SUMMER INTERNSHIP PROJECT 2022

In the partial fulfilment of the degree of Integrated- MBA (2018-23)

A Report on

"Recruitment and Selection at SUN DIGITAL & GROUP"

Submitted By

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FACULTY GUIDE   **CORPORATE GUIDE**

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CERTIFICATE FROM INTERNAL GUIDE

This is to certify that **Shalinee Mohanty** bearing the Regd. No-: **1813258033** has done the project work on "**Recruitment and Selection at Sun Digital & Group**" and submitted the report in partial fulfilment of Integrated of Business Administration to BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT STUDIES under my supervision and guidance. Her report is the record of original work done by her. To the best of my knowledge, no part of the content of this report has been submitted for any degree by her or anybody else to any other university or institution.

Mrs. Prajna Mohapatra

Date: **Signature**

Place: Bhubaneswar   **of Internal Guide**

Certificate

Of Completion Internship

This Certificate is Proudly Presented to

Shalinee Mohanty

High Five for successfully completing Human Resources Internship

From 13th April 2022 to 24th June 2022

We sincerely appreciate your efforts and Contribution during the project,
you'all always remain special to us

27/6/2022

Date

sundigital
group

Tapan Moharana

Signature

DECLARATION

I do hereby declare that the project work titled, **"Recruitment and Selection at Sun Digital & Group** is submitted to **Biju Patnaik Institute of IT & Management Studies (BIITM)** affiliated to **Biju Patnaik University of Technology (BPUT)** , is a record of research work done by me under the guidance of **Mrs. Prajna Mohapatra**, **Assistant Professor, BIITM**, in partial fulfilment of requirement for the award of IMBA.

I also declare that this report has not been submitted previously by me, fully or partially for the award of any degree or recognition.

Date:

Regd No.: 1813258033   **Signature of Student**

Place: Bhubaneswar

ACKNOWLEDGEMENT

This project has been a great learning experience for me & I would like to express my sincere gratitude to all the people who guide me through the project and without the valuable guidance and suggestions of these people this project would not have been completely successful. I took the opportunity to do my internship in an industrial company named "**Sun Digital & Group**"

I owe enormous intellectual debt towards my Industry mentor **Mr. Tapan Maharana,** HR Manager, Sun digital & group & Faculty Mentor **Mrs. Prajna Mohapatra** Asst.Professor, BIITM for their continuous support and cooperation throughout my project without which the present work would not have been possible

I also want to give special thanks to **Mr. K. Chandrasekhar** (Placement Head) for permitting me to do the summer training, sharing valuable experience and suggestions regarding preparation of project report.

I would like to thank all the respondents whom I interacted during my project & all the employees for their cooperation without this I may not able to complete it successfully.

Date:

Place: Bhubaneswar

Registration no: `1813258033   **Signature of Student**

Executive Summary

The Human Resources are the most important assets of an organization. The success or failure of an organization is largely dependent on the calibre of the people therein. Without positive and creative contributions from people, organizations cannot progress and prosper. In order to achieve the goals or the activities of an organization, therefore, they need to recruit people with requisite skills, qualifications and experience. While doing so, they have to keep the present as well as the future requirements of the organization in mind.

Recruitment is defined as, "a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient workforce."

In order to attract people for the jobs, the organization must communicate the position in such a way that job seekers respond. To be cost effective, the recruitment process should attract qualified applicants and provide enough information for unqualified persons to self-select themselves out.

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CHAPTER-1

Introduction of the Study

Introduction

Recruitment & Selection is an important operation in HRM, designed to maximize employee strength in order to meet the employer's strategic goals and objectives. In short, Recruitment and Selection is the process of sourcing, screening, shortlisting and selecting the right candidate for filling the required vacant positions.

Recruitment is the process of attracting the most suitable people for the position, selection is the process of choosing the best person for the position, and induction is introducing the person to the position. This module describes a series of well-tested steps to help you identify the right person to ensure he or she will fit well with your firm business, and to meet the various obligations of an employer.

Background of Study

There is no doubt that the world of work is rapidly changing. As a part of an organization then, HRM must be equipped to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized worksites and employee investment are the issue for confront.

Now, it is big challenge for the HRM to support the organization by providing the best personnel for the suitable position in shortest possible time. Start with recognizing the vacancies and planning for them is a great task. Moreover selecting & attracting the suitable candidates and selecting the best person in time is a challenge.

The cost of the recruitment is significant. So, proper planning and formulate those plans is the task that require more focus and improvement. Equal opportunity and sourcing is also a vital part. Realizing this need we tried to find the difference and similarities between theoretical

aspects with the practical steps taken by the company. We took an attempt to demonstrate the feature for the further improvement

Objectives of the Study

To know overall about the company of Sun digital & group. The objective of my study is to understand and critically analyse the recruitment and selection procedures at Sun digital & group.

1. To understand the process of recruitment.
2. To know the sources of recruitment at various levels and various jobs.
3. To critically analyse the functioning of recruitment procedures.
4. To identify the probable area of improvement to make recruitment procedure more effective.

Scope of Study

The benefits of the study for the researcher is that it helped to gain knowledge and experience and also provided the opportunity to study and understand the prevalent recruitment and selection procedures.
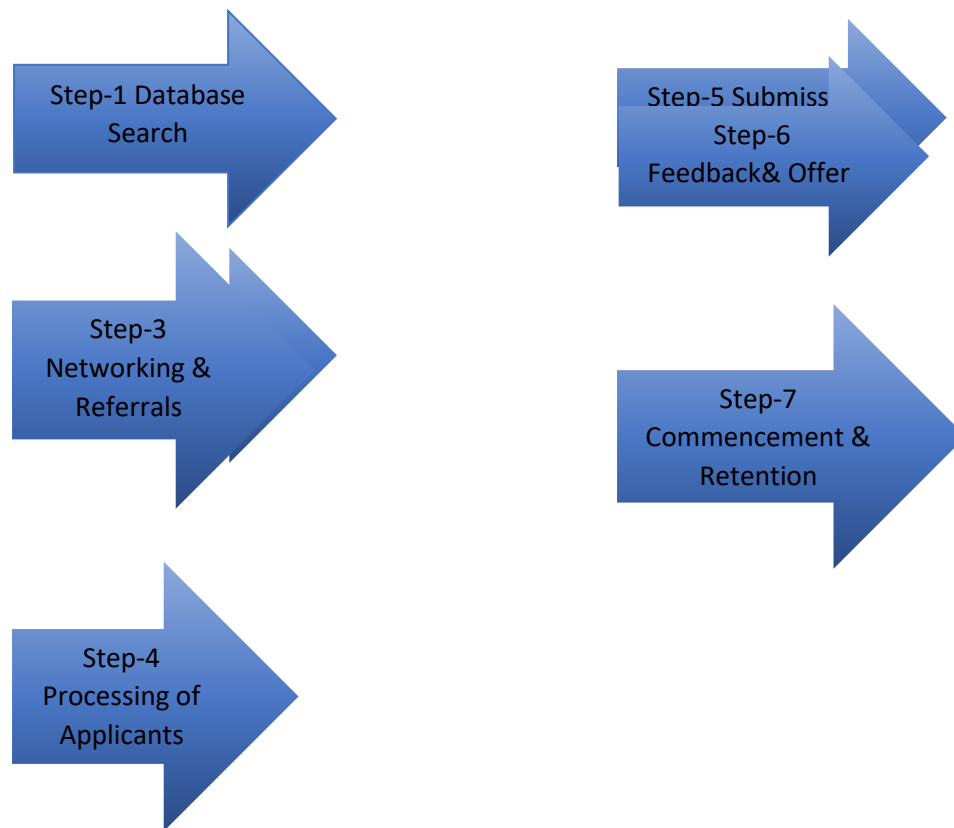
The key points of my research study are:

1. To study the fact about the Sun digital as a group.
2. To analyse the recruitment policy of the organization.
3. To understand and analyse various HR factors including recruitment procedure at Sun digital.
4. To suggest any measures/ recommendations for the improvement of the recruitment procedures.
5. It extends to the whole organization. It covers corporate office, sites and works appointments all over India.
6. It covers workers, clerical staff officers, Jr. management, Middle management, and Senior management cadres.

Limitations of the Study

➢ The employees were busy with their daily schedule and it was very much difficult for them to give time.
➢ Time and Money was also an important constraint.

Recruitment Process

Step-1 Database Search

Step-3 Networking & Referrals

Step-4 Processing of Applicants

Step-5 Submiss Step-6 Feedback& Offer

Step-7 Commencement & Retention

1. Client need Assessment
- ➢ Define Objectives & Specifications
- ➢ Understand client's business & culture
- ➢ Understand the job/position specifications
- ➢ Understand roles and responsibilities of the prospective candidate
- ➢ Develop a search plan and review with the client

2. Candidate Identification
- ➢ Identify target sources
- ➢ Extensive organization mapping, research and database search of the profile
- ➢ Provides status report to client about the available talent pool

3. Candidate Assessment and Presentation
- ➢ Screen and evaluate candidates
- ➢ Personal Interviews with candidates wherever possible- assess skills, interest level & cultural fit
- ➢ Discuss the shortlist with the client and send resumes

4. Candidate Interview, Selection &Presentation of Offer
- ➢ Facilitates interviews with the client
- ➢ Obtain feedback
- ➢ Participate in decision making process
- ➢ Provide inputs on candidates desired compensation

5. Closure &Follow up
- ➢ Negotiate offer acceptance
- ➢ Execute Reference check, Compensation & job level discussions
- ➢ Coordinate Joining formalities and on boarding as per predefined date
- ➢ Closing review to understand client's level of satisfaction

6. Telephonic Interview Questions
- ➢ Tell me about yourself?
- ➢ Tell me about your job profile?
- ➢ How much current CTC you're getting in current situation?
- ➢ How much you're expecting from new organization?
- ➢ How the notice period you required if you're selected?
- ➢ Why did you want to resign from your previous job?

CHAPTER- 2

Literature Review

History of Human Resource Management

The history of Human Resource Management is the strategic and coherent approach to the management of an organization's most valued assets- the people working there who individually and collectively contribute to the achievement of the objectives of the business. The term "Human Resource Management" and "Human Resources" (HR) has largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. Human Resource management is evolving rapidly. Human Resource management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

Human Resource Management has it roots in the late and early 1900's. When there are less labour and there are more working with machinery. The scientific management movement began. This movement was started by Frederick Taylor when he wrote about it a book titled "The Principles of Scientific Management". The book stated " The principal object of management should be to secure the maximum prosperity for the employer, coupled with the maximum prosperity for each employee". Taylor believed that the management should use the techniques used by scientist to research and test work skills to improve the efficiency of workforce. Also, around the same time came the individual welfare movement. This was usually a voluntary effort by employers to improve the conditions in their factories. The effort also extended into the employee's life outside the workplace. The employer would try to assistance to employees to purchase a home, medical care or assistance for education. The human relations movement is the major influence of the modern human resource management. The movement focused on how employees group behaviour how employee feelings. This movement was influenced by the Hawthorne Studies.

Functional area of HRM:

- Human resource auditing
- Recruitment & Selection
- Human resource planning
- Manpower planning
- Induction
- Orientation
- Training
- Management Development
- Compensation Development
- Performance Appraisal
- Performance Management
- Career Planning
- Coaching
- Staff Amenities planning
- Event management
- Succession planning
- Talent management
- Safety Management
- Staff Communication
- Reward

In sourcing: Companies recruit the candidates and employ them, train and develop them and utilize the human resources of the candidate. This strategy is called In-sourcing. Companies formulate and implement this strategy when the corporate strategy is stable.

Out sourcing: Some service companies depend for their human resources on such external organization whose core business is to provide human resources. This strategy is called Out-sourcing. Out- sourcing strategy is more suitable for both the fast growing and diversifying companies.

➢ To search for talent globally and not just within the company.
➢ To design entry, pay that competes on quality but not on quantum.
➢ To anticipate and final people for positions that do not exists yet.

<u>Selection</u>

Selection process is a decision- making process. This step consists a number of activities. Employee selection is the process of putting right men on the right job.

CHAPTER-3

Company Profile

Company Profile

01

Prioritizing Clients Through High-End Services

The experts work diligently to serve your business requirements with a focus on core values and advanced technology, with innovations in a sustainable framework.

02

Identity

They are an emerging IT consultant and management company, serving global clients successfully, with technical prowess and sincerity. Our tech solutions are par excellence, focused on enhancing your company's business prospects.

They have already impressed the industry and are continuously leveraging newer possibilities to sharpen technological applications in a wide range of sectors with impeccable quality and flawless transparency.

03

Focus

Sun Digital diligently and constantly takes a professional approach to develop effective web solutions and highly functional mobile application products. They holistically integrate business system and make your commercial infrastructure more robust, improving competitiveness. Whether you own a full-fledged retail business or a start-up, our seamless technology solutions incredibly help your business to flourish.

Client Is The King

client-centric tech strategy and management policy shape your ideas in a dynamic environment, ensuring an unperturbed flow of revenues. We exclusively focus on each of the specific requirements that you place, complying with all regulatory needs, solving business issues, helping your company to grow.

Result-Oriented Collaboration

Experienced developers continuously remain in touch with you, conveying every detail of the project. As they progress in a phase-wise manner, you gather more information. We collaborate through various platforms and sophisticated mediums, transparently. Contact us anytime and we are more than happy to respond to your queries.

Excellent Quality And Timely Delivery

As an insightful company developing software solutions, they deliver you effective services and feature-rich products of the highest order, on time.

Services Provided by SunDigital Group :

Digital Marketing

1. Search Engine Optimization (SEO)

2. Paid Ads (PPC)

3. Social Media Optimization (SMO)

4. Social Media Marketing (SMM)

5. Marketing Automation

Website & Mobile App

6. Website Design & Development

7. E-commerce

8. Mobile App

9. Custom Software

10. Email Design & Development

Swot Analysis

The idea behind SWOT in simple for every campaign or project, marketer's analysis their strategies based on four specific quadrants.

- ➢ Strengths(S)
- ➢ Weaknesses(W)
- ➢ Opportunities(O)
- ➢ Threats(T)

Strengths:
- ➢ Easy to use Application.
- ➢ Dedicated team member.
- ➢ Well defined hierarchy level resulting quick decision making.

Weakness:
- ➢ Low profit margins on products.
- ➢ Mis management in the company.
- ➢ Number of employees is less.

Opportunities:
- ➢ In India there are so many learning digital companies are there but sun digial has its own place and have a huge market coverage all over India.
- ➢ Handholding support is a great opportunity.
- ➢ India's own social media platform.

Threats:
- ➢ Government policies.
- ➢ Competition barriers. Very difficult to gain market share.
- ➢ Biggest threat is the security issue of using social media platforms.

CHAPTER:4

Competitor Analysis

<u>Competitor Analysis</u>

In 2019 Sun digital & Group was founded to prosper, provide and elevate any educational institution seeking higher standards and establishment, by pioneering the cloud computing solution it provides today, Sun digital has proven its capability in supplying and prospering financial institution seeking capability to be embedded into their value chain.

We are a premium financial solutions provider, dedicated to delivering a wide array of innovative solutions and services that enable financial institutions to minimize risk and maximize profit.

We focus on cultivating and sustaining a diverse work environment and workforce, which is critical to meeting the needs of our clients. Our team consists of an optimal combination of market professionals dealing and support staff, programmers and IT experts collectively focused on delivering premium services worldwide.

We want to create a better tomorrow. And we'll do it by re-imagining the digital economy.
As for our company's vision, we want to be audacious - to embrace the spirit of adventure. That's why we've set ourselves the goal of positively impacting the lives of millions and millions of people. We achieve this with our technology that's powering the new digital economy. To this we add our knowledge, tools and a practical approach to delivery that our clients already rely on to help scale and amplify their own business activities.

We pride ourselves on being big picture thinkers. We mix the strategic with the tactical, the specialized knowledge with the practical insights needed to conceive and build the world's most influential Financial Firms. FinTech has become not only an integral part of the entire electronic financial services business, but is actually now leading the entire industry forward

CHAPTER:5

Customer Analysis

Customer Analysis

Customer Relationship Management:

- ➢ Customer Relation Management is a practice business used to build and to maintain positive relationships with current and prospective customers.
- ➢ A CRM strategy focuses on establishing and maintaining connections with customers with the goal of building brand awareness and loyalty, sometimes known as the customer life cycle. CRM allows businesses to create a specific vision and implement company wide plans to retain customers through consistently satisfying experiences.
- ➢ Effective CRM seeks to predict consumers expectations in order to create better interactions between consumers and a brand. CRM strategies also involve using positive customer relationships to sell more products based on the customer needs.
- ➢ Companies typically implement CRM strategies through a software platform. CRM technology helps organize customers database and generate reports about a variety of customer activities.
- ➢ It also offers access to CRM information across department. A complete CRM strategy combines technological tools and traditional marketing strategies, like customers segmentation and target audience campaigns, to maintain relationships with clients.

Benefits of CRM for Business Organisation:

- ➢ Increase in sales and brand name recognition.
- ➢ Help provide customers with a positive experience across all company channels.
- ➢ Assist business in identifying and maintaining loyal customers.
- ➢ Offer a strategic way to interact with both potential and returning clients.
- ➢ Help companies find better leads for sales opportunities
- ➢ Provide data points that can be used for marketing initiatives.
- ➢ Allow companies to plan for future customer relationship goals.
- ➢ Make customers feel a rapport with a business and build trust with a brand.
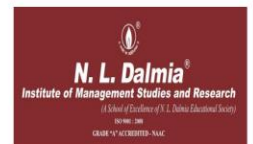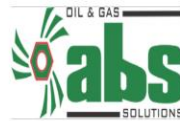
Internship Details

1. **Name of the Student:** Shalinee Mohanty

2. **Registration Number:** 1813258033

3. **Mobile Number:** 7978800127

4. **Name of the Interning Organization:** SUNDIGITAL AND GROUP.

5. **Address: Near, Bhim-303, Ruia Pandav Enclave, Mangal Nagar, GCC Club Rd, Mira Road, Miraroad, Maharashtra 401107**

6. **Date of Joining:** 13th April 2022

7. **Topic of Internship Report:** Recruitment & Selection

8. **Location where Internship is being done:** Bhubaneswar, Odisha

9. **Responsibilities/ Work given by the Organization:** HR Executive (Recruitment & Selection)

CHAPTER:6

Actual Work done & Analysis

Actual Work done & Analysis

I was working there as an intern, still I got the opportunity to handle core responsibilities like being an HR as well as trainer. With that I look after the supporting work, like: Short- listing the candidates who matched the required profile from Naukri.com, LinkedIn and various social sites, Interview for Selected Participants, Coordinating Interviews, Updating excel sheet those who applied for the specific position, Sending the link through Mail-Ids.

Short- listing Candidates: As every information is so diversified over Internet, lot many candidates get the information through that and apply over there. Naukri.com plays a vital role for job applicants where a candidate can apply for his/her desired position. As it is a consultancy company it act as third party agent and out sources the candidates for different companies in the most effective way for the better efficiency and productivity as per the needs and requirements of the companies. Most of the candidates applied through Naukri.com where after that I sent the link for further application over mail-ids.

LinkedIn have major affect to gather information regarding any job quires or vacancy positions he/she is interested in. Posting job over LinkedIn plays a great role to get applications for any specific or any particular job.
The time period to get applications over this site is very less. Getting them through this and then short-listing them becomes a way get applications.

Interview of Selected Candidates: After application or registration of all the applicants the next step is to schedule the interview session for the short-listed candidates. Scheduling interview over goggle calendar and making them aware when the interview date is and at what time it is to be done. Further processing's is taken over by the next HR head and goes on.

Updating Excel Sheet: Maintaining the excel sheet of the candidates those who have done the application and again short-listing them on the basis of the requirement of the specific job requirement, which in Sun digital involved the different companies to had to contact to those who were into hiring process and in need of employees for the vacancy in their companies.

Recruitment & Selection in Sun Digital & Group:

Recruitment:

Recruitment techniques are the means or media by which the management contacts prospective employees or provides necessary information or exchange of ideas order to stimulate them to apply for jobs.

1. **Direct Method:**

   Under direct method recruitment scouting, employees contacts, and waiting lists are use. In scouting, representatives of the organisation are sent to educational and training institutions. These travelling recruiters exchange information with students, clarify their doubts, simulate them to apply for jobs conduct campus interviews and short list candidates for further processing.

2. **Indirect Method:**

   Advertisement in newspaper, journals, on the radio and television are used to publicise vacancies.

3. **Third Party Method**:

   Various agencies can be used to recruit personnel. Public employment exchanges, management consulting firms, professional societies, temporary help societies, trade unions, labour contractors are the main agencies.

4. **Internet Recruitment:**

   Various jobs sites are now available on the internet. The organisation can create profile on such sites so that various resumes of applicants can be viewed and matched with the requirements of the job and as much as applicants can be called because almost 25% of net users search for jobs through Internet.

Observations:

- ➢ HR division is very alert for selecting candidates and also the process is very transparent so that they can choose the best candidates among applicants.
- ➢ In this process there is no nepotism so there are higher possibilities to be selected without having any backup.
- ➢ When they search for any experienced people, they give more concentration on Previous experience. Educational background, length of services etc so that they can select the most suitable experienced people.
- ➢ When they select entry level candidates then they concentrate more on pro-activeness, creativeness, ideas which related with the post.
- ➢ In the time of calling the candidates for interview, if the candidates missed then the officers try hard to inform them.
- ➢ HR selects candidates from a pool of application so that they can choose most suitable candidate.

But also, the process has some problems like letting the candidates get informed in time as most of the candidates miss the call. And the difference between calling candidates and taking interview is very short so sometimes it creates problems to contact with candidates.

<u>Recommendation:-</u>

Work environment of Sun digital & group is very good. They are very friendly and ready to help each other whenever required. Communication between employees is very good and no line of confusion remains in between. Any one feels pleasure to work with Sun digital & group. If they take corrective decision at the beginning of starting a work then many mistakes can be resolved. If we consider two or three problems then the functioning process are very good and smooth and very sorted process.

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Chapter-7

Research Methodology

Research

Research is a 'careful investigation or inquiry especially through search for new facts in any branch of knowledge'.

Methodology of Study:

The project is a systematic presentation consisting of the enunciated problem, formulated, hypothesis, collected facts of data, analysed facts and proposed conclusions in form of recommendations.

The data has been collected from both the sources primary and secondary sources.

Kind of Research:

The research is done by:

Exploratory Research: This kind of research has the primary objective of development of insights into the problem. It studies the main area where the problem lies and also tries to evaluate some appropriate courses of action.

Sample Design: A complete interaction and enumeration of all the employees of sun digital was not possible so a sample was chosen.

Data Collection

The data for the survey will be conducted from both the primaries as well as secondary sources.

Primary Data

Primary data was collected using interviews technique the survey data will be collected by using questionnaire. The primary data collection for this purpose is supposed to be done by judgement sampling, conversation sampling. The questionnaire has been formatted with both open and close structure questions.

Secondary Data:

Data was collected from web sites, going through the records of the organisation etc.

It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study.

RESEARCH DESIGN

A research design is the specification of methods and procedure for acquiring the information needed to structure or to solve problems. It is the overall operation pattern or frame work of the project that stipulates what information is to be collected from which source and what will be the procedure.

"A research design is the arrangement of the condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure."

Design decision happen:

- ➢ What is the study about?
- ➢ What is study being made?
- ➢ Where will be the study carried out?
- ➢ What type of data is required?
- ➢ Where can be the required data found?
- ➢ What will be the sample design?
- ➢ Technique of data collection?
- ➢ How will data be analysed?

Findings

After the data analysis and interpretation the findings are:
- ➢ According to the survey, Recruitment differs from company to company for each category.
- ➢ According to the survey, the company do utilize internet sites for the recruitment process for finding the talented candidates.
- ➢ According to the survey, it is observed that the company are utilizing the job description in order to make screening process more efficient.
- ➢ The recruitment and selection process is decentralized.

SUGGESTION

From the findings I can suggest Sun digital & group following things for the more effectiveness of recruitment and selection process and HR policies:

- ➢ Recruitment must be done by analysing the job firstly which will make it easier and will be beneficial from the company's point of view.
- ➢ More emphasis should be given on internet and advertisement so that more and more candidates apply for the jobs and it will be easy to find the right employee among them.
- ➢ The recruitment and selection procedure should not be too lengthy and time consuming.
- ➢ Company should try to use the internal recruitment process first because it incurs less cost and acts as a motivational factor to the employees.
- ➢ Provide training to employees so that they get better knowledge, skills and attitude.
- ➢ Company should amend some parts of their HR policies for better. effectiveness

<u>Conclusion</u>

Recruitment as being one of the major topic is required by most of the organization. Hence the study helped in understanding the various aspects of recruitment and selection processes. In the Sun digital & group. the sources of recruitment is effective, the internal Selection of the organization also in an economical means which also reduces costs, only after looking the efficiency of the existing employee towards the company and his sincerity that employees will be selected, in Sun digital and group the effective selection process is adopted in the last many year. It can be retained as such. Also the employees of Sun digital are satisfied with the recruitment and selection process. Also they are well aware about the various sources and methods of Recruitment and Selection.

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