced candidates. Once the candidate is screened the candidate are called for the 1st round of interview which is a HR round of the company. During the interviews I was guided how to take the interview, how to start the conversation and what all criteria should be cleared during the interview. After being guided by my superiors I took more than 30 days interviews in a single day and a total of more than 2300 interviews in my internship tenure. After the 1st round if the candidate is shortlisted, I used to line up their 2nd round.

Apart from this I also learnt how to give Induction to the joiner and some joining procedure like how to post a job on Job Portals

I also maintained sheet like Interview schedule and Interview Tracker. In interview schedule sheet I used to maintain the candidate who are scheduled for the interview on particular date. And their current status after the follow up call. And in Interview Tracker sheet I used to maintain all the data of the candidate who came for the interview and their source i.e., from Naukri portal, Employee reference, Consultancy, monster.com etc. And the other details were also updated like for which post that candidate came for and how many rounds the candidate

has gone through and their final status of the interview. Both these sheets were updated at the end of each day.

I got overall of 10- 15 joiners.

Day wise work

1st week

- Received training regarding how to use online portals like LinkedIn, monster.com etc.
- Received pitch for cold calling.
- Learned how to download resumes from online portals.

2nd week

- Learned about the job profiles that I have to hire.
- Learned what points to search in job profiles for interviews.
- Create and saved all the scheduled interview in excel sheet.

3rd week

- Learned how to call the shortlisted candidate for 2nd round.
- Learned how to fill data in fresh and renewal sheet.

4th to 6th week

- Sent questionnaire to selected candidates for their 2nd round
- Learned how to sent mail to all the candidate appeared in the job portals.

LIMITATIONS

- The recruitment team hires a potentially good employee but sometimes he fail to get accustomed to the company culture.

- Recruitment is time consuming activity.

- Time, money and effort.

- Lack of coordination.

- Deteriorating quality of hire.

- Respondents did not take the questionnaire method seriously.

RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analysed.

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

FINDINGS

- 5% of the employees are recruited through campus interview is more effective, 50% of employees are recruited through direct hiring is advertisement.

- 60% of employees are highly satisfied about the selection process and 40% of employees are satisfied about the selection process.

- 50% of the employees felt preliminary interview is important, 5% of employees felt other sources are important.

CONCLUSION

- Co-ordinating with Hr Manager in joining formalities of candidates.

- Scheduled more than 2000 cold calling and conducted 2300 interviews of candidates.

- Completed all the tasks that is given by my hiring manager.

SUGGESTIONS

- From the study it is found that newspaper is the effective medium to advertise for mass recruitment.

- The organisations shall concentrate and conduct workshops, training programs to the employees in order to mould their career growth.

- The organisation shall increase the response level to the job seekers via email or call.

- The organisation shall focus on internal recruitment too in order to promote and motivate the employees.

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