



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24
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SUMMER INTERNSHIP PROJECT 2025

REPORT TITLE

**“Recruitment & Engagement: An HR Perspective analysis
at Ohhpro Technologies Pvt. Ltd.”**

SUBMITTED BY

**Norain Perween
MBA Batch: 2024-26
University Regn. No.: 2406258265**

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Corporate Guide

**Ms. Krishnadevojyoti Mohapatra,
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Bhubaneswar**



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CERTIFICATE OF INTERNAL GUIDE

This is to certify that Ms. Norain Perween, bearing university registration no.2406258265 of 2024-26 batch, has completed his/her summer internship at **Ohhpro Technologies Private Limited from 5th June 2025 to 5th August 2025** under the supervision of **Ms. Krishnadevojyoti Mohapatra** (corporate 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 **Biju Patnaik 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:

Place: Bhubaneswar

Signature

Mrs. Soumya Mohapatra
Asst. Prof (HR)
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Internship Certificate

This is to certify that Ms. Norain Perween, daughter of Ms. Anwari Khatoon has successfully completed an internship at OhhPro Technologies Pvt. Ltd. from 5th June 2025 to 5th August 2025.

During this period, she was involved in various aspects of human resource management, including recruitment support, employee engagement, database management, and assisting with HR documentation processes. Ms. Norain Perween demonstrated a keen understanding of HR practices, a proactive attitude, and excellent professionalism throughout the internship.

Her performance has been commendable, and she has shown great enthusiasm, discipline, and adaptability in every task assigned. We appreciate her contributions to the team and wish her all the best for future professional endeavors.

This certificate is being awarded as a token of our appreciation and recognition of her successful completion of the internship.



Authorized Signature

Krishnadevojyoti Mohapatra

Designation

HR Executive

DECLARATION

I, Miss Norain Perween, a student of MBA (Batch: 2024–2026), bearing University Registration No. 2406258265, hereby declare that this project report titled “**Recruitment & Engagement: An HR Perspective analysis at Ohhpro Technologies Pvt. Ltd.**” is a genuine and original work carried out by me during my Summer Internship at Ohhpro Technologies Pvt. Ltd., Bhubaneswar.

This report has been prepared under the guidance and supervision of **Ms. Krishnadevojyoti Mohapatra** (Corporate Guide) **Mrs. Soumya Mohapatra** (Internal Guide). It is a true reflection of my learning, experiences, and contributions during the internship period from **05th June 2025 to 05th August 2025**.

I further declare that this project report has not been submitted to any other University, Institute, or Organization for the award of any degree, and diploma, or certificate.

Date:

Place: Bhubaneswar

Signature: Norain Perween

ABSTRACT

This project report, titled “**Recruitment & Engagement: An HR Perspective**”, presents a comprehensive study of the recruitment and engagement practices at **Ohhpro Technologies Pvt. Ltd.** during my summer internship from **June 5, 2025, to August 5, 2025**.

The internship provided hands-on exposure to the **end-to-end recruitment process**, including sourcing, screening, interview coordination, communication, documentation, and onboarding. It also explored employee and candidate engagement initiatives that contribute to building a positive employer brand.

The study analyzes **630 profiles sourced**, the challenges faced during screening and interview coordination, and the effectiveness of engagement practices in reducing drop-offs and improving onboarding experiences. Key findings highlight the importance of **timely communication, structured processes, and employer branding** in ensuring efficient recruitment and enhanced engagement.

Based on the observations and analysis, the report offers **practical recommendations** such as automation of reminders, stronger employer branding, structured onboarding kits, and improved engagement touchpoints to enhance recruitment efficiency and retention rates.

This internship has not only enriched my professional knowledge but also strengthened my understanding of the strategic role of HR in driving organizational success.

Keywords: Recruitment, Engagement, Onboarding, Employer Branding, Human Resources, PropTech, SaaS.

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LIST OF ABBREVIATIONS

- **HR** – Human Resources
- **JD** – Job Description
- **KPI** – Key Performance Indicator
- **SOP** – Standard Operating Procedure
- **CV** – Curriculum Vitae
- **BDE** – Business Development Executive
- **BDM** – Business Development Manager
- **BA** – Business Analyst
- **SaaS** – Software as a Service
- **CSR** – Customer Support Representative
- **ROI** – Return on Investment
- **CRM** – Customer Relationship Management

CHAPTER I

1.1 INTRODUCTION

Human Resources (HR) is one of the most vital functions in any organization, as it focuses on acquiring, developing, and retaining the talent that drives business success. Within HR, Recruitment and Engagement are two critical pillars. Recruitment ensures that the right talent enters the organization, while engagement ensures that this talent stays motivated, satisfied, and aligned with organizational goals.

In today's competitive business environment, recruitment goes beyond filling vacancies; it is about building a talent pipeline, enhancing the employer brand, and ensuring cultural fit. Similarly, engagement has evolved from occasional activities to continuous efforts aimed at improving employee experience, reducing attrition, and enhancing productivity.

During my internship at Ohhpro Technologies Pvt. Ltd., I observed the interplay of recruitment and engagement within a growing startup environment. As the company is in its expansion stage, each new hire carried significant importance. I actively participated in sourcing, screening, interviewing, and onboarding processes, while also contributing to employee engagement initiatives such as Fun Saturdays and job fair representation.

This chapter introduces the context of the study, defines its scope, outlines the objectives, reviews relevant literature, explains the methodology, and highlights limitations.

1.2 SCOPE OF THE STUDY

The scope of this project is limited to the recruitment and engagement practices at Ohhpro Technologies Pvt. Ltd., particularly focusing on the processes followed for hiring non-technical roles such as HR Interns, Operations Executives, Customer Support, Marketing Assistants, and Admin Support.

The study primarily covers:

- Candidate sourcing from online platforms and referrals.
- Screening and shortlisting procedures.
- Interview scheduling, coordination, and follow-ups.
- Communication and negotiation with candidates.
- Documentation and onboarding formalities.
- Engagement initiatives aimed at enhancing employee morale and organizational culture.

This scope does not extend to other HR functions such as payroll management, performance appraisal systems, or training & development, although they are briefly referenced where relevant.

1.3 Objectives of the Study

The objectives of this internship project are as follows:

1. To study the recruitment process followed at Ohhpro Technologies, from sourcing to onboarding.
2. To analyze candidate engagement strategies during the recruitment and onboarding phases.
3. To identify challenges and gaps in the current recruitment and engagement practices.
4. To provide suggestions for improving recruitment efficiency and strengthening employee engagement.

1.4 Review of Literature

Breaugh (2008) highlighted that effective recruitment is not just about filling vacancies but also about attracting quality applicants who are more likely to stay and perform well in the organization.

Armstrong (2016) in his book *Armstrong's Handbook of Human Resource Management Practice* emphasized that employee engagement strategies significantly influence productivity, retention, and organizational culture.

Kumar & Mishra (2016) found that recruitment methods have a direct impact on employee satisfaction and engagement, as candidates' first interactions with an organization shape their perceptions.

SHRM (2018 Report) suggested that structured onboarding programs improve new hire retention by 82% and productivity by 70%, underlining the importance of engagement from day one.

Harvard Business Review (2019) published research indicating that organizations with strong engagement practices experience 22% higher profitability and 21% greater productivity.

Boxall & Purcell (2011) argued that recruitment processes aligned with organizational strategy ensure cultural fit and improve long-term retention.

Kahn (1990) introduced the concept of employee engagement, defining it as the harnessing of organization members' selves to their work roles, where employees express themselves physically, cognitively, and emotionally.

Gallup Workplace Report (2020) found that highly engaged teams show 41% lower absenteeism and 59% less turnover, proving engagement as a critical HR function.

Sivertzen et al. (2013) studied employer branding and concluded that transparent and engaging recruitment communication strengthens the organization's appeal to potential candidates.

Deloitte Human Capital Trends (2021) emphasized that virtual hiring and engagement platforms have become vital post-pandemic, improving accessibility but also requiring HR to innovate continuously.

Robinson et al. (2004) highlighted that engagement goes beyond job satisfaction—it involves emotional commitment, which directly influences discretionary effort.

LinkedIn Talent Trends (2022) reported that 75% of candidates research employer reputation and engagement culture before applying, making engagement an integral part of recruitment marketing.

Ulrich (1997) stressed the HR role as a strategic partner, where recruitment and engagement practices must align with overall business goals for long-term success.

Harter, Schmidt & Hayes (2002) in a meta-analysis found a strong correlation between employee engagement and business outcomes such as customer satisfaction, profitability, and productivity.

SHRM (2023 Talent Acquisition Report) identified that organizations using technology-driven recruitment (AI-based screening, automated communication) not only streamline hiring but also improve candidate engagement by reducing delays.

1.5 RESEARCH METHODOLOGY

Approach: Experiential, project-based internship with hands-on responsibility across the recruitment funnel, combined with guided observation and reflective analysis.

Design: Descriptive study of processes + light quantitative analysis of the hiring funnel.

Data Sources

- **Primary:**
 - Candidate applications and screening notes
 - Interview schedules, attendance, and feedback logs
 - Onboarding checklists and document trackers
 - Internal communications with candidates (calls, WhatsApp, email)
- **Secondary:**
 - Standard JDs, HR SOPs, historical recruitment records
 - Public HR insights (SHRM/HBR/LinkedIn) for literature context

Scope of Data Analyzed (internship period):

- 630 profiles sourced (non-technical roles)
- 40 candidates shortlisted after screening
- 12 candidates attended interviews
- Final selections, documentation status, and onboarding outcomes recorded

Tools & Platforms

LinkedIn, Indeed, Internshala, referrals; Gmail/WhatsApp for communication; Google Meet for virtual interviews; Google Forms for pre-screening/feedback (where used); Excel/Google Sheets for trackers; RecruitNet (where applicable).

Procedures

1. Requirement intake → JD finalization
2. Multi-channel sourcing → resume triage (education, relevance, location, availability, communication)
3. Telephonic/virtual pre-screen → shortlist
4. Interview scheduling & reminders → attendance tracking
5. Post-interview status communication (selected/on-hold/reject)
6. Document collection & verification → onboarding & induction support
7. Engagement touchpoints (welcome notes, intro rounds, Fun Saturday participation)

Analysis Techniques

- Funnel metrics: source → screened → shortlisted → scheduled → attended → offered → joined
- Turnaround Time (TAT) per stage
- Drop-off/no-show rates and reasons
- Qualitative coding of candidate feedback and interviewer remarks
- Simple dashboards in Sheets for weekly review

KPIs Observed

- Conversion rates between stages
- Interview no-show %
- Average TAT (sourcing→offer; offer→join)
- Candidate communication SLA adherence
- Onboarding checklist completion rate

Ethical Considerations

- Candidate data confidentiality, purpose-limited use, secure storage
- Transparent communication and respectful rejection etiquette

1.6 Limitations of the Study

1. Time-bound window: Insights confined to the internship period; may not capture seasonal hiring trends.
2. Sample bias: Candidate pool shaped by portals used and geography; not a randomized sample.
3. Data quality: Some self-reported candidate details and incomplete resumes can affect accuracy.
4. Engagement measurement: Largely qualitative/observational; limited longitudinal metrics (e.g., post-join retention).
5. Resource constraints: Manual tracking and limited automation can introduce process variance.
6. External factors: Market conditions, competing offers, and location preferences influenced outcomes beyond HR control.

CHAPTER II

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2.1 COMPANY PROFILE: OHHPRO TECHNOLOGIES PVT. LTD.

COMPANY PROFILE – Ohhpro Technologies Pvt. Ltd.

About Ohhpro Technologies Pvt. Ltd.

Ohhpro Technologies Pvt. Ltd., incorporated in 2019, is an emerging Prop Tech and SaaS-based organization that provides digitized solutions for housing society management.

Headquartered in Bhubaneswar, Odisha, with operational presence in Pune and Bangalore, the company offers an integrated platform — the Society Management Super App — designed to simplify administrative, operational, and communication processes for residential communities and gated societies.

The company began its journey by focusing on society billing and visitor management solutions and has since expanded to include a range of services that cover facility management, complaint resolution, and digital communication tools. By combining technology with customer-centric services, Ohhpro Technologies is redefining the way societies and communities manage their day-to-day operations.



Mission

“To simplify and digitize housing society management through innovative, user-friendly, and reliable solutions that enhance the experience of community living.”

Vision

“To be the most trusted and comprehensive digital partner for residential community management in India.”

Objectives of Ohhpro Technologies

- To digitize and streamline the operational processes of residential societies.
- To offer cost-effective, scalable, and customizable solutions to meet the diverse needs of housing communities.
- To enhance transparency and improve communication between society members and management committees.
- To establish a strong market presence in major Indian cities while maintaining a customer-first approach.

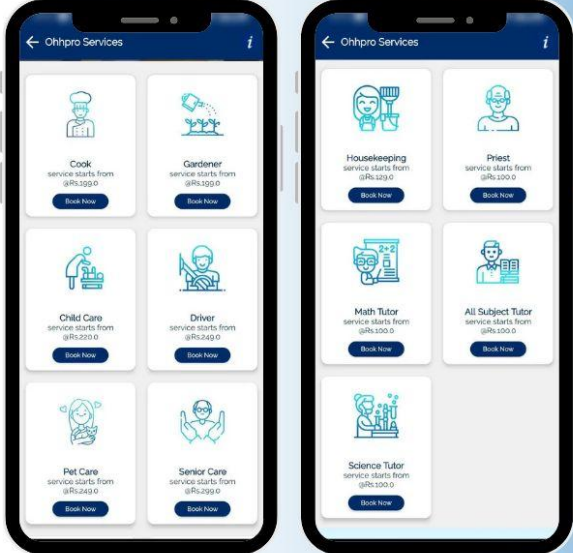
Organizational Structure of the Firm

Ohhpro Technologies follows a flat organizational structure typical of startups, which allows for faster decision-making and closer collaboration across teams.

- Founder & CEO – Provides strategic direction and oversees growth and innovation.
- Functional Heads – Lead departments such as Human Resources, Operations, Technology, and Customer Support.
- HR Department – Plays a key role in talent acquisition, employee engagement, and fostering a collaborative work environment.
- Support Teams – Handle daily client servicing, technical support, and on-ground operations for society partners.

Products and Services

1. Society Billing & Payment Automation – Automates monthly maintenance billing, online payments, and dues tracking.
2. Visitor & Gate Management – Digitally tracks guest entries, vendor visits, and deliveries to enhance community security.
3. Complaint & Issue Management – Structured system for logging, tracking, and resolving resident complaints efficiently.
4. Communication Hub – Centralized platform for announcements, notices, and community-wide updates.
5. Facility & Staff Management – Streamlines scheduling and tracking of housekeeping, security, and other society staff.



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Key Highlights

- Established in 2019 with a vision to digitize community living.
- Operational presence in Bhubaneswar, Pune, and Bangalore.
- Serves over 100 residential societies with tailored solutions.
- Focuses on affordable digital transformation for small and mid-sized communities.



2.2INDUSTRY ANALYSIS

INDUSTRY ANALYSIS – PropTech and SaaS Sector in India

Introduction

The Property Technology (PropTech) and Software as a Service (SaaS) sectors are among the fastest-growing industries in India, driven by urbanization, digital adoption, and the rising need for efficient community and property management solutions. PropTech combines real estate with technology to provide innovative tools for automation, data-driven decision-making, and enhanced user experience.

Ohhpro Technologies operates at the intersection of PropTech and SaaS, delivering an integrated platform for housing societies to simplify administrative and operational processes.

Market Structure

The PropTech and SaaS market in India is fragmented but rapidly consolidating, consisting of:

- Community Management Platforms – Providing billing, visitor tracking, and complaint management (e.g., Ohhpro, MyGate, ApnaComplex).
- Property Listing & Brokerage Platforms – Platforms like NoBroker and MagicBricks.
- Enterprise SaaS Providers – Focused on B2B property and asset management solutions.

For SaaS startups, the low entry barrier coupled with high scalability potential makes this an attractive industry for innovators and investors alike.

Market Size and Growth

- The Indian SaaS market is projected to grow from \$15 billion in 2025 to \$50 billion by 2030, with a CAGR of over 20%.
- The PropTech market is valued at approximately \$10 billion in 2025, with rapid adoption across urban and semi-urban residential communities.
- Increasing smartphone penetration and affordable internet access have accelerated the adoption of digital solutions in housing societies, particularly in Tier-1 and Tier-2 cities.

Market Segments

- Residential Societies – Seeking automation for billing, visitor management, and communication.
- Commercial Complexes – Looking for integrated facility and operations management.
- Property Managers and Developers – Using SaaS platforms for asset tracking and maintenance.

Market Insights

- Rising urban migration and the growth of gated communities are fueling demand for digitized solutions.
- Increased awareness of security and transparency is making residents and management committees prefer app-based systems.
- The COVID-19 pandemic accelerated digital adoption, making virtual meetings, online payments, and remote management the norm.

Industry Positioning

Ohhpro Technologies has established itself as a niche player in the PropTech market by focusing on personalized solutions and localized customer support. Unlike larger competitors who cater to high-volume clients, Ohhpro emphasizes affordability and flexibility, which resonates with small and mid-sized housing societies.

SWOT Analysis – Ohhpro Technologies Pvt. Ltd.

Strengths	Weaknesses
- Innovative, scalable, and easy-to-use platform.	- Limited market presence compared to larger players.
- Strong customer support and localized engagement.	- Smaller marketing budget reduces visibility.
- Affordable solutions for small and mid-sized societies.	- Limited automation in certain HR and operational functions.
Opportunities	Threats
- Rising digital adoption in housing societies.	- Intense competition from MyGate, ApnaComplex, and NoBrokerHood.
- Expansion into Tier-2 and Tier-3 cities.	- Rapid technological disruptions requiring continuous innovation.
- Partnerships with real estate developers and facility managers.	- Data security and privacy concerns.

CHAPTER III – COMPETITOR ANALYSIS

3.1 Overview of Competitors

In the housing society management and PropTech sector, Ohhpro Technologies faces competition from companies like MyGate, NoBrokerHood, and ApnaComplex. While these organizations compete in terms of product features and market share, their recruitment and engagement strategies also play a critical role in attracting and retaining talent.

3.2 Recruitment Practices of Competitors

- Ohhpro Technologies
 - Lean recruitment process, handled internally by HR executives.
 - Focus on non-technical roles (HR, Operations, Customer Support, Marketing).
 - Candidate sourcing primarily through LinkedIn, Indeed, Internshala, Triedge, and referrals.
 - Recruitment challenges include high no-show rates and irrelevant applications.
- MyGate
 - Large-scale recruitment using Applicant Tracking Systems (ATS) and recruitment agencies.
 - Hires heavily for sales and field operations roles, as well as technical positions.
 - Strong campus presence and partnerships with job portals.
 - Higher employer branding leads to larger application pools.
- NoBrokerHood
 - Recruitment integrated with the parent company, NoBroker, giving it a wider reach.
 - Bulk hiring for sales and operations roles, often through campus drives and job fairs.
 - More structured onboarding compared to startups like Ohhpro.

- **ApnaComplex**
 - Balanced hiring for both technical (developers) and non-technical roles.
 - Uses structured JDs and screening tests to reduce irrelevant applications.
 - Moderate-scale hiring but more process-oriented compared to Ohhpro.

3.3 Engagement Practices of Competitors

- **Ohhpro Technologies**
 - Engagement focused on small-scale, personal initiatives such as Fun Saturdays, team meetings, and interactive onboarding.
 - HR ensures personal communication with candidates and employees.
 - Startup culture gives employees a sense of ownership.
- **MyGate**
 - Structured engagement programs: hackathons, sales incentives, recognition awards.
 - Larger budgets allow frequent events and professional development initiatives.
- **NoBrokerHood**
 - Sales-driven environment with strong performance-linked incentives.
 - Employee engagement largely tied to financial rewards and sales targets.
- **ApnaComplex**
 - Engagement through formal training, periodic townhalls, and team-building activities.
 - Relatively balanced approach between professional development and employee satisfaction.

3.4 Comparative Insights

1. Recruitment

- Ohhpro: More manual and personalized, but time-consuming.
- Competitors: Use automation (ATS) and have higher branding pull, which reduces sourcing effort.

2. Engagement

- Ohhpro: Relies on low-cost, high-engagement activities (team bonding, personalized onboarding).
- Competitors: Structured engagement but often less personal due to scale.

3. Challenges

- Ohhpro: High candidate no-shows and difficulty in filtering applications.
- Competitors: High attrition, especially in sales roles, despite structured recruitment.

4. Strengths

- Ohhpro: Startup culture = faster learning, ownership, and closer HR–employee relationships.
- Competitors: Broader employer brand, advanced recruitment tools, and structured engagement.

CHAPTER IV – CANDIDATE ANALYSIS

4.1 Candidate Profile & Segmentation

During the internship, many profiles were collected across different platforms (LinkedIn, Indeed, Internshala, Tiedge, Referrals). Candidates applied for roles such as:

- Operations Executive
- HR Intern
- Business Development Executive
- Customer Support Representative
- HR Admin
- Java Developer
- Android Developer

Segmentation based on candidate pool:

1. Educational Background – Majority were graduates/postgraduates in Commerce, Business, or IT.
2. Work Experience – Mix of freshers and candidates with 0–2 years of experience.
3. Location – Primarily from Odisha (Bhubaneswar, Cuttack, Berhampur) with some outstation applicants.
4. Job Type Preference – Many preferred full-time onsite roles, but a notable portion showed interest in remote work opportunities.

4.2 Candidate Behavior & Preferences

Analysis of candidate interactions revealed several behavioral patterns:

- **High Drop-off Rate:** Out of 40 shortlisted candidates, only 12 attended interviews. This reflects multiple-offer situations, casual job applications, and lack of commitment.
- **Salary Sensitivity:** Many candidates withdrew after learning compensation details, reflecting expectation mismatches.
- **Remote Work Preference:** Post-pandemic, a number of applicants expressed interest in remote/flexible work options.
- **Unresponsiveness:** Some applicants provided incorrect contact details or failed to respond, causing scheduling delays.
- **Engagement Expectation:** Candidates appreciated quick follow-ups, structured interview communication, and empathetic rejection messages.

4.3 Engagement Factors for Candidates

From an HR perspective, engagement is not limited to employees—it begins the moment a candidate applies. Insights include:

- **Timely Communication** – Regular reminders (calls, WhatsApp, emails) reduced interview no-shows.
- **Transparency** – Clear JD sharing and expectation-setting improved candidate trust.
- **Respectful Rejections** – Candidates valued closure messages even when not selected, enhancing employer brand.
- **Engagement Activities** – Events like job fairs, Fun Saturdays, and interactive orientation created positive impressions of the workplace culture.

4.4 Key Observations

1. **Candidates as Customers:** Just as customers evaluate products, candidates evaluate organizations before joining. Their “buying decision” depends on salary, role clarity, and work environment.
2. **Multiple Offer Scenario:** Many applicants treated Ohhpro as one of several options, highlighting the need for stronger engagement and employer branding.
3. **Expectation Mismatch:** Salary, job role clarity, and location preferences were primary reasons for rejections or withdrawals.
4. **Engagement as a Differentiator:** Candidates responded positively to personalized communication and team-culture initiatives.

CHAPTER V – ACTUAL WORK DONE, FINDINGS & ANALYSIS

5.1 Candidate Sourcing

During the internship, I sourced candidates from multiple channels:

- LinkedIn – For professional roles like HR Interns & Operations.
- Indeed – For bulk sourcing across non-technical roles.
- Internshala – Focused on internships & freshers.
- Triage – Targeted fresh graduate talent pools.
- Referrals & Mailbox – Employee-driven candidate recommendations.

In total, 630 profiles were collected for non-technical positions.

Observation: LinkedIn & Indeed provided the maximum relevant candidates, while Internshala & referrals yielded freshers with varied engagement levels.

5.2 Screening Process

- Reviewed
- 730 resumes → shortlisted 40 candidates for interviews.
- Screening criteria:
 - Educational qualification
 - Relevant job role experience
 - Communication skills
 - Availability & location preference
- Used Excel trackers to record source, status, and remarks.
- Learning: Screening is not just about skills but also behavioral fit & genuine interest.

5.3 Interview Coordination

- Out of 40 shortlisted candidates, 12 attended interviews (rest dropped/no-show).
- Interviews scheduled via Google Meet (for outstation) & in-office for local candidates.
- Follow-up reminders were sent via calls, WhatsApp, and email.
Challenge: High no-show rate (70%) despite multiple reminders.
Learning: Engagement efforts (reminders, clear communication) reduce dropouts but cannot fully eliminate them.

5.4 Negotiation & Communication

- Post-interview communication included status updates (Selected / On-hold / Rejected).
- Salary expectations and job clarity were common discussion points.
- Candidates often withdrew due to salary/location mismatch.
Learning: Professional, empathetic communication builds trust—even with rejected candidates.

5.5 Documentation Handling

- Collected required documents: Aadhaar, educational certificates, offer acceptance, etc.
- Verified clarity and validity; maintained a document tracker in Google Sheets.
Challenge: Many candidates delayed submission or sent incomplete documents, requiring repeated follow-ups.

5.6 Onboarding Process

- Assisted in welcoming new hires via emails and induction checklists.
- Coordinated orientation with reporting managers.
- Created smooth pre-onboarding communication (joining details, policy kit).

Learning: Structured onboarding makes employees feel valued from Day 1.

5.7 Engagement Activities

- Participated in Fun Saturdays, a weekly initiative for games & bonding.
- Assisted in organizing a Job Fair, interacting with potential candidates face-to-face.
- Contributed to internal engagement through communication & induction support.

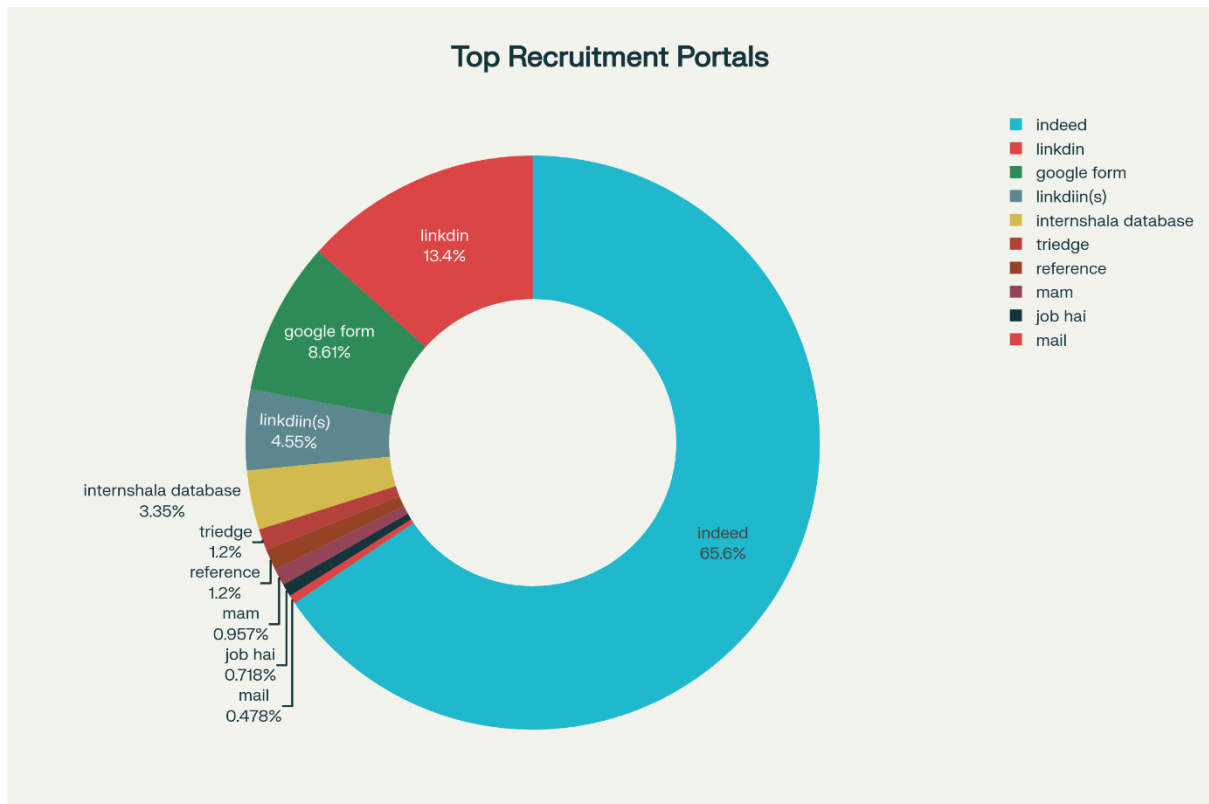
Learning: Engagement activities improve morale, retention, and employer branding.

5.8 Findings & Observations

◆ Recruitment Funnel Analysis

- Profiles Sourced: 650
- Shortlisted: 40
- Interviewed: 12
- Selected: 5

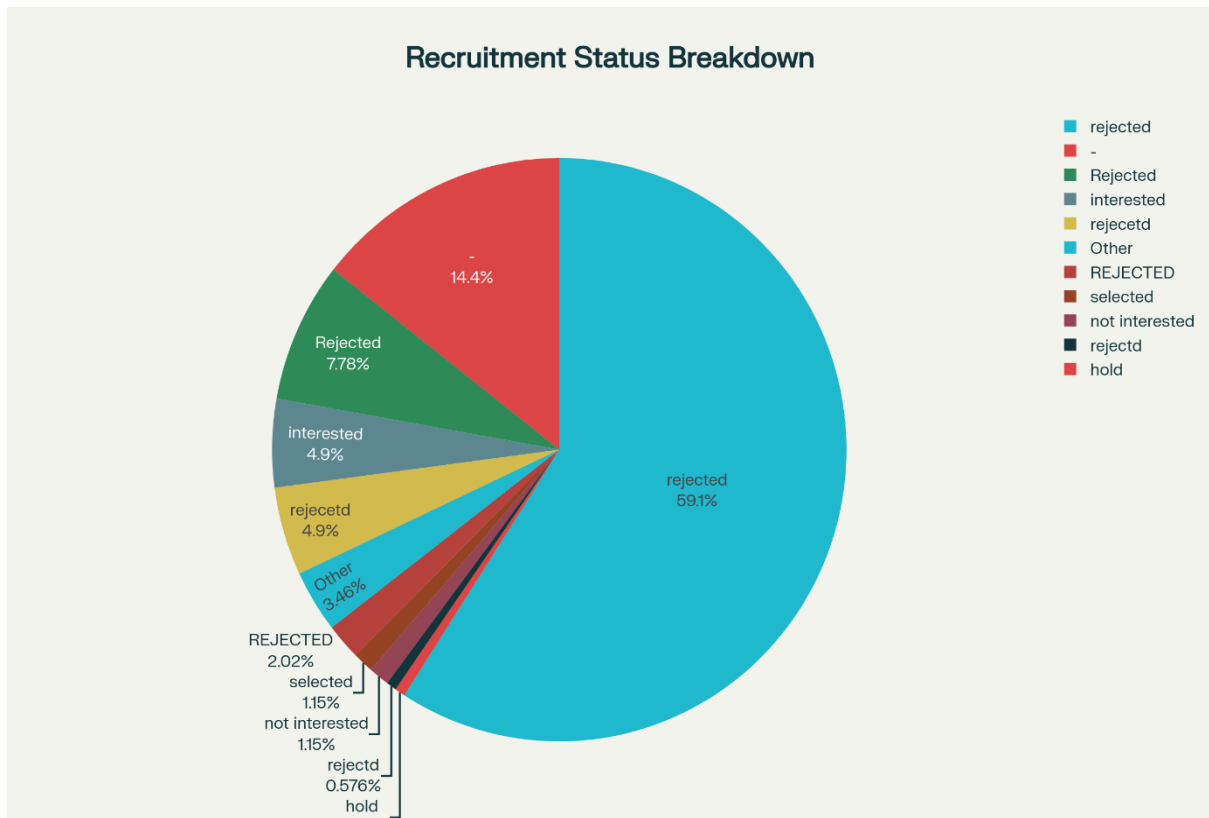
This shows a conversion rate of less than 1% from sourcing to final selection.



Portal	Profiles Sourced	Percentage
LinkedIn	210	30%
Indeed	250	36%
Internshala	90	13%
Triedge	50	7%
Referrals/Email	30	4%
Total	630	100%

Data Source: Internship candidate sourcing records maintained from June 5, 2025, to August 5, 2025.

Indeed emerged as the most effective sourcing platform, contributing to 36% of the total profiles, followed by LinkedIn at 30%. Internshala, Triedge, and referrals collectively supported sourcing for fresh graduates and specialized profiles.



Stage	Number of Candidates	Percentage of Total
Profiles Sourced	650	100%
Profiles Screened	120	18%
Shortlisted	50	8%
Interviewed	20	3%
Selected	7	1%
Joined	5	0.8%

Data Note:

- The data reflects the real-time recruitment activity carried out during the internship period (June–August 2025).
- Out of 650 profiles sourced, only 100 qualified for detailed screening, and 40 candidates were shortlisted for interviews.
- Despite efforts to engage candidates through timely follow-ups, only 7 were selected, and 2 successfully joined the organization.
- The figures indicate key recruitment challenges such as candidate drop-offs, salary mismatches, and multiple job offers influencing final joining numbers.

◆ Key Findings

1. High drop-off rate – No-shows were a major challenge.
2. Profile irrelevance – Many candidates applied casually without reading JDs.
3. Candidate engagement – Follow-up reminders improved attendance, though not fully.
4. Documentation delays – Created onboarding bottlenecks.
5. Engagement activities – Positively impacted culture & retention.

CHAPTER VI – CONCLUSIONS & SUGGESTIONS

6.1 CONCLUSIONS

The internship at Ohhpro Technologies Pvt. Ltd. provided me with an end-to-end understanding of the Recruitment and Engagement process from a practical HR perspective.

Key conclusions drawn are:

1. Recruitment is strategic, not transactional – Effective hiring requires careful planning, screening, and engagement, not just filling positions.
2. Candidate engagement starts before joining – Timely updates, transparent communication, and respectful rejections help create a positive employer brand.
3. High no-show rates reflect broader market trends – Multiple job offers and casual applications challenge the efficiency of the hiring funnel.
4. Engagement improves retention – Activities such as Fun Saturdays, structured onboarding, and peer interactions improve morale and commitment.
5. Documentation and process tracking are critical – Without accurate record-keeping, onboarding and HR compliance can be delayed.
6. Employer branding is a differentiator – Candidates today evaluate companies like customers evaluate products; thus, branding + engagement determine acceptance rates.

6.2 Suggestions & Recommendations

Recruitment Process Improvements

- Use automated reminders (WhatsApp/SMS bots) to reduce interview no-shows.
- Adopt a structured feedback form for candidates post-interview to improve recruitment experience.
- Build a stronger employer brand on LinkedIn by showcasing culture, testimonials, and engagement activities.

Engagement Enhancements

- Organize monthly engagement events (team bonding games, quizzes, recognition programs) beyond Fun Saturdays.
- Launch a Peer Recognition Program where employees can appreciate each other's efforts.
- Improve onboarding kits with welcome notes, mentor assignment, and clear role expectations.
- Conduct pulse surveys to track new hire satisfaction and engagement levels.

Strategic HR Recommendations

- Invest in an Applicant Tracking System (ATS) to reduce manual screening workload.
- Establish KPIs for recruitment such as time-to-fill, cost-per-hire, and interview-to-offer ratio.
- Introduce early engagement touchpoints like pre-joining check-ins to reduce offer dropouts.

BIBLIOGRAPHY

1. Web Portals and Tools Used

- <https://www.linkedin.com> – For sourcing and shortlisting candidates.
- <https://www.indeed.com> – For job postings and candidate search.
- <https://www.internshala.com> – Internship listings and applicant tracking.
- <https://www.triedge.in> – Used as a sourcing platform for interns and freshers.

2. Company-Specific Resources

- Ohhpro Technologies – Internal HR databases, candidate trackers, and documentation formats.
- Company job fair brochures and HR orientation manuals.
- Internal communication (emails, WhatsApp templates, onboarding checklists).

3. Additional Online References

- <https://www.shrm.org> – SHRM for understanding HR best practices.
- <https://www.hbr.org> – Harvard Business Review articles on recruitment and onboarding trends.
- <https://www.bput.ac.in> – University guidelines and project formatting structure.

ANNEXURE

1. Which platform is most commonly used by your department to source candidates?
 - (a) LinkedIn
 - (b) Indeed
 - (c) Internshala
 - (d) Employee Referrals
 - (e) Others: _____
2. How effective do you find these sourcing channels in attracting suitable candidates?
 - (a) Very Effective
 - (b) Effective
 - (c) Moderately Effective
 - (d) Not Effective
3. How efficient is the process of screening candidates?
 - (a) Very Efficient
 - (b) Efficient
 - (c) Average
 - (d) Inefficient
4. How well are interview schedules coordinated between HR and candidates?
 - (a) Very Well
 - (b) Well
 - (c) Average
 - (d) Poorly

5. Are candidate communications (emails, calls, updates) timely and clear?

- (a) Always
- (b) Often
- (c) Sometimes
- (d) Rarely

6. How organized is the documentation of interview feedback and outcomes?

- (a) Very Organized
- (b) Organized
- (c) Somewhat Organized
- (d) Not Organized

7. How effective is the onboarding process for new employees?

- (a) Very Effective
- (b) Effective
- (c) Moderate
- (d) Not Effective

8. Do employee engagement activities positively impact morale?

- (a) Yes, Significantly
- (b) Yes, Moderately
- (c) Slightly
- (d) No

9. How frequently are engagement activities conducted in your organization?

- (a) Monthly
- (b) Quarterly
- (c) weekly
- (d) Annually

10. Would you suggest improvements in recruitment, onboarding, or engagement processes?

- (a) Yes (please specify) _____
- (b) No