# SUMMER INTERNSHIP PROJECT 2022



## A Report on

**"Recruitment and Selection at NGO"**

## Submitted By

**Kumari Pratikshya Senapati**

**BPUT Redg No: 1803258016**

**FACULTY GUIDE
CORPORATE**

| | |
|---|---|
| **Mrs. Ipsita Dash Sahu** | **Mr. Jugal Kishore** |
| **Asst. Prof, HR** | **HR Director, GLARE** |
| **BIITM** | |



Biju Patnaik Institute of Information Technology & Management Studies

Estd. 1999

# <u>CERTIFICATE FROM INTERNAL GUIDE</u>

This is to certify that I **KUMARI PRATIKSHYA SENAPATI** bearing the Regd. No-: **1803258016** has done the project work on "**Recruitment and Selection   at NGO**" 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.

**Date:** **Signature**

**Place: Bhubaneswar** **of Internal Guide**

# DECLARATION

I do hereby declare that the project work titled, **"Recruitment and Selection at GLARE FOUNDATION"** 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. Ipsita Dash**, **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.: 1803258016**                                           **Signature of Student**

**Place: Bhubaneswar**

# ABSTRACT

Effective recruitment, selection and retention are critical to organizational success. They enable companies to have performing employees who are satisfied with their jobs, thus contributing positively to the organization.

On the contrary, in-effective recruitment methodology, selection and retention would result in mismatches which can have negative consequences for an organization. A misfit who is not in tune with organization's philosophies and goals can reduce output, productivity, customer satisfaction, relationship and overall quality of work. Training a wrong hire can also be expensive. Effective recruitment is therefore not only the first step towards organizational excellence, but is important cost control mechanisms as well.

The study researches the spectrum of recruitment methodologies followed in a NGO towards developing an unique model, propose suggestion that would reduce costs, time to recruit, be effective and help overall organizational interests.

# ACKNOWLEDGEMENT

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**Place: Bhubaneswar**

**Registration no: `1803258016**

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# *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, short listing and selecting the right candidate for filling the required vacant positions.

## *RECRUITMENT:*

A job opening, in a timely and cost-effective manner

It can also be defined as the "process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization". It is one whole process, with a full life cycle, that begins with identification of the needs of the company with respect to the job, and ends with the introduction of the employee to the organization.

## *DEFINITION: -*

- According to Edwin B. Filippo, "It is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization."
- In the words of Dale Yoder, Recruitment is the 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 working force."

## *Need for recruitment*

The need for recruitment may be due to the following reasons / situation:

a) Vacancies due to promotions, transfer, retirement, termination, permanent disability, death and labour turnover.
b) Creation of new vacancies due to the growth, expansion and diversification of business activities of an enterprise. In addition, new vacancies are possible due to job specification.

## *Purpose and importance of Recruitment:*

1. Determine the present and future requirements of the organization on conjunction with its personnel-planning and job analysis activities.
2. Increase the pool of job candidates at minimum cost.
3. Help increase the success rate of the selection process by reducing the number of visibly under qualified or overqualified job applicants.
4. Help reduce the probability that job applicants, once recruited and selected will leave the organization only after a short period of time.

## *Scope of Recruitment*

The scope of Recruitment is very wide and it consists of a variety of operations. Resources are considered as most important asset to any organization. Hence, hiring right resources is the most important aspect of Recruitment. Every company has its own pattern of recruitment as per their recruitment policies and procedures.

The scope of Recruitment and Selection includes the following operations:

• Dealing with the excess or shortage of resources

• Preparing the Recruitment policy for different categories of employees

• Analyzing the recruitment policies, processes, and procedures of the organization identifying the areas, where there could be a scope of improvement.

Streamlining the hiring process with suitable recommendations

- Choosing the best suitable process of recruitment for effective hiring of resources
- Any organization wants it future to be in good and safe hands. Hence, hiring the right resource is a very important task for any organization

## *Importance of Recruitment*

Recruiters play an important role in the success of an organization. They essentially act as a filter that when used properly only selects the best candidates. In a constantly changing business world, companies need to hire people who are adaptable, loyal, knowledgeable, dependable and confident, thereby creating a foundation for success.

i. Cost
ii. Retention
iii. Loyalty and Productivity
iv. Legal issues

## *INTERNAL RECRUITMENT:*

Internal recruitment seeks applicants for positions from within the company.

The Various internal sources include:

➢ Promotions and Transfers
➢ Employee referrals
➢ Former Employees
➢ Dependents of deceased employees
➢ Recalls
➢ Retirements

*EXTERNAL RECRUITMENT*: External recruitment seeks applicants for positions from sources outside the Company. They have outnumbered the internal methods. The various External sources include

➢ Professional or Trade Associations:

- ➢ Advertisements
- ➢ Campus Recruitments
- ➢ Walk-ins, Write-ins and Talk-ins
- ➢ Consultants
- ➢ Head Hunters
- ➢ Radio, Television and Internet

## *Objectives*

Main objectives of the Recruitment Process in an Organisation

Objectives of the Recruitment Process:

1. Planning for skilled, semi-skilled & Professional requirement.
2. Find the actual requirement for the company.
3. Adjust fresh employee with new ideas.
4. Develop a culture that attracts competent people to the company.
5. Search for talent for future openings.
6. Assessing psychological traits.
7. Seeking out unique and unconventional talent
8. Globally executive search and headhunting.
9. Design a competent salary scale.
10. Reward scale.

## *Limitations of a Dedicated Recruitment Team*

1. Relinquishing Control
2. Time, Money and Effort
3. Time-consuming
4. Lack of Coordination
5. Deteriorating Quality of Hire

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- ▪ Analysing the recruitment policies, processes, and procedures of the organization.
- ▪ Identifying the areas, where there could be a scope of improvement.
- ▪ Streamlining the hiring process with suitable recommendations.
- ▪ Choosing the best suitable process of recruitment for effective hiring of resources.
- ▪ Any organization wants it future to be in good and safe hands. Hence, hiring the right resource is a very important task for any organization.

## *SELECTION***:**

Selection process is a decision making process. This step consists of a number of activities. A candidate who fails to qualify for a particular step is not eligible. For appearing for the subsequent step. Employee selection is the process of putting right men on the right job. It is a procedure of matching organisational requirements with the skills and qualifications of people. Effective selection can be done only where there is effective matching. By selecting best candidate for the required job, the organisation will get quality performance of employees. Moreover, organisation will face less absenteeism and employee turnover problems. By selecting right candidate for the required job, organisation will also save time and money. Proper screening of candidates takes place during selection procedure. All the potential candidates who apply for the given job are tested

Recruitment is identifying n encouraging prospective employees to apply for a job and Selection is selecting the right candidate from the pool of applicants.

## *SELECTION PROCESS:*

Selection is a long process, commencing from the preliminary interview of the applicants and ending with the contract of employment.

1. Preliminary test
2. Selection test
3. Employment interview
4. Reference and background
5. Analysis
6. Selection decision
7. Physical examination
8. Job offer
9. Employment contract

## *Difference between Recruitment and Selection:*

1. Recruitment is the process of searching for prospective candidates and motivating them to apply for job in the organization. Whereas, selection Is a process of choosing most suitable candidates out of those, who are Interested and also qualified for job.
2. In the recruitment process, vacancies available are finalized, publicity is given to them and applications are collected from interested candidates. In the selection process, available applications are scrutinized. Tests, interview and medical examination are conducted in order to select most suitable candidate.
3. In recruitment the purpose is to attract maximum numbers of suitable and interested candidates through applications. In selection process the purpose is that the best candidate out of those qualified and interested in the appointment.

4.  Recruitment is prior to selection. It creates proper base for actual selection. Selection is next to recruitment. It is out of candidates available/interest.
5.  Recruitment is the positive function in which interested candidates are encouraged to submit application. Selection is a negative function in which unsuitable candidates are eliminated and the best one is selected..
6.  Recruitment is the short process. In recruitment publicity is given to vacancies and applications are collected from different sources Selection is a lengthy process. It involves scrutiny of applications, giving tests, Arranging interviews and medical examination.
7.  In recruitment services of expert is not required Whereas in selection, services of expert is required
8.  Recruitment is not costly. Expenditure is required mainly for advertising the posts. Selection is a costly activity, as expenditure is needed for testing candidates and conduct of interviews.

## RESEARCH METHODOLOGY:

Methodology is the systematic, theoretical analysis of the methods applied to the field of study It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge.

## Statement of Problem:

This study was intended to understand the virtual recruitment process at GLARE. Also, tried to understand the challenges, advantages, disadvantages and outcomes of the virtual recruitment process. This research was intended to understand the effectiveness of virtual recruitment in the current pandemic situation.

## Research design:

**Type of research:** Quantitative research this research is a quantitative research method as it helps us in providing statistical data obtained from HR professionals and HR interns regarding various challenges, advantages, disadvantages and outcomes of the recruitment process. This quantitative data has helped in understanding the effectiveness of the recruitment process.

**Type of research design**: Descriptive Research design. Here the Research Design is the Descriptive method. The Descriptive Method describes the characteristics of the population or phenomenon studied. Descriptive Research Design includes Observational studies, developmental design, and research surveys. The Descriptive Research method can be carried out by collecting data with the help of Surveys as well.

## Population:

The data has been collected from:

- HR interns interning in GLARE.
- HR professionals working in GLARE.

**Sampling Technique**: The sampling technique that has been used for the research is Simple Random Sampling technique. The Simple random sampling is a sampling technique where every item present in the population has an equal and even chance of being selected in the sample. In this sampling technique, the selection of items is entirely dependent on probability, and thus this sampling technique is also known as a method of chances.

## Sampling Unit:

The sampling unit in this research includes two categories of individuals:

a) HR interns interning at GLARE.

B) HR professionals working at GLARE.

***Sampling size:*** The total sampling size taken for the collection of data is 70 where 5 Human Resource Professionals and 65 Human Resource interns interning at GLARE were selected for the surveys.

## *Age group:*

The data collected for the research includes:

1. HR interns interning in GLARE(age group of 20-25 years)
2. HR professionals working in GLARE (age group of 28-40 years).


## *Data collection*

Data was collected by using a combination of Primary and Secondary data.

## *Primary data:*

The Primary data was collected by carrying out two surveys via Google forms: one among Human Resource professionals working at GLARE and the other, among Human Resource interns interning at GLARE. The Survey acts as an essential tool for obtaining Primary data. Surveys are a popular market research tool to collect feedback from respondents that helps us in obtaining a much wider perspective regarding the concept among the population studied.


## *Secondary data:*

Secondary data is the data available on research papers, magazines, newspapers etc. Secondary data for the research was acquired from research papers published in journals.

- This secondary data is collected from various sources like:
- Company Web sites of GLARE.
- Published articles on GLARE.
- Various social media account of GLARE
- Various data available on research papers, magazines, newspapers etc. Related virtual recruitment.


## *SCOPE OF THE STUDY:*

This project study is helpful in following aspects:

1. It helps to understand the company's present situation.
2. To know various recruitment process taken by the company in pandemic.
3. This study also helps to know that the current strategy adopted by GLARE for growth.

## *LIMITATIONS OF THE STUDY:*

Certain difficulties were experienced while conducting the study. The limitations of present study as follows:

➢ The study was conducted within a very short period of 7-8 weeks which were the most Significant limitations

➢ Respondents may give biased answers for the required data. Some of the respondents did not like to respond.

➢ Due to covid-19, we cannot go to the company as a major limitation As GLARE is a NGO only limited data available about the Organization in
Website this is the most significant limitations.

➢ Study included 70 HR professional and HR interns because of time limit.

## *EXPECTED LEARNING OUTCOMES:*

The expected learning outcomes from the study as follows:

▪ This study helps to understand the concept of recruitment.

▪ Helps to learn, what are advantages and disadvantages of virtual recruitment at any organization.

▪ To know what are various strategies followed by Wocially to achieve the objective of the organization.

▪ To know, how recruitment process affects the productivity of Wocially.

# Chapter:-2

*Industry Analysis and Company Profile*

## *INTRODUCTION ABOUT NGO IN INDIA*

A Non-Governmental Organisation is the term commonly used for an organization that is neither a part of a government nor a conventional for profit business. Usually set up by ordinary citizens, NGOs may be funded by government, foundations, businesses, or private persons. Some avoid formal funding altogether and are primarily by volunteers. NGOs are highly diverse groups of organisations engaged in a wide range of activities, and take different forms in different parts of the world.

Non-Government Organisations (NGO), voluntary group of individuals or organisations, usually not affiliated with any government, which formed to provide services or to advocate a public policy. Although some NGOs are for-profit corporations, the vast majority are non-profit organization. Some NGOs, particularly based in authoritarian countries, may be created or controlled by governments. By most definitions, political parties and criminal or violent guerrilla organisations are not considered NGOs. The issues addressed by NGOs run the gamut of human concerns, and the scope of their activities may be local, national, or international. Some NGOs fulfil quasi-governmental functions for ethnic groups that lack a state of their own. NGOs may be financed by private donations, international organisations, government, or a combination of these.

NGOs have existed for centuries; indeed, in 1910 some 130 international groups organized a coordinating body called the Union of International Associations. The term non-governmental organization was coined at about the time of the founding of the United Nations in 1945 to distinguish private organisations from intergovernmental organisations. Most NGOs are small, grass root organisations not formally affiliated with any international body, though they may receive some international funding for local programs.

ESTIMATION: It is estimated that 40000 NGO are working internationally and more than 1 million are in India only.. OBJECTIVE: Main objectives for making NGO are to reduce poverty, increase employment and

Support to poor children. Not only that a NGO also works for the poor and illiterate to provide

Justice to them and maintain their rights

ROLE: Consumer who buys the product of a company, it is his right to choose the right product at right price.

Similarly, for the welfare and the social justice, it is the right of every citizen Get social justice.

It has to even ensure proper food, place to live, place for waste, etc. through social welfare projects.

It even ensures rights of the citizens as well as of the government.

## *LEGAL STATUS:*

NGO has legal status under following laws:

### 1. Society Registration Act, 1860

It is a central act for registering not-for-profit organization. Any seven person who subscribe to Memorandum of Association and register themselves for non-profit motive and mutually agree to serve the society can register a society.

EXAMPLE: BalVikasDhara- New Delhi

### 2. Public Charitable Trust Act (enacted individually by states)

It does not contain any centralized act but states enact Public Charitable Trust Act for Establishing a NGO under public trust. Different states have different rules for such trusts which are in accordance of the particular state and other rules prevailing. Such NGO can only be formed by enacting the act. A NGO can register itself in a particular state and can operate its functioning in different states.

### 3. Indian Trust Act, 1882 (for private trusts).

This act is formulated for private trusts. It is a centralized act for the country. The NGOs formed under such private trusts does not get any tax benefit or subsidy from the Government.

### 4. Companies Act, 2013

Under section:8 of the new Companies Act,2013 provides provisions for establishing a NGO under the act. The NGO neither gets a tax benefit nor any subsidy, not only that it has to fulfil many requirements and provisions mentioned in the act.

### 5. Co-operative Credit Societies Act, 1904

The NGO formed under this act is regarded as instruments to mobilize and aggregate community effort to eliminate layers of middlemen in any supply chain. As word itself suggests it is a group of person gathered with co-operation and understanding to serve the society and its credit.

Thus, this a brief about who a NGO works in India, its legal status and goals, the purpose of its establishment and the act under which it is established.

# Chapter: 3

# *Company Profile*

## *INTRODUCTION ABOUT GLARE*

## *NGO PROFILE*

1. **Name of the NGO:**        GLARE

2. **Address :**         Sambalpur

           Mobile No: +91 9204515540

3. **Established :**        2002 (Before Registration)

4. **Organization Status**        Non-Governmental Organization

5. **Level of Action**        Regional

6. **Registered Under Act**        Indian Societies Registration Act XXL of 1860

7. **Registration No.**        Dated 03 June 2004, With Government of

              Odisha, India.

8. **Founder**        Late Anil Xalko And Mr. Jugal Kishore Sahu

9. **Country**        India

## 10. *Vision and Mission*

### *Vision:-*

To actively contribute to the social and Economic development of the communities in which we operate and to be an organization that continually respond to the changing social realities through the development and application of knowledge, towards development of sustainable society that promote and protects the equality, social justice and Human Rights for all.

### *Mission:*

To work towards the promotion of the aims and objective of the United Nations and its system for development of society, and in pursuance of its vision and guiding principle. The organization organize program to facilitate the development of our societies through social work, research work, disseminates knowledge of United Nations and its program as well reaches out to the larger community through extent ion at local National levels.

## 11.*Aims and Objectives*

- To popularize the aims and purpose of the United Nations and its system and to promote its program and activities. Amongst the mass of society within India.
- To promote international understanding, peace and tolerance through education, science, culture and mass communication.
- Organize program in the aims of social work, human resource management, Health system, culture and support the Research program.

## 12. *History*

### *NGO Profile*

GLARE, INDIA the GLARE foundation was established in 2004, since then the organization has been expanding continuously in terms of social development service. It has worked for the promotion of sustainable, equitable and participatory development, social welfare and social justice through: Program for social work, social justice undoes Human Resources Management, Health service care service and other human service through social research and dissemination of socially relevant knowledge, social intervention through training and field action, contribution to social and welfare policy and program at state, National and International levels, over the years, the organization has among others (NGOs societies) thrusts made significant a contribution to planning, action strategies and Human Resource Development in several areas, ranging from sustainable rural and urban development to education, health Agriculture, and Human Rights, in all case the focus has been on the disadvantaged and marginalized section of societies, such as women, children and tribal.

The GLARE has earned recognition as an institution (Organization) of repute from state Government of Odisha, India International agencies or organization such as the United

Nations and its system, and various International NGOs. The organization contributing relevant education and Research work. In the year 2004 the organization GLARE established its link directly to the UNITED NATIONS and its systems office throughout the world and the organization declare its work as "Non Governmental Organization/ Non-Profit Organization "and the organization registered under section 12/A, of Income Tax Act, 1961, Government of India in the year 2001 and the organization also registered under the Indian. Societies Registration Act XXI of 1860

## *13. Values and Principles*

GLARE encourages the following values to be practiced both at

Individual and organizational level.

- Honest
- Transparency and Accountability
- Mutual respect
- Creativity
- Gender sensitiveness
- Cost efficiency
- Participation
- Solidarity

## *14. Guiding Principles*

- Utilization of local Wisdom and Resources.
- Encouragement of innovation and
- Creativity.
- Prioritizing quality.
- Enhancing coordination and networking.
- Accepting challenges

## 15. Organization Believes

- In the potential power of the poor and rural people to participate actively in development initiatives within their Community.
- In equal opportunity for man and women in society irrespective of class, age, ethnic, culture or religion.
- All Human Rights for all.
- In freedom of expression, movement and choice by man and women alike.
- In social harmony free from communal Bias.
- Freedom for work, education and Development.

## 16. Programs:-

For the past years we have been working in field of

- Working for the promotion of the values Of United Nations and its system in our Community.
- Supporting the UN Millennium Development Goals (MDGs)
- Human Resource Development
- Sustainable Development
- Rural Development
- Human Rights
- Promotion and protection of Human Rights (documentation)
- Education, Health, Child and Women Development
- Research program in social work Environmental protection and Agriculture development
- Maintain a good library on United Nations system
- HIV/AIDS Prevention program

## 17. ISSUES OF INTEREST (or concern)

Promoting the aims and purpose of the United Nations and its system among the various
Societies of the different states in India, Organization is actively working for the social development of Rural and tribal communities,

Working in Education, Health, Child, Women development program and Human Rights, Working with Universities throughout the world for social development of poor. Communities for their better future in Education, Health, Agriculture, Environment and Economic development and protect their Human Rights. Organizing the program in different areas for supporting the program for environmental protection and Agriculture development.

**Issue of Interest**

- Development of women.
- Children deprived of education Street children
- Rights of persons with disabilities
- Discrimination and exploitation of Vulnerable groups like the tribal's and the homeless
- Child rights.
- Food rights (WTO TRIPS),
- Education
- Urban poverty
- HIV/AIDS
- Emergencies
- Globalization
- Human Rights
- Social Research

## NGO focus areas for Rural Development

Our Rural development activities, key areas
Are Education, Health and Family Welfare
Sustainable livelihood, Social causes.

## Education

- Adult education
- Non formal education
- Tribal education.

## Health and family welfare

- Medical camp
- Health awareness
- Sanitation
- Safe drinking water Mother and child health
- Reproductive health
- Awareness building

## Sustainable Development (Livelihood and Agriculture)

- Self help group
- Irrigation
- Land development Soil and water conservation
- Social forestry
- Plantation activities
- Nursery
- Farmer training  on Horticulture
- Aquaculture

## Social cause

- Women empowerment
- Awareness drives on knowledge
- Attitude and practice

### 18. Activities: - GLARE also work with

**Women**

Every third woman is illiterate; 60% of India. women are anaemic; women are paid 40- 70% the less wages; every 4 woman who dies in childbirth in the world is an Indian.

**Dalits**

- They form 22% of the Indian population but continue to be the most marginalized and poor. Organization reaches out to Dalit families. We also try to influence government Policies which will help the social development of these groups.
- Disadvantaged children every third child born in Odisha is underweight, 20% of them die before they reach the age of five; 44 million work in hazardous industries; 40 million of them do not go to school. We support the child enrolment programme in School.

### Tribal People

There are over 100 tribes in Odisha, some of which are facing extinction. The proportion of tribes living below the poverty line much higher than the national average. GLARE helps the displaced tribal people by building their knowledge, skills and confidence to enable them to assert their right. The focus is on creating community assets, which benefit both the community and the environment.

### Gender

Human development in India is marked by sharp gender disparities. Glare works by advocating through the media and public meetings and dialogue with policy makers, towards progressive changes in the laws, policies, institutions and social processes which impact on the lives of women, especially poor ones. They also campaign to tackle. Adverse sex ratio and for the promotion of women's property rights.

### 19. Management and planning

GLARE process at internal reform to strengthen its planning, monitoring and evaluation function and its human resources, finance and administrative management has begun to yield results. Progress was made in standardizing a predictable year planning process, as well as in starting to build the capacity of members and providing guidance on results, based planning and monitoring, as well as the generation of lessons learned and best practices, will require further improvement.

### Decision making

GLARE believes that the decision making is a key part of (administration) Administrative bodies. Activities, it permeates though all managerial function such as planning, organization, direction and control. Decision making involves thinking and deciding before doing and its part of our function. In keep the view of our organization's objectives, policies, program and strategies are our organization decision making process.

## 20)  *Structure and Governing Council*

The Governing Council of the organization is responsible for the conduct of the organization's General operations, performing duties under power delegated by the council. As provided in the Article of constitution. The Governing Council meets regularly at headquarters in Jamshedpur, council serve Audit and budget for programmed, development effectiveness, Governance and Administrative matters. The administration and financial control of GLARE is vested in the Governing Council which Coun comprise of the Hon'ble Chairman, Chairman Director General, Director, Project Director, Program Officer, Joint Secretary General, Secretary and Secretary General. The Secretary General is the chief executive of the organization.

## 2. OBJECTIVE

- Basic objective of my NGO

To fight against exploitation, injustice and corruption if found against any individual, class, Community in the consumer society. To educate the people for adoption of the good norms of a good citizenship and to inculcate into the people's mind, ideals of national Consumer protection to work for uplifting the status of consumer in the society.

- Publish newspaper, magazine, journals and useful knowledge about Consumer problems, awareness and dispute. To organize forums, seminars, camps etc. For spreading awareness among and between the Consumers and customers.
- To provide free legal advice to poor people.
- To educate people against Consumer rights.
- To undertake any other work or assignment this may be for the general welfare of the People.

## *CONCERN LAW RELATING TO STUDY*

- Major Law Relating to NGO is CONSUMER PROTECTION ACT, 1986.

Besides basic necessities, we need a variety of things in our daily lives such as cell phones, digital cameras, soaps, perfumes, cosmetics and many more things. Thus, all of us are consumers in the literal sense of the term. When we buy things from the market as a consumer, we expect value for money, i.e.. right quality, right quantity. Right price, information about the mode of use. Etc. But there may be instances where a consumer is cheated.

In such a case, most of us don't know to whom we should approach to seek redressal against our complaints. Many of us also don't know our "rights" as a consumer and often hesitate to complaint or even stand up to unfair practices. We also don't have recourse to costly litigation to seek justice and we continue to bear such injustice. It is here that consumer forums exist which can help you seek justice against unfair practices without incurring exorbitant litigation costs. The below article provides basic information of what is Consumer Protection Act, 1986, its advantages for consumers, basic rights of the consumers and consumer redressal forums among other things.

**Consumer Protection Act, 1986**

The Consumer Protection Act, 1986 was enacted to provide a simpler and quicker access to Redress of consumer grievances. The Act seeks to promote and protects the interest of consumers against deficiencies and defects in goods or services. It also seeks to secure the rights of a Consumer against unfair trade practices, which may be practiced by manufacturers and traders.

The set-up of consumer forum is geared to provide relief to both parties, and discourage long Litigation.

In a process called 'informal adjudication', forum officials mediate between the two Parties and urge compromise.

The Act applies to all goods and services unless specifically exempted by the Central Government. It covers all the sectors whether private, public or cooperative.

This Act has provided machinery whereby consumers can file their complaints which will be heard by the consumer forums with special powers so that action can be taken against erring. Suppliers and the possible compensation may be awarded to consumer for the hardships he has undergone.

The consumer under this law is not required to deposit huge court fees, which earlier used to deter consumers from approaching the courts. The rigours of court procedures have been replaced with simple procedures as compared to the normal courts, which help in quicker redressal of grievances. The provisions of the Act are compensatory in nature.

## SWOT ANALYSIS

The idea behind SWOT is simple: for every campaign or project, marketers analysis their strategies based on four specific quadrants (strengths, weaknesses, opportunities and threats)

## Strengths

- ➢ Human resources and in house skill
- ➢ Stable source of finances Strong relationship with
- ➢ Government stakeholders
- ➢ Strong mission and vision

## Weaknesses

- ➢ Issues with funding
- ➢ Weakness at management level
- ➢ Consistently understaffed.
- ➢ Gaps in collaboration at the team level

## Opportunities

- ➢ Support from donors and other organizations
- ➢ Support and buy-in from the community
- ➢ Support from the media and other advocacy orgs
- ➢ External policies are Supportive

## Threats

- ➢ Operations not sustainable due to lack of funding
- ➢ The community may not be as interested as needed
- ➢ Media or anti-NGO organizations in opposition
- ➢ Restrictions from the Government level


## Porter's Five Force Model – Adapted for NGOs

The level of rivalry among organizations in an industry

- ❖ The potential for entry into the industry
- ❖ The power of large funders
- ❖ The threat of competing needs
- ❖ The ability and willingness of beneficiaries to participate

# Chapter: 4

# *Competitor Analysis*

## *Competitor Analysis*

ADARSHA SHISHU MANDIR

Adibasi Social and Cultural Society – NGO

Aim of Our Regional Development - NGO

Bharat Integrated Social Welfare Agency - NGO

Bharatiya Pragnapith–NGO

## *Fundraisers*

A free crowd funding platform where individuals and organizations can raise funds to support an NGO or to afford hospital bills to cope with a medical crisis. One time donations can be made to any active fundraisers on the platform.

## *Monthly Giving*

Donate monthly to people and programs that need your sustained support, avail tax benefits and make a long lasting impact. Receive details of beneficiaries after donations. Learn more about the impact created through reports.

## *Corporate Giving*

GLARE partner with corporations, foundation and philanthropists to consult and design long term impactful programs, especially 'giving collectives' and collective impact modals, project manager grants and provide impact assessment service.

# Chapter: 5

# *Customer Analysis*

## CUSTOMER RELATIONSHIP MANAGEMENT:

Customer relationship management is a practice business use to build and 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 consumer 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 consumer 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's needs. Companies typically implement CRM strategies through a software platform. CRM technology helps organize customer databases and generate reports about a variety of consumer activities.

It also offers access to CRM information across departments. A complete CRM strategy combines technological tools and traditional marketing strategies, like customer Segmentation and target audience campaigns, to maintain relationships with clients.

## BENEFITS OF CRM FOR BUSINESS ORGANISATIONS

- Increase sales and brand name recognition.
- Help provide customers with a positive experience across all company channels.
- Assist businesses 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.

# Chapter: 6

# *Actual Work done*

I am working there as an intern so I don't have to handle any core responsibilities. I only 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. GLARE Infrastructure has the position for Accountant, Project Manager, Safety Officer etc. Most of the candidates applied through Naukri.com where after that I sent the link for further application over mail-ids.
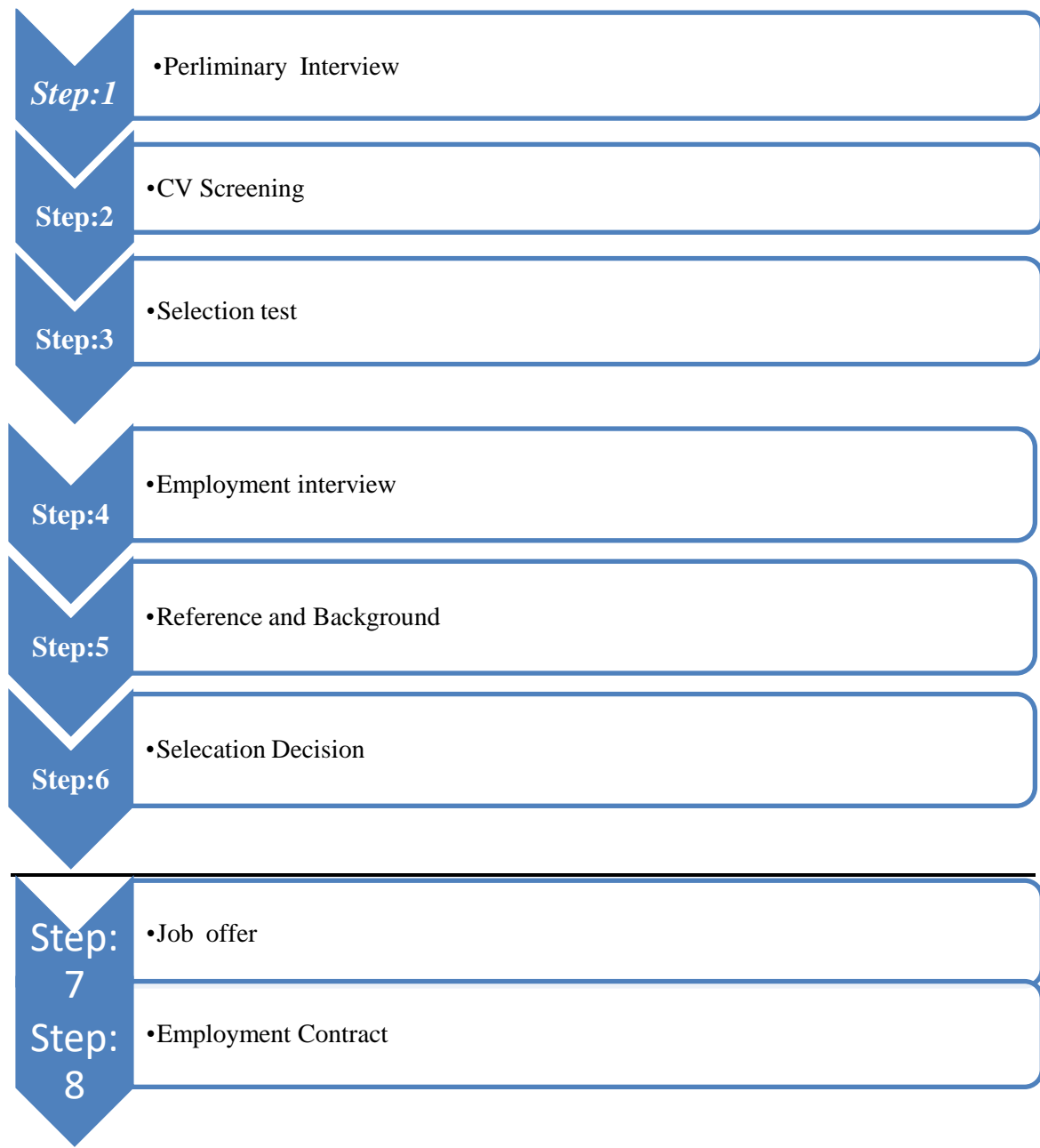
LinkedIn have major affect to gather information regarding any job quires or vacancy positions he/she is interested in. Posting job over LinkedIn plays a great role to get applications for any specific or any particular job.

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 GLARE involved the different positions . Filtering the current CTC of the applicants and getting those candidates who are eligible for the specific role.

## _Selection Process at GLARE_

| Step:1 | •Perliminary Interview |
|--------|------------------------|
| Step:2 | •CV Screening |
| Step:3 | •Selection test |
| Step:4 | •Employment interview |
| Step:5 | •Reference and Background |
| Step:6 | •Selecation Decision |
| Step: 7 | •Job offer |
| Step: 8 | •Employment Contract |

- ⊙ ***People apply (Send their CVs + Cover Letters)***

- ⊙ ***CV screening***

- ⊙ ***Inventory Mail ( Aptitude test + Personality test ) + Salary expectation)***

- ⊙ ***Final Interview ( CEO + Board Member)***

- ⊙ ***HR call ( offered Salary) + Reference Check***

- ⊙ ***Offer letter- Yes / No***

- ⊙ ***Induction + Compliance***

## *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.
- ➢ GLARE has CV bank. At the time of selection process, they collect CV from bank and give chinch to them.
- ➢ 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.

## *Recommendation:*

Work environment of GLARE 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 GLARE. 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.

## *FINDINGS***:**

Some of the major findings from my internship include:

- Most of the HR profession believed that virtual recruitment is the most effective method of generation a competent pool of candidates and most of the HR professionals agrees that Virtual recruitment is beneficial in the pandemic situation.
- The major benefits of virtual recruitment mainly include cost- effectiveness, clear communication and it helps in creating a better reach among interest applicants.
- Virtual Recruitment process reduces the recruitment and selection cost and does increase the pool of resumes.
- Mostly external sources of recruitment are considered.

As GLARE is a NGO and as company spending a small amount of money on promotional activities most of candidates and HR professionals don't know about the company.

## *SUGGESTIONS***:**

- Company should hire more number of employees to provide better service. Because as it is NGO employees are required for different program conducted in the organization.
- In order to get competitive advantages and to deliver quality service, top management should try to modify the services.
- To get effective and efficient employee, the organization should arrange proper Training and development program.
- Candidate's query should be resolved with in particular time period.
- Company should more focus on candidate and HR professionals' feedback and try to modify the services.
- During the selection process not only the experienced candidates but also the fresh candidate should be selected so as to avail the innovation and enthusiasm of new candidates.
- Evaluation and control recruitment and selection should be done fait judgment.

## *CONCLUSION: -*

- Recruitment is the process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization. And Selection is selecting the right candidate at the right time in the right place.
- Employees of GLARE are satisfied with the current/existing recruitment and selection process. GLARE is recruiting their employees mainly consultancies. Consultancies are the mediator between the organization and the candidates as it serves the requirements of employees as well as the organization.
- Also GLARE has to consider internet sources for recruitment of employees so that it could motivate the employees. Employees are also well aware about the various sources and methods of recruitment and selection. GLARE has to implement innovative techniques in selection process like group discussion, stress interview, etc
- To fill a vacancy created in an organization it should be filled by a right person at right time at right cost. If recruitment and selection goes right the goal is achieved. Also it includes cost so it should be done at predetermined cost.

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