



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 2026

REPORT TITLE

**“ANALYSIS OF RECRUITMENT AND SELECTION PROCESS AT SKYY SKILL
ACADEMY”**

SUMMITTED BY

Bhumi Kumari Jaiswal
5-year Integrated MBA Batch: 2022-27
University Regn. No.: 2213258014

Faculty Guide

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BIITM, Bhubaneswar

Corporate Guide

Ms. Ananya Sahoo
Senior Executive, HR,
Skyy Skill Academy
Bhubaneswar



INTERSHIP COMPLETION LETTER

Ref. SSA/HR/402

Date: Nov 10th, 2025

Dear Ms. Bhumi Jaiswal,

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Bhumi Jaiswal has successfully completed her HR Internship with Skyy Skill Academy. Her internship tenure was from October 6th, 2025, to November 6th, 2025, at our Bhubaneswar office (Room No. 302, 3rd Floor, KIIT TBI-2, KIIT Campus-11, Patia).

During her internship, Bhumi demonstrated dedication, sincerity, and a strong learning attitude. She actively contributed to various HR activities including recruitment support, data management, and employee engagement initiatives.

We appreciate her efforts and wish her continued success in her academic and professional journey.

Regards

Skyy Skill Academy



Himansu Sekhar Panda

Director, Chief Executive Officer





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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that Ms. Bhumi Kumari Jaiswal bearing university registration no. 2213258014 has submitted her SIP report on “Analysis of Recruitment and Selection Process at Skyy Skill Academy” under my guidance in partial fulfillment of the requirements for the award of the degree of Management Studies.

The student has completed the work sincerely and the report has been prepared by her own efforts. To the best of my knowledge, this SIP report has not been submitted to any other institute or university for the award of any degree or diploma.

Date: 15.02.2026
Place: Bhubaneswar

Signature of the Faculty/Internal Guide
Name: Dr. Ipsita Dash
Designation: Assistant Professor
(OB&HR)

DECLARATION

I, Ms. Bhumi Kumari Jaiswal bearing university registration no. 2213258014 (2022-2027 batch), hereby declare that the project report titled “Analysis of the recruitment & selection process.” is based on my internship at Skyy Skill Academy, BBSR, during the period 06thOctober 2025 to 6stNovember 2025 is an original work done by me under the supervision of Ms. Ananya Sahoo (Corporate Guide) and Dr. Ipsita Dash (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 fulfillment of the requirements for the award of the degree of Integrated 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: 15.02.2026

Place: Bhubaneswar

Signature

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who supported and guided me in the successful completion of my project titled “to analyze the recruitment & selection process at Skyy Skill Academy:

A Survey Study”. First and foremost, I extend my heartfelt thanks to my project guide for their valuable guidance, continuous encouragement, and constructive suggestions throughout the course of this study. Their insights and expertise greatly contributed to shaping this research in a systematic and meaningful manner.

I am also thankful to the management and staff of the organization where I completed my internship for providing me with the opportunity to conduct this study. Their cooperation and support helped me gain practical exposure and a deeper understanding of savings behavior and insurance awareness among individuals.

I would like to sincerely thank all the respondents who took time from their busy schedules to participate in the survey. Their honest responses and valuable inputs formed the foundation of this research work.

I am deeply grateful to my faculty members for their academic support and motivation during the preparation of this project report. Their teachings and guidance have played a significant role in enhancing my knowledge in the field of finance and insurance.

Lastly, I would like to express my heartfelt appreciation to my family and friends for their constant encouragement, moral support, and motivation throughout the completion of this project.

Name of the Student: - Bhumi Kumari Jaiswal
Redge No: -2213258014

Abstract

The recruitment and selection process at Skyy Skill Academy serves as a foundational human resource function designed to attract, assess, and appoint qualified candidates who align with the institution's mission of delivering high-quality skill-based training. This process integrates systematic planning, transparent sourcing techniques, and structured evaluation methods to ensure that the Academy acquires competent personnel capable of enhancing organizational performance and sustaining its competitive edge in the educational sector.

Beginning with the identification of staffing needs through job analysis and forecasting, Skyy Skill Academy establishes clear job descriptions and specifications that reflect both the technical competencies and soft skills required for diverse roles. Strategic recruitment efforts leverage a blend of internal and external channels—including employee referrals, professional networks, online job platforms, and industry partnerships—to reach a broad and relevant talent pool.

Emphasis is placed on employer branding and value proposition communication to attract candidates whose professional goals and values resonate with the Academy's culture of continuous learning and innovation.

The selection phase employs a multi-tiered evaluation framework encompassing resume screening, preliminary assessments, structured interviews, and practical skill tests tailored to the specific demands of teaching and administrative functions. Decision-making is guided by competency mapping, behavioral indicators, and alignment with organizational values, ensuring that candidates are assessed on both technical proficiency and cultural fit. Throughout the process, equal opportunity principles and legal compliance are upheld to promote fairness, diversity, and inclusion.

Ultimately, the recruitment and selection process at Sky Skill Academy not only fulfills the immediate objective of staffing but also contributes to long-term organizational development by securing individuals who embody excellence, adaptability, and commitment to advancing learners' skill development. Continuous review and refinement of recruitment strategies further enable the Academy to respond proactively to evolving skill demands and labor market dynamics.

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CHAPTER-1

INTRODUCTION



1.1 Introduction

Recruitment and Selection are important functions of Human Resource Management at Skyy Skill Academy. As a skill development and training institute, the academy requires qualified trainers, counselors, marketing executives, and administrative staff to maintain quality education and smooth operations.

Recruitment refers to the process of attracting suitable candidates for job vacancies, while selection refers to choosing the most appropriate candidate from the applicants. Skyy Skill Academy follows a systematic and structured recruitment and selection procedure to ensure the right person is selected for the right job.

The main objectives of the recruitment and selection process are:

To hire skilled and competent employees

To improve organizational efficiency

To maintain high training standards

To reduce employee turnover

1.2 Steps of Recruitment & Selection Process

The recruitment and selection process at Skyy Skill Academy includes the following steps:

1. Manpower Planning

The HR department identifies the requirement of staff based on course demand and expansion needs.

2. Job Analysis and Job Description

Roles, responsibilities, qualifications, and required skills are clearly defined.

3. Advertisement of Vacancy

Job vacancies are posted on job portals, social media platforms, and through employee referrals.

4. Receiving Applications

Interested candidates submit their resumes through email or online portals.

5. Screening of Applications

HR shortlists candidates based on qualification and experience.

6. Interview Process

Telephonic Interview

Face-to-Face Interview

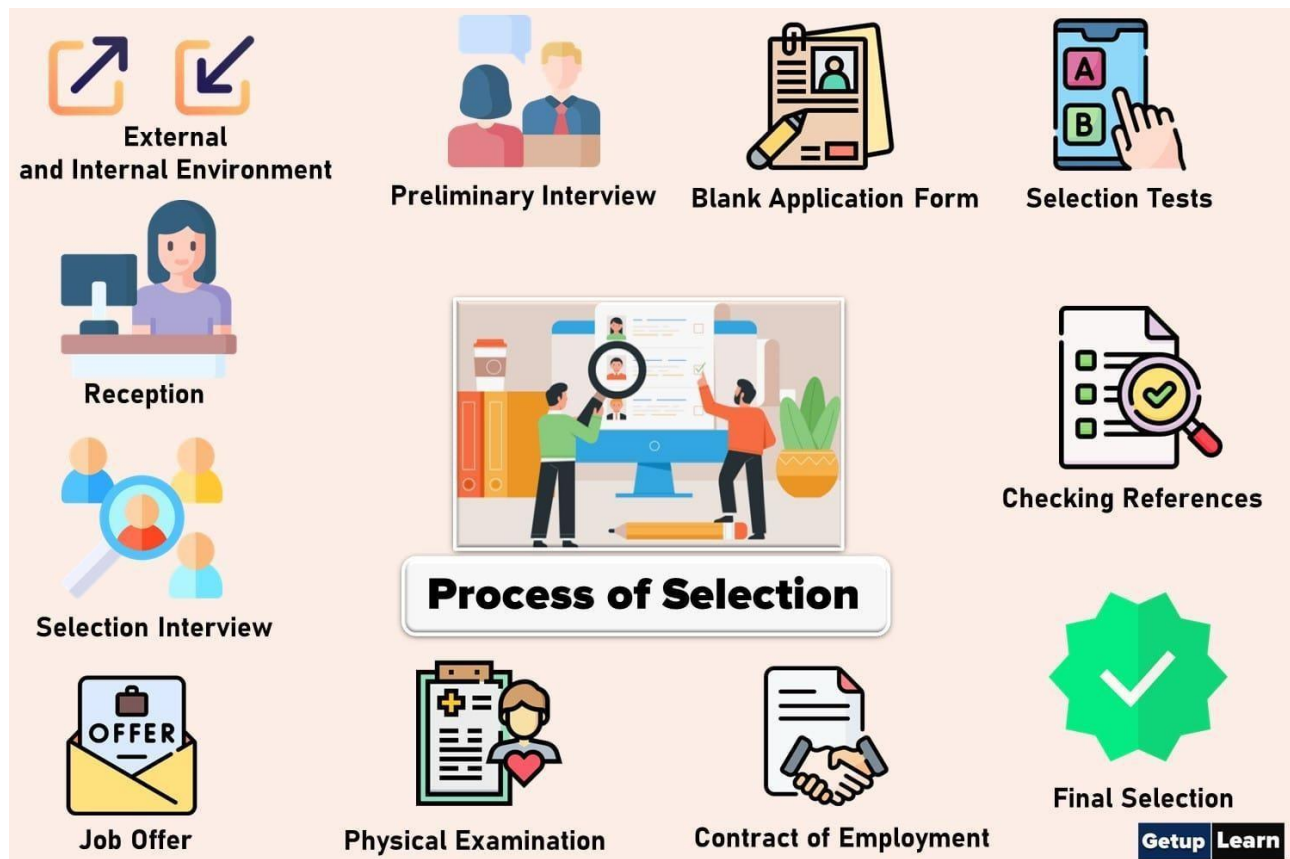
Technical/Practical Interview (Demo class for trainers)

7. Final Selection

The most suitable candidate is selected based on overall performance.

Offer Letter and Joining

Selected candidates receive an offer letter and complete joining formalities.



1.3 Recruitment

Recruitment is the process of searching for and attracting qualified candidates to apply for job vacancies. At Sky Skill Academy, recruitment is done for positions such as:

- Skill Trainers
- Academic Counselors
- Placement Officers
- Tele-callers
- Marketing Executives
- Administrative Staff

The academy ensures transparency and equal opportunity during recruitment.

Sources of Recruitment

Sky Skill Academy uses both internal and external sources of recruitment.



Internal Sources

- Employee referrals
- Promotion of existing employees
- Internal transfers

External Sources

- Online job portals (Naukri, indeed, etc.)
- Social media (LinkedIn, Facebook)
- Campus recruitment
- Walk-in interviews
- Newspaper advertisements

1.4 Selection

Selection is the process of choosing the most suitable candidate from the pool of applicants. It is a negative process because unsuitable candidates are rejected.

The selection procedure at Skyy Skill Academy includes:

- Resume screening
- Telephonic interview
- Personal interview
- Skill test or demo class (for trainers)
- Background verification
- Final approval by management
- The academy mainly focuses on communication skills, subject knowledge, teaching ability, experience, and positive attitude.

1.5 Background of the study

Nowadays, the world of business is instantaneously changing. As a part of an organization, HRM must be ready to deal with the changing effect of business environment.

Continuous improvement initiative, contingent workforce, changing skills requirement, and workers' collaboration are the issues for envisage.

Actually, it's a big challenge to provide support to any organization by providing the best personnel in limited time.

Recruitment is a process of attracting the potential people towards the organization.

Selection is a process by which try to nominate and then select the best people for the organization.

1.6 Scope of the study

The scope of the study is confined to the analysis of the recruitment and selection process of Skyy

Skill Academy. The study mainly focuses on understanding how the academy identifies manpower requirements, attracts potential candidates, and selects suitable employees for various positions.

This study covers:

- The recruitment policies and procedures followed at Skyy Skill Academy.
- The internal and external sources of recruitment used by the academy.
- The different stages involved in the selection process such as screening, interviews, and skill tests.
- The criteria used for evaluating and selecting candidates.
- The challenges faced during the recruitment and selection process.

The study is limited to the information collected during the internship period and is restricted only to Skyy Skill Academy. Other HR functions such as training, performance appraisal, and compensation are not covered in detail under this report.

1.7 Review of Literature

Review of literature refers to the study of previous research, theories, and concepts related to recruitment and selection. It helps in understanding the importance and effectiveness of recruitment and selection practices.

According to Michael Armstrong (2014), recruitment is the process of identifying and attracting qualified candidates for employment. He emphasized that recruitment plays a vital role in ensuring that organizations have competent employees.

Gary Dessler (2017) defined recruitment as the process of attracting qualified candidates to apply for jobs in an organization. He highlighted that recruitment helps organizations meet their manpower requirements.

Edwin B. Flippo defined recruitment as the process of searching for prospective employees and encouraging them to apply for jobs. Research studies show that effective recruitment and selection improve employee performance and organizational productivity. Proper recruitment helps organizations hire competent employees who can contribute to organizational success.

Online recruitment methods such as job portals and social media platforms have become popular because they help organizations attract a large number of candidates quickly and efficiently.

Structured interviews help organizations evaluate candidates effectively and select the most suitable candidates.

Proper recruitment planning helps organizations reduce hiring costs and improve efficiency. Internal recruitment helps motivate employees by providing growth opportunities, while external recruitment brings new skills and ideas into the organization.

Thus, recruitment and selection play an important role in improving organizational performance and achieving business goals.

1.8 Objective of the Report

1. To find out the different steps of recruitment and selection process of Skyy Skill Academy
2. To analyze the step by step of recruitment and selection process at skyy skill academy
3. To find out scope of improvement in recruitment and selection process of skyy skill academy.

1.8 Methodology of the Study

The study follows a systematic process starting from the selection of the topic to the preparation of the final report. The main objective of the methodology is to collect relevant data, analyze it properly, and present it in a structured manner.

The methodology adopted for this study includes:

- Selection of Topic: The topic “Recruitment and Selection Process at Skyy Skill Academy” was selected to understand the hiring practices of the organization.
- Data Collection: Data was collected from both primary and secondary sources.
- Primary Data: Interaction with HR personnel and employees, observation during internship.
- Secondary Data: Company records, official documents, websites, textbooks, and related articles.
- Data Analysis: The collected data was carefully analyzed and organized in a systematic way.
- Presentation & Interpretation: The findings were presented in a clear format with proper interpretation to highlight important aspects of the recruitment and selection process.

1.9 Major Difficulties Faced for Accomplishing Internship

There were some limitations faced during the internship period. These are:

- Lack of Information: Adequate organizational information of Skyy Skill Academy was not always accessible due to confidentiality policies.
- Time Constraints: The internship duration was limited, which was not sufficient to understand all Human Resource activities in detail.
- Restrictions on Documents: Access to certain official documents and internal records was restricted for security reasons.
- Limited Practical Exposure: As the internship period was short, exposure to the complete recruitment cycle was limited.

CHAPTER-2

Company Profile



Company Profile:



2.1 ABOUT COMPANY

Skyy Skill Academy is an Indian skill-development and job-placement training platform focused on making students and professionals industry-ready through practical, job-oriented learning. It was founded in 2018 (originally as Skyy Rider Institutions) and later rebranded as Skyy Skill Academy.

What It Is

- A national-level award-winning skill development platform offering courses in areas like electric vehicles, automotive technology, embedded systems, CAD/CAM, IoT, robotics, and industry 4.0 tech.
- It combines online, offline, and hybrid learning formats with hands-on projects, live sessions, and mentorship from industry experts.
- The academy partners with industry leaders and reputed institutions (including collaborations with engineers and tech councils) to align training with real job requirements.

2.2 Core Mission and Vision

Core Mission of Skyy Skill Academy Skyy

Skill Academy's mission focuses on:

1. Bridging the gap between education and employment

They aim to connect formal academic learning with real-world industry requirements by offering practical, industry-aligned training programs.

2. Transforming careers through skill development

The academy is dedicated to equipping students and professionals with hands-on skills in high-growth and future technologies (like EV, embedded systems, CAD/CAM, etc.) to make them ready for the workforce.

3. Enhancing employability and job readiness

Through training, live projects, mentoring, internships, and placement support, they aim to help learners secure meaningful jobs in core and emerging sectors.

In short: To empower learners with practical, industry-relevant skills and help them successfully

transition into rewarding jobs.

Core Vision of Skyy Skill Academy

The vision of Skyy Skill Academy centers on:

1. Becoming a leading global skill development platform

They aspire to be recognized not just in India but internationally as a trusted institute that equips students with future-ready skills.

2. Creating a skilled workforce for emerging industries

Their vision includes producing professionals who are industry-ready from day one, especially in advanced technology sectors that are shaping the future of work.

3. Driving innovation and sustainable career growth

Skyy Skill Academy looks to foster innovation, practical problem-solving, and continuous learning that enables individuals to grow and adapt throughout their careers.

2.3 Core Values and Principles

Skyy Skill Academy is built on the core values of industry relevance, practical learning, and career transformation. The academy focuses on bridging the gap between classroom education and real-world job requirements by offering hands-on training aligned with current industry standards. It values collaboration with industry experts and organizations to ensure students gain updated technical knowledge and employable skills. The institution also believes in maintaining quality, professionalism, and ethical practices in all its training programs to help learners confidently enter the workforce.

The guiding principles of Skyy Skill Academy revolve around student empowerment, accessibility, and continuous improvement. The academy strives to make skill development affordable and flexible through online, offline, and hybrid learning models. It emphasizes innovation, practical exposure, and placement support so that learners are not just educated but industry-ready. By focusing on excellence, transparency, and long-term career growth, the academy aims to build a skilled and confident workforce prepared for emerging technologies and modern industries.

2.4 Service Portfolio

Skyy Skill Academy offers a wide-ranging service portfolio designed to help learners gain practical skills, industry exposure, and career opportunities in technology and engineering domains. Their main offerings include:

1. Job-Guaranteed Programs

These are intensive training programs focused on helping learners secure employment. They include placement support with interview drives, real-world projects, and 100% placement

assistance. Programs often come with industry-recognized certificates and are designed for core and emerging sectors like automotive, EV tech, and software development.

2. Professional Courses

Structured advanced courses — often developed in collaboration with industry partners like E&ICT Academy, IIT Kanpur — that include live sessions, hands-on learning, and live projects. These help students build deep expertise in specific areas such as IoT, embedded systems, vehicle design, and advanced technologies.

3. Certification Courses

Short- to medium-length programs that provide globally accepted certificates upon completion. These courses focus on practical skills, live projects, and industry standards to boost employability and career growth in fields like CAD, embedded systems, EV technologies, and more.

4. Self-Paced Learning

Flexible learning options that allow learners to study at their own pace with lifetime access to course materials. This is ideal for individuals who want to learn new skills without fixed schedules or timelines.

5. Summer Internship & Project Programs

Structured internship programs that combine training with real-world project experience, helping learners build portfolios and strengthen their resumes for job placements.

6. Career & Placement Support

Skyy Skill Academy provides career guidance services including resume building, interview preparation, placement drives, and networking with hiring partners across industries, which aims to support learners until they secure a role.

7. Centre of Excellence & Lab Setup Services

They also offer services to educational institutions and partners to set up state-of-the-art labs, e-mobility facilities, and Centers of Excellence for skill development, research, and practical training.

8. Workshops & Industrial Collaborations

Workshops, guest sessions, and specialized training conducted with industry experts and partner organizations (including automotive and tech companies) to give learners exposure to real industry practices.

In summary, Skyy Skill Academy's service portfolio spans job-oriented training, professional certifications, flexible self-paced courses, internships, career support, and institutional skill

infrastructure services — all aimed at making learners *industry-ready and competitive* in today's tech and engineering job markets.

2.5 Organizational Achievements & Commitment

Organizational Achievements

Skyy Skill Academy has established itself as a recognized skill development platform in India by training thousands of students in emerging and core technical domains such as Electric Vehicles (EV), embedded systems, CAD/CAM, and advanced automotive technologies. The academy has built strong collaborations with industry partners and reputed institutions to ensure industry-aligned training. It has also received recognition for its contribution to skill development and employability enhancement. Through job-guaranteed programs, internships, and placement drives, the organization has successfully supported many learners in securing employment opportunities in reputed companies. Additionally, its expansion into multiple cities and hybrid learning models reflects its growth and reach in the skill education sector.

Organizational Commitment

Skyy Skill Academy is committed to bridging the gap between academic education and industry requirements by providing practical, hands-on training. The organization focuses on maintaining high-quality standards in course delivery, continuously updating its curriculum according to evolving technologies, and ensuring accessible learning opportunities for students from diverse backgrounds. It is dedicated to empowering learners with confidence, employable skills, and career guidance through mentorship and placement support. The academy also remains committed to ethical practices, transparency, and long-term career growth of its students, aiming to create a skilled and industry-ready workforce for the future.

2.6 Industry Analysis

Industry Overview

The skill development and vocational training industry in India focuses on providing job-oriented, practical training to students and professionals. With rapid technological advancements, industries require skilled manpower in areas like EV technology, automation, AI, embedded systems, and advanced manufacturing. Traditional education often lacks practical exposure, creating a skill gap — which has increased the demand for professional training institutes.

Government initiatives such as Skill India Mission by Government of India and policies under the .

Market Growth

National Skill Development Corporation (NSDC) have further boosted this sector.

- India has one of the world's largest youth populations, creating high demand for employable skills.
- The rise of Electric Vehicles (EV), Industry 4.0, automation, and IT sectors has expanded opportunities for technical skill training.
- Online and hybrid learning platforms have accelerated growth after COVID-19.
- Increasing competition among training institutes and EdTech companies.

The Indian skill development market is expected to grow steadily due to increasing unemployment among graduates and rising employer demand for practical skills.

Key Drivers of Growth

Growing youth population

Rising unemployment among degree holders

Industry demand for specialized technical skills

Government support for vocational education Digital transformation and online learning adoption

2.7 Challenges in the Industry

Quality control and standardization issues

Mismatch between training and actual industry needs High competition from EdTech platforms

Placement guarantee credibility concerns

Affordability for students from rural backgrounds

2.8 Opportunities

Expansion into emerging technologies (EV, AI, Robotics) Corporate training and upskilling programs

International skill certification partnerships

Rural and Tier-2/Tier-3 city expansion

Online global learning platforms

2.9 SWOT Analysis of Skyy Skill Academy

1. STRENGTHS

1. Industry-Aligned Training: Focuses on practical, job-oriented skill programs that bridge the gap between academics and employment.
2. Wide Course Portfolio: Offers diverse programs in high-growth areas like EV technology,

embedded systems, CAD/CAM, automation, etc.

3. **Placement Support:** Dedicated career guidance, resume preparation, and placement assistance for learners.
4. **Flexible Learning Models:** Online, offline, and hybrid options make courses accessible to a broader audience.
5. **Industry Collaborations:** Partnerships with industry experts and organizations help ensure credible training and updated curriculum.

2. WEAKNESSES

1. **Brand Visibility:** Compared to large EdTech companies or established institutions, brand recognition may be lower.
2. **Standardization:** Quality and consistency of training across locations and modes can be a challenge without strong oversight.
3. **Placement Guarantee Credibility:** “Placement-assured” programs may sometimes face scepticism without verified placement data.
4. **Resource Limitations:** As a specialized training provider, scaling infrastructure like labs and faculty uniformly can be resource-intensive.

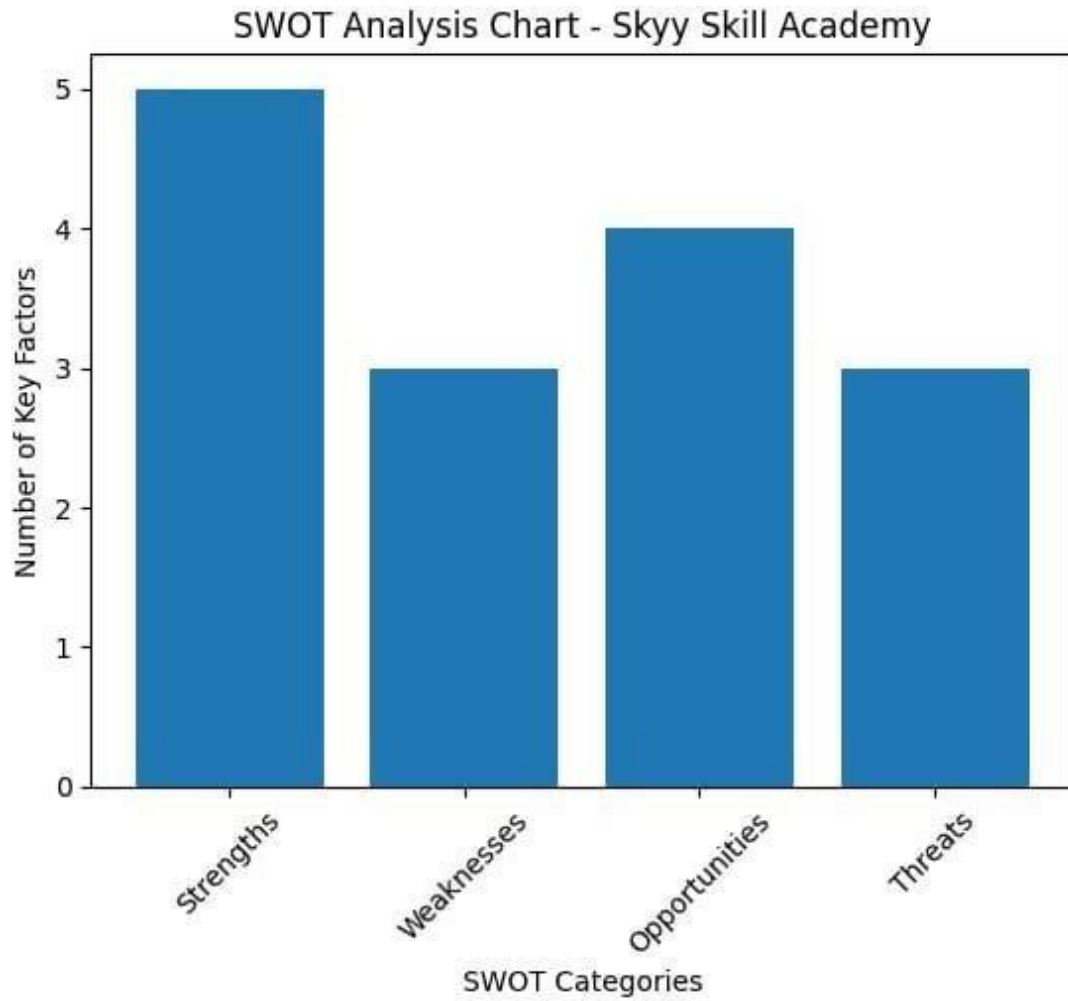
3. OPPORTUNITIES

1. **Growing Demand for Skilled Workforce:** Increasing industry demand for practical technical skills (especially EV and Industry 4.0 technologies).
2. **Government Support:** Initiatives like the Skill India Mission encourage vocational training adoption across India.
3. **Tier-2/Tier-3 Market Expansion:** Rising aspirations in smaller cities present opportunities to expand presence.
4. **Corporate Training Partnerships:** Growing need for upskilling in companies creates B2B opportunities.
5. **Global Online Market:** Online courses can attract learners beyond India, expanding the user base.

4. THREATS

1. **High Competition:** Intense competition from EdTech platforms, university programs, and large training firms.
2. **Technology Changes:** Rapid tech evolution requires constant curriculum revisions to stay relevant.

3. Regulatory Changes: Any changes in vocational training policies or accreditation requirements can impact operations.
4. Price Sensitivity: Price competition in skill training can affect margins and learner conversions.
5. Economic Downturns: Job market slowdowns reduce enrolment in paid programs.



CHAPTER-3

COMPETITOR ANALYSIS



COMPETITOR ANALYSIS

Competitor Landscape – Skill Development & Upskilling (India)

3.1 Introduction to Competitor Analysis

Competitor analysis is an important part of business strategy that helps organizations understand their position in the market relative to other similar organizations. It involves identifying key competitors, analyzing their strengths and weaknesses, comparing their products and services, and understanding their competitive strategies. Competitor analysis helps organizations improve their services, develop competitive advantages, and enhance their market position.

For a training and skill development institute like Skyy Skill Academy, competitor analysis is essential because the skill development industry is highly competitive. Many training institutes provide similar courses and services. Therefore, it is important for Skyy Skill Academy to analyze its competitors and identify areas where it can improve and differentiate itself.

This chapter focuses on analyzing the competitors of Skyy Skill Academy, comparing their products and services, identifying their strengths and weaknesses, and evaluating the competitive advantage of Skyy Skill Academy.

3.2 Major Competitors of Skyy Skill Academy

Skyy Skill Academy faces competition from various national and local training institutes. Some of the major competitors include:

- NIIT
- Aptech
- Local training institutes

These organizations provide skill development and professional training programs similar to Skyy Skill Academy.

3.3 Overview of Competitors

NIIT

NIIT is one of the leading training institutes in India. It provides IT training, professional courses, and skill development programs. NIIT has a strong brand reputation and operates in multiple locations.

Services offered by NIIT:

- IT training programs
- Software development courses
- Professional certification courses
- Career development programs

Strengths of NIIT:

- Strong brand image
- Experienced trainers
- Advanced training infrastructure
- Wide market presence

Weaknesses of NIIT:

- High course fees
- Less personalized attention due to large student batches

Aptech

Aptech is another well-known training institute that provides technical and professional training programs. It has a global presence and provides various career-oriented courses.

Services offered by Aptech:

- Technical training programs
- IT courses
- Professional development programs
- Certification courses

Strengths of Aptech:

- Global presence
- Recognized certification
- Structured training programs

Weaknesses of Aptech:

- Higher training costs
- Limited personalized attention

Local Training Institutes

Local training institutes provide skill development programs at a lower cost. These institutes operate in local areas and attract students who prefer affordable training options.

Services offered by local institutes:

- Basic skill training
- Technical courses
- Career guidance

Strengths of local institutes:

- Low training fees
- Easy accessibility

Weaknesses of local institutes:

- Limited infrastructure
- Lack of brand recognition
- Limited placement support

3.4 Skyv Skill Academy can improve its competitive position by adopting the following strategies:

- Increase marketing and promotion
- Improve infrastructure
- Introduce new courses
- Strengthen placement partnerships
- Use online training platforms

These strategies will help improve competitiveness.

3.5 Key Comparison

Provider	Focus Areas	Delivery Mode	Placement Support	Differentiator
Skyy Skill Academy	EV, automotive, engineering	Online/Offline/Hybrid	Yes	Industry-specific vocational emphasis
Simplilearn	Digital & tech skills	Online	Yes	Global certifications/partnerships
Intelli Paat	Tech upskilling	Online	Yes	Flexible online delivery
Great Learning	Data & analytics	Online/Blended	Yes	Mentored career paths
Scaler Academy	Advanced software tech	Online	Yes	Deep mentorship model
NIIT	Vocational & IT training	Offline & Online	Yes	Legacy brand & scale

3.6 Strategic Insights

- Skyy Skill Academy stands out for its niche specialization in engineering, automotive and EV technology training, which differentiates it from mainstream digital tech or software upskilling competitors.
- Platforms like Simplilearn, Intelli Paat, Great Learning, and Scaler lean heavily towards software, cloud, AI and data skills, often with broader global recognition.
- NIIT's long history and nationwide delivery model make it a strong competitor in general vocational and IT skilling.
- A key challenge for Skyy Skill Academy is to maintain quality placement outcomes and industry reputation amid competition from established global providers. However, its sector-specific labs, partnerships, and hands-on focus remain core advantages.

3.7 What Sets Skyy Skill Academy Apart

Industry Partnerships & Labs

Skyy Skill Academy claims direct collaborations with automotive and tech firms for course delivery and project work — including Ashok Leyland, Bosch Rexroth, and TVS, and maintains EV Skill Labs and Centers of Excellence with industry inputs.

Hands-on Real Projects

Their programs emphasize live projects like vehicle design, simulation, and prototype development — something many online platforms don't offer at scale.

Hybrid & Practical Learning

Skyy Skill uses blended models (online live + in-person labs) to reduce dropout rates and boost practical skill application, especially for engineering streams.

Industry Recognition

Certification partnerships with ESSCI and alliances with research councils and academic counterparts lend industry credibility to some programs.

3.8 Market Perception & Feedback Comparison

Skyy Skill Academy — Student Reviews

- Many local reviews highlight expert faculty, strong support, practical curriculum, and affordable pricing.
- Some students specifically mention personal attention, relevant courses, and small class sizes helping learning.

3.9 Caveats & Mixed Signals

- Not all placement outcomes may be centrally verified; some claims are from promotional materials and require due diligence.
- Employer reviews on job boards (e.g., Glassdoor/Ambition Box) show average work culture feedback for the company itself, indicating room for improvement as an employer/service provider.

Note: This does not reflect on course quality directly but gives context on organization reputation and internal operations.

3.10 How Skyy Skill Stands Out from Competitors

Strengths Over General EdTech

- Industry-specific training (EVs, automotive, manufacturing) vs. broad software focus by platforms like Simplilearn.
- Physical labs and real-world prototyping opportunities, rare in most online training providers.
- Affordable pricing with flexible modes reportedly suitable for students from varied economic backgrounds.

3.11 Limitations vs. Major EdTech

Brand recognition globally is lower compared to multinational providers like Simplilearn & Great Learning.

Focus is heavier on core tech and engineering domains, so not as strong for pure IT/software career paths.

CHAPTER- 4

CANDIDATE ANALYSIS



CANDIDATE ANALYSIS

4.1 Introduction

Candidate analysis is an important aspect of recruitment and selection that helps organizations understand the characteristics, expectations, and behavior of job applicants. It enables the organization to identify suitable candidates who meet the job requirements and contribute to organizational success. Candidate analysis includes identifying types of candidates, understanding their expectations, analyzing recruitment sources, evaluating candidate decision-making behavior, and understanding factors influencing their employment choices.

In the case of Skyy Skill Academy, candidate analysis plays a crucial role in ensuring that the organization recruits qualified and competent employees such as trainers, administrative staff, and marketing staff. These employees are responsible for delivering training services, managing administrative operations, and promoting the organization's services.

The effectiveness of recruitment depends on understanding candidate needs, expectations, and motivations. By analyzing candidate behavior, the organization can improve recruitment strategies and attract talented individuals.

4.2 Types of Candidates:

Skyy Skill Academy recruits' candidates for different roles depending on organizational requirements. The main types of candidates include:

1. Trainers

Trainers are responsible for delivering training programs to students. They play a key role in skill development and knowledge transfer.

Responsibilities of Trainers:

- Deliver training sessions
- Provide practical knowledge and skills
- Evaluate student performance
- Provide career guidance

Skills required for Trainers:

- Subject knowledge
- Communication skills
- Teaching ability
- Professional experience

Trainers are important because they directly influence the quality of training provided by the organization.

2. Administrative Staff

Administrative staff are responsible for managing office operations and supporting organizational activities.

Responsibilities of Administrative Staff:

- Maintaining records
- Managing student information
- Handling office documentation
- Supporting HR activities

Administrative staff ensure smooth functioning of the organization.

3. Marketing Staff

Marketing staff are responsible for promoting the services of the organization and attracting students.

Responsibilities of Marketing Staff:

- Promoting training programs
- Communicating with potential students
- Conducting marketing campaigns
- Generating leads

Marketing staff play a key role in organizational growth.

4.3 Candidate Expectations

Candidates have certain expectations when applying for jobs. Understanding these expectations helps organizations attract and retain employees.

1. Salary Expectations

Candidates expect fair and competitive salary based on their qualifications and experience. Salary is one of the most important factors influencing candidate decisions.

At Skyy Skill Academy, salary depends on job role, qualifications, and experience.

2. Career Growth

Candidates expect career growth opportunities. They prefer organizations that provide opportunities for promotion and skill development.

Career growth improves employee motivation and job satisfaction.

3. Job Security

Job security is an important expectation of candidates. Candidates prefer organizations that provide stable employment.

Job security increases employee commitment and reduces turnover.

4. Learning and Development

Candidates expect opportunities to improve their skills and knowledge.

Training programs help employees develop professionally.

5. Positive Work Environment

Candidates prefer organizations that provide supportive work environment. A positive environment improves employee performance.

4.4 Recruitment Sources Used:

Recruitment sources refer to the methods used by organizations to attract candidates. Skyy Skill Academy uses various recruitment sources.

1. Job Portals

Job portals are online platforms where organizations post job vacancies.

Examples include:

- Naukri.com
- Indeed
- LinkedIn

Job portals help attract large number of candidates.

2. Employee Referrals

Employee referrals involve recommending candidates by existing employees.

This method helps find reliable candidates.

Employee referrals reduce recruitment cost.

3. Social Media

Social media platforms such as Facebook, LinkedIn, and Instagram are used for recruitment. Social media helps reach large audience.

4. Direct Applications

Candidates can apply directly by visiting the institute or submitting resumes. This method helps attract local candidates.

4.5 Candidate Buying Behavior (Decision Making Process)

Candidate behavior refers to how candidates decide to apply for a job. The decision-making process includes the following steps:

1. Need Recognition

Candidates recognize the need for employment. They search for job opportunities.

2. Information Search

Candidates search for job information using:

- Job portals
- Social media

3. Evaluation of Alternatives

Candidates compare different organizations based on:

- Salary
- Work environment
- Career growth

4. Application Decision

Candidates apply for jobs based on evaluation.

5. Post-Selection Behavior

Candidates evaluate job satisfaction after joining. Satisfied employees remain with the organization.

4.6 Factors Influencing Candidate Decision

Several factors influence candidate decision.

1. Economic Factors

Salary and benefits influence candidate decisions.

2. Social Factors

Family, friends, and colleagues influence candidate decisions.

3. Personal Factors

Education, experience, and career goals influence decisions.

4. Organizational Factors

Company reputation and work environment influence decisions.

4.7 How Candidates Choose an organization

Candidates evaluate organizations based on several factors:

- Salary and benefits
- Career growth
- Work environment
- Organizational reputation
- Job security

Skyy Skill Academy attracts candidates by providing career opportunities and supportive work environment.

4.8 Candidate Satisfaction and Retention

Candidate satisfaction is important for employee retention. Satisfied employees perform better and remain in the organization. Skyy Skill Academy improves employee satisfaction by:

- Providing fair salary
- Providing career growth opportunities
- Providing supportive work environment

4.9 Emerging Trends in Candidate Behavior

Candidate behavior is changing due to technological advancement.

Emerging trends include:

- Online job applications
- Preference for skill development organizations
- Demand for career growth

Organizations must adapt to these trends.

CHAPTER-5

Actual Work Done, Findings and Analysis



Actual Work Done, Findings and Analysis

Week 1

Candidate Sourcing and Connection: Identifying and connecting with potential candidates via LinkedIn. This involved sending numerous connection requests, following up, and managing the status of those connections.

Resume Screening and Shortlisting: Reviewing candidate resumes (CVs) against specific Job Descriptions (JDs) and shortlisting suitable profiles.

Candidate Communication: Crafting and sending introductory/interest messages to candidates, and coordinating with those who accepted connection requests and were interested in the opportunity.

Interview Preparation: Developing sales and basic/situation-based interview questions to ask candidates.

Data Management and Tools: Utilizing Excel sheets for tracking candidate information, connection status, qualifications, and managing the workflow. Learning and using Microsoft Word's mail merge feature for email communication.

Learning and Development: Researching similar roles to Business Development Executive (BDE) and studying features of Microsoft Excel.

Week 2

During the week from 13th to 19th October, I actively worked on recruitment-related tasks and skill development activities. My main responsibilities included updating Excel sheets with candidate details, reviewing and shortlisting CVs, and conducting interviews for various roles such as Business Development Executive (BDE) and Junior Finance Executive. I learned how to use tools like Microsoft Excel, Google Forms, and LinkedIn for managing and tracking the recruitment process effectively. I also prepared interview question sets, created formats for candidate communication, and drafted job descriptions for different positions. In addition to recruitment, I gained knowledge about finance executive responsibilities, accounting concepts like accounts receivable, and lead generation methods. Throughout the week, I strengthened my understanding of professional hiring practices, improved my Excel and communication skills, and became more confident in handling end-to-end recruitment tasks.

Week 3

During the week, I was actively involved in both learning new tools and performing recruitment-related tasks. I began by exploring Phantom buster, an automation platform that helps in tasks like

lead generation and data extraction. This learning was valuable in understanding how automation tools can simplify HR and marketing processes. Alongside this, I also contributed to social media content creation by making reels on CAD workflows for Skyy Skill Academy, which helped in enhancing the organization's online visibility and engagement.

The major part of the week was dedicated to recruitment and candidate management activities. I collected and screened several CVs to evaluate candidates based on job requirements. I conducted interviews for shortlisted candidates to assess their communication, technical, and suitability aspects for the Operations Executive role. After completing the initial round of interviews, I shortlisted deserving profiles and forwarded the most suitable candidate's resume to the HR head for final evaluation.

Additionally, I prepared a comprehensive Job Description (JD) for the Operations Executive position, clearly defining the roles, responsibilities, and required qualifications. To attract more applicants, I also drafted and sent an email to the college placement cell, inviting interested students to share their CVs. This helped in widening the talent pool and strengthening coordination between the company and academic institutions.

Furthermore, I expanded my professional network by sending LinkedIn connection requests to people working in similar roles, which provided insight into industry expectations and professional behavior. I also updated and maintained the Excel sheet used for tracking candidate details, interview status, and final outcomes to ensure proper documentation. As part of my HR learning, I gained knowledge about the Provident Fund (PF) system, which enhanced my understanding of employee benefits and compliance.

Week 4

During this week, my primary focus was on recruitment and candidate management activities. I began by sending connection requests to potential candidates and executives, including the Operation Executive, Finance Executive, and Senior Finance Executive, through professional platforms like LinkedIn and other internal communication channels.

I then collected CVs and resumes from interested candidates, reviewed them, and organized the data systematically for easy access. Based on qualifications, experience, and suitability for the required positions, I shortlisted candidates for further screening.

After the shortlisting process, I assisted in coordinating and scheduling interviews, ensuring smooth communication between candidates and interviewers. I also participated in initial screening interviews, observing evaluation techniques and learning how to assess a candidate's communication, professionalism, and domain knowledge.

In addition, I maintained and updated the candidate tracking sheet to monitor the progress of applications throughout the recruitment process. This helped in ensuring transparency and efficiency in the hiring process.

Throughout the week, I gained a clearer understanding of the recruitment cycle, communication etiquette, and the importance of proper documentation and candidate evaluation in HR and finance-related hiring.

Week 5

During this week, the primary focus was on shortlisting candidates for different roles within the organization. The process began with reviewing resumes collected from various sources, including job portals, internal databases, and referrals. Each profile was carefully examined based on key parameters such as educational background, work experience, and skill relevance to the job requirements.

Once the initial screening was done, shortlisted candidates were categorized according to their suitability for different positions. The recruitment tracker was regularly updated to maintain accurate records of shortlisted and rejected candidates. Coordination with the HR and operations teams was also an essential part of the process to ensure smooth communication and scheduling of interviews. Additionally, follow-ups were made with candidates to confirm their availability and interest in the position. The shortlisting process helped in narrowing down the most qualified individuals for the next stages of recruitment, ensuring time efficiency and quality hiring.

5.1. Introduction

The internship at Skyy Skill Academy provided practical exposure to the recruitment and onboarding process followed by the organization. Recruitment is a crucial human resource function that ensures the organization hires competent and qualified individuals who contribute to its growth and operational efficiency. During the internship period, the intern actively observed and participated in various recruitment activities such as job posting, resume screening, interview coordination, and candidate communication.

The recruitment process at Skyy Skill Academy is structured, systematic, and designed to attract, evaluate, and select suitable candidates for different roles including trainers, administrative staff, and marketing personnel. The internship provided valuable insight into real-world HR practices and enabled the understanding of recruitment planning, candidate evaluation, and employee onboarding procedures.

This chapter presents a detailed description of the actual work performed during the internship, along with findings, analysis, and learning outcomes.

5.2 Overview of Recruitment Process at Skyy Skill Academy

Recruitment at Skyy Skill Academy follows a step-by-step process to ensure transparency, efficiency, and selection of the most suitable candidates. The process includes the following stages:

Job vacancy identification

Job advertisement

Resume collection

Resume screening

Interview

Selection

Offer letter

Joining

Each step is explained in detail below.

Step 1: Job Vacancy Identification

The recruitment process begins with identifying the need for new employees. This need arises due to various reasons such as organizational expansion, employee resignation, increased workload, or introduction of new training programs.

Activities Observed

During the internship, the intern observed that department heads inform the HR department about vacancies. The HR team analyzes the requirement and prepares a job description specifying:

Job title

Roles and responsibilities

Required qualifications

Required skills

Experience level

Salary range

For example, when Skyy Skill Academy planned to introduce new digital marketing courses, the need for qualified trainers was identified.

Analysis- This stage is important because proper identification of job requirements ensures recruitment of suitable candidates. It prevents hiring underqualified or overqualified employees and improves organizational efficiency.

Learning- The intern learned how workforce planning helps organizations maintain the right number of employees with appropriate skills.

Step 2: Job Advertisement

After identifying the vacancy, the HR department advertises the job opening to attract candidates.

Sources Used for Job Advertisement

Skyy Skill Academy uses multiple recruitment sources, including:

Online job portals such as Naukri and Indeed

Social media platforms such as LinkedIn and Facebook

Company website

Employee referrals

Direct walk-in applications

Intern's Role

The intern assisted in:

Preparing job advertisement content

Posting job vacancies on social media

Sharing job openings with candidates

Analysis- Online recruitment methods are highly effective as they reach a large number of candidates quickly and cost-effectively. Social media recruitment also helps attract younger candidates.

Finding- Social media platforms and job portals generated the highest number of applications.

Step 3: Resume Collection

After job advertisement, interested candidates submit their resumes.

Methods Used

Candidates submit resumes through:

Email

Job portals

Direct submission

Referral programs

Intern's Role

The intern was responsible for:

Collecting resumes received through email

Organizing resumes in digital folders

Maintaining candidate database in Excel

Analysis- Maintaining a proper resume database helps the organization easily access candidate information and improves recruitment efficiency.

Finding- Most resumes were received through online job portals.

Step 4: Resume Screening

Resume screening involves reviewing resumes to shortlist suitable candidates.

Criteria Used for Screening

Candidates are screened based on:

Educational qualification

Relevant skills

Work-experience

Communication skills

Technical knowledge

Intern's Role

The intern assisted HR in:

Reviewing-resumes

Shortlisting-candidates

Preparing shortlist reports

Analysis- Resume screening helps reduce the number of candidates and ensures only qualified candidates proceed to the interview stage.

Finding- Many candidates did not meet the required skill criteria, especially practical training experience.

Step 5: Interview Process

The interview process evaluates candidate suitability for the job role.

Types of Interviews Conducted

Sky Skill Academy conducts:

HR interview

Technical interview

Final interview with management

Purpose of Interviews

Evaluate candidate knowledge

Assess communication skills

Check attitude and personality

Determine job suitability

Intern's Role

The intern assisted in:

Scheduling interviews

Calling candidates

Coordinating interview sessions

Maintaining interview records

Analysis- Interviews help evaluate candidates beyond their resumes. Communication skills and confidence are important selection factors.

Finding- Candidates with strong practical skills and communication abilities performed better in interviews.

Step 6: Candidate Selection

After interviews, suitable candidates are selected based on performance.

Selection Criteria

Selection depends on:

Interview performance

Skills and qualifications

Experience level

Organizational requirements

Intern's Observation- HR and management jointly make the final selection decision.

Analysis- Selecting the right candidate improves organizational productivity and reduces employee turnover.

Finding- Only a small percentage of applicants were selected, indicating a strict selection process.

Step 7: Offer Letter

Selected candidates receive an offer letter.

Contents of Offer Letter

Offer letter includes:

Job designation

Salary details

Joining date

Terms and conditions

Intern's Role

The intern assisted in:

Preparing offer letters

Sending offer letters via email

Following up with selected candidates

Analysis- Offer letters formally confirm employment and establish a legal agreement.

Finding- Most candidates accepted the offer due to career growth opportunities.

Step 8: Candidate Joining

Joining is the final stage of recruitment.

Activities During Joining

Document Verification

Completion of joining formalities

Employee introduction

Orientation program

Intern's Role

The intern assisted in:

Collecting employee documents

Preparing employee records

Helping in onboarding process

Analysis- Proper onboarding helps employees adjust to the organization quickly.

Finding- Candidates who received proper onboarding adapted faster.

5.3 Actual Work Done During Internship

During the internship, the intern performed various HR-related activities, including:

Recruitment Support

Posting job vacancies

Collecting-resumes

Screening-resumes

Scheduling-interviews

Administrative Support

Maintaining candidate records

Updating employee database

Assisting in document verification

Communication

Contacting candidates

Sending interview invitations

Providing recruitment updates

These activities helped develop practical HR skills.

5.4 Findings from Recruitment Process

Based on observation and experience, the following findings were identified:

Online recruitment is the most effective method.

Many candidates lack required practical skills.

Resume screening reduces recruitment workload.

Interviews are essential for evaluating candidate suitability.

Employee referrals provide reliable candidates.

Structured recruitment improves efficiency.

Proper onboarding improves employee performance.

5.5 Analysis of Recruitment Effectiveness

The recruitment process at Sky Skill Academy is effective due to:

Use of multiple recruitment sources

Systematic recruitment steps

Proper candidate evaluation

Clear communication with candidates

However, some improvements can be made, such as:

Using advanced recruitment software

Increasing campus recruitment

Providing better employer branding

5.6 Challenges Faced During Internship

During the internship, several challenges were observed:

1. Large Number of Applications

Screening a large number of resumes was time-consuming.

2. Candidate Communication

Some candidates did not respond to interview calls.

3. Skill Gap

Many candidates lacked practical teaching experience.

4. Interview Scheduling

Coordinating interview schedules was sometimes difficult.

5.7 Learning Outcomes from Internship

The internship provided valuable learning experience in HR and recruitment.

Skills Developed

Recruitment process understanding

Resume screening skills

Communication skills

Interview coordination

HR-documentation

Professional Learning

The intern learned:

Importance of selecting qualified candidates

Importance of structured recruitment process

Role of HR in organizational success

Data Collection & Processing



5.9 Date Description: I have collected both primary & secondary data for my research purpose. I have collected primary data by survey on employees of Skyy Skill Academy. I have also collected secondary data from different types of articles, journals and internet.

5.10 Research Design: Interview and personal observation methods are used to conduct the survey. But, only the qualitative data used to prepare this report.

5.11 Sampling Technique: Almost 140 employees in this surveyed of the organization, nearly 10 people are selected as the sample size.

5.13 Sources of Data There are two sources of data collection:

1. Primary data
2. Secondary data

Primary Data:

Primary data have collected based on my own experience, which gathered during the internship period. Personal observation, interview with officers or its also called face-to-face interview, an organization's executive & Manager were the key' source of primary sources of data. This data also collected by informal conversation between the employees & consultation with experts of the respective research fields.

Secondary Data:

Source of secondary data include:

Office files

Journals, books & some other relevant source

Different relevant website.

5.12 Way of Data Collection:

Well, the primary data was collected by informal interviews, personal observation, and finally face-to-face interview. And by observation the situation, the secondary data present this report.

Questionnaire Survey:

In the questionnaire survey, the interviewer asks some questions to the interviewee. Through this survey the interviewer can judge about the interviewee's knowledge that how much information that candidates about any particular objectives. I discussed with manager & other employees about the recruitment & selection process of Skyy Skill Academy. I worked on a questionnaire survey about recruitment sources and selection process in Skyy Skill Academy. I developed 10 questions about recruitment and selection process about 26 employees. Which are given in the Appendix?

Data Processing Methods:

I have used Microsoft excel 2013 for processing the data I collect from primary & secondary sources. Then I found mean, percentages & other necessary function about the collected data of 26 employees. I used Pie charts & related tables in my report to process the data properly. It helps me to make accurate result to show. I designed a questionnaire about some recruitment & selection process related questions to the employees in Skyy Skill Academy. Then I collect data through the 26 employees. All items were measured on a 5-point rating scale ranging from one (strongly agree) to five (strongly disagree), and the items are reported in the Appendices.

5.12 Identify the recruiting sources of Skyy Skill Academy

There are many sources of recruitment process. Skyy Skill Academy follow the sources what are given bellow-

Advertisement: Advertisement is a popular method of recruitment, as many recruiters prefer advertisement because of their wide area of reaching point. Advertisement must contain appropriate information, such as location of job, working condition, job description, compensation etc.

Announcement: For the internal source of supply, by notice board and personal memos on the other hand for the external source of supply, by mass media the HR dept. announce the vacancy announcement, and this vacancy announcement also includes internet, print media, recruitment budget, organizational culture, electronic media and urgency of recruitment etc.

Online Recruiting: Vacancy announcement on internet, now a days is more efficient & effective to used old or traditional format of advertising, HR dept. of Skyy Skill Academy has signed a contract with bdjobs.com, an online job site. Here they advertise about entry level, midlevel & top-level job.

In-House Recruiting: The best-performed employees sometimes become the great sources for the recruitment process. There are some employment services agencies, so they are trying to regulate as a "great place to work" that they try to find out quality applications.

Internship: Actually, interns are the organization's internal sources. In the selection process the interns are invited sometimes because of their well performed job. **Notice Board:** For recruitment sometimes the organization hanging notice boards for a specific position like driver, security guard technician or any other lower-level post. But. Skyy Skill Academy doesn't publish at external sources. It sent a copy of advertisement to the notice board of every branch.

5.13 The selection process of Skyy Skill Academy:

The selection processes in which Skyy Skill Academy go through are discussed below –

Cognitive Aptitude Tests: It measures an individual's ability to learn, as well as to perform the job. After learning something how fast any candidate can apply in any particular work. It will measure a candidate's ability to learn and ability to perform.

Psychomotor Ability Tests: This type of test is used to assessment coordination and strength of a candidate. It will test a candidate's physical abilities.

Job Knowledge Tests: Well, this- test is designed to assessment a candidate's knowledge that how much information he/she knows about his/her required position. This test is needed for every kind of job.

Work-Sample Tests: This test is operating a task or a set of tasks that are representative of the job.

Vocational Interest Tests: Actually, this test is identifying the profession in which a candidate is most interested and how effectively & efficiently done that activity.

Personality Tests: By this test the interviewer can easily know about a particular candidate's skills, abilities and knowledge.

Honesty Tests: Through this test can identity about a specific candidate's behavior, ethics, and morality.

Internet Tests: And the last of all, by internet test can know about how much a candidate have knowledge about updated information, online sources, websites, technology etc.

5.14 Why CVs are rejected in selection process of Skyy Skill Academy:

First impression: It's very important to draw or grab the first attentions of the readers but sometimes we fail to create good impression. The first 20-30 seconds of interview is very important.

Poor visual layout: We should use plenty of white space in our CV and appropriate headings and section breaks but we fail to ensure proper layout.

Length of a CV: Interviewers do not want to know your whole life history. They just want to know your actual purpose that match with the profession. But sometimes our CVs are corpus, so that interviewers do not find or put their attention to the actual message.

Too much information: Do not make your CV boring and difficult to read. Sometimes information is vague. Too little information: Sometimes we fail to present solid information by adequate wording. So, we need to use required information where necessary.

Spelling mistakes: If an employee's finding grammatical mistake, they will immediately be rejected. Use spell checking software and also go over it by self-efforts.

Incorrect reference: Sometimes candidates refer the big fishes but in reality, they do not actually know them. So, when interviewers call about getting judgment to those big fishes, they completely rejected. So, ensure e-mail, address, and reference and telephone number.



Chapter - 6

CONCLUSION AND SUGGESTIONS



Conclusion

6.1 CONCLUSIONS

The Summer Internship Program conducted at Skyy Skill Academy provided practical exposure to the recruitment and selection process from an HR perspective. The study focused on understanding the end-to-end recruitment lifecycle, beginning from candidate sourcing to onboarding and initial engagement. The internship offered valuable insights into how a growing skill development organization manages its human resource requirements in a dynamic and competitive environment.

The analysis revealed that Skyy Skill Academy follows a structured yet semi-formal recruitment process that effectively supports its operational needs. Multiple sourcing channels such as job portals, social media platforms, and employee referrals are used to attract potential candidates. Among these, online job portals and internal referrals were found to be the most effective sources in terms of candidate quality and response rate.

The screening process involved manual resume evaluation followed by telephonic interaction to assess communication skills, job suitability, and candidate expectations. This approach helped in filtering applicants efficiently before proceeding to the interview stage. Interview coordination was handled systematically through scheduling, panel arrangement, and follow-up communication. The HR team ensured timely interaction with candidates, which positively influenced candidate experience.

Negotiation and communication practices at the organization emphasized transparency regarding job roles, compensation structure, and career expectations. Documentation handling and record maintenance were carried out carefully to ensure compliance and accuracy. The onboarding process included offer letter issuance, orientation sessions, and introduction to organizational culture, which helped new employees integrate smoothly into the work environment.

The study also highlighted that the organization maintains a supportive and collaborative work culture, which contributes positively to candidate engagement and employee satisfaction. However, the recruitment process is largely manual, and the absence of advanced HR analytics or Applicant Tracking Systems limits efficiency and data-driven decision-making.

Overall, the internship provided a comprehensive understanding of practical HR operations and demonstrated how effective recruitment practices contribute to organizational growth. The experience also emphasized the importance of structured processes, timely communication, and continuous improvement in recruitment strategies.

6.2 Suggestions & Recommendations

Based on the analysis and observations during the internship, the following suggestions are recommended to enhance the recruitment and selection process at Skyy Skill Academy:

1. Implementation of an Applicant Tracking System (ATS)

The organization should adopt a basic ATS to automate resume screening, interview scheduling, candidate tracking, and communication. This will reduce manual workload and improve efficiency.

2. Development of Standardized Screening Criteria

Introducing structured evaluation scorecards for resume screening and interviews will reduce bias and ensure uniform candidate assessment.

3. Strengthening Employer Branding

The organization should enhance its presence on professional platforms such as LinkedIn by showcasing company culture, employee success stories, and career growth opportunities to attract quality talent.

4. Creation of a Candidate Database

Maintaining a centralized talent pool will help in faster hiring for future vacancies without repeating the sourcing process.

5. Improving Communication Turnaround Time

Automated email or message templates for application acknowledgment, interview confirmation, and rejection feedback will improve candidate experience.

6. Structured Onboarding Checklist

A formal onboarding checklist and digital documentation process will ensure smooth and consistent employee induction.

7. Regular Engagement Programs

Monthly engagement activities, feedback sessions, and learning workshops should be organized to improve employee retention and satisfaction.

8. Introduction of Basic HR Analytics

Tracking metrics such as time-to-hire, source effectiveness, and candidate conversion rates will support better recruitment planning.

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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

- Sky Skill Academy – 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

1. What is the primary source of recruitment used by the organization?

- a) Employee Referrals
- b) Job Portals (Naukri, LinkedIn, Indeed)
- c) Campus Recruitment
- d) Walk-in Interviews

2. Which recruitment source provides the highest quality candidates?

- a) Job Portals
- b) Employee Referrals
- c) Social Media
- d) Recruitment Agencies

3. How are candidates initially screened?

- a) Automated system (ATS)
- b) Manual resume screening
- c) Online assessment test
- d) Direct interview without screening

4. What type of pre-interview screening is conducted?

- a) Telephonic interview
- b) Video screening
- c) Written test
- d) No pre-screening

5. Which interview method is commonly followed?

- a) Only HR Interview
- b) Only Technical Interview
- c) Technical + HR Interview
- d) Group Discussion + Interview

6. What is the average time taken to fill a vacancy?

- a) Less than 3 days
- b) 3–7 days
- c) 1–2 weeks
- d) More than 2 weeks

7. Which factor most influences candidate acceptance of the job offer?

- a) Salary and benefits
- b) Career growth opportunities
- c) Work environment
- d) Location convenience

8. How is candidate communication maintained during the recruitment process?

- a) Email only
- b) Phone calls only
- c) Email and phone calls
- d) No regular communication

9. Does the organization maintain a candidate database for future vacancies?

- a) Yes, digitally
- b) Yes, manually
- c) No
- d) Occasionally

10. Which onboarding practice is followed for new employees?

- a) Formal orientation session
- b) Departmental introduction only
- c) Documentation only
- d) No structured onboarding

A



ANNEXURE-2

How would you evaluate my overall performance during this internship?

It was good. But I would evaluate your performance during the tenure out of 5 as 4 $\frac{4}{5}$. You need to learn many more things in HR as this the broad concept you need do certification Practical things for more knowledge.

What are my key strengths that you observed?

→ Adaptability

→ ~~Eagerness~~ Eagerness to learn

→ Positive Attitude

→ Clear & Transparent Communication with understanding.

Did I meet your expectations? If not what could I have done better?

Yes.

How was my communication with the team?

It was good, Clear & transparent.

Can I stay connected with you for future guidance and mentorship?

Yes, Anytime need help you can get connected.



12 Nov 2025, 7:00 pm