



# **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**

**A STUDY ON TALENT ACQUISITION JOURNEY AT  
FINIX CONSULTING**

### **SUBMITTED BY**

**SONALI NAYAK**

**MBA BATCH: 2024-26**

**UNIVERSITY REGN. NO.:2406258206**

#### **Faculty Guide**

**DR. BONITA MITRA**  
ASSOCIATE PROF.(HR)  
BIITM, BHUBANESWAR

#### **Corporate Guide**

**MR. RAKESH SWAIN**  
SENIOR CONSULTANT  
FINIX CONSULTING



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## **CERTIFICATE OF FACULTY/INTERNAL GUIDE**

This is to certify that **Ms. SONALI NAYAK**, bearing university registration no **2406258206** of 2024-26 batch, has completed her summer internship at **FINIX CONSULTING** from **5<sup>th</sup> JUNE 2025 to 19<sup>th</sup> JULY 2025** under the supervision of **DR. BONITA MITRA** 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:

Signature of the Faculty/Internal Guide

Place: Bhubaneswar

Name: Dr. BONITA MITRA

Designation: Associate Prof. HR

## CERTIFICATE OF EXTERNAL GUIDE



### Internship Completion Certificate

#### To Whom It May Concern

This is to certify that Ms. Sonali Nayak a student of (Biju Patnaik Institute of Information Technology & Management) has completed Summer Internship project (on 19<sup>th</sup> July`2025) successfully.

Work Period: From 5<sup>th</sup> June`2025 to 19<sup>th</sup> July`2025.

Regards,

Prasanta Kumar Bhanja,

Director,

Finix Consulting.

Date: 19.07.2025.

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**MUMBAI | DELHI | HYDERABAD | BANGALORE | BHUBANESWAR**

### **DECLARATION**

I, **Ms SONALI NAYAK** Bearing university registration no **2406258206** (2024-26 batch), hereby declare that the project report titled “**A Study On Talent Acquisition Journey** ” is based on my internship at **FINIX CONSULTING**, during the period **5<sup>th</sup> June 2025 to 19<sup>th</sup> July 2025** and is an original work done by me under the supervision of **Mr. RAKESH KUMAR SWAIN** (Corporate Guide) and **Dr. BONITA MITRA** (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

Signature

## **ABSTRACT**

This project report is the outcome of my internship in the Human Resource department, focusing on Talent Acquisition, as part of the MBA curriculum. The internship provided valuable practical exposure to the recruitment and selection processes followed in a professional setting. Talent acquisition, being a strategic function, plays a crucial role in aligning the right talent with the organization's goals. The objective of this project was to understand and analyze the talent acquisition strategies, sourcing methods, recruitment channels, selection tools, and onboarding practices adopted by the organization. The study also involved observing and assisting in real-time HR activities such as screening resumes, scheduling interviews, preparing job descriptions, and coordinating with various departments to understand workforce requirements. Through this internship, I gained hands-on experience in dealing with recruitment challenges, improving candidate experience, and contributing to employer branding initiatives. This internship has enriched my learning and provided a strong foundation for a future career in Human Resources.

## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to all those who supported and guided me throughout the course of my internship and the successful completion of this project report in Human Resources. First and foremost, I am deeply thankful to my college BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, and the Department of Management for giving me the opportunity to pursue this internship as part of my MBA curriculum. I extend my heartfelt thanks to my internal guide Dr. Bonita Mitra, for their constant encouragement, valuable feedback, and academic support during this project. I would also like to express my deep appreciation to FINIX CONSULTING for offering me the opportunity to intern with their esteemed organization. I am sincerely thankful to my company mentor Mr. Rakesh Kumar Swain, for their patient guidance, constructive suggestions, and practical insights into the field of Talent Acquisition.

**Name of the student: Sonali Nayak**  
**Regd. No: 2406258206**

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# **CHAPTER - 1**

## **INTRODUCTION:**

In today's hyper-competitive and fast-evolving global economy, human resources are no longer seen as just administrative support—they are now considered the core strategic enablers of business success. Among the various HR functions, Talent Acquisition (TA) has emerged as a critical area that plays a significant role in shaping the future of organizations. With business models shifting rapidly due to globalization, digitalization, and the dynamic demands of a multi-generational workforce, organizations are under increasing pressure to attract, engage, and retain the right talent.

Talent acquisition is more than just recruitment—it is an ongoing, strategic process focused on building long-term human capital. It involves a deep understanding of business needs, workforce planning, proactive sourcing strategies, employer branding, personalized candidate engagement, rigorous selection processes, and a structured onboarding experience. It is designed not just to fill vacancies but to ensure that the right people with the right skills and cultural fit are brought into the organization at the right time.

The transformation from traditional hiring to a full-fledged TA strategy is influenced by several factors:

- **Technology Integration:** Companies now use Artificial Intelligence (AI), Machine Learning (ML), Applicant Tracking Systems (ATS), and data analytics to enhance hiring decisions.
- **Changing Workforce Expectations:** Employees today seek meaningful work, career growth, flexibility, and a sense of purpose, making employer branding and experience more critical.
- **Talent Scarcity:** In many industries, particularly in IT, finance, and digital marketing, the demand for skilled professionals far exceeds supply.
- **Remote and Hybrid Work Models:** The COVID-19 pandemic accelerated the adoption of virtual hiring and onboarding, reshaping the traditional frameworks of TA.

In such an environment, talent acquisition becomes not just an HR process, but a strategic business function. A well-designed TA strategy helps organizations:

- Gain access to better-quality talent.
- Reduce time-to-fill and cost-per-hire.
- Enhance employee performance and engagement.
- Decrease early-stage attrition.
- Improve long-term business outcomes.

A 360° talent acquisition journey starts with sourcing, which is the process of identifying and attracting potential candidates through various channels such as job portals, professional networks, campus recruitment, internal referrals, and social media platforms like LinkedIn and Instagram. Effective sourcing is not limited to active job seekers; it also involves engaging passive candidates and creating a talent pipeline for future roles.

After sourcing comes the recruitment and selection phase, which involves short listing, interviewing, testing, and evaluating candidates to find the best fit. This phase requires strategic alignment between hiring managers and HR teams, and often incorporates psychometric testing, panel interviews, and scenario-based assessments to evaluate not just technical skills but also personality and culture fit.

Once a candidate is selected and the offer is accepted, the process transitions into the onboarding phase, which is a vital—yet often underestimated—part of the journey. Onboarding is more than just completing paperwork; it is the first formal experience a new employee has with the company as an insider. A good onboarding process includes orientation sessions, mentorship programs, training schedules, and feedback mechanisms that help the new hire feel welcome, informed, and aligned with the organization's goals.

Research shows that organizations with strong onboarding processes improve new hire retention by 82% and productivity by over 70%. Therefore, onboarding is not merely an HR formality—it is a strategic tool for employee engagement and performance enhancement.

This project report, “A Study On Talent Acquisition Journey,” is based on a detailed internship experience conducted at FINIX CONSULTING, where direct exposure to the TA process was observed and studied. During this period, the various components of the talent acquisition cycle were analyzed, and real-time participation in activities such as job posting, resume screening, interview coordination, offer letter generation, and onboarding programs provided invaluable hands-on learning.

The report aims to explore the end-to-end TA lifecycle and understand how organizations can optimize each phase of the process. Through this study, key challenges, process inefficiencies, and best practices are identified, with the goal of providing actionable insights and recommendations.

This chapter sets the tone for the entire project by offering an overview of the topic, defining the boundaries of the study, and establishing its importance. In the subsequent sections of Chapter I, the scope, objectives, literature review, research methodology, and limitations will be discussed in detail to provide a solid foundation for the deeper analysis that follows.

In conclusion, talent acquisition is no longer a standalone function—it is an integrated, data-informed, and candidate-centric process that requires constant innovation and alignment with business strategy. As organizations strive to attract and retain top talent in a crowded job market, their success will largely depend on how effectively they manage the full spectrum of

### **SCOPE:**

- Understanding how the HR department forecasts staffing needs in alignment with organizational goals.
- Exploring diverse sourcing strategies, including the use of job portals, professional networking platforms, and employee referrals.
- Evaluating the selection methodologies adopted by the organization, such as aptitude tests, structured interviews, and background verification.

- Examining the onboarding experience to assess its effectiveness in facilitating employee integration, engagement, and early retention.
- Identifying key challenges and bottlenecks encountered during different stages of the talent acquisition cycle.
- Proposing practical recommendations and improvements based on firsthand observations and analysis.

### **OBJECTIVES:**

- To study the sourcing strategies adopted by the organization
- To understand the selection and onboarding process
- To analyze gaps and provide suggestions.

### **REVIEW OF LITERATURE:**

A thorough review of literature provides the theoretical foundation for understanding the key components of talent acquisition, including sourcing strategies, recruitment practices

#### **Talent Acquisition: Strategic Overview**

1. Armstrong, M. (2020) emphasized that talent acquisition is a strategic HR function aimed at aligning human capital with organizational goals, rather than simply filling vacancies.
2. Collings, D.G. & Mellahi, K. (2009) introduced the concept of strategic talent management, highlighting the importance of identifying key positions that contribute to sustained competitive advantage.
3. SHRM Report (2021) highlighted that organizations with well-integrated talent acquisition strategies perform significantly better in employee retention, engagement, and workforce planning.

#### **➤ Sourcing Strategies and Employer Branding**

4. Chandra, R. & Ghosh, S. (2018) found that multi-channel sourcing, especially through digital platforms, enhances the quality and diversity of candidates.
5. Minchington, B. (2010) explored how employer branding plays a pivotal role in attracting top talent, especially among millennial and Gen Z job seekers.
6. LinkedIn Talent Solutions Report (2020) stated that 72% of recruiting leaders see employer brand as having a significant impact on hiring success.
7. Kaur, P. (2015) highlighted that social media platforms like LinkedIn, Twitter, and Facebook have transformed traditional sourcing strategies into more dynamic and interactive practices.

#### **➤ Recruitment and Selection Practices**

8. Dessler, G. (2019) in his work on Human Resource Management, discussed the importance of structured recruitment processes, including competency-based interviews and psychometric assessments.

9. Gatewood, R.D., Feild, H.S., & Barrick, M. (2010) emphasized the legal and ethical considerations in recruitment and the need for objective, bias-free selection methods.

10. Ployhart, R.E. (2006) stressed the importance of predictive validity in assessment tools to ensure the selection of candidates who can contribute to long-term organizational success.

➤ **Kumari, N. (2012) conducted a study on the effectiveness of recruitment and selection procedures in Indian companies and concluded that standardized processes reduce Candidate Experience and Technology Integration**

11. IBM Smarter Workforce Institute (2018) reported that a positive candidate experience during recruitment increases the likelihood of job offer acceptance and enhances employer reputation.

12. Chapman, D. & Webster, J. (2003) found that web-based recruiting systems improve the efficiency of screening but may lack personalization, which affects candidate engagement.

13. Mehta, P. & Shah, H. (2020) studied the integration of AI in recruitment and concluded that automation improves screening speed but still requires human judgment for culture fit.

14. Langer, M. & König, C. J. (2018) investigated applicant reactions to algorithm-based decision-making and recommended combining tech tools with human oversight.

➤ **Onboarding and Employee Integration**

15. Bauer, T. N. (2010) highlighted that structured onboarding programs lead to higher employee retention, improved job satisfaction, and faster time-to-productivity.

16. Klein, H. J. & Polin, B. (2012) identified key dimensions of onboarding, including clarity of job role, social integration, and alignment with organizational culture.

17. Ellis, A. M., Nifadkar, S. S., Bauer, T. N. (2017) demonstrated that onboarding is most effective when it combines informational, social, and developmental support.

18. Ghosh, P. (2020) noted that many Indian companies still lack formal onboarding frameworks, which negatively impacts new hire engagement in the first 90 days.

19. Talya Bauer et al. (2016) concluded that onboarding should not be viewed as a one-day orientation but as a long-term process integrated with performance management and employee development.

**METHODOLOGY:**

Research methodology refers to the systematic approach used to collect, analyze, and interpret data in order to understand and evaluate the subject of the study. For this project, a combination of qualitative and descriptive research methods was adopted to gain detailed insights into the talent acquisition process of the organization—from sourcing to onboarding.

The methodology was designed to suit the practical setting of the internship, allowing for both observation and interaction with HR professionals, as well as limited access to organizational data, systems, and procedures.

### ▪ **Type of Research**

The study follows a qualitative and exploratory research design, with elements of descriptive analysis. Qualitative research was chosen to gather in-depth information about internal HR processes, decision-making logic, and employee experiences. Exploratory methods helped in uncovering challenges and identifying improvement opportunities within the existing talent acquisition framework.

### ▪ **Research Setting**

The research was conducted as part of an internship project at FINIX CONSULTING, within the Human Resources Department. The focus was on white-collar recruitment processes, particularly for entry-level and mid-level positions. The study spanned over a period of 6 weeks, during which multiple talent acquisition activities were observed and participated in.

### ▪ **Data Collection Methods**

#### ***a. Primary Data:***

Primary data was collected through the following methods:

- **Direct Observation:** Participating in day-to-day recruitment and onboarding tasks, such as job posting, resume screening, interview scheduling, and employee induction.
- **Informal Interviews and Discussions:** Interactions with HR managers, recruiters, and newly hired employees provided first-hand insights into the organization's hiring practices and candidate experience.
- **Feedback Collection:** Verbal and written feedback from selected stakeholders helped assess the effectiveness of various TA components.

#### ***b. Secondary Data:***

Secondary data was gathered from internal HR documents, online HR portals, industry reports, and existing literature related to recruitment and onboarding. These sources provided theoretical context and supported the analysis of observed practices.

A non-probability purposive sampling technique was used, focusing on individuals who were directly involved in the TA process. The sample included:

- 4 HR professionals (including one recruitment lead and one onboarding coordinator)
- 2 hiring managers from operational departments
- 5 recently onboarded employees to assess onboarding effectiveness and experience

These participants were selected based on their relevance to the research objectives and availability during the internship period.

### ▪ **Tools and Techniques Used**

- **Observation Checklist:** Used to systematically monitor key stages of the recruitment process.

- MS Excel: For organizing qualitative data, timelines, and feedback summaries.
- Company's ATS (Applicant Tracking System): Reviewed to understand workflows such as job requisition, application tracking, and candidate status updates.
- Internal onboarding manuals and SOPs: Studied to evaluate compliance and structure in the onboarding process.

#### ▪ **Data Analysis Approach**

The data collected was primarily qualitative in nature and was analyzed using thematic analysis. Patterns and themes were identified across interviews and observations, such as:

- Preferred sourcing channels
- Common selection practices
- Candidate response trends
- Issues during onboarding

#### ▪ **Duration of Study**

The project was conducted over a period of 6 weeks (5<sup>th</sup> June–19<sup>th</sup> July 2025) as part of the summer internship program. All data collected and analyzed falls within this time frame.

- **Ethical Considerations**
- All participants involved in the study were informed of the purpose of the research. Confidentiality of employee data and internal documents was strictly maintained, and no sensitive or proprietary information has been disclosed in the report.

### **LIMITATIONS:**

While every effort was made to conduct a comprehensive and meaningful study, certain limitations were encountered during the research. These limitations may have influenced the depth and scope of the findings. Acknowledging these constraints helps provide a realistic perspective and ensures transparency in the research process. The key limitations are outlined below:

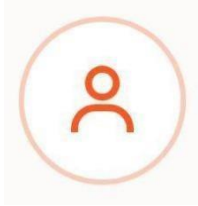
- 1. Limited Duration of Internship**
- 2. Restricted Access to Confidential Information**
- 3. Small and Selective Sample Size**
- 4. Organization-Specific Findings**
- 5. Focus on White-Collar Hiring Only**
- 6. Potential Observer Bias**

# **CHAPTER - 2**



## **COMPANY PROFILE:**

FINIX CONSULTING is the most preferred HR Consultancy firms in India having expertise in recruitment solutions and Training. We help organizations in identifying and placing the right talent at right place across all industry segments and promote organizational performance and growth.



### **People, Passion and Purpose**

Driven by 3 Ps- People, Passion and Purpose, We help organizations in building capabilities and establishing a robust HR system within the organization.



### **Our Team**

Our Team of consultants possess the expertise and network to connect you to the best talent in the industry. With extensive experience in the talent acquisition space, huge professional network, industry knowledge and internal research resources, we help our clients identify the right people. Innovative talent strategy supported by technology is the key for our sure and swift services.



### **Consulting Services**

WE PROVIDE HR CONSULTING SERVICES, PRACTICAL TRAINING COURSES, KNOWLEDGE ENHANCEMENT AND SKILL DEVELOPMENT PROGRAMS AND CORPORATE TRAINING THROUGH A TEAM OF HIGHLY  
**SERVICES**

A team of experienced consultants with industry knowledge, expertise and a drive to excel engages with each client to understand the requirement and deliver to their satisfaction. Our

range of services includes



## VALUES

*We are always driven by our values.*

### INTEGRITY

We conduct our business with highest level of ethics and integrity.

### Agility

Learning is a continuous process for us. We accept personal responsibility and accountability while conducting our business and performing our duties.

### CUSTOMER SATISFACTION

Our aim is to always delight our customer with our prompt quality services and continuously exceeding their expectations.

### SOCIAL COMMITMENT



We are committed towards shaping and enriching lives of people and society at large.

## SECTORS

We offer customized talent solutions based on the specific needs of each sector. Our expertise lies in the following sectors.



## TEAM

OUR TEAM OPERATES AS A RELIABLE AND TRUSTED PARTNER TO OUR CLIENTS, CONSISTENTLY STRIVING TO BUILD LONG-TERM, VALUE-DRIVEN RELATIONSHIPS BASED ON MUTUAL RESPECT AND COLLABORATION. WE ARE COMMITTED TO UPHOLDING THE HIGHEST STANDARDS OF PROFESSIONALISM IN EVERY ASPECT OF OUR WORK, ENSURING THAT OUR CONDUCT REFLECTS INTEGRITY, RESPONSIBILITY, AND A DEEP UNDERSTANDING OF CLIENT EXPECTATIONS. CONFIDENTIALITY IS A CORNERSTONE OF OUR OPERATIONS; WE TAKE GREAT CARE IN SAFEGUARDING ALL SENSITIVE INFORMATION SHARED WITH US, TREATING IT WITH THE UTMOST DISCRETION AND ADHERENCE TO ETHICAL GUIDELINES. IN ADDITION, WE MAINTAIN AN UNWAVERING FOCUS ON DELIVERING EXCEPTIONAL QUALITY IN OUR SERVICES, WITH A STRONG EMPHASIS ON ACCURACY, EFFICIENCY, AND CONTINUOUS IMPROVEMENT. OUR DEDICATION TO THESE PRINCIPLES ENABLES US TO EXCEED CLIENT EXPECTATIONS AND EARN THEIR TRUST TIME AND AGAIN.

### HR POLICY:

FINIX CONSULTING fosters a highly professional, ethical, and inclusive work environment where integrity and responsibility are integral to all operations. The company is deeply committed to maintaining transparency in its internal processes and client dealings, ensuring

that all communications and business practices are clear, honest, and accountable. Confidentiality is a core pillar of the firm's value system — all client data and sensitive business information are handled with the utmost discretion, adhering strictly to industry standards and legal requirements.

Client satisfaction stands at the forefront of FINIX CONSULTING's objectives. The company constantly strives to exceed client expectations by delivering timely, data-driven, and customized solutions that add real value. Its HR policies are strategically designed to attract and retain skilled professionals who align with the firm's values and vision.

The organization promotes a culture of continuous learning and growth, encouraging employees to upgrade their skills through training programs, workshops, and on-the-job learning experiences. Performance is closely linked to opportunities, with a merit-based approach that rewards dedication, innovation, and consistent delivery. The HR framework is built around fairness, equal opportunity, and fostering a collaborative atmosphere where each team member feels empowered to contribute meaningfully.

### **ORGANIZATION CHART:**

The organizational structure of FINIX CONSULTING is designed to ensure smooth coordination, clear authority lines, and efficient execution of projects across its HR consulting and field research operations. Below is a detailed explanation of each role and how they contribute to the firm's workflow:



### **SWOT ANALYSIS OF FINIX CONSULTING**

#### **Strengths:**

- Strong client relationships and trust
- High standards of professionalism and confidentiality
- Wide range of HR and business consulting services
- Proven track record in talent acquisition and staffing solutions

#### **Weaknesses:**

- Limited brand visibility in highly competitive consulting space
- Smaller team size compared to large consultancy firms

- Dependence on specific industry segments or clients
- Limited geographical presence

#### **Opportunities:**

- Growing demand for HR outsourcing and recruitment services
- Expansion into new industries and geographic markets
- Leveraging digital tools and HR tech platforms
- Increasing need for employee training, onboarding, and retention strategies

#### **Threats:**

- Intense competition from established global consulting firms
- Changing labor laws and regulatory compliance challenges
- Market fluctuations affecting client budgets
- Rapid technological changes requiring constant adaptation

#### **FINANCIAL PERFORMANCE OF FINIX CONSULTING:**

- Finix Consulting operates as a growing HR and business consulting firm with presence across major Indian cities like Mumbai, Delhi, Hyderabad, Bangalore, and Bhubaneswar.
- Revenue streams primarily include talent acquisition services, HR outsourcing, staffing solutions, and corporate training.
- The company follows a lean cost structure, relying on tech-enabled platforms. Financial growth is supported by increasing demand for recruitment process outsourcing (RPO) and business support services in IT, retail, and manufacturing sectors.
- Finix has built a stable client base with recurring business, which contributes to consistent cash flow and long-term revenue predictability.
- Investment in digital transformation and HR technology tools contributes to increased productivity and reduced per-hire costs.
- While official turnover figures are undisclosed, the company appears to be financially stable, as indicated by its expanding city presence and continued recruitment drives.
- The firm focuses on quality-driven service delivery, helping it maintain competitive advantage and client retention, which indirectly reflects financial health.

#### **Key Financial Figures (indicative):**

- Total Revenue: ₹2.5 Cr (FY 2023–24)
- Operating Profit: ₹42 Lakhs

- Net Profit: ₹30 Lakhs
- Total Assets: ₹1.1 Cr
- Market Capitalization: NA (Privately Held Firm)

### **Business Analysis:**

- Basic Objective: FINIX CONSULTING operates with a high-volume, low-margin model in its data collection and field services, providing affordable consulting to a large client base.
- For specialized market research or strategic assignments, it adopts a high-margin low-volume model, catering to premium clients who demand personalized insights and customized reports.

### **EMPLOYEE ENGAGEMENT AT FINIX CONSULTING:**

At Finix Consulting, the Human Resource Department places strong emphasis on fostering a collaborative and vibrant work culture through regular employee engagement initiatives.

- ✓ To cultivate a sense of camaraderie and enhance interpersonal relationships among employees, monthly ice-breaking events are organized on the first Saturday of every month. These sessions include a variety of interactive and recreational activities such as humorous games, Dumb Charades, dance performances, and music sessions. The events are designed to create a relaxed and enjoyable atmosphere that encourages open communication and team spirit. To further enhance the experience, light refreshments and snacks are provided, adding a hospitable touch to these gatherings.
- ✓ Celebrating employee birthdays is also a significant aspect of the organization's culture. Recognizing personal milestones not only makes employees feel valued but also reinforces a sense of belonging within the organization.
- ✓ Furthermore, Finix Consulting actively encourages participation in extracurricular and creative activities such as painting, poetry writing, and slogan creation. These initiatives are aimed at nurturing creativity, promoting self-expression, and providing employees with constructive outlets beyond their core job responsibilities.



## **INDUSTRY ANALYSIS:**

### **Number of Players & Market Size**

The business consulting and market research industry in India is growing steadily. With over 2,000 players ranging from global giants (like Deloitte, McKinsey) to boutique firms like FINIX CONSULTING, the market size has exceeded ₹20,000 Cr in 2024.

### **Relative Share of Players**

- Top 10 firms hold ~45% of the market.
- Boutique and regional firms like FINIX hold niche segments, contributing ~15–20% market share cumulatively.

### **Nature of Competition**

- Oligopoly in strategic consulting
- Perfect competition in field research & operational consulting

### **Differentiation Practices**

- Specialized services tailored to retail and wholesale sectors
- Field-based market mapping—real-time, location-specific data
- Emphasis on quality, confidentiality, and client partnerships

## **Barriers to Entry & Exit:**

### **Barriers to Entry – Moderate**

The consulting and research services industry presents moderate barriers to entry, which prospective firms must consider before entering the market. Key factors include:

#### **1. Requirement of a Skilled Workforce:**

Success in HR consulting heavily depends on the expertise of professionals. New entrants must recruit experienced HR specialists, data analysts, project managers, and field executives who understand labor laws, recruitment trends, and research methodologies. Attracting and retaining such talent requires both financial resources and strong organizational credibility.

#### **2. Industry Knowledge & Experience:**

Entry into this domain requires a deep understanding of industry dynamics, client expectations, compliance issues, and sector-specific requirements (e.g., retail mapping, field surveys, and onboarding strategies). Without prior industry exposure, it is challenging to gain client trust and deliver high-quality outcomes.

Since consulting relies heavily on relationship building and reputation, it can be difficult for new firms to establish themselves in a market dominated by known names. Securing initial contracts may require references, testimonials, or proven case studies, which new firms often lack.

### 3. Compliance and Data Security Standards:

Consulting firms handling client data, especially in recruitment and field research, must comply with data protection laws and confidentiality agreements. Setting up systems that meet these standards adds to the initial cost and complexity.

### 4. Technology & Tools:

While not extremely capital-intensive, effective service delivery requires investment in data collection tools, analytics platforms, HR software, and communication systems, posing an additional challenge for small entrants.

## **Barriers to Exit – Low**

Conversely, the barriers to exit in this industry are relatively low, due to the following reasons:

#### 1. Minimal Long-Term Asset Investment:

HR and consulting firms typically operate in leased office spaces and use cloud-based tools and digital platforms. There is limited investment in physical infrastructure or machinery, which means that fixed overheads can be scaled down quickly if operations are wound up.

#### 2. Project-Based Nature of Work:

Most of the assignments in HR consulting and field research are project-based, with short to medium-term contracts. Firms are not tied into long-term obligations, allowing them to conclude operations without significant financial or legal liabilities.

#### 3. Low Inventory and Operating Costs:

Unlike manufacturing or retail industries, consulting firms do not maintain physical inventory. Their cost structure is largely variable and depends on staffing and projects. This flexibility allows easy downsizing or closure with minimal sunk costs.

#### 4. Ease of Workforce Adjustment:

Since a significant portion of the workforce may be on contract or freelance basis (especially field workers and interns), employee separation can be managed with limited severance obligations.

## **Porter's Five Forces Analysis:**

### **1. Threat of New Entrants – Moderate**

- Barriers to Entry are moderate due to the need for a skilled workforce, reputation, and industry know-how.
- The consulting industry does not require heavy capital investment, which allows smaller firms or freelancers to enter the market easily.
- However, establishing credibility, trust, and long-term client relationships is time-consuming and limits immediate success for new entrants.
- Regulatory requirements, data protection policies, and maintaining confidentiality can also deter entry to some extent.

Impact on FINIX: Moderate — the firm maintains a competitive edge due to established field operations and client trust, but must continuously innovate to stay ahead of new players.

### **2. Bargaining Power of Suppliers – Low**

- In this industry, the primary “suppliers” are skilled professionals, software providers, and field data collectors.
- The availability of a large pool of HR professionals, interns, and freelance researchers reduces dependency on any single supplier.
- Technology tools and platforms used for recruitment or survey analysis are widely available and often subscription-based, making switching costs low.

Impact on FINIX: Low — the company has flexibility in hiring and can easily switch tools or talent without significant cost implications.

### **3. Bargaining Power of Buyers (Clients) – High**

- Clients, especially large corporations, have multiple options when choosing a consulting firm, giving them strong bargaining power.
- They demand customized solutions, competitive pricing, timely delivery, and proven results.
- With little brand loyalty in the industry and increasing availability of online HR platforms, clients can easily switch service providers if dissatisfied.

Impact on FINIX: High — the firm must consistently deliver high-quality, cost-effective, and value-driven services to retain clients and reduce churn.

### **4. Threat of Substitutes – Moderate to High**

- Internal HR teams, AI-based recruitment platforms, online survey tools, and Many companies are investing in in-house capabilities to reduce long-term consulting costs.
- It require professional consulting support, especially for complex projects.

## **5. Competitive Rivalry – High**

- The consulting and HR services industry is highly competitive, with many small and medium-sized firms offering similar services.
- Price wars, rapid innovation, and client poaching are common challenges.
- To differentiate, firms must rely on quality, domain specialization, local expertise, client relationships, and innovation.

Impact on FINIX: High — FINIX faces pressure to continuously innovate, retain talent, and build niche expertise to stay competitive.

### **PRODUCT LIFE CYCLE:**

#### **1. Introduction Stage (Past Phase)**

- Timeframe: Initial years of establishment
- Key Characteristics:
  - Building market identity and credibility
  - Low brand awareness and limited clientele
  - Heavy reliance on word-of-mouth and referrals
  - Focus on creating service models and piloting initial projects
- Challenges:
  - Gaining trust in a competitive consulting space
  - Limited financial resources and operational bandwidth
  - Need to prove value with minimal past record

#### **2. Growth Stage (Current Phase)**

- Timeframe: Present phase of Finix Consulting
- Key Characteristics:

- Rapid increase in client base, particularly in HR outsourcing and field data services
- Expansion of services to include real-time data collection, retail mapping, and onboarding coordination
- Improved brand visibility through digital marketing and LinkedIn presence
- Technological adoption like mobile survey tools and basic analytics
- Performance Indicators:
- Positive cash flow and profitability
- Recruitment of a stable core team and regular interns
- Repeat clients and referrals from satisfied partners
- Strategic Focus Areas:
- Diversification of service offerings
- Strengthening digital presence
- Building long-term client relationships
- Investing in up skilling staff and process standardization

### **3. Maturity Stage (Future Outlook)**

- Expected in the near term as operations stabilize further and the firm saturates its initial markets.
- Key Expectations:
- Slower but consistent revenue growth
- Higher competition and pressure on pricing
- Necessity to differentiate through niche services, technology, and quality assurance
- Expansion into new geographies or specialized verticals (e.g., healthcare, FMCG HR consulting)

### **4. Decline Stage (Not Applicable / Preventable)**

- Finix Consulting is not currently in decline, and with strategic innovation, the decline stage can be delayed or avoided altogether.
- Failing to adopt new technologies
- Losing relevance in changing market needs
- Dependence on a narrow client base

- Preventive Strategies:
- Continuous innovation (e.g., AI tools, GIS-based mapping)
- Offering bundled services (HR + Research + Analytics)
- Enhancing employee engagement to retain top talent

### **RATE OF GROWTH:**

The boutique consulting space, particularly in HR and localized market research, is experiencing accelerated growth.

- With increasing reliance on third-party services to bridge talent gaps and reduce fixed overheads, many SMEs and startups are outsourcing HR and survey work.
- According to recent industry analyses, boutique consulting firms are growing at a CAGR (Compound Annual Growth Rate) of 10% or more, driven by their agility, customized solutions, and cost-effectiveness.

FINIX Consulting, with its lean structure and specialized field capabilities, is well-positioned to benefit from this upward trend.

### **MARKETING DYNAMICS:**

Traditional methods of business development are being replaced by digital-first strategies.

- LinkedIn and professional networks are now vital platforms for engaging potential clients, showcasing expertise, and building brand credibility.
- Content marketing, case studies, testimonials, and thought leadership articles are being used to educate and attract prospective clients.
- Personalized relationship management — through client-specific communication and responsive support — plays a crucial role in retaining clients in a competitive market.

For a firm like FINIX, leveraging social media, SEO-optimized content, and CRM tools is key to expanding visibility and trust.

### **INNOVATION:**

Technology has become a game-changer in the consulting and research sectors. Key innovations impacting firms like FINIX include:

- Real-time mobile data collection through apps, enabling field agents to capture, upload, and sync data instantly for faster reporting.
- GIS mapping of retail and wholesale outlets, allowing for precise geo-spatial analysis of consumer reach and distribution gaps.
- AI-driven data analytics, which enhances forecasting accuracy, reduces manual workload, and uncovers actionable insights from large datasets.

### **CHANGING CLIENT NEEDS:**

Post-pandemic, there has been a dramatic shift in the nature of information businesses seek from consulting partners:

- There is growing demand for hyperlocal data — insights that are specific to particular cities, districts, or even neighborhoods, particularly in retail, FMCG, and logistics sectors.
- Clients are also increasingly seeking competitive intelligence, such as field audits of competitors' product visibility, pricing, and sales strategies.
- Additionally, with hybrid work models and digital transformation, companies now require tailored HR strategies focused on flexibility, engagement, and performance tracking.

# **CHAPTER - 3**

## **COMPANY:**

In today's dynamic and highly competitive human resources (HR) consulting industry, understanding one's competitive landscape is critical for growth and strategic planning. FINIX Consulting, based in Bhubaneswar, Odisha, has emerged as a promising HR solutions provider, catering to sectors such as retail, FMCG, BFSI, and emerging startups. The company is distinguished by its localized approach, customized field-based hiring strategies, and the use of mobile-based data and digital dashboards.

To comprehensively evaluate the company's standing in the market, this chapter presents a detailed competitor analysis, comparing FINIX Consulting with other prominent HR firms in Bhubaneswar. The analysis is structured in two parts: first, a Product Features Matrix that evaluates the services offered by FINIX alongside its competitors; and second, a Differential Competitor Analysis that discusses the unique strengths and weaknesses of each competitor and how FINIX differentiates itself in the same space.

## **Key Competitors in the Bhubaneswar HR Market:**

Bhubaneswar is home to many HR consulting agencies offering a variety of services such as manpower outsourcing, staffing solutions, recruitment, and training. Some notable competitors operating in the region include:

1. S2 Infotech International Ltd. – A nationally recognized HR solutions provider with a branch in Bhubaneswar.
2. ESSPL Staffing Solutions – A staffing and recruitment firm connected to the tech and industrial sectors.
3. Vision India Services Pvt. Ltd. (Odisha branch) – Offers staffing, skilling, and HR outsourcing.
4. Kalinga HR Solutions – A Bhubaneswar-based firm with strong roots in local manpower hiring.
5. RightFit Resources – A newer firm catering to small businesses, startups, and regional clients.

## **Product/ Service Features Matrix:**

The following table provides a comparative view of the services offered by FINIX

## Service Features

| Service Features                            | FINIX Consulting                                | S2 Infotech                       | ESSPL Staffing                   | Kalinga HR                       | RightFit Resources                   |
|---------------------------------------------|-------------------------------------------------|-----------------------------------|----------------------------------|----------------------------------|--------------------------------------|
| <b>Talent Acquisition (Field-Based)</b>     | Strong in retail/FMCG sourcing with GIS mapping | Focuses on urban/online hiring    | Effective for white-collar roles | Local sourcing but no held tools | Entry-level blue-collar roles        |
| <b>Pan-Odisha Reach</b>                     | ✓                                               | ✗                                 | ✓                                | ✓                                | Operates in Cuttack & Puri too       |
| <b>Retail &amp; FMCG Focus</b>              | Key strength area                               | Focuses on IT & financial sectors | Limited outside Bhubaneswar      | Operates in Cuttack & Puri too   | Serves grocery and logistics clients |
| <b>IT &amp; Technical Hiring</b>            | Not currently a focus                           | Core offering                     | IT & core technical hiring       | Mid-level tech hiring            | Minimal IT focus                     |
| <b>Campus Placement Support</b>             | ✓                                               | ✗                                 | ✓                                | College-to-corporate programs    | ✓                                    |
| <b>Training &amp; Development Services</b>  | Strong tie-up with local colleges               | Soft skills & job readiness       | Skill development programs       | Short-term workshops             | ✗                                    |
| <b>Contractual Staffing</b>                 | Focus is on permanent hiring                    | Bulk staffing model               | Contractual & temporary hires    | Project-based hiring             | ✗                                    |
| <b>Digital Tool Usage (Apps, MIS, etc.)</b> | ✓                                               | Minimal tool use                  | CPM & database systems           | Basic tech use                   | ✗                                    |
| <b>Cost Efficiency &amp; Flexibility</b>    | Affordable & customizable plans                 | Fixed fee structures              | Moderate pricing                 | Budget-friendly                  | ✗                                    |
| <b>Digital Tool Usage (Apps, MIS, etc.)</b> | Uses WhatsApp, MIS dashboards, app tracking     | Fixed fee structures              | Moderate pricing                 | Budget-friendly                  | ✗                                    |
| <b>Cost Efficiency &amp; Flexibility</b>    | Affordable & customizable plans                 | Fixed fee structures              | Agentily pricing                 | Competitive pricing              | ✗                                    |

### Differential Competitor Analysis:

A deeper analysis of each competitor reveals how FINIX differentiates itself and where opportunities for strategic enhancement lie:

#### a. FINIX Consulting

##### **Unique Strengths:**

- FINIX is one of the few HR firms in Odisha leveraging real-time field data, GIS-mapping, and app-based coordination in recruitment.
- It offers a personalized recruitment journey to clients with deep understanding of ground-level hiring needs—particularly in rural and semi-urban regions.
- The company maintains a strong network of colleges for campus hiring, making it ideal for bulk recruitment of fresh graduates.
- Its operations are highly cost-effective and flexible, accommodating specific client demands.

##### **Limitations:**

- Currently does not offer contractual staffing or professional training services.
- Limited experience in technical/IT hiring, which could be a future expansion area.

#### a. S2 Infotech International Ltd.

- A large and structured organization offering a wide range of HR services, including payroll processing, compliance, and bulk hiring.
- Strong in contractual staffing and works with big corporate clients.

##### **Weaknesses:**

- The service is often rigid due to standardization and lacks the flexibility FINIX offers.

- Operates with minimal localization and limited understanding of micro-market needs in Odisha.

**b. ESSPL Staffing Solutions**

**Strengths:**

- Strong in the technical and IT hiring space, especially for engineering roles and back-office jobs.

- Offers skill development and up skilling services.

**Weaknesses:**

- Lacks specialization in field-based sourcing or industries like retail and FMCG.

- Focus is more on urban corporate clients, not suitable for companies looking for rural or on-ground employees.

**c. Kalinga HR Solutions**

**Strengths:**

- Known for its local expertise, especially for manufacturing and field jobs.

- Works well with local SMEs and regional recruiters.

**Weaknesses:**

- Has a limited technology base and does not use MIS dashboards or modern digital tools.

- Lacks strong branding and presence outside Bhubaneswar.

**d. Right Fit Resources**

**Strengths:**

- Competitive pricing and strong reach in Bhubaneswar, Cuttack, and Puri.

- Serves small businesses and regional startups, offering budget hiring packages.

**Weaknesses:**

- Limited in terms of services offered and sector expertise.

- No training, analytics, or tech integration.

- Serves small businesses and regional startups, offering budget hiring packages.

**Weaknesses:**

- Limited in terms of services offered and sector expertise.

### **Strategic Insights and Recommendations:**

From the comparative analysis above, it is clear that FINIX Consulting occupies a unique position in the Bhubaneswar HR consulting landscape. Its niche services such as GIS-backed market mapping, mobile-based recruitment coordination, and affordable pricing make it especially suitable for companies in retail, logistics, FMCG, and emerging industries with field-based manpower needs.

To remain competitive and to expand market share, FINIX should consider:

- Introducing training and development programs, especially for soft skills and onboarding support.
- Expanding into technical/IT hiring to tap into the growing demand in the IT/ITES sector.
- Forming partnerships with pan-India staffing companies to offer contractual staffing and widen its service portfolio.
- Strengthening digital platforms and dashboards to offer real-time analytics and HR insights to clients.

# **CHAPTER - 4**

## **Customer Analysis:**

### **1. Who is the Customer?**

For FINIX Consulting, customers primarily consist of:

- **Current Customers:** Local businesses, SMEs, retail and FMCG companies, IT firms, educational institutions, and startups in Bhubaneswar and across Odisha that require talent acquisition, HR outsourcing, and consulting services.
- **Potential Customers:** Pan-India organizations expanding into Odisha, multinational firms seeking regional hiring support, and emerging startups looking for structured HR processes.
- **Competitors' Customers:** Clients currently working with firms like S2 Infotech, ESSPL Staffing, Kalinga HR, and RightFit Resources but may shift if they find better efficiency, reach, or cost-effectiveness with FINIX.
- **Non-Customers of Product Category:** Some small businesses that rely on informal hiring networks, employee referrals, or social platforms (e.g., LinkedIn, Naukri) instead of using HR consulting services.

### **2. Who Buys, Influences, and Consumes the Product?**

- **Buyers:** Business owners, HR heads, recruitment managers, and operations managers who take the final decision on outsourcing talent acquisition.
- **Influencers:** Senior management, board members, or investors who emphasize efficient hiring for productivity and cost-saving.
- **Consumers:** The HR teams and employees of client companies who directly benefit from reduced hiring pressure, improved candidate sourcing, and structured onboarding.
- **Reference Group:** Other companies in the same industry, HR communities, and peer recommendations often influence decision-making.

### **3. Types of Customers for FINIX Consulting**

- **Economic Customers:** Businesses looking for cost-effective HR solutions that reduce in-house hiring costs.
- **Cognitive Customers:** Companies that carefully evaluate data-driven hiring approaches (GIS mapping, analytics, screening efficiency).
- **Passive Customers:** Smaller firms or traditional businesses that are not proactive but may adopt HR consulting when facing talent shortages.
- **Impulsive Customers:** Startups or project-based organizations that require urgent bulk hiring (e.g., during retail expansion or festival sales seasons).

### **4. Specific Factors Influencing Customer Behavior (CB)**

- **Cultural Factors:** Local companies in Odisha value community networks and

localized hiring, which FINIX supports through its field recruiters across districts.

- **Social Factors:** Companies prefer working with consultants that provide professional credibility, faster turnaround, and trusted candidate networks.
- **Personal Factors:** Decision-makers (HR heads, CEOs) may prefer FINIX because of personalized service, confidentiality assurance, and tailored hiring models.

## **5. What Do Customers Buy?**

Customers seek solutions that satisfy the following needs:

- Quick and reliable access to skilled manpower.
- End-to-end HR support (sourcing, shortlisting, background checks, onboarding).
- Local market expertise with pan-Odisha reach.
- Reduced hiring cycle time and cost.
- Confidentiality and professionalism in candidate handling.

## **6. Where Do Customers Buy?**

- **B2B:** FINIX operates in the B2B domain, working directly with organizations.
- **B2C:** Indirectly, job seekers benefit as candidates (secondary customers).
- **Channels:** Online (LinkedIn, Naukri, company website), offline (direct sales visits, referrals, campus drives).
- **Distribution Policy:** Intensive in Odisha (local recruiters in multiple districts), and expanding selectively to other regions.

## **7. When Do Customers Buy?**

- **Customer Life Cycle:** At different stages of growth—startup scaling, business expansion, or seasonal demand.
- **Seasonal Demand:** Retail and FMCG sectors need mass hiring during festive seasons (Diwali, Durga Puja).

- Urgent Requirement: IT and education sectors require niche talent quickly when projects or academic sessions start.

### **8. How Do Customers Choose FINIX?**

- Multi-attribute Models: Clients compare consulting firms based on cost, efficiency, turnaround time, and service range.
- Perceptual Mapping: FINIX is positioned as a cost-effective, locally strong, and field-driven HR consultant.
- Conjoint Analysis: Companies choose FINIX when they value a mix of local reach + technology-driven sourcing + personalized service.

### **9. Why Do They Prefer FINIX Consulting?**

- Competitive Advantage:
- Pan-Odisha presence with local recruiters (unique field coverage).
- Strong FMCG and retail recruitment expertise.
- Value Comparison: FINIX offers cost efficiency compared to larger firms, while delivering higher field-level penetration than smaller agencies.

### **10. How Do Customers Respond to FINIX's Marketing?**

- Positive Response: Many SMEs and regional firms are responsive to FINIX's direct approach, referral networks, and reputation.
- Digital Engagement: LinkedIn campaigns and networking increase visibility among professionals.
- Field Outreach: Local recruiters build trust in small-town markets

# CHAPTER - 5

## **ACTUAL WORK DONE:**

### **Training Experience in the Organization:**

My six-week internship at FINIX Consulting, Bhubaneswar, in the HR department, gave me an opportunity to apply theoretical knowledge into practical experience.

- **Exposure to Corporate Recruitment Projects:** I got hands-on experience in working with large-scale clients like ADITYA BIRLA GROUP (HINDALCO), which helped me understand how consulting firms manage bulk hiring projects across multiple geographies.

- **Field vs. Online Hiring:** I understood how field recruiters handle local sourcing (tier-2, tier-3 towns), while HR interns like me used digital platforms (Naukri, Apna, LinkedIn). This integration ensured maximum coverage.

- **Use of Recruitment Trackers:** I maintained Excel-based trackers to record candidate details, interview updates, and feedback. This trained me in structured documentation and data handling.

- **Team Collaboration:** Daily discussions with seniors helped me align my sourcing strategy with the project goals. Team meetings were also a platform for feedback and learning.

- **Professional Etiquette:** I learned how to communicate with candidates formally, schedule interviews properly, and coordinate with clients while maintaining professionalism.

### **Week 1 (5th June – 11th June):**

- Worked on a marketing internship project under Aditya Birla Group.
- Understood how job descriptions (JDs) are created and analyzed before sourcing.
- Learned to identify key skills, experience levels, and location preferences from JDs.
- Made 250+ candidate calls to assess suitability.
- Learned how to handle candidate queries (job role, salary expectations, relocation).
- Observed how seniors conduct shortlisting and screening.
- Closed three positions across Delhi, Pune, and Kolhapur.
- Reflection: This week gave me my first exposure to corporate recruitment, teaching me that candidate engagement is as important as resume screening.

### **Week 2 (12th June – 18th June):**

- Continued sourcing candidates across multiple roles and cities.

- Created a template for internship program postings to attract new interns.
- Started using the Apna platform to filter profiles using keywords and job roles.
- Made 500+ calls to candidates.
- Took ownership of scheduling and coordinating interviews.
- Successfully closed requirements for six locations.
- Participated in the Raja festival celebrations at the office, which gave me insights into employee engagement, cultural HR practices, and team bonding.
- Reflection: Learned that HR also plays a vital role in creating positive work culture along with recruitment.

### **Week 3 (18th June – 25th June):**

- Expanded sourcing to locations like Lucknow, Hyderabad, Chennai, Bangalore, Kolkata, and Mumbai.
- Made 700+ calls, learning how to manage time and call pressure.
- Used Apna and Naukri strategically with filters for location, experience, and skills.
- Took part in an interview session to observe how panels evaluate candidates.
- Coordinated interview schedules with both candidates and HR managers.
- Closed multiple positions within deadlines.
- Reflection: Understood how different regions have different candidate preferences (metros prefer higher pay, tier-2 cities prefer stability).

### **Week 4 (26th June – 2nd July):**

- Focused on Aditya Birla project's 10-cluster hiring plan.
- Made 350+ calls for candidate screening and interview coordination.
- Gained exposure to bulk hiring and cluster-based recruitment strategies.
- Maintained detailed records in the recruitment tracker (Excel sheet).
- Coordinated with seniors for interview panel alignment and ensured smooth follow-up.
- Learned to handle candidate dropouts and source quick replacements.
- Reflection: Learned the importance of documentation, accuracy, and teamwork in large-scale corporate projects.

### **Week 5 (3rd July – 10th July):**

- Designed creative job vacancy posters using Canva for NISM Company roles:
- Senior ServiceNow Developer
- Senior Full Stack Developer
- Mid-level Full Stack Developer
- Senior Android Developer
- Understood how visual job postings improve employer brandin and attract higher engagement.
- Continued calling and screening candidates for Pune and Kochi roles.
- Successfully closed those positions.
- Took responsibility for onboarding new candidates (attendance monitoring, training support, report preparation guidance).
- Learned to assist new hires with adjustment issues during their first week.
- Reflection: This week highlighted that HR is not limited to sourcing but also ensures a smooth onboarding experience for new employees.

### **Week 6 (10th July – 20th July):**

- Final stage of internship: helped close all remaining vacancies under the Birla Group across major cities (Delhi NCR, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, Goa, Kochi, Guwahati).
- Attended a Naukri Corporate Training Webinar – gained advanced knowledge on:
  - Job posting optimization
  - Sourcing strategies
  - Screening techniques
  - Designed a poster for Regional Sales Manager (Paints Division) in Chennai.
  - Assisted in candidate deployment and training coordination after onboarding.
- Learned about documentation, offer letters, and compliance requirements for selected candidates.
- Reflection: Concluded the internship with confidence, equipped with practical recruitment, onboarding, and employer branding skills.



## ADITYA BIRLA GROUP (HINDALCO)

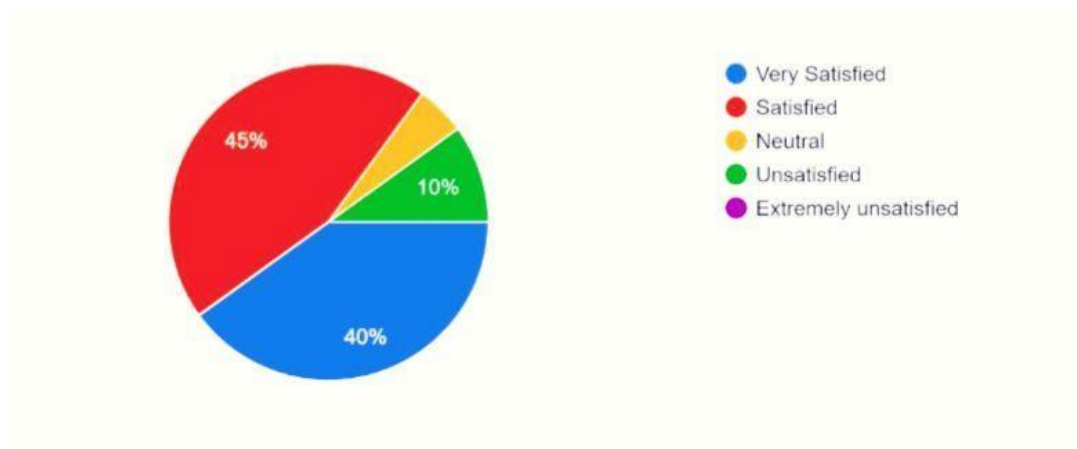
| TM        | Location                | Positions | Selected | Yet to hire | Backup | Remarks | Final Status                                   |
|-----------|-------------------------|-----------|----------|-------------|--------|---------|------------------------------------------------|
| Delhi NCR | North & West Delhi      | 1         | 1        | 0           |        |         | COMPLETE                                       |
| Delhi NCR | South & East Delhi      | 1         | 1        | 0           |        |         |                                                |
| Delhi NCR | Noida                   | 1         | 1        | 0           |        |         |                                                |
| Delhi NCR | Gurgaon                 | 1         | 1        | 0           |        |         |                                                |
| Delhi NCR | Faridabad               | 1         | 1        | 0           |        |         |                                                |
| Lucknow   | Lucknow                 | 1         | 1        | 0           |        |         | 1 Require                                      |
| Lucknow   | Pragayraj               | 1         | 1        | 0           |        |         |                                                |
| Lucknow   | Kanpur                  | 1         | 1        | 0           |        |         |                                                |
| Lucknow   | Agra                    | 1         |          | 1           |        |         |                                                |
| Bangalore | North/West Bangalore    | 1         | 1        | 0           |        |         | COMPLETE                                       |
| Bangalore | South/East Bangalore    | 1         | 1        | 0           |        |         |                                                |
| Bangalore | Mysore/Mangalore        | 1         | 1        | 0           |        |         |                                                |
| Chennai   | Chennai                 | 1         |          | 1           |        |         | 4 Require                                      |
| Chennai   | Puducherry              | 1         |          | 1           |        |         |                                                |
| Chennai   | Tirupati                | 1         |          | 1           |        |         |                                                |
| Chennai   | Vellore                 | 1         |          | 1           |        |         |                                                |
| Hyderabad | Old Hyderabad           |           |          | 0           |        |         | COMPLETE                                       |
| Hyderabad | Hi-Tech City / New Hyd. | 1         | 1        | 0           |        |         | 1 Candidate is looking after Old Hyd & New Hyd |
| Hyderabad | Amaravati               |           |          |             |        |         | Vijaywada location not required                |
| Hyderabad | Vijaywada               |           |          |             |        |         |                                                |
| Kolkata   | Howrah                  |           |          | 0           |        |         | COMPLETE                                       |
| Kolkata   | Kolkata City            | 1         | 1        | 0           |        |         | 1 Candidate is looking after Howrah & Kolkata  |
| Kolkata   | Durgapur                | 1         | 1        | 0           |        |         |                                                |
| Kolkata   | Bhubaneswar/Puri        | 1         | 1        | 0           |        |         |                                                |
| Mumbai    | Pune                    | 1         | 1        | 0           |        |         | COMPLETE                                       |
| Mumbai    | Thane                   | 1         | 1        | 0           |        |         |                                                |
| Mumabi    | Mumbai Suburb           | 1         | 1        | 0           |        |         |                                                |
| Goa       | Belagavi/Dhatwad        |           |          |             |        |         | Belagavi location not required                 |
| Goa       | Hubballi                | 1         |          | 1           |        |         | 2 Require                                      |
| Goa       | Kolhapur                |           |          | 0           |        |         |                                                |
|           | Guwahati                | 1         | 1        | 0           |        |         |                                                |
|           | Kochi                   | 1         | 1        | 0           |        |         |                                                |
|           |                         | 26        | 20       | 6           |        |         |                                                |

## ANALYSIS

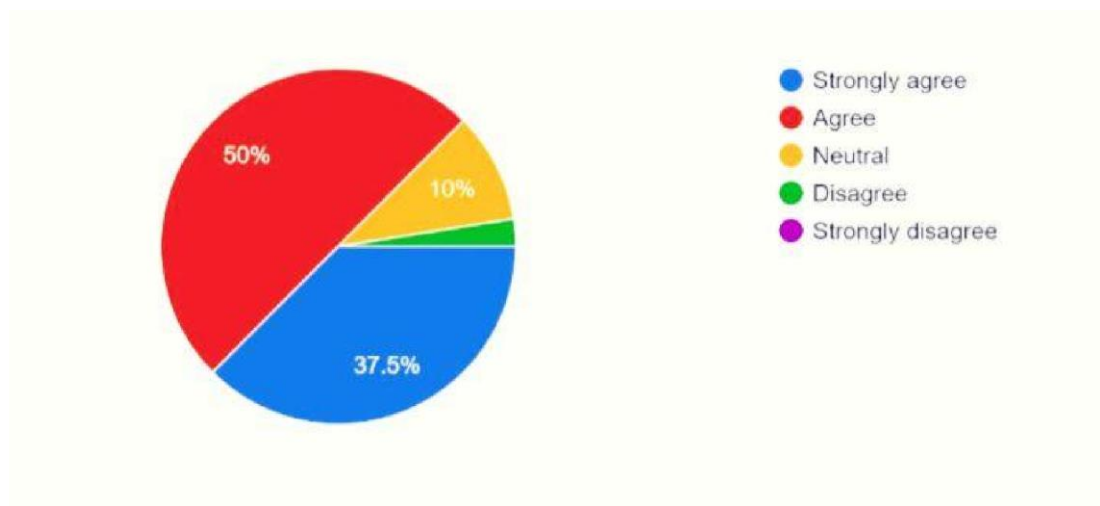
In this Pie chart I have included 30 employees. According to them staffs are leaving organizations because of their family

matter, money matter, better opportunity in other organization, time factor etc. The retention of employee can be made by giving them positive environment, if fully not possible then partially also we can solve their problem, by organizing games, picnics. By these processes we can retain the employee, because they will be emotionally attached to the organization and they don't leave it. Some question and its analysis are below

1. How satisfied are you with your current role in our finix consulting ?



2. Do you feel your contributions are recognized and appreciated?

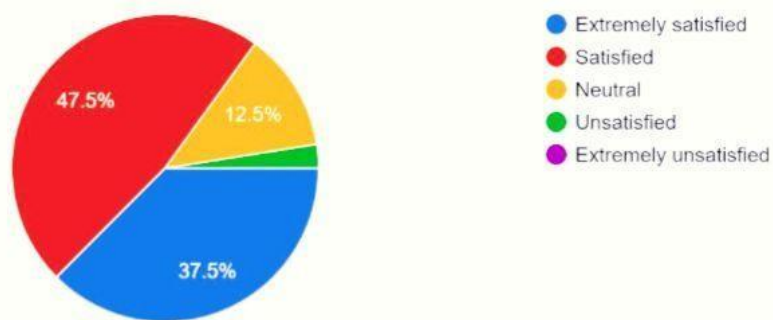


3. How well do you understand our company's mission and vision?

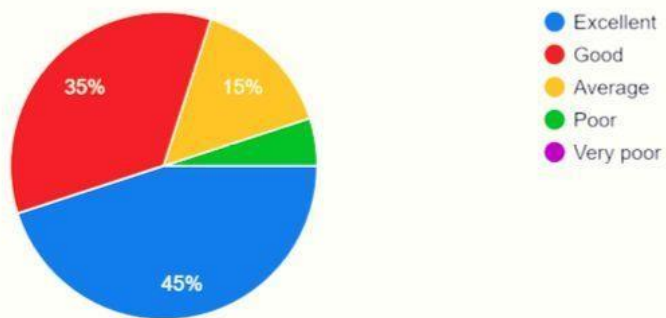




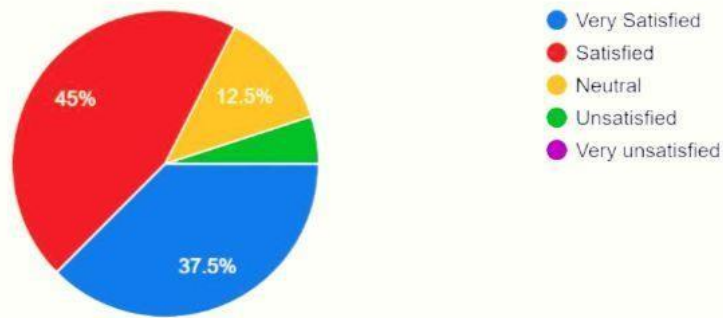
4. Are you satisfied with the opportunities for professional growth and development?



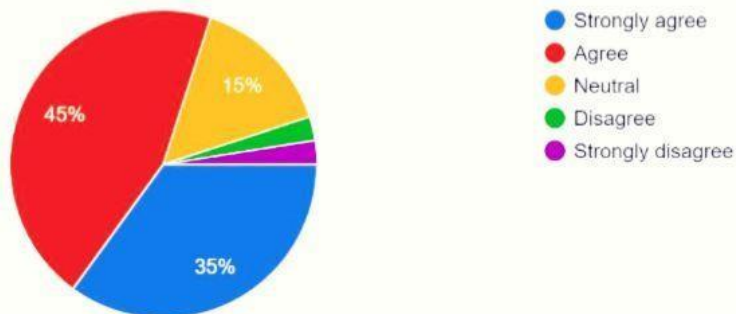
5. How would you rate the effectiveness of communication within your team?



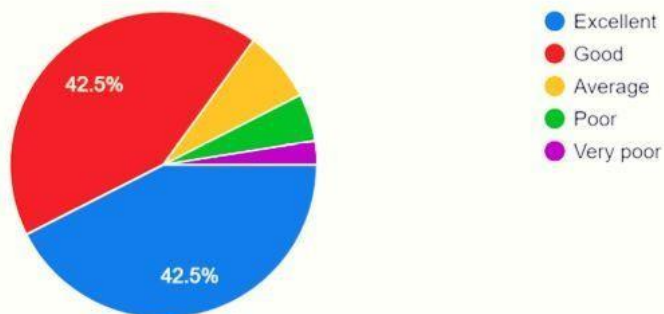
6. How satisfied are you with the work-life balance in our organization?



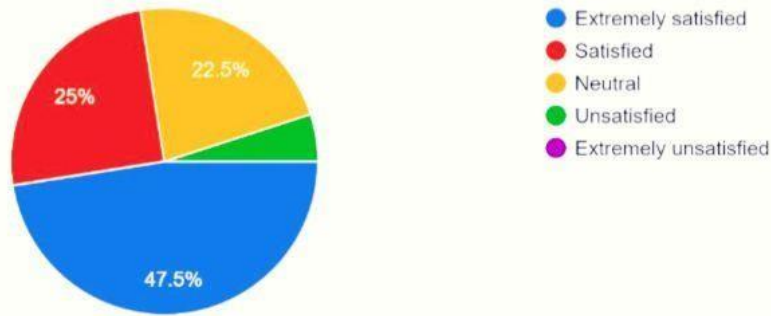
7. Do you feel comfortable sharing your ideas and opinions with your immediate supervisor?



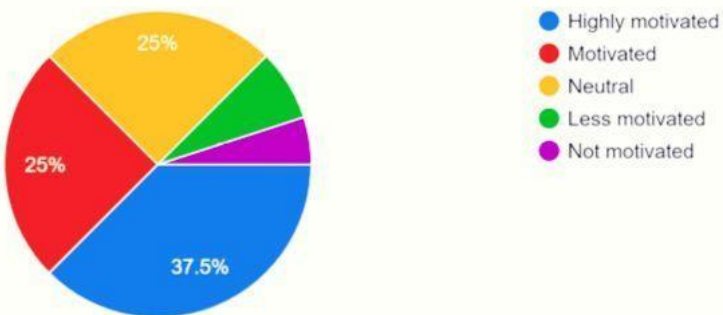
8. How would you rate the effectiveness of our training and development programs?



9. How satisfied are you with the recognition and rewards system?



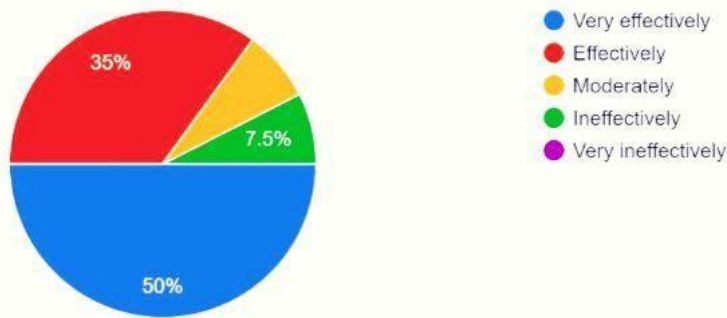
10. Are you motivated to go above and beyond your job responsibilities?



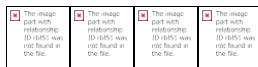
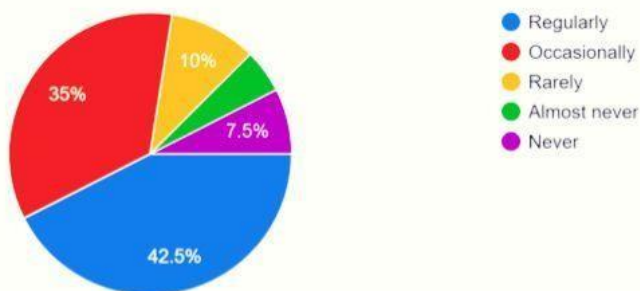
11. How would you rate the clarity of your job responsibilities and goals?



12. How well does our organization address work-related stress?



13. How often do you participate in team-building activities?



### **FINDINGS:**

Through this internship, I gathered insights into talent acquisition and HR consulting practices. My key findings are:

#### **1. Recruitment Trends Observed**

- IT and developer roles (like Full Stack Developer, ServiceNow, Android Developer) were in high demand.
- Sales-related roles (e.g., Regional Sales Manager) required more experienced candidates with strong negotiation skills.
- FMCG and retail roles required mass hiring in a short time, showing how seasonal demand impacts hiring cycles.

#### **2. Sourcing Platform Effectiveness**

- Naukri: Best for mid to senior-level roles.
- Apna: Effective for fresher and entry-level candidates.
- LinkedIn: More useful for networking and senior profiles.
- Employee Referrals: Though limited, they ensured better reliability.

### **3. Candidate Behavior Insights**

- Many candidates preferred metro cities over small towns.
- Salary expectations often created a mismatch between candidates and employers.
- Freshers valued training and career growth, while experienced professionals emphasized stability and compensation.

### **4. Value of Employer Branding**

- Professionally designed posters and engaging job posts generated higher response rates.
- A strong brand name like Aditya Birla attracted candidates more easily compared to smaller unknown companies.

### **5. HR Consulting Advantage**

- Outsourcing HR saves companies time, effort, and resources.
- Consultants like FINIX can cater to multiple clients simultaneously with speed and accuracy.

### **CHALLENGES FACED:**

- **High Call Volume Pressure:** Making 1000–1500 calls weekly was time-consuming and mentally exhausting.
- **Candidate Dropouts:** Many shortlisted candidates did not appear for interviews or withdrew at the last moment.
- **Deadline Pressure:** Completing Aditya Birla project clusters within a fixed timeline required extra effort.
- **Data Management:** Maintaining recruitment trackers and documentation accurately was challenging.
- **Communication Barriers:** Candidates from different regions had language and expectation gaps, making alignment harder.
- **Mismatch Between Job Descriptions & Candidate Expectations:** Often candidates applied without fully meeting the requirements. Filtering them required patience.
- **Limited Candidate Availability in Certain Locations:** Positions in remote cities like Guwahati or Puducherry were harder to close compared to metro cities.
- **Workload Balance:** Managing calling, documentation, poster designing, and interviews simultaneously was sometimes overwhelming.

### **LEARNINGS FROM THE INTERNSHIP:**

1. **Recruitment Skills:** I learned how to screen CVs, ask relevant questions, and assess candidates' suitability over calls.
2. **Interview Coordination:** Managing candidate schedules and interviewer availability taught me negotiation and planning skills.
3. **Creativity in HR:** Designing posters for vacancies taught me how creativity and branding are crucial in attracting talent.
4. **Cross-cultural Understanding:** By speaking to candidates across India, I gained knowledge about regional preferences, salary expectations, and work cultures.
5. **Time-bound Project Execution:** I understood the importance of meeting deadlines when handling corporate clients.
6. **Handling Rejections & Dropouts:** Learned how to deal with candidate rejections calmly and continue sourcing alternatives quickly.
7. **Team Dynamics:** Realized that HR consulting is not an individual role but a team-driven process where coordination is vital.

# CHAPTER - 6

## **CONCLUSIONS:**

After carefully analyzing my six-week internship experience at FINIX Consulting, Bhubaneswar, and reflecting on the findings, the following conclusions can be drawn:

### **1. End-to-End Recruitment Exposure:**

- I gained practical exposure to the complete recruitment life cycle – from analyzing job descriptions, sourcing, screening, coordinating interviews, to onboarding selected candidates.
- This provided me with an understanding of how consulting firms manage multiple client requirements under strict deadlines.

### **2. Strategic Importance of HR Consulting:**

- HR consulting firms like FINIX act as strategic partners for organizations by helping them reduce hiring time, cut costs, and access a wider talent pool.
- Outsourcing HR is especially beneficial for companies operating across multiple regions, as consultants have stronger networks and databases.

### **3. Role of Technology in Recruitment:**

- Platforms such as Naukri, Apna, and LinkedIn played a critical role in sourcing candidates quickly and effectively.
- The Naukri Corporate Training webinar proved how digital platforms can be optimized with filters, keywords, and job posting strategies.

### **4. Employer Branding is Crucial:**

- Professionally designed job posters and engaging job posts enhanced the company's ability to attract quality candidates.
- Strong client brand names (like Aditya Birla) naturally attracted candidates more easily, highlighting the value of employer branding.

### **5. Candidate Behavior Patterns:**

- Metro-city candidates tend to prefer higher salaries and career growth opportunities, while tier-2 and tier-3 city candidates prioritize job stability and location preference.
- A significant number of candidates dropped out during or after the interview stage due to mismatches in expectations, indicating the importance of clear communication.
- Cultural celebrations like Raja festival boosted employee morale, teamwork, and inclusivity.
- This reinforced the conclusion that HR is not just about hiring, but also about maintaining a motivated and engaged workforce.

### **6. Personal Development:**

- The internship significantly improved my communication, persuasion,

negotiation, and multitasking skills.

- I also developed technical HR skills such as sourcing strategies, documentation, recruitment tracker management, and onboarding support.

### **SUGGESTIONS:**

Based on the findings and conclusions, I propose the following recommendations for FINIX Consulting and for improving HR consulting practices:

#### **1. Enhance Candidate Communication:**

- Provide more detailed job descriptions and realistic previews of roles to reduce candidate dropouts.
- Use automated follow-up tools (emails, WhatsApp reminders) to improve attendance in interviews.

#### **2. Strengthen Employer Branding:**

- Continue creating engaging posters, but also invest in digital campaigns (LinkedIn ads, Instagram job reels) to attract younger candidates.
- Promote employee testimonials and client success stories to build trust among job seekers.

#### **3. Expand Regional Outreach:**

- Strengthen field-recruitment networks in smaller cities and towns to meet the growing demand for local hiring.
- Partner with regional training institutes, colleges, and skill centers to build a pipeline of fresh talent.

#### **4. Use Data Analytics in Recruitment:**

- Develop dashboards to track candidate sourcing, interview success ratios, and offer acceptance rates.
- Use predictive analytics to anticipate candidate dropouts and suggest better matches.

**5. Improve Onboarding Support:**

- Provide structured onboarding handbooks and induction sessions for new hires.
- Regular follow-ups with placed candidates during their initial employment phase can improve retention.

**6. Cultural and Engagement Activities:**

- Organize small cultural and motivational activities regularly, not just during festivals.
- Employee engagement programs will further strengthen FINIX's brand image as a people-oriented consulting firm.

**7. Training & Development for Interns:**

- Offering structured training sessions (on sourcing tools, HR analytics, and corporate communication) for interns will improve efficiency and create a strong future talent pipeline for FINIX itself.

The internship with FINIX Consulting was a comprehensive learning experience. It not only gave me professional exposure to HR consulting and recruitment but also helped me grow personally in terms of communication, adaptability, and strategic thinking.

For HR firms like FINIX, the future lies in combining technology-driven recruitment with personalized candidate engagement. By implementing the above suggestions, the organization can further strengthen its market presence, enhance client satisfaction, and create a sustainable talent pipeline.

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## **ANNEXURE:**

### **Annexure – I: Questionnaire for Survey**

Survey Title: Candidate Experience with Recruitment Process

Target Respondents: Job applicants sourced by FINIX Consulting

#### **Sample Questions:**

1. How did you come across this job opening? (Naukri / Apna / LinkedIn / Referral / Other)
2. Were you satisfied with the communication from the HR team during the process? (Yes/No)
3. Did the recruiter explain the job description clearly? (Yes/No/Partially)
4. How many interview rounds did you attend?
5. Was the onboarding process explained clearly? (Yes/No)
6. Rate your overall experience with the recruitment process (1–5).
7. What improvements would you suggest for HR consultants like FINIX?

### **Annexure – II: Sample Job Posters Created**

This is the job poster i designed during my internship in Canva.



## Annexure – III: Weekly Progress Reports



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR**  
Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-75  
Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

### SIP WEEKLY PROGRESS REPORT

Name: **SONALI NAYAK**  
University Regn. No.: **2406258206**  
Internship Organization: **FINIX CONSULTING** Department  
worked in: **HR**  
Faculty Guide: **Prof. BONITA MITRA** Company  
Guide: **RAKESH KUMAR SWAIN** Week No.: **3**  
Date: **18<sup>th</sup> June to 25<sup>th</sup> June**

#### 1. Detailed description of tasks done during the week (give a description of main tasks worked on, key accomplishments, tools/technologies used if any).

This week, I remained proactive in sourcing highly qualified candidates across multiple locations to meet recruitment targets. I began leveraging the Apna platform for sourcing, where I strategically use targeted keywords and key skills to filter and shortlist suitable profiles. I then connect directly with motivated students who are actively exploring internship opportunities. I also participated in an interview session to gain deeper insights into the interview process and enhance my understanding of candidate evaluation techniques.

#### 2. Achievements (if any) during the week:

This week, I continued with candidate outreach to source better and more qualified profiles. I made over 700+ calls throughout the week and also took responsibility for scheduling and coordinating interviews for the shortlisted candidates. I'm glad to share that I successfully closed the recruitment for locations like Lucknow, Hyderabad, Chennai, Bangalore, Kolkata & Mumbai.

Sonali Nayak

Signature of the Student

Signature of the Faculty Guide

## Annexure – IV: Recruitment Tracker Format

| UserProfile |                               | Sheet1       |                               |                |                            |                    |                  |                         |                       |                        |               |
|-------------|-------------------------------|--------------|-------------------------------|----------------|----------------------------|--------------------|------------------|-------------------------|-----------------------|------------------------|---------------|
| Sr          | Full Name                     | Phone number | Email                         | Freelance/Type | Department                 | Current City       | Current Area     | Highest Education Level | Course                | Specialization         | Language      |
| 1           | IQBAL AHMAD SAYYAD            | 8123478601   | sayyadqhalas78@gmail.com      | Freelance      | Marketing (Belagacy)       | Old Goudhi Nagar   | Goudhi Nagar     | Graduate                | BBA                   | Marketing              | English,Hindi |
| 2           | Sameer Katar                  | 9782513801   | sameerkatar@gmail.com         | Freelance      | Advertising (Delagacy)     | Delagacy Fort Area | Delagacy         | Graduate                | BBA                   | Marketing              | English,Hindi |
| 3           | Narayan Baidi                 | 8762780963   | nbaidi7@gmail.com             | Freelance      | Sales & B2B(Hubli-Dharwad) | Hubli-Dharwad      | Hubli-Dharwad    | Graduate                | BBA                   | Marketing              | English,Hindi |
| 4           | Keshav A. Haldang             | 7892513724   | keshavhaldang97@gmail.com     | Freelance      | Human Res(Delagacy)        | Delagacy           | Delagacy         | Graduate                | BBA                   | Marketing              | English,Hindi |
| 5           | Venupadabegund N. Poleraganti | 8362752584   | venupadabegund2009@gmail.com  | Freelance      | Marketing (Dharwad)        | Shivaji Nagar      | Shivaji Nagar    | Post GraduateMBA        | Marketing             | English,Kann           |               |
| 6           | Adarsha N Y                   | 8217352350   | yadashad@gmail.com            | Freelance      | Sales & B2B(Delagacy)      | Hindoladi          | Hindoladi        | Post GraduateMBA        | Marketing and English | English,Hindi          |               |
| 7           | Mahesh Kumar                  | 8217352350   | maheshkumar97@gmail.com       | Freelance      | Customer S2(Hubli-Dharwad) | Hubli-Dharwad      | Hubli-Dharwad    | Graduate                | B.Com                 | Finance                | English,Hindi |
| 8           | Vijay Singhania               | 9662742361   | vijaysinghania20@gmail.com    | Freelance      | Customer S2(Delagacy)      | Vijay Nagar        | Vijay Nagar      | Graduate                | BBA                   | Marketing and English  | English,Hindi |
| 9           | Kiran Kumar Todekar           | 8105654548   | kiran_todekar20@gmail.com     | Freelance      | Advertising Hubli-Dharwad  | Hubli-Dharwad      | Hubli-Dharwad    | Graduate                | B.Com                 | Digital Marketing      | English,Hindi |
| 10          | Maheshwari M Manoj            | 8361875732   | manojmaheshwari@gmail.com     | Freelance      | Customer S2(Delagacy)      | Angol              | Angol            | Post GraduateMBA        | Marketing and English | English,Hindi          |               |
| 11          | Akash Mishra                  | 8884672300   | apark13@gmail.com             | Freelance      | Finance & Hubli-Dharwad    | Gokul              | Gokul            | Graduate                | B.Com                 | Accounting and English | English,Hindi |
| 12          | MDI Aditya rane               | 9003484396   | adityarane143@gmail.com       | Freelance      | Teaching & Hubli-Dharwad   | Santosh Nagar      | Santosh Nagar    | Graduate                | B.A                   | Sociology              | English,Kann  |
| 13          | Gopal Gouda                   | 9784054768   | gopalg92@gmail.com            | Freelance      | Sales & B2B(Hubli-Dharwad) | Camp               | Camp             | Graduate                | BBA (Hons)            | Accounting             | English,Kann  |
| 14          | Akshay G. Bhabhane            | 9722100810   | akshayg.bhabhane@gmail.com    | Freelance      | Finance & (Delagacy)       | Delagacy           | Delagacy         | Graduate                | BBA                   | Marketing              | English,Hindi |
| 15          | Kartik Bhandari               | 8923367793   | kartikbhandari902@gmail.com   | Freelance      | Marketing (Hubli-Dharwad)  | Mahana Metro Po    | Mahana Metro Po  | Graduate                | BBA                   | Marketing              | English,Hindi |
| 16          | Pooja Sath                    | 9033490255   | poojasath90@gmail.com         | Freelance      | Admin (Delagacy)           | Delagacy Market    | Delagacy Market  | Graduate                | BBA                   | Marketing              | English,Hindi |
| 17          | Ram Kumar Hinar               | 9033490255   | ramkumarhinar@gmail.com       | Freelance      | Finance & Hubli-Dharwad    | Old Hubli          | Old Hubli        | Graduate                | BBA                   | Marketing              | English,Kann  |
| 18          | Ayush Shrivastava             | 9033490255   | ayushshrivastava@gmail.com    | Freelance      | Human Res(Delagacy)        | Delagacy           | Delagacy         | Graduate                | BBA                   | Marketing              | English,Hindi |
| 19          | Nirupam Jaiswal               | 8363650205   | nirupamjaiswal90@gmail.com    | Freelance      | Environment(Delagacy)      | Vijay Nagar        | Vijay Nagar      | Post GraduateMBA        | Marketing and English | English,Hindi          |               |
| 20          | Rashmi Sengupta S. Sukarni    | 9026811583   | rashmisengupta@gmail.com      | Freelance      | Hubli-Dharwad              | Hubli-Dharwad      | Hubli-Dharwad    | Graduate                | BBA                   | Marketing              | English,Hindi |
| 21          | Kavitha Kumar R.V             | 9784236790   | kavithakumar97@gmail.com      | Freelance      | Finance & (Dharwad)        | Dharwad            | Dharwad          | Post GraduateMBA        | Marketing and English | English,Hindi          |               |
| 22          | Fardousi Soudagar             | 8361756674   | fardousisoudagar@gmail.com    | Freelance      | Sales & B2B(Hubli-Dharwad) | Delagacy           | Delagacy         | Graduate                | BBA                   | Physics, Chemist       | English,Hindi |
| 23          | Anshu R. Panyar               | 9044635667   | anshupanyar@gmail.com         | Freelance      | Finance & (Delagacy)       | Belagum Market Y   | Belagum Market Y | 12th Pass               | Higher Sec            | Marketing              | Kannada,Engl  |
| 24          | Ravindra Udit                 | 900160621    | ravindraudit@gmail.com        | Freelance      | Hubli-Dharwad              | Vijay Nagar        | Vijay Nagar      | Post GraduateMBA        | Marketing             | English,Hindi          |               |
| 25          | Prashant                      | 9064994586   | prashantprashant977@gmail.com | Freelance      | Risk Manag(Hubli-Dharwad)  | Nayangan           | Nayangan         | Post GraduateMBA        | Marketing and English | English,Hindi          |               |
| 26          | Manish Kumar Puri             | 8361817174   | manishkumarpuri19@gmail.com   | Freelance      | Customer S2(Delagacy)      | Delagacy           | Delagacy         | Graduate                | B.Com                 | Marketing and English  | English,Hindi |
| 27          | Manish Kumar Puri             | 8361817174   | manishkumarpuri19@gmail.com   | Freelance      | Sales & B2B(Delagacy)      | Delagacy           | Delagacy         | Graduate                | BBA                   | Marketing and English  | English,Hindi |
| 28          | Manish Kumar Puri             | 8361817174   | manishkumarpuri19@gmail.com   | Freelance      | Software Hubli-Dharwad     | Sabari Nagar       | Sabari Nagar     | Graduate                | B.Com                 | Commerce               | English,Hindi |
| 29          | Manish Kumar Puri             | 8361817174   | manishkumarpuri19@gmail.com   | Freelance      | Software Hubli-Dharwad     | Delagacy           | Delagacy         | Graduate                | BBA                   | Marketing and English  | English,Hindi |
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