SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

EMPLOYER BRANDING STRATEGIS AT GURUKUL FOUNDATION

SUBMITTED BY

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MBA Batch:2023-25
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PROJECT REPORT ON

**EMPLOYER BRANDING STRATEGIES
AT GURUKUL FOUNDATION**

SUBMITTED TO

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY

AND MANAGEMENT STUDIES INFULFILLMENT OF

**REQUIREMENT FOR MANAGEMENT IN BUSINESS
ADMINISTRATION (MBA)**

2023-2025

UNDER THE GUIDANCE OF

MS. ABHIPSA MISHRA

(ASSITANT PROFESSOR HR)

PREPARED BY:ASHUTOSH NAYAK

MBA, SEC-A

REGISTRATION NUMBER-2306258247

CERTIFICATE OF INTERNAL GUIDE

This is to certify that**Mr. Ashutosh Nayak** bearing university registration no 2306258247of 2023-25 batch, has completed her summer internship at **IAS Gurukul Foundation**from 01/06/2024 to 15/07/2024 under the supervision of **Asst.Prof. Ms. Abhipsa Mishra** (internal guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at BijuPatnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date: Signature of the Internal Guide

Place:Bhubaneswar   (Dr. Abhipsa Mishra)

                                                     Asst.Prof.(HumanResources)

CERTIFICATE OF EXTERNAL GUIDE

GURUKULFOUNDATION

A Public Charitable Trust Registered in Odisha under Indian Public Trust Act,1882

Regd . No 1131706481/Dt. 03-08-2017 with 12A / 80G /GST/ Ministry of Corporate Affairs/ NITI Aayog Registration
AddressOffice:GA-237,PO-SailashreeVihar,Bhubaneswar,Odisha,PIN:751021. INDIA;www.gurukulfoundation.org.in*Phone: +91-9437305797, +91- 9090716367, +91- 9853620665; Email: gurukulfoundation.office@gmail.com*

Letter No: Gurukul/9
Date: 29.07.2024

Certificate

This is to certify that **Mr. Ashutosh Nayak**, MBA (2023-25) batch student of Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar bearing **University Registration No 2306258247** has successfully completed 45 days of internship from 01.06.2024 to 15.07.2024 on the topic **"Employer Branding Strategies at Gurukul Foundation"** under the guidance of Dr. Chitta Ranjan Malik, Ph.D (JNU) research professor, IAS Gurukul, Odisha state HQ.

With profound regards

Prof. Suraj Kumar Mishra
Chief Executive Officer (CEO);
Gurukul Foundation & IAS Gurukul,
Ph- 9437305797

<u>DECLARATION</u>

This is to certify that Research study entitled "**Employer Branding Strategies at Gurukul Foundation**" is prepared by **Mr**. **Ashutosh Nayak** under guidance and supervision of **ASST.PROF. MS. ABHIPSA MISHRA** during Academic session of 2023-2025 as a partial fulfilment of M.B.A from **BIJU PATTNAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT STUDIES** Bhubaneswar, Odisha. This thesis has not formed before the basis for the award of any degree, diploma or any other similar titles.

Date:-   Signature of Student

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES

Summer Internship Project-2024

Sub: Joining Report

This is to inform that Ms./Mr. _Ashutosh Nayak_ bearing Regd. No _2306258247_ a student of Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar has reported in our organization on _Gurukul Foundation_ for her/his Summer Internship Project.

Date: 01/06/2024

Signature of the Officer

(With Seal, Designation & Name of the Organization)

Suraj Kumar Mishra.
CEO., IAS Gurukul &
Gurukul Foundation
Bhubaneswar, Odisha

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES

Summer Internship Project-2024

Sub: Relieving letter

This is to inform that Ms. / Mr. _____Ashutosh Nayak_____ bearing

Regd. No_2306258247_ a student of Biju Patnaik Institute of Information

Technology & Management Studies, Bhubaneswar has completed her / his

summer internship project in our organization from _01.06.24_ to

_15.07.24_.

He / She is hereby relieved from the organization.

Signature of the Officer

(With Seal, Designation & Name of the Organization)

Date: _15.07.24_

Suraj Kumar Mishra
CEO., IAS Gurukul &
Gurukul Foundation
Bhubaneswar, Odisha

ACKNOWLEDGEMENT

I take this opportunity to express my sincere gratitude to the following personalities without whose help and guidance the successful completion of my project work would have been remained a dream.

I would like to thank the entire Management of **"Gurukul Foundation"** for giving me the wonderful opportunity to work on a 30 Days internship project in their esteemed organization. I am highly obliged to**Dr. Chitta Ranjan Malik, Ph.D (JNU) Research Professor** for giving me this project and guiding me throughout my summer internship research. Their encouragement, time and effort motivated me to work sincerely in this project.

And I would like to take the pleasure to express my heartful gratitude to my guide **Ms. Abhipsa Mishra, (Assitant Professor, HR)**, who took personal interest and gave valuable suggestions throughout my field work and completion of the project.

I thank all my faculty members of MBA department for their valuable suggestions throughout my course.

The importance of the moral support and good wishes of my parents and friends is external and I am very much indebted to them.

Finally I thank all my friends who directly or indirectly helped me a lot during my project.

ABSTRACT

An employer branding strategy in the education sector focuses on creating a positive image of the institution as a desirable place to work, which is essential for attracting and retaining top talent, such as teachers, administrators, and support staff.

The employer branding strategy for the education sector aims to position educational institutions as employers of choice by highlighting their unique value propositions. This strategy involves showcasing the institution's commitment to professional development, work-life balance, diversity, and innovation in education. By leveraging digital platforms, employee testimonials, and partnerships with educational networks, the strategy seeks to attract skilled educators and staff who are aligned with the institution's mission and values. Additionally, the strategy includes initiatives to improve employee engagement, satisfaction, and retention, thereby enhancing the overall reputation of the institution within the education sector. Through a well-defined employer branding approach, educational institutions can create a compelling narrative that resonates with potential and current employees, ensuring a competitive edge in a challenging labor market.

EXECUTIVE SUMMARY

The internship report is a brief discussion of Employer Branding Strategies at IAS Gurukul Foundation.

This report is mainly based on Employer branding is a relatively new discipline in which the organization creates a unique, positive and recognizable position as an attractive workplace among present and future employees' (Seldorf, 2008). According to Seldorf, 'employer branding can be seen as a melting pot of HR (employer) and marketing (branding). Like actual product branding, organization shave started to invest employer branding as employees are the internal customers of the firm. The employer brand builds an image confirming the organization as a good place to work. Today, an effective employer brand is essential for competitive advantage. A recent Society for Human Resource Management (SHRM) study on employer branding revealed that over 67% of organizations view employer branding as a strategic recruiting tool to gain a competitive advantage to attract top talent, and 49% identified the employer brand as one of the top five strategic initiatives for their firm in the next year. Currently, the focus of Employer Branding research is mainly targeted towards recruiting. However, Employer Branding also entails branding activities to existing employees and former employees.

Contents

Chapter-1

<u>**INTRODUCTION TO TOPIC**</u>

Employee branding strategy is the strategic process of managing and enhancing an organization's reputation as an employer to attract, engage, and retain talented individuals. It involves defining what makes the organization a desirable place to work, aligning this perception with the company's core values and mission, and consistently communicating this brand to both current and prospective employees. By crafting a compelling employee value proposition and ensuring a positive employee experience, a strong employee branding strategy can significantly impact recruitment success, increase employee satisfaction and retention, and improve overall organizational performance. In today's competitive job market, a well-executed employee branding strategy is essential for standing out, fostering a committed workforce, and achieving long-term business success.

Employee branding strategy is a deliberate and systematic approach to cultivating and communicating an organization's reputation as an employer to attract, engage, and retain top talent. This strategy involves defining the unique attributes and values that make the organization a compelling place to work and aligning these with the company's overall mission and culture. Key elements include developing a clear employee value proposition, ensuring that employee experiences reflect this proposition, and consistently reinforcing the brand through internal and external communications.

A robust employee branding strategy not only enhances recruitment efforts by positioning the organization as an employer of choice but also boosts employee engagement and retention by fostering a strong sense of alignment and commitment among the workforce. It leverages various channels, including social media, company culture initiatives, and employee testimonials, to build and maintain a positive employer image. In a competitive job market, a strategic focus on employee branding can differentiate the organization, attract high-caliber candidates, and drive organizational success by creating a motivated and dedicated workforce.

In the era of ad insensitivity and universal access to the information, employers struggle to acquire new talents. Employer branding is a part of the solution to this problem. Employer branding actions display and highlight the perks of being employed in a certain organization. By giving a clear statement to the

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potential and existing employees, a company creates its image as an employer in their minds.

Any organization operating on competitive market is assessed in many areas. Not only the products and services offered by the company are evaluated, but also, increasingly, its image as an employer (employer brand). If the image of the companyis highly rated on the market, then it is seen as an attractive place to work and becomes employer of choice. Possession of an attractive employer image allows the organization to attract the most talented, aware of their values, employees.

Thus, the labor productivity as well as product innovativeness increase, which consequently leads to an increase in the competitiveness of the organization. The company's image affects consumer perception of its products. Therefore, entrepreneurs pay more attention to how they are perceived by potential employees. To emerge victorious from the 'war for talent', it is necessary for organizations to build the employer brand systematically. The concept of employer brandingwas introduced in 90.of XX centin works of Amblerand Barrow, who described it as the package of functional, economic, and psychological benefits provided by employment, and identified with the employing company.

Employer branding refers at least to two disciplines: human resources management and marketing, witch mutually derive from their work. However, data collected from global surveys during ongoing downturn show that employer branding is also closely related to strategic management. Scientists trace the foundations of employer branding in management concepts, such as: psychological contract and customer relationship management. However, authors of the article consider necessary to perceive employer branding in more general context as an important part of strategic human resource management, competitive market strategy and successful leadership.

External Branding Associations

- The most active area of employer branding research over the past 10 years has focused on external branding for the purpose of employee recruitment. The employer's goal is to create positive employer brand associations with in the target population. A brand association is a feeling about a brand. Employer brand associations drive employer image, the key to attracting new employees.

- The employer image is also constructed to communicate the organization's employment personality. Perceptions of the employer image drive employer attraction among potential recruits (Turban & Greening, 1997). A well- differentiated employer image enables job seekers to understand the organization's values and to find similarities between themselves and the organization.

Internal Branding Association

- Internal employer branding or internal marketing, as it is often described, is a second important aspect of the employer branding framework. Employer branding feeds perceptions of organization identity and organizational culture, which leads to employee brand loyalty and ultimately employee productivity .

- The employer brand message is developed by the organization to create a positive image of the organization not only to outsiders, but also to organizational insiders. Employer brand messages impact organizational identity by shaping how insiders for man understanding of the features that make the organization unique. Organizational identity may be reaffirmed by the employer brand message, or may be altered over time as insiders revise their interpretations .

- Messages that are inconsistent with organizational identity may destabilize it, requiring in siders to rethink and reconsider the way they

understand the organization. For newcomers joining the organization, inconsistencies between the brand promise and reality can lead to violations of the psychological contract. Research on psychological contract emphasizes the importance of accurate messaging, because contract breach has been demonstrated to be associated with turnover, intentions to quit and other negative organizational outcomes.

- Employer branding messages also impact organizational culture through the process of self- selection and similarity attraction. A strongly differentiated brand message conveys to job seekers a picture of life in the organization and can attract like-minded applicants who, as new employees, will strengthen the culture. Employees who feel a sense of value congruence with their new company are more likely to stay with the organization, continuing to reinforce the culture.

- Employer brand messages that are inconsistent with the culture tend to have more negative outcomes. Attempting culture change by promoting an aspirational employer brand message is risky, as those who were attracted by the new brand will be disappointed to find a different situation in the organization than the brand had suggested to them .

SCOPE

Employer branding strategies have a broad scope, encompassing various efforts to enhance an organization's reputation as an employer of choice. Here are the key areas covered by employer branding strategies:

1. **Talent Attraction**

   - **Recruitment Marketing:-** Creating campaigns that highlight the company culture, values, and benefits to attract potential candidates.

   - **Career Websites and Social Media Presence:-**Developing engaging content on platforms like LinkedIn, Glassdoor, and the company's career page to showcase what makes the organization a great place to work.

   - **Employee Value Proposition (EVP):-** Clearly defining and communicating the unique benefits and opportunities the company offers to employees.

2. **Employee Engagement and Retention**

   - **Internal Communication:-** Ensuring transparent, consistent communication between leadership and employees to build trust and alignment with the company's mission and values.

   - **Company Culture Development:-** Cultivating a positive work environment that aligns with the brand's values and supports employee well-being.

   - **Employee Recognition and Rewards:-** Implementing programs that recognize employee achievements and contributions to foster loyalty and motivation.

3. **Candidate Experience**

   - **Recruitment Process:-** Streamlining the application and interview process to make it candidate-friendly, which can leave a positive impression even on those who aren't hired.

   - **Onboarding:-** Developing comprehensive onboarding programs that help new hires integrate smoothly into the company culture and their roles.

4. **Brand Advocacy**

- **Employee Ambassadors:-** Encouraging current employees to share their positive experiences and become brand ambassadors on social media and in their networks.

- **Alumni Networks:-** Maintaining good relationships with former employees who can act as advocates or potentially return to the company.

5. **Reputation Management**

- **Handling Reviews and Feedback:-**Actively managing and responding to employee reviews on platforms like Glassdoor to address concerns and improve the company's reputation.

- **Crisis Management:-**Preparing for and effectively handling negative publicity that could harm the employer brand.

6. **Diversity, Equity, and Inclusion (DEI)**

- **Inclusive Workplace Policies:-**Developing and promoting policies that support diversity and inclusion to appeal to a broader talent pool.

- **Diversity Initiatives:-** Highlighting the company's commitment to DEI through partnerships, events, and employee resource groups.

7. **Learning and Development**

- **Professional Growth Opportunities:-** Offering training, mentorship, and career development programs that support employees' long-term career goals.

- **Leadership Development:-** Investing in leadership training to ensure managers can effectively support and grow their teams, which contributes to a positive work environment.

8. **Employer Branding Metrics**

- **Measuring Success:-** Tracking metrics such as employee retention rates, application numbers, and engagement scores to assess the effectiveness of employer branding efforts.

- **Feedback Loops:-** Continuously gathering and acting on feedback from employees and candidates to refine and improve branding strategies.

9. Corporate Social Responsibility (CSR)

- **Social Impact Initiatives:-** Promoting the company's involvement in community service, sustainability, and other social causes to attract employees who value corporate responsibility.

<u>OBJECTIVES</u>

The primary objective of employer branding strategies is to establish and promote a company's reputation as an attractive employer, thereby helping to attract, engage, and retain top talent.

However, my objectives of the study include the following:

- To understand the employer branding strategies of Gurukul Foundation.

- To asses and evaluate the most effective employer branding strategies adopted by Gurukul Foundation.

- To analyze the best wsorkplace practices and to suggest for some improvement if needed.

RESEARCH METHODOLOGY

The purpose ofthe research was to understand the employer branding from management student's perspective. Primary data was collected from the respondents through predesigned questionnaires. For the purpose of this research the descriptive research design was used and a Questionnaire was used to achieve the objectives of the research.

Data collection

- To meet the objectives of the study, primary data was collected through predesigned questionnaire.

- **Primary data:** Survey of employees

- **Secondary data:** Company website, Government websites, articles from certified sources, magazines, journals etc

Sample design

Sampling Method:Purposive sampling

Sample size : 57

This study will be helpful to me in developing my overall skills and knowledge.

This study will provide me more knowledge in area of human resources

Limitations of thestudy

- Lack of expertise and professionalism

- Less number of sources

- Primary information provided by respondents may not be completely true

Chapter-2

COMPANY PROFILE

GURUKULFOUNDATION

A Public Charitable Trust Registered in Odisha under Indian Public Trust Act,1882

Gurukul Foundation, established as a registered non-profit organization in July 2017, focuses on uplifting vulnerable and disadvantaged groups, including hill tribes, people with disabilities, destitute women and children, and others in marginalized communities. Initially formed in response to the Odisha super-cyclone of 1999, it began by providing free coaching for civil service exams to economically disadvantaged aspirants through its IAS GURUKUL Odisha initiative. Over time, the Foundation has expanded its work to include educational and livelihood support, policy advocacy, and community development in Odisha and Jharkhand. Its activities encompass both grassroots and policy-level efforts to influence pro-poor government policies and ensure human dignity and rights. The Foundation also charges a nominal fee for its services to manage administrative costs and has successfully helped over 400 civil service aspirants.

Mission

To uplift vulnerable and disadvantaged communities, including hill tribes, people with disabilities, destitute women and children, and marginalized groups, through education, livelihood support, and advocacy for pro-poor policies.

Vision

To empower and transform the lives of the poorest and most marginalized individuals, ensuring human dignity, fundamental rights, and sustainable development, particularly in inaccessible and underserved regions

Aim

To develop awareness among weaker sections of the community including slum dwellers and tribals and vulnerable to move towards sustainable development through overall increase in their knowledge and skills, in the areaswhich directly affect their standard and quality of life.

Major Works Under Taken Now

1- JSP Foundation AngulSupported Free of Cost Pre-recruitment Coaching of 500 youth in Angul district in banking, Railway, defence, paramilitary, Civil Service (IAS /OAS/PCS), ASO, Central & State Govt, High Court Ministerial posts, PSUs and corporate jobs).

2- (Jagatsinghpur) Free Coaching Of 200 aspirants in DIZ Areas of JSW Paradip all competitive jobs including civil serevices / bank / Railway / Defence / PSU / Govtjobs.

3- NTPC KANIHA (TSTPS) Angul \ CSR sponsorship Coaching of UG/ Post Graduates of Angul Districts for all Pre-recruitment coaching for Govt / Corporate jobs.

4- National Human Rights Commission, New Delhi Supported Research for Malkangiri (Odisha) & Gumla District (Jharkhand).

5- Govt of Odisha's Goshala Project in Jagatsinghpur, Odisha.

6- Odisha State AIDS Control Society OSACS (Deptt of Health & Family Welfare) Govt of Odisha & National AIDS Control Organisation (NACO) Targetted Intervention (TI) Programmein Rayagada district.

7- PARADIPPORT AUTHORITY (PPA) Sponsored Education programme for 300 meritorious disadvantaged youth of Jagatsinghpur district in Odisha for competitive exams.

8- PROJECT LAKSHYA – MALKANGIRI DISTRICT ADMINISTRATION Pre-Recruitment Coaching of 720 meritorious Disadvantaged Youth Students for Competitive Jobs.

9- JSW PARADIP: Pre-Recruitment Offline Coaching of 200 meritorious Disadvantaged Youth Students for Competitive Jobs in DIZ areas of JSW Paradip Steel Plant area.

Core Strength

This is an organisation startedby agroup of motivated youth among community itself. So this organisation is born, brought up, nurtured and managed by community itself. As a result its volunteer base is more than 1300 among which women members are more than 700. Scheduled caste, scheduled tribe, minorities, backward classes and primitive hilly tribes have got overwhelming number in organisational programme activities

who are handheld by teams of experts with decades long experience in UNDP, UNOPS, UNICEF, CARE, Plan International, PSI- USAID & Indian national NGOs. "handheld by teams of experts with decades long experience in UNDP, UNOPS, UNICEF, CARE, Plan International, PSI- USAID & Indian national NGOs.

Activity

Sustainable Agriculture

Gurukul Foundation focuses on promoting the farming System and Practices which maintain and enhance economic viability of agricultural production with sustainable ecological practices in hilly tribal areas of remote Malkangiri (Didayi, Bonda tribe), Koraput, Keonjhar, Mayurbhanj, Jagatsinghpur & Kandhmal, others. The Natural Resource Base and other Ecosystems which are influenced by Agricultural activities thereby ensuring Food and water Security vis-à-vis independence are also given due attention in all the programs. Awareness creation among urban slum dwellers for adherence to farming is another facet of intervention.

<u>INDUSTRY ANALYSIS</u>

To conduct a thorough industrial analysis of Gurukul Foundation, start by examining the organization's mission, vision, and core values to understand its purpose and alignment with community needs. Evaluate the range of services or programs it offers and their effectiveness in addressing the target audience's needs.

Assess the foundation's operational efficiency, including how it delivers its services, manages resources, and handles administrative tasks. Consider its use of technology and innovative practices, and identify opportunities for digital transformation or improvements.

Review the foundation's staffing levels and the expertise of its employees and volunteers, including their professional development opportunities. Analyze fundraising strategies and donor relations to gauge the effectiveness of its campaigns and events.

Examine how the organization engages with the community through partnerships, outreach efforts, and public relations. Look into how it measures and reports its impact, including the tools and metrics used for evaluation.

Identify any significant challenges or risks the foundation faces, such as financial constraints, operational hurdles, or external threats. Review its strategic partnerships with other organizations, businesses, or government entities to understand how these collaborations support its mission.

Finally, assess the legal and regulatory environment affecting the foundation, including compliance with non-profit regulations and sector-specific laws. This comprehensive approach will provide a detailed view of Gurukul Foundation's position and performance within its industry.

ENVIRONMENTAL ANALYSIS
PESTEL ANALYSIS

A PESTEL analysis examines external factors that impact an organization's strategies, including its employee branding strategy. PESTEL stands for Political, Economic, Social, Technological, Environmental, and Legal factors. Here's how these factors can influence an employee branding strategy:

Political Factors

Political factors affect employee branding through regulations and policies that shape the employment landscape. Government policies on labor laws, employee benefits, and workplace safety can influence how a company designs its employee branding. For instance, favorable policies might encourage companies to invest more in employee development and welfare, thus enhancing their employer brand. Conversely, strict regulations or political instability might lead to increased compliance costs or affect the company's ability to attract and retain talent.

Economic Factors

Economic conditions directly impact employee branding strategies. In times of economic growth, companies may have more resources to invest in branding initiatives, offering competitive salaries, benefits, and career development opportunities. Economic downturns, however, might lead to budget constraints, affecting the company's ability to attract top talent and maintain its brand image. Additionally, economic factors such as inflation or unemployment rates can influence employee expectations and the overall attractiveness of the employer brand.

Social Factors

Social trends and cultural shifts play a significant role in shaping employee branding strategies. Companies need to align their branding efforts with societal values and expectations. For example, increasing emphasis on work-life balance, diversity and inclusion, and corporate social responsibility can drive companies to highlight these aspects in their employee branding. Understanding social attitudes and preferences helps in creating a compelling and relevant employer brand that resonates with potential and current employees.

Technological Factors

Technological advancements impact employee branding through the tools and platforms used for recruitment, communication, and engagement. Social media, career websites, and digital platforms are crucial for promoting the employer brand and engaging with potential candidates. Technology also enables companies to offer modern work arrangements, such as remote work and flexible schedules, which can enhance the employer brand. Keeping up with technological trends ensures that the employee branding strategy is current and effectively reaches the target audience.

PORTER'S FIVE FORCES

Porter's Five Forces model analyzes the competitive forces shaping an industry. When applied to employee relations branding, it helps understand the dynamics affecting how a company builds and maintains its employer brand. Here's a breakdown:

1. Competitive Rivalry

The level of competition among employers for talent impacts employee relations branding. High competition requires companies to differentiate themselves through strong branding, offering unique benefits, and creating a positive workplace culture. The stronger the competition, the more crucial it is for a company to enhance its employer brand to attract and retain top talent.

2. Threat of New Entrants

New companies entering the market can increase competition for talent, compelling existing firms to strengthen their employee branding to maintain their attractiveness. New entrants might offer innovative benefits or modern workplace practices, pushing established companies to continuously evolve their branding strategies.

3. Bargaining Power of Employees

As employees gain more power and access to information, they can demand more from their employers, such as better work conditions, competitive salaries, and career development opportunities. A strong employee brand helps companies meet these expectations and attract high-quality candidates.

4. Threat of Substitutes

Alternative work options, such as freelance, remote work, or gig economy opportunities, can serve as substitutes to traditional employment. To counter this threat, companies must highlight the unique benefits and values of working for them, ensuring their employee brand is compelling compared to other work options.

5. Bargaining Power of Suppliers

In the context of employee branding, suppliers refer to entities that provide talent, such as recruitment agencies or educational institutions. These suppliers can influence the talent pool available to companies. Building strong relationships with these suppliers and developing a positive employer brand can help attract top talent through their networks.

SIGNIFICANCE

Employer branding strategies are crucial for organizations aiming to attract, engage, and retain top talent.

Attracting Talent:- A strong employer brand makes a company more appealing to potential employees. Candidates are more likely to apply to and accept offers from companies with a positive reputation as employers.

Retaining Employees:- A well-crafted employer brand enhances employee satisfaction and loyalty. When employees feel proud of their workplace and aligned with its values, they are less likely to leave, reducing turnover costs.

Competitive Advantage:- In competitive job markets, a strong employer brand can differentiate a company from its competitors. It positions the company as a desirable place to work, helping to secure talent that might otherwise go to competitors.

Cost-Effective Recruitment:- With a strong employer brand, companies can reduce recruitment costs. Candidates actively seek out the company, reducing the need for expensive recruitment campaigns and headhunter fees.

Enhanced Employee Engagement:- A positive employer brand fosters a sense of belonging and purpose among employees. Engaged employees are more productive, committed, and likely to contribute to the company's success.

Brand Advocacy:- Employees who are proud of their employer become brand ambassadors, promoting the company to others. This word-of-mouth can be a powerful recruitment tool and can also enhance the company's overall brand image.

Crisis Resilience:- Companies with strong employer brands are better able to withstand crises. Employees and the public are more likely to give the company the benefit of the doubt and support it through challenging times.

Aligning with Organizational Culture:- A well-defined employer brand aligns with the company's culture and values, ensuring that new hires are a good cultural fit. This alignment leads to better job satisfaction and performance.

Chapter- 3

IMPORANTANCE OF COMPETITOR ANALYSIS

Competitor analysis is crucial for developing an effective employee branding strategy for several reasons:

1. Identifies Best Practices: By examining competitors, you can learn about successful employee branding practices and strategies they use. This helps in adopting or adapting successful elements to enhance your own employer brand.

2. Differentiation: Understanding what competitors offer in terms of employee benefits, workplace culture, and career development helps in identifying gaps and opportunities. This allows your company to differentiate itself and highlight unique aspects of your employer brand.

3. Market Positioning: Competitor analysis helps in understanding how your employer brand is perceived relative to others. This insight helps in positioning your brand effectively to attract and retain top talent.

4. Talent Attraction: By analyzing what competitors are offering, you can ensure that your employee value proposition (EVP) is competitive. This ensures you're able to attract high-quality candidates who may be considering multiple employers.

5. Benchmarking: It provides a benchmark for assessing your own employee branding efforts. Comparing your strategies with those of competitors helps in setting realistic goals and measuring performance.

6. Anticipates Trends: Monitoring competitors helps in identifying emerging trends in employee branding. Staying ahead of these trends allows your company to innovate and remain attractive to potential employees.

7. Improves Recruitment Strategies: Insights gained from competitor analysis can inform your recruitment strategies, making them more effective in reaching and engaging with desired talent pools.

8. Understanding Employee Expectations: By analyzing competitors, you gain insights into the expectations and preferences of employees in your industry. This knowledge helps in tailoring your employee brand to meet or exceed these expectations.

9.   Improving Employee Retention: Competitor analysis reveals what other organizations are offering in terms of work environment, career growth

opportunities, and employee benefits. This information can help you enhance your own retention strategies to reduce turnover.

10. Gaining Insight into Company Culture: Understanding the cultural aspects of competitors helps in differentiating your workplace culture. It allows you to showcase your unique cultural values and practices that may be more attractive to prospective employees.

11. Highlighting Strengths and Weaknesses: Competitor analysis helps identify your own strengths and weaknesses in employee branding. This awareness allows for targeted improvements and reinforces areas where you already excel.

12. Enhancing Employer Value Proposition (EVP): By comparing your EVP with that of competitors, you can refine your messaging to emphasize what makes your company a better place to work, whether it's in terms of benefits, work-life balance, or career progression.

COMPETITOR OF GURUKUUL FOUNDATION

1. ANTHOLOGY

Provider of higher education consulting services

Founded Year

1996

Location

Boca Raton (United States)

Stage

Public

Funding

$118M

Investors

The Carlyle Group, Oak Hill

Tracxn Score

77/100

2. NSPIRA

Management services provider to education sector

Founded Year

2014

Location

Hyderabad (India)

Stage

Series C

Funding

$75M

Investors

Morgan Stanley, CX Partners

Chapter- 4

SWOT ANALYSIS

Strengths:

- Strong reputation

- Dedicated team

- Robust network

- Proven track record

Weaknesses:

- Dependence on variable funding

- Resource constraints

- Administrative inefficiencies

Opportunities:

- Increasing demand for services

- Potential for new partnerships

- Advancements in technology

- Greater community engagement

Threats:

- Economic downturns

- Regulatory changes

- Competition from other organizations

- Risk of negative public perception

ACTUAL WORK DONE

Activity for the days - Information about the organization and the work**.**

My Learning –Learned about the organization how it providing free education to the poor livelihood of the rural area.

Activity for the days - To make an report of initiative taken by PPL for the wellbeing and education for competitive preparation for the poor livelihood of rural area.

My Learning - While making the report I came to know that there so many organization those who are working with this type of educational institution for the betterment of rural youngsters livelihood.

Activity for the days - To spread news and articles of the organization so that more poor youngsters those who want to study for competitive examination but for financial problems they are unable to study, they can get chance to study at free of cost.

My Learning- Learned how to promote organization and employee branding.

Activity for the days – Information about the recruitment process.

My Learning- Learned some process about the recruitment.

Activity for the day – Information about how to attract candidate for the organization.

My Learning- Learned that attracting candidates involves creating and implementing strategies to draw qualified individuals to apply for job openings within an organization.

Activity for the days – Know about the screening application process.

My Learning- Screening applications is a critical step in the recruitment process, aimed at evaluating and selecting candidates who best meet the job requirements.

Activity for the days – Information about how to take interview of an candidate and the process to flow.

My Learning-Learned how to take an interview of an candidate and it is the most toughest part of the hiring process.

Activity for the days – Information about how to select an candidate and approach for the job role.

My Learning- Learned how to select the candidate on basis of strength and skills and etc.

Activity for the days – Practical work done of the recruitment and selection process.

My Learning- Clear doubts.

Chapter- 5

DATA ANALYSIS AND INTERPRETATION

1. AGE GROUP

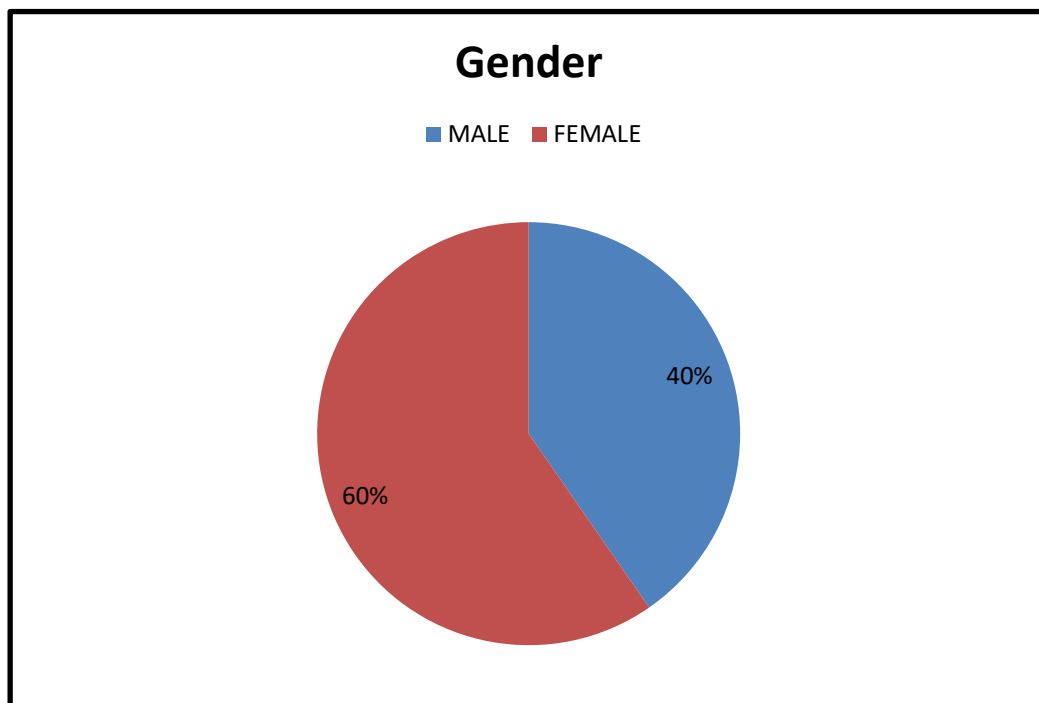| PARTICULAR	FREQUENCY	PERCENTAGE
25-30	6	10.53%
31-35	11	19.31%
36-40	20	35.08%
41-45	20	35.08%
TOTAL	57	100%

Age

25-30 ■ 31-35 ■ 36-40 ■ 41-45

11%

19%

35%

35%
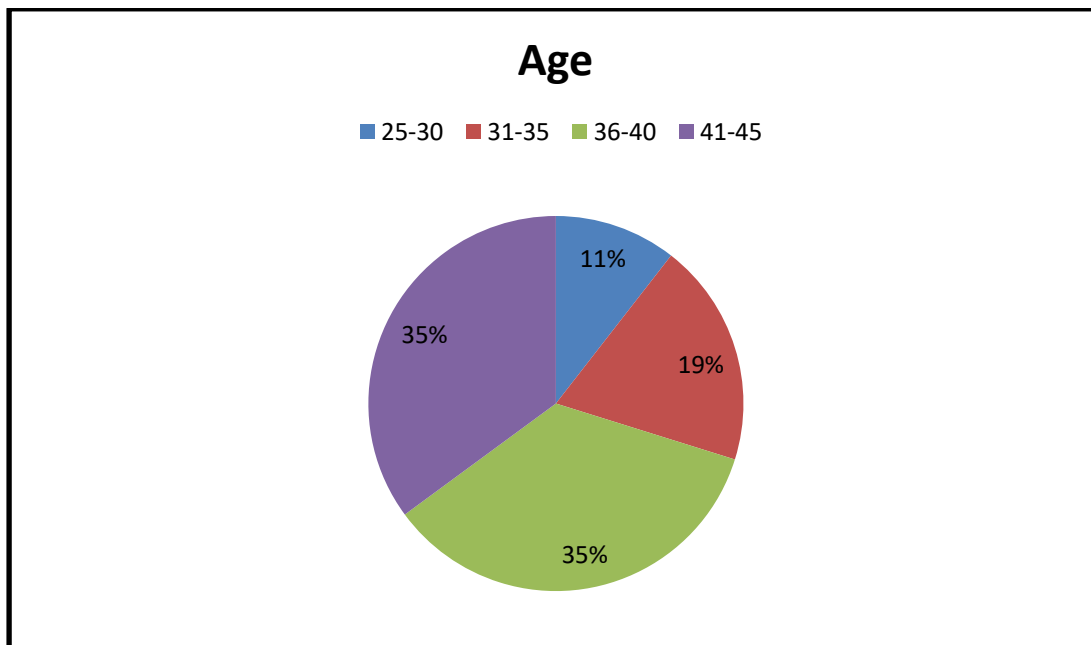
Interpretation

The highest number of responses are from 36-40 & 41-45 years old and the lowest number of responses are from 25-30 years.

2. GENDER

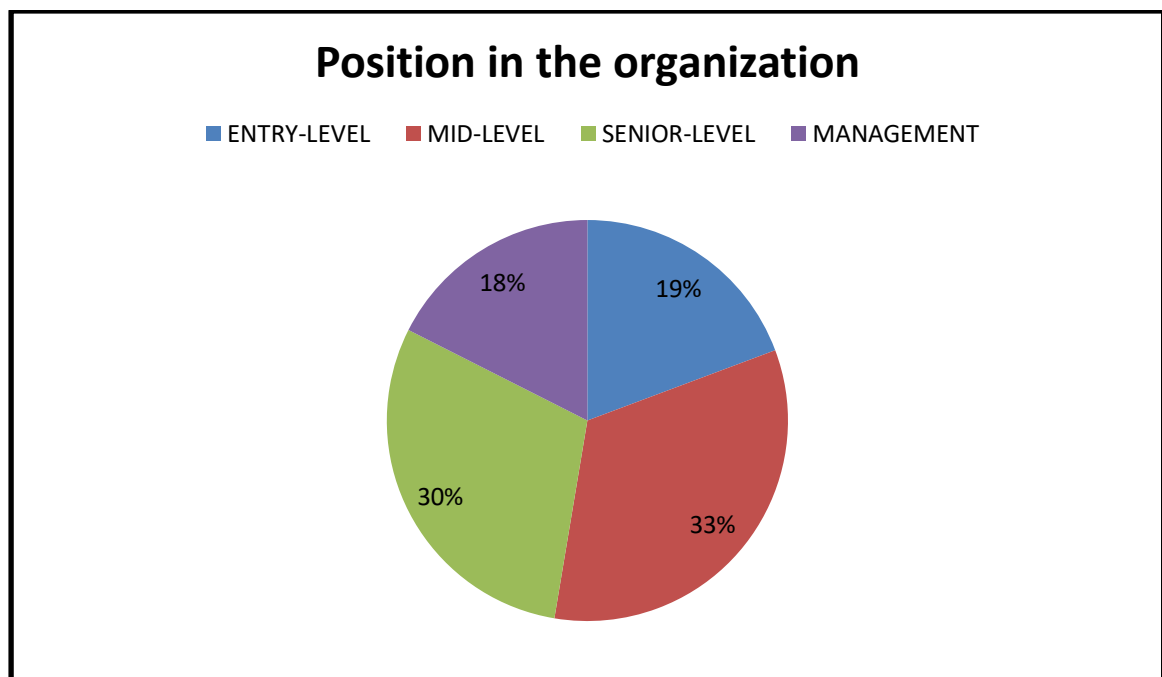| PARTICULAR	FREQUENCY	PERCENTAGE
MALE	23	40.35%
FEMALE	34	59.65%
TOTAL	57	100%

Interpretation

The result shows that the numbers of male in the total sample was 23 and the numbers of female was 34.

3. POSITION IN THE ORGANIZATION

| PARTICULAR	FREQUENCY	PERCENTAGE
ENTRY - LEVEL	11	19.29%
MIDDLE - LEVEL	19	33.33%
SENIOR – LEVEL	17	29.82%
MANAGEMENT	10	17.54%
TOTAL	57	100%

Interpretation

The highest number of responses are from middle-level department and the lowest number of responses are from management department.
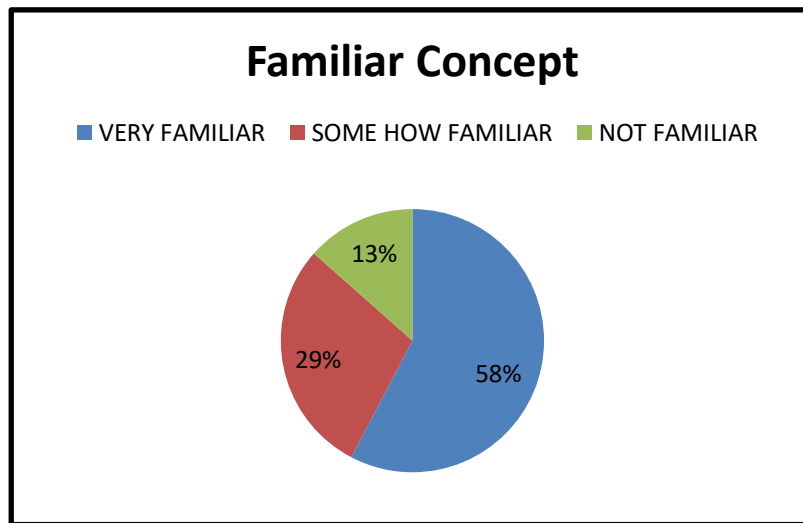
4. DURATION WITH GURUKUL FOUNDATION

PARTICULAR	FREQUENCY	PERCENTAGE
Less than 1 year	15	26.31%
1-3 Years	12	21.05%
4-6 Years	20	35.08%
7- More Years	10	17.54%
TOTAL	57	100%
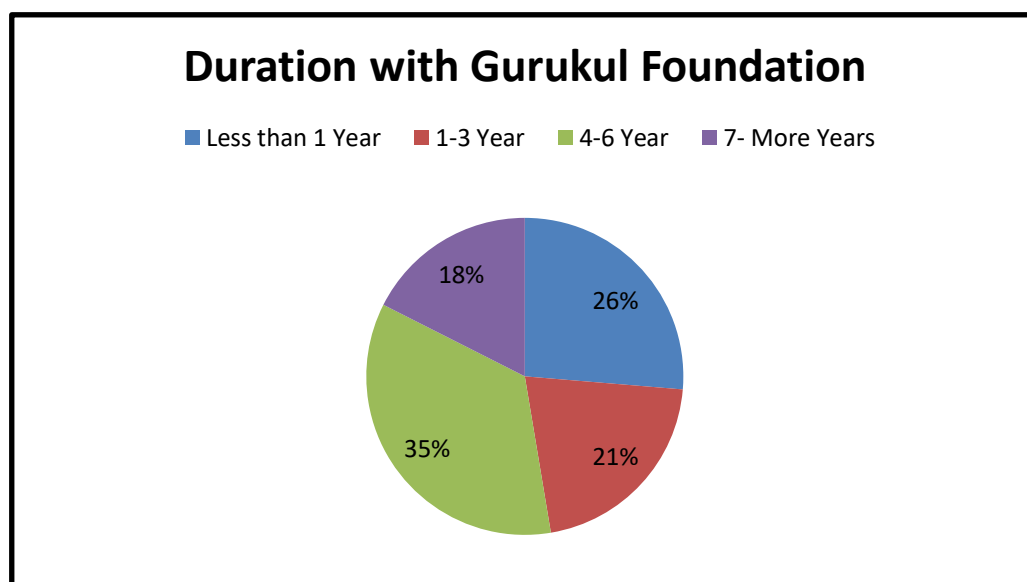
Interpretation

The highest number of responses are from 4-6 years and the lowest number of responses are from 7-more than years.
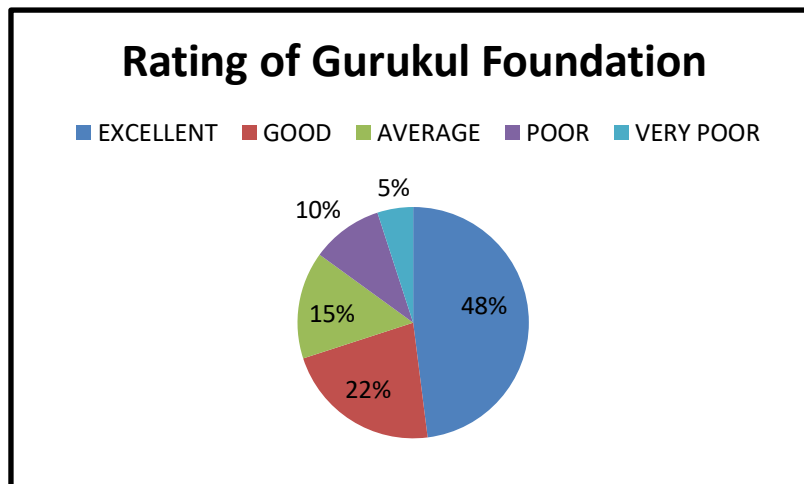
5. How familiar are you with the concept of employer branding?

Familiar Concept

Interpretation

The highest number of responses are from very familiar and the lowest number of responses are from not familiar.

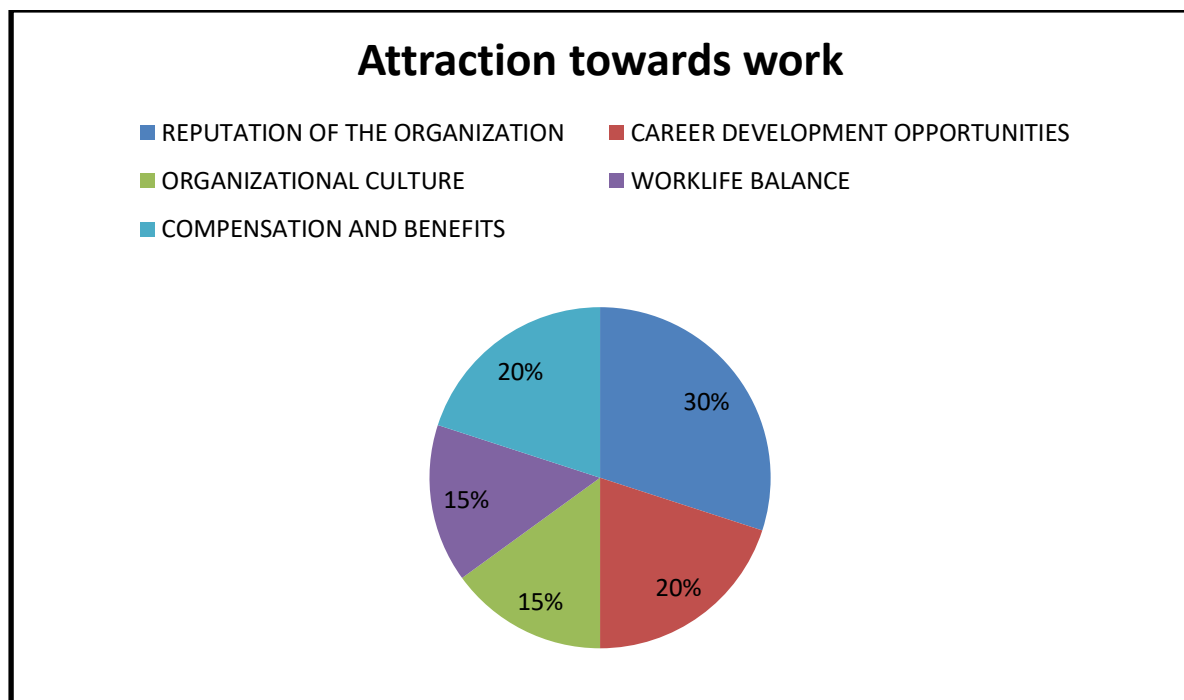## 6. How would you rate the overall brand of Gurukul Foundation?

Rating of Gurukul Foundation

- ■ EXCELLENT
- ■ GOOD
- ■ AVERAGE
- ■ POOR
- ■ VERY POOR

5%

10%

15%

48%

22%

Interpretation

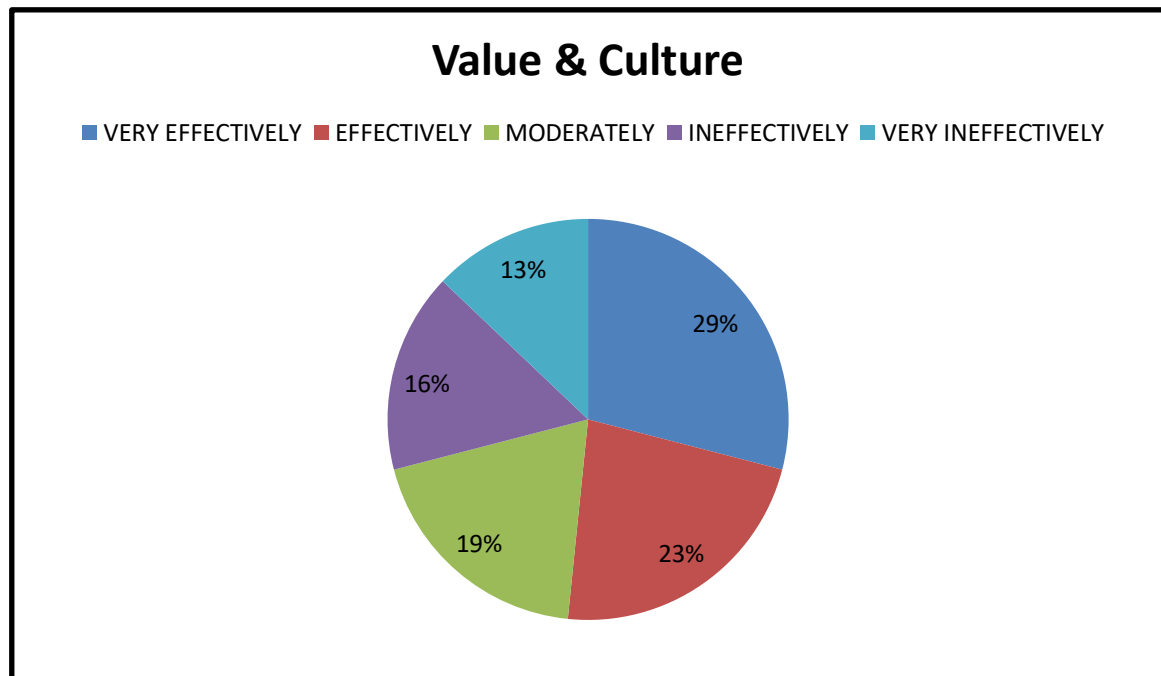**The highest number of responses are from excellent and the lowest number of responses are from very poor.**

7. What attracted you to work at Gurukul Foundation?

Interpretation

The highest number of responses are from reputation of the organization and the lowest number of responses are from organizational culture &worklife balance.
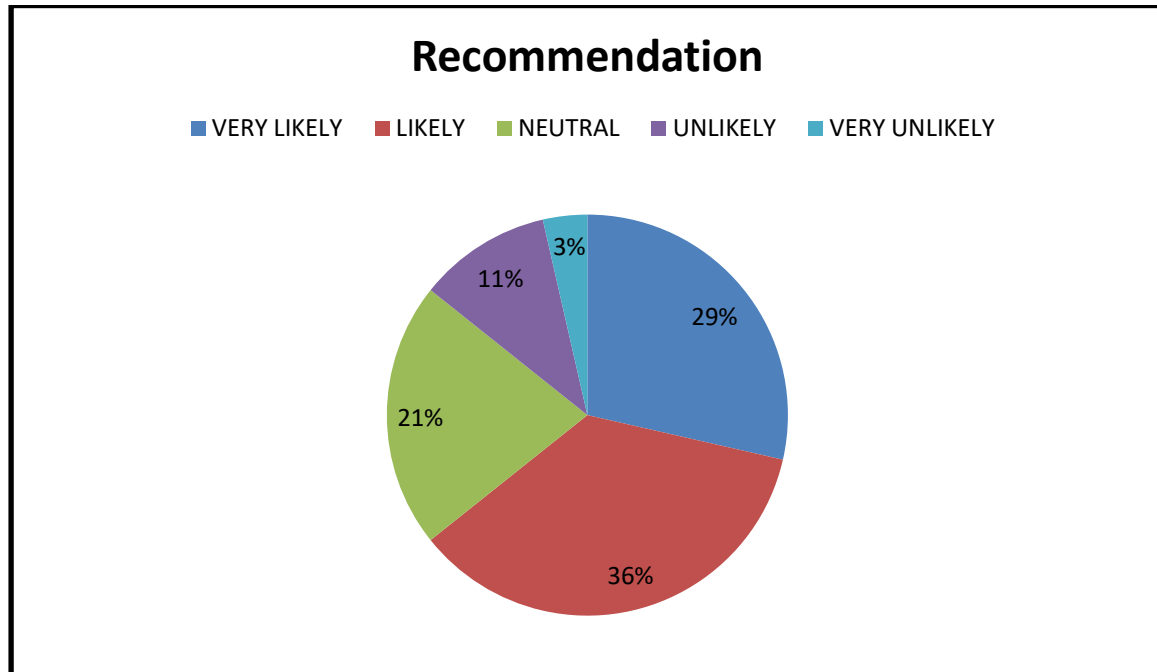
8. How well does Gurukul Foundation communicate its values and culture to employees and potential candidates?

Value & Culture

■ VERY EFFECTIVELY ■ EFFECTIVELY ■ MODERATELY ■ INEFFECTIVELY ■ VERY INEFFECTIVELY

- 29%
- 23%
- 19%
- 16%
- 13%

Interpretation

The highest number of responses are from very effectively and the lowest number of responses are from very ineffectively.

9. How likely are you to recommend Gurukul Foundation to be an employee to others?

Recommendation

Legend: ■ VERY LIKELY ■ LIKELY ■ NEUTRAL ■ UNLIKELY ■ VERY UNLIKELY

- 29%
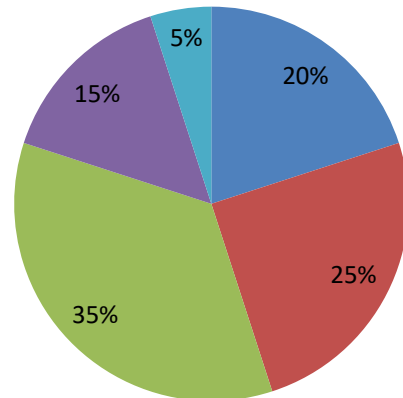- 36%
- 21%
- 11%
- 3%

Interpretation

The highest number of responses are from likely and the lowest number of responses are from very unlikely.

10. Which employer branding strategies have you observed at Gurukul Foundation?

Observation

- ■ SOCIAL MEDIA PRESENCE
- ■ CAREER FAIRS AND RECRUITMENT EVENTS
- ■ PARTNERSHIPS WITH EDUCATIONAL INSTITUTION
- ■ EMPLOYEE DEVELOPMENT PROGRAM
- ■ RECOGNITIONS AND REWARD PROGRAM

Interpretation

The highest number of responses are from partnerships with educational institution and the lowest number of responses are from recognitions and reward program.

11.How effective do you think these strategies are purposeful in attracting and retaining talent?

Retention

■ VERY EFFECTIVE ■ EFFECTIVE ■ NEUTRAL ■ INEFFECTIVE ■ VERY INEFFECTIVE

50%
20%
15%
10%
5%
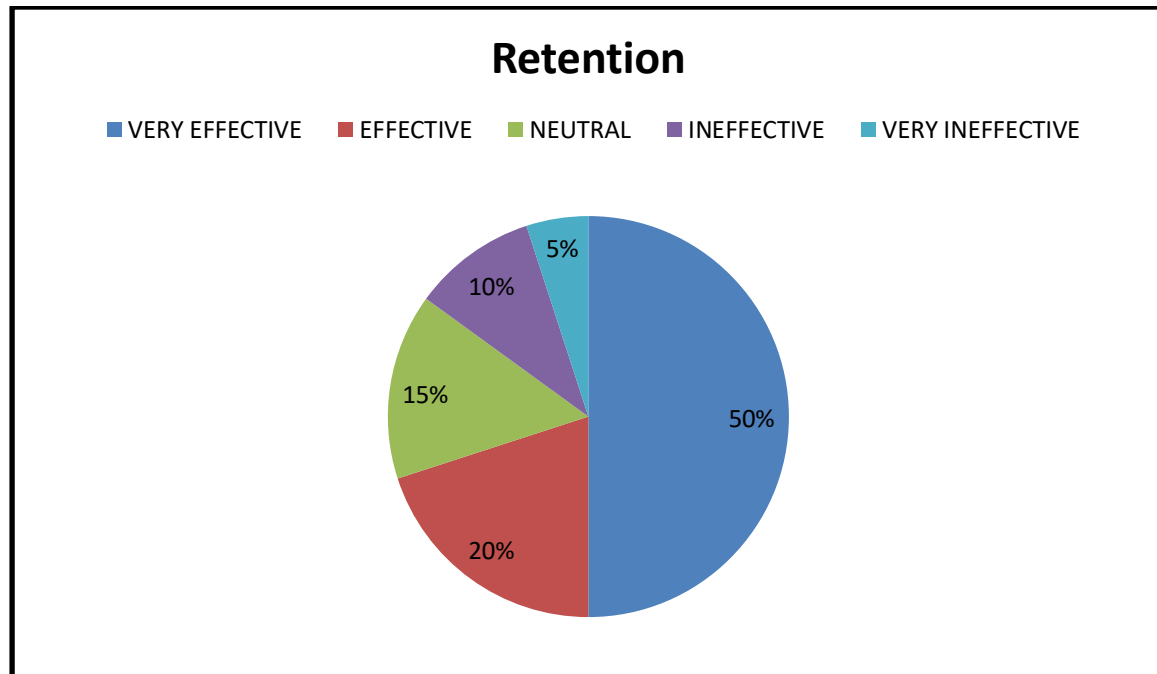
Interpretation

The highest number of responses are from very effectively and the lowest number of responses are from very ineffectively.

SUGGESTION

After concluding the study of the company's recruitment policy, interaction with some of the recruitment manager, company associates and based on the responses received from the associates the following suggests are made to the company for further improvement of the policy.

1. The organization should not majorly Clear job description isgiven to the candidates at the time of interview itself, to avoid disappointment after joining.

2. The candidate should be informed in time whether they have been selected or not. There should not be any delay in informing the candidate.

3. There should be reliability on external sources.

4. Recruitment feedback should be taken by the candidates to improve the recruitment process.

5. The employees should be called for the interview only after checking their educational qualifications and job experience in a proper way so as to save the time and costinvolved in the recruitment process.

6.Depend on the application bank as the major source for the details of the candidate   for recruitmentpurpose.Itshouldalsoconsiderothersourceswhichcouldprovidethembetter options.

7.Follow up to be done tothe newlyengaged employees to ensure that theyhave settled in andtocheckonhowwelltheyaredoing. Iftheyhaveanyproblems it isbetterto identify them at an early stage rather than allowing them to fester.

8.Internaljobpostingto bepreferred to reducecostofrecruitment.

9.Organizationshould usesocial networkingsitesfor creatingpoolofgood candidates.

<u>CONCLUSION</u>

Employer branding is a relatively new approach toward recruiting and retaining the best possible human talent within an employment environment that is becoming increasingly competitive. Employer branding has the potential to be a valuable concept for both managers and scholars. Managers can use employer branding as an umbrella under which they can channel different employee recruitment and retention activities into a coordinated human resource strategy. Integrating recruitment, staffing, training and development and career management activities under one umbrella will have a substantially different effect than each of the processes would have alone. There is not only the need of creating a satisfaction in minds of employees, but also an urgent need of creating this positivism in the minds of external customers and stakeholders. The created image has to be monitored and sustained in such a way so that it will help in increasing profits as well as would create belongingness, pride, self-actualization and true commitment in true words and spirit.

The value of the employer branding concept for management scholars parallels the value it has for managers. Management scholars can use employer branding to integrate many different but related constructs that have been discussed in the recruiting, selection, and retention literatures under one umbrella. The employer branding concept can be especially valuable in the search for an organizing framework for strategic human resource management.

Chapter- 6

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Annexure

Questionnaire on Employer Branding Strategies at Gurukul Foundation

1. **Age Group:**
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55 and above

2. **Gender:**
   - Male
   - Female
   - Other

3. **Position in the Organization:**
   - Entry-level
   - Mid-level
   - Senior-level
   - Management
   - Other (Please specify): _____

4. **Duration with Gurukul Foundation:**
   - Less than 1 year
   - 1-3 years
   - 4-6 years
   - 7 years or more

Awareness and Perception of Employer Branding

5. **How familiar are you with the concept of employer branding?**
   - Very familiar
   - Somewhat familiar
   - Not familiar

6. **How would you rate the overall brand of Gurukul Foundation?**
   - o Excellent
   - o Good
   - o Average
   - o Poor
   - o Very poor

7. **What attracted you to work at Gurukul Foundation? (Select all that apply)**
   - o Reputation of the organization
   - o Career development opportunities
   - o Organizational culture
   - o Work-life balance
   - o Compensation and benefits
   - o Other (Please specify): _____

8. **How well does Gurukul Foundation communicate its values and culture to employees and potential candidates?**
   - o Very effectively
   - o Effectively
   - o Moderately
   - o Ineffectively
   - o Very ineffectively

9. **How likely are you to recommend Gurukul Foundation to be an employee to others?**
   - o Very likely
   - o Likely
   - o Neutral
   - o Unlikely

o Very unlikely

10. Which employer branding strategies have you observed at Gurukul Foundation? (Select all that apply)

o Social media presence

o Career fairs and recruitment events

o Partnerships with educational institutions

o Employee development programs

o Recognition and rewards programs

o Community development programs

o Other (Please specify): _____

11. How effective do you think these strategies are purposeful in attracting and retaining talent?

o Very effective

o Effective

o Neutral

o Ineffective

o Very ineffective

12. What improvements would you suggest for enhancing employer branding at Gurukul Foundation?

_____

_____

13. In your opinion, what are the top three strengths of Gurukul Foundation as an employer?

1. _____

2. _____

ABBREVIATIONS

- ❖ AAR : After Action Review
- ❖ C&B : Compensation and Benefits
- ❖ DEI : Diversity Equity and Inclusion
- ❖ EEO : Equal Employment Opportunity
- ❖ FSA : Flexible Spending Account
- ❖ FT : Full Time
- ❖ HRD : Human Resource Development
- ❖ JD : Job Description
- ❖ L&D : Learning and Development
- ❖ PA : Performance Appraisal
- ❖ PM : Performance Management
- ❖ QR : Quarterly Review
- ❖ TM : Talent Management
- ❖ WFH : Work From Home
- ❖ WC : Worker's Compensation
- ❖ SOH : Source Of Hire
- ❖ JA : Job Analysis
- ❖ TA : Talent Acquisition
- ❖ HRIS : Human Resources Information System
- ❖ ER : Employee Relations