

# Summer Internship Project

On

## “Recruitment and Selection Process in “TalentServe Private Ltd.”



Submitted in partial fulfilment and requirement of

### **POST GRADUATE DIPLOMA IN MANAGEMENT**

(Batch 2020-22)

Submitted by:

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**PGFB2034**

Under the guidance of

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**JAIPURIA INSTITUTE OF MANAGEMENT**

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# CERTIFICATE OF APPROVAL



## CERTIFICATE OF COMPLETION

THIS CERTIFICATE IS PROUDLY PRESENTED TO:

*Pummy Singh*

FROM JAIPURIA INSTITUTE OF MANAGEMENT  
HAS SUCCESSFULLY COMPLETED 60 DAYS INTERNSHIP PROGRAMME ON HUMAN RESOURCES  
WITH US FOR A PERIOD OF 1ST JUNE, 2021 TO 31ST JULY, 2021.

*Meghaa Wasekar*

GROUP CEO

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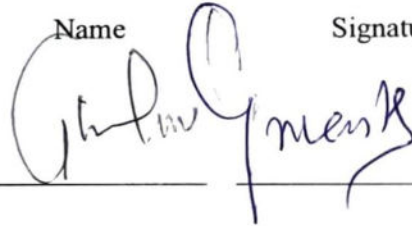
## CERTIFICATE OF APPROVAL

The following Summer Project Report, titled “**Recruitment and Selection Process in TalentServe Private Ltd.**”, is hereby approved as a certified management study completed and presented satisfactorily to warrant its acceptance as a prerequisite for the award of Post-Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned does not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted. “Summer Project Report Examination Committee for evaluation of Summer Project Report”

Name

Signature

1. Faculty Examiner



2. PMC Summer Project Coordinator

\_\_\_\_\_

## **ABSTRACT**

Even if an organization has the most cutting-edge technology and the most advanced physical resources, it will struggle to accomplish the desired results if it lacks the right people. This holds true across the board. An organization's most valuable assets is the the potential of the individuals who work for a company that determines its success or failure. Organizational success depends on successful recruiting, selection, and retention. They allow businesses to have high-performing staff that are happy in their jobs and contribute positively to the company. Ineffective recruitment, selection, and retention methods, on the other hand, might lead to mismatches, which can be detrimental to a company. A misfit who isn't aligned with the company's principles and goals might lower output, productivity, customer happiness, relationship quality, and overall work quality.

I did my summer training internship with TalentServe Private Ltd. in Mumbai as an intern. TalentServe Private Ltd. is an edutech company that provides job seekers and working professionals with training and development for better career opportunities. I did a two-month (23rd May, 2021 to 30th July, 2021) summer internship with the organization in their "Recruitment and Selection Process" and various departments under the expert guidance of Ms. Meghhaa Wohraah. She assisted me in gathering all of the necessary information about the company for my project, as well as guiding me through the domain's numerous tasks, systems, and processes. This project report is a summary of the knowledge I gained in the TalentServe within the parameters of recruiting and other HR jobs, which I was able to obtain over the course of two months of practical learning.

My project is on how work is done in a company's human resource department, specifically recruitment and selection. The goal of this project is to use it to communicate information, analyse a situation, and suggest a plan of action. My work were divided into 4 parts.

1. Recruitment & selection,
2. Social media manager (awareness about training and development),
3. Campus ambassador (cold calling),
4. Team manager.

The report begins with an overview of the edutech sector and its influence, followed by a description of TalentServe's origins, mission, vision, products and services, and organizational hierarchy and organogram. The next section is the comprises the project, Recruitment and selection in TalentServe.

The project, recruitment, and selection in TalentServe are included in the following part. Introduction to the issue, recruiting, selection, roles and responsibilities, goal, limitation, and analysis are all included in the project. Each chapter includes a thorough examination of the work completed.

The project's next phase involves making recommendations on crucial variables relating to TalentServe's human resource management. The conclusion is followed by a list of references.

My key conclusions about human resources, which are applicable to every organization, are that:

- ❖ They are an essential asset for the company, and that good employees may propel your business to new heights.
- ❖ The bad guys can infiltrate your company by establishing a toxic work environment.

## **ACKNOWLEDGEMENT**

The training program was created in such a way that it offered for continuous learning. I'd want to thank everyone who helped me throughout the program; their direct and indirect assistance was invaluable to me, and this project would not have been finished effectively without their advice and support.

I am highly indebted to **Mrs. Meghhaa Wohraah** (Group CEO of TalentServe Pvt Ltd), and **Mr. Nischay Kataria** (CEO of TalentServe Private Ltd.), for taking out their valuable time for constantly guiding and supervising me and providing the right direction to complete the project.

I would express my sincere thanks to **Prof. Shalini Srivastava** (Faculty Mentor, Jaipuria Institute of Management, Noida) for her constant motivation in guiding me. I think this project would not have been accomplished in an effective manner if she would not have regularly helps me all the way through the project.

I would like to express my special gratitude to all the industry persons for giving me their valuable inputs, time, and attention, which added dimensions and meaning to my project.

Last but not the least I am indebted to my parents who provided me their time, support and inspiration needed to prepare this project.

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# **CHAPTER – 1**

# **INTRODUCTION**



## **1.1 ABOUT INDUSTRY**

EdTech is a mix of "education" and "technology" that refers to hardware and software designed to improve teacher-led learning in classrooms and student results.

The growing use of the internet in many regions of the world is one of the primary factors driving market expansion. Lower hosting costs and increased demand for instructional content are boosting the adoption of this technology. Artificial intelligence breakthroughs and the rapid expansion of the Internet of Things (IoT) will continue to improve the user experience on these online education platforms, resulting in market growth during the forecast period.

Other components resulting in the enlargement of on-line education by academic establishments are the inflated effectiveness of animation learning and also the flexibility of learning. Students are adopting online education as a result of a scarcity of qualified employees in various institutions and faculties across developing countries. Another vital driver for the industry's expansion is government support and funding. The worldwide online education market is split into 2 types: online education for educational institutions and online education for the company sector.

Academic institutions and enterprises must design solutions that enable individuals to study whenever and from wherever they choose, given the expanding number of students at educational institutions and the continued need to up skill and provide industry-relevant training to employees. Because of the increasing number of students and the economic effectiveness of online education, many educational institutes are combining face-to-face and online learning at all levels of education.

## **IMPACT OF COVID**

In the last decade or so, a lot has happened in the effort to use technology to educate or train people, but just as all elements are required to make a perfect dish, all elements are required to bring about a revolution in the way education is delivered, from devices, connectivity, products, marketing, and content to tech-savvy teachers, ready and able to experiment students, and parents. This year, e-learning has broken free from the confines of a computer or laptop and is now available to everyone. Thanks to Jio, who offered everyone 1GB of 4G data each day for just Rs 10 from 2017, 4G became a reality. One can learn anytime, anywhere with the Micromax Bharat II, a 4G smartphone that costs just Rs 3500.

The COVID-19 epidemic has had a significant impact on education-

- The COVID-19 pandemic has forced the closure of schools and universities all around the world. Over 1.2 billion children are out of school over the world.
- As a result, with the growth of e-learning, where instruction and teaching are delivered remotely and via digital platforms, education have experienced substantial changes.
- According to studies, online learning improves information retention and saves time, signalling that the coronavirus's changes are here to stay.

### **MARKET SIZE**

- The present market size is estimated to be between \$700 and 800 million dollars.
- According to a research released by transaction advisory firm RBSA Advisors, India's edtech industry is on track to grow to \$30 billion in the next ten years.
- From 2021 to 2028, the worldwide education technology market is predicted to increase at a CAGR of 19.9%. Access to education can be facilitated by digital technologies. EBooks, which can be downloaded from anywhere in the world, are becoming increasingly popular among students.

## **1.2 ABOUT COMPANY**

TalentServe is an educational tech company which aims to empower job seekers and working professional with holistic educational experience to create future leaders as well as create new job opportunities for the whole community.

Talentserve India Private Limited is a private company that was established on July 16, 2019. It is a Non-government company that is registered with the Registrar of Companies in Mumbai. It has a paid up capital of Rs. 100,000 and an authorized share capital of Rs. 100,000.

Talentserve India Private Limited's Corporate Identification Number is (CIN) U74999MH2019PTC328130 and its registration number is 328130. Its Email address is hello@talentserve.org and its registered address is C-103,1st Floor, Shree Sai Tower CHSL, Sodawal Lane, near Sterling hospital, borivali west, Mumbai.

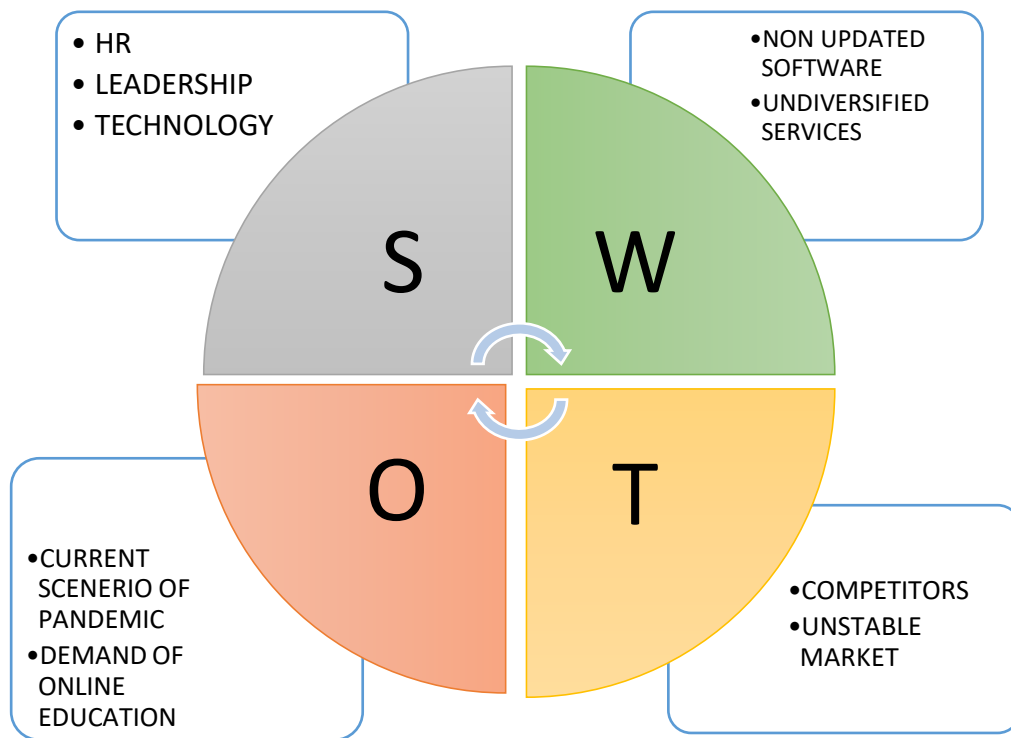
TalentServe was incorporated by 3 IIM alumni Megha Wohra, Nichay Katharia, and Nitin Awathare.

Students are the center of our universe at Talentserve. It believes that each learner is unique and has unique learning requirements. It works tirelessly to use innovative technologies to solve student problems and assist them in learning more effectively. Company wish to train career seekers and working professionals develop their future. With high speed internet in their pockets, company provides customers a 360-degree solution for all the educational, work and corporate needs.

### **1.3 COMPETITIVE ANALYSIS**

	<b>Share capital</b>	<b>No.of employees</b>	<b>Pricing</b>	<b>Target audience</b>	<b>USP</b>
<b>TalentServe</b>	1 lakh	15-20	Rs.2999	Job seekers or employees	Live classes +certification course+Job portal
<b>Upgrad</b>	145 crore	2500	50k-2 lakh	Students and corporate workers	Recorded videos ,mainly for higher education
<b>Coursera</b>	1 lakh	779	\$399	Students and corporate workers	Case studies, recorded videos
<b>Udemy</b>	66 crore	100-250	\$10-\$199	Students and corporate workers	Recorded videos
<b>Simplilearn</b>	1 lakh	2277	\$79-\$5,000	Students and corporate workers	Recorded videos.

## 1.4 SWOT ANALYSIS



## **1.5 OUR LEADERSHIP TEAM**



**MEGHA  
WOHRAAH**  
Group Chief  
Executive Officer



**NISCHAY  
KATARIA**  
Chief Business  
Officer



**NITIN AWATHARE**  
Chief technology  
officer

## **1.6 VISION AND MISSION**

### **Mission:**

To create a one stop solution for all career needs. With one convenient visit here, you will be trained in all aspects for a brighter future.

### **Vision:**

To help students, working professionals and Jobseekers find a right career path which can shape their talent across.

## **1.7 SERVICES**

### **1. SAARATHII**

Non-profit social social initiative that is aimed to create 1,00,000+ job upcomers.

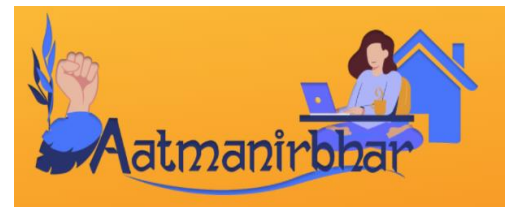
In this initiative company provide:

- Resumes/Building tips and tricks
- Placement assistance for students
- Online sessions and lectures given by experienced professionals.
- Live career counselling session



### **2. AATMANIRBHAR**

TalentServe present non-investment business opportunities for young professionals who are interested in entrepreneurship through HR recruitment practices working and earning from home.



### **3. DRISHYAM**

Get first-hand on experience on field of interest through workshops conducted by us and get a clear picture of work that candidates want to apply for and strength their future goals.



### **4. DISHAA**

An initiative in which participants attend webinars highlighting latest technological advances around us and management courses that students can apply for.



## 5. CHANAKYA

Chanakya is a digital platform which provides catalogues on wide variety of courses (with certification) that students can opt for building strong portfolio and enhancing their resumes.





# **CHAPTER - 2**

# **JOB DESCRIPTION**

<b>JOB TITLE</b>	HR Intern ( learning and development)
<b>DEPARTMENT</b>	Human Resource
<b>KRAs/DUTIES</b>	<ul style="list-style-type: none"> <li>• Observe and understand the working culture.</li> <li>• Manage the on boarding process.</li> <li>• Managing marketing teams and update sheets for upper management.</li> <li>• Maintain a personal file for the new entrants along with the complete documentation work and verifying background check.</li> <li>• Issue offer letter to all the new entrants.</li> <li>• Organize seminars, workshops, and how-to sessions, among other things.</li> <li>• Marketing and promotional initiatives for the company's products <ul style="list-style-type: none"> <li>• Nurture a positive working environment.</li> </ul> </li> </ul>
<b>WORKING CONDITION</b>	<ul style="list-style-type: none"> <li>• Job timing-flexible hours. 6-7 hours a day.</li> <li>• 6 days a week</li> <li>• Colleagues were nice</li> </ul>
<b>REPORTING</b>	<ul style="list-style-type: none"> <li>• Human Resource Department</li> </ul>

## **2.1 OBJECTIVE OF THE PROJECT/REPORT**

- To study the Recruitment & Selection/Talent Acquisition methods and various components of HRM related to edutech industry.
- To study the HR department policy.
- To examine the process of campus hiring.
- To contribute in providing new ideas for increasing the visibility TalentServe in different campuses and also in different ways through which we can engage different campuses.

These objectives will in linking my theoretical knowledge with practical knowledge. These objectives will further help me in improving my things like:

- Interpersonal skills
- Strategically thinking
- E-mail Etiquettes
- Presentation skills
- Keeping a track of each and every candidate from the start till end
- Getting engage with candidates
- Managing teams and their conflicts.

## **2.2 LIMITATION OF THE PROJECT**

Limitations are an unavoidable aspect of any undertaking, and this project was no exception.

The following were some of the project's limitations:

- 1) Scope: The research is limited to the HR department and is only concerned with sales profit.
- 2) Focus: Research into the sales and campus ambassador recruitment processes.
- 3) Preferences: any candidate from any department could be chosen. There are no domain boundaries.
- 4) Confidentiality: The secrecy of some non-public information at the unit level.

# **CHAPTER-3 - ANALYSIS**

## **OF JOB DONE**

As I had the opportunity to spend two months with TalentServe Private Ltd., I was able to take over several activities that were previously handled by human resource managers in the human resource department. My internship began with a quick introduction with Meghhaa Wohra, the group chief executive officer, under whom I performed my internship and reported to her assistant during my time there. She gave me a full overview of the company and explained the services provided by the company; additionally, I was given the following responsibilities:

- ✓ **Collecting resumes**
- ✓ **Screening of resumes**
- ✓ **Interview the candidates**
- ✓ **Send offer letters**
- ✓ **Manage the hired candidates.**
- ✓ **Creating and implementing social media marketing strategies for the company.**
- ✓ **Promote company's services on social media.**
- ✓ **Cold calling to TPOs of the colleges and universities.**
- ✓ **Organize webinars**
- ✓ **Manage the marketing teams.**

### **Collecting of resumes-**

First and foremost, we needed to hire people for the role of campus ambassador internships. JD had been provided to us. There are two approaches by which we can hire applicants.

1. LinkedIn- Upload the JD on LinkedIn profile. A large number of resumes are obtained from there.
2. From colleges- contact the college for internships by phone or email.

## **JOB DESCRIPTION**

### **Internship Details Positions Available for the Internship:**

- Campus Ambassador

**Eligibility:** UG and PG students are encouraged to apply for the positions. Preferably pre-final year/final year students.

**Stipend:** Performance based

**Internship Mode:** Virtual Internship

**Internship Duration:** 1 month

**Incentives:**

1. Certificate on successful completion of objectives.
2. Flexible work hours.
3. Free TalentServe Courses & Workshops.
4. Extremely good working and learning environment.
5. Opportunities to develop marketing and communication skills

## **EMAIL SAMPLE**

### Internship Oppurtunity || Monsoon College Ambassadorship Inbox x



**Kartikey Agrawal** <kartikey@talentserve.org>

Mon, 5 Jul, 13:19



to placement@shivaji.du.ac.in, me

TalentServe brings you the "Monsoon College Ambassadorship" for our social initiative 'SAARATHI' to make a positive impact and bridge the gaps in building students' careers. Don't miss out on grabbing this opportunity of connecting with students. Meet, Discover, Learn, Interact, Collaborate, Mentor & Grow.

Internship Openings for the following departments are available:

- 1) Campus Ambassadors
- 2) Brand Promoters
- 3) Business Development

Job Description attached with the mail.

Please fill this Form those who are interested.

<https://forms.gle/7kv2orbmRDhvk3yV7>

Regards,

**Kartikey Agrawal**

Head Campus-Connect at TalentServe

Contact : [WhatsApp](#) | [LinkedIn](#) | [TalentServe](#)

Phone : +918764368502



## Screening of resumes-

Resume screening is the process of determining if a candidate is qualified for a position by comparing the job requirements to the information on their resumes, such as education, skills, certifications, experience, and accomplishments.

My duty was to choose the resumes of candidates for the role of campus ambassador and interview them for the further process. I choose the resumes for interviews and maintain track of both the selected and un-selected individuals' information.

## Telephonic interview-

After the candidate has been shortlisted in the previous round, a brief interview is conducted in order to assess his attitude and willingness to learn. Then it was up to me to call them in for an interview. I ask them a variety of questions and then choose them based on their answers.

## Send offer letters-

Then, the offer letter provided by the team leader, I send it to the shortlisted candidates via mail.





## Manage the hired candidates-

I was in charge of managing the hired candidates, as well as overseeing, building, and maintaining connections with them.

With both active and passive candidates, candidate management is an important part of every recruiter's job.

HI									
A	B	C	D	E	F	G	H	I	
1			<b>CANDIDATE'S DETAILS</b>						
2	<b>Date</b>	<b>Name</b>	<b>Contact no.</b>	<b>email id</b>	<b>College name</b>	<b>Remark</b>			
3	30/06/2021	Sampreeth reddy	9553055055	sampreethreddya@gmail.com	Kommuri pratap reddy institute of technology	selected	send offer letter		
4	30/06/2021	Aditi gaur	7028476068	aditi028@gmail.com	St Francis High School vasai (west)	not selected			
5	30/06/2021	Rohit yadav	9167485833	rohitriders@hotmail.com	Mumbai University	selected	send offer letter		
6	30/06/2021	Rohan jain	7085788856	Rohan9888jain@gmail.com	Center For Management Studies Jain university	selected	send offer letter		
7	01/07/2021	Bhagyashree Gopal Matwandkar	8108038382	bmatwandkar2000@gmail.com	Yashwantrao Chavan Maharashtra open university				
8	01/07/2021	Dheerendra singh	8818983858	dheerendras973@gmail.com	Sage university				
9	01/07/2021	Jasbir kaur Saggi	0913 799 2843	jasbirkaur242000@gmail.com	University of Mumbai	selected	send offer letter		
10	01/07/2021	Punit vyas	872 0863 062	punitvyas2309@gmail.com	Mathura Devi institute of science and tech	not selected			
11	01/07/2021	Sahil dedhiya	9789097873	Sahildedhia211099@gmail.com	Guru nanak khalsa college	selected	send offer letter		
12	01/07/2021	Rita Maharana	8288553953	ritamaharana8288@gmail.com	SIES College of Arts, Science & Commerce				
13	02/07/2021	Mary Sophia P	9787016178	Sofip29@gmail.com	Alagappa University-Karaikudi	call later			
14	02/07/2021	KEITH JOHN PEREIRA	7208780107	keithjperreira17@gmail.com	International Institute of Hotel Management				
15	02/07/2021	Piyush bansal	7000619405	piyushbansal1198@gmail.com	ITM Group of Institutions Technical Campus,Gwalior	not interested			
16	02/07/2021	Rishabh Gilhotra	9710561029928	rishabhgilhotra24@gmail.com	Mumbai University	not selected			
17	05/07/2021	Trishka rana	8130050860	trishka_rana@aim.ac.in	Army Institute of Management and technology	selected	send offer letter		
18	05/07/2021	Kiran kumar	7978602337	kkpinku1999@gmail.com	Institute of Technology and Science	selected	send offer letter		
19	05/07/2021	Yukta Bharat Narang	8850928498	yuktanarang204@gmail.com	Jai Hind College,				
20	05/07/2021	Ranganathan Iyer	9819836022	ranga0284@gmail.com	-	looking for job			
21	05/07/2021	Manali sawant	7721030465, 9403134906	manalisawant265@gmail.com	S.S.P.M College of Engineering)	selected	send offer letter		
22	06/07/2021	Anmol Ahuja	701-1528-528	ahujanmol1288@gmail.com	Jaypee Institute of Information Technology	not selected			
23	06/07/2021	TANVI SAXENA	9680067858	saxenatanvi26@gmail.com	Jaipuria Institute of Management				
24	07/07/2021		Follow with the colleges and candidates						
25									
26	08/07/2021	Vashishth govani		vashishthgovani29@gmail.com	Silver Oak College Of Engineering				
27	09/07/2021	aman singh		aman.singh.22n@jaipuria.ac.in	jaipuria institute of management	selected			
28									
29									
30									
31									
32									

## Creating and implementing social media marketing strategies for the company-

I published their material on social media to drive visitors to their websites in order to expand their brand and company's reach. This entails creating engaging material for social media profiles, listening to and engaging followers, assessing results, and implementing social media ads.

I also plan and execute digital marketing strategies, as well as collect and analyse data from those campaigns. Aside from collaborating with the design team on images and memes for their social media channels.

## Cold calling to TPOs of the colleges and universities-

Contact colleges and universities by phone and email to promote the company's services and free webinars, obtain responses, gather information, and double-check details, among other things.

C1

	A	B	C	D	E	F	G	H
1		pummysingh3001@gmail.com						
2	Date	College Name	Course	Placement Cell Details			Remark	
3				Contact No.	Email ID	Person		
4	11/06/2021	Japuna institute of management, noida	PGDM	9990612650	placements.noids@japuna.ac.in	Narayan Samant	have own training and development cell.	
5	11/06/2021	CIMAGE, patna	Management	9935024444	hr@cimage.in	Priyanka Bansal	ready for the webinar	webinar details sent. Need to fix date
6	11/06/2021	St.Xavier's College of Management and Technology, Patna	Management	9546815957	placement@excpatna.edu.in	Samer Riyaz	asked to send the details on whatsapp: 9546815957	webinar details sent. Need to follow up next week
7	14/06/2021	International School of Management Patna	Management	9473014238	tpo@ismpatna.ac.in	Neeru kumari	asked to send details on email	Meeting fix on 23 june. send link
8	14/06/2021	Arcade Business College, Patna	Management	9199862200			college is busy in conducting examination. webinar will be organised in august	
9	14/06/2021	Aryabhata Knowledge University	Management	0812-2351919, 2382270			unanswered call	
10	14/06/2021	Chandragupt Institute of Management Patna (CIMP), Patna	Management	938665389		Alok Raj	asked to contact in mid august because students are having internship.	
11	14/06/2021	Development Management Institute (DMI), Patna	Management	7091406210			out of reach	
12	14/06/2021	DNSRCIM, patna	Management	0812-283907			switch off	
13	14/06/2021	Ram Krishna Dwarika College, Patna	UG_PG	0812-2382713			not reachable	
14	15/06/2021	Anugrah Narayan college, patna	UG_PG	8686402931		Dhananjay Kumar	asked me to call later	
15	15/06/2021	RP Sharma institute of technology, Patna	b.tech	9234336116		TPO	not interested, but i send details on whatsapp	
16	15/06/2021	Vidyadaan Institute of Technology	BE, b.tech	9534867559			not received the call. i will call later.	
17	15/06/2021	Indian institute of business management, patna	UG_PG	7903289648	placement@iibm.in	Rohit kumar	asked to send details on mail	webinar details sent. Need to fix date
18	15/06/2021	National Business College, Patna	UG_PG	7250131311		Pankaj kumar	not received the call. i will call later.	
19	15/06/2021	TPS college, patna	UG_PG	9546189504		Vinod Kumar	not received the call. i will call later.	
20	15/06/2021	Oriental College,patna	UG_PG	6122832345			not received the call. i will call later.	
21	15/06/2021	Adment college, patna	UG_PG	9934302286			not received the call. i will call later.	
22	16/06/2021	IITT Institutions, Chandigarh	UG_PG	9316014030		Satender kumar	asked me to call later	
23	16/06/2021	Invertis University, bareilly	UG_PG	7217011230		Digvijay kumar	not received the call. i will call later.	
24	16/06/2021	Mangalyatan University, Aligarh	UG_PG	18002744000			not received the call. i will call later.	
25	16/06/2021	Galgotias university school of management, noida	management	981016221			not received the call. i will call later.	
26	16/06/2021	GLA university, Mathura	UG_PG	8171568270	mastram.chauthery@gja.ac.in		asked to contact after 10 july because of exams and send details	webinar details sent. Need to fix date
27	16/06/2021	kampur institute of technology, kampur	b.tech	8262905906			asked to contact later	
28	16/06/2021	Integral university,lucknow	UG_PG	6390011293	dirccogno@iul.ac.in	Dr. neelanjali mukherjee	asked to send mail. positive reply from him	webinar details sent. Need to fix date
29	16/06/2021	Sanskar Educational Group (SEG), Ghaziabad	UG_PG	7251000116			not interested.	
30	17/06/2021	Kashi Institute of Technology (KIT), Varanasi	UG_PG	9026544496	tedco@kaehit.ac.in	Ravi Srivastava	asked to send mail. positive reply from him.	webinar details sent. Need to fix date

Deepali ▾ Dipta ▾ Pummy ▾ Princy ▾ Ankita ▾

## Organize webinars -

Create webinar meeting links and email them to the contacted colleges. Managing student registration, induction, and a slew of other online tasks in order to enlist students in webinars.

## Manage the marketing teams-

Revising the marketing team's excel sheets and delivering them to the upper management. Create a sense of trust among team members. Hold planning and review meetings on a regular basis. Keep tabs on how my team members spend their time.

## **3.1 CHALLENGES I FACED**

### **Attracting the right candidates**

I was searching through a pool of unqualified applicants for the ideal prospect. but my options were limited. I need to select the most qualified candidate for the position. However, it isn't always about the amount of applicants. As a result, I took the interview seriously and asked close-ended questions.

### **Retention of the candidates**

Recruiters regularly approach qualified candidates, making it more difficult for me to quickly discover qualified candidates. Furthermore, people with hard-to-find skills usually look at multiple job opportunities at the same time. I've gone above and beyond the call of duty to persuade passive applicants to select TalentServe over competitors. I strongly recommended them to join the firm.

### **Employee motivation**

Employee motivation is defined as the amount of enthusiasm, energy, devotion, and ingenuity that an employee consistently brings to the workplace. My research revealed that employees are not contributing as much as they could to the organization's goals. This was owing to a lack of motivation on their part. I saw candidate absenteeism in meetings and a lack of punctuality in updating the excel sheet. Then I encouraged them to work as professionals, telling them that this would benefit them in the future.

### **Communication gap**

In my job, I dealt with a lot of communication breakdowns. When it came to assigning the task to the intern, high management was used to confuse most of the time. The interns and mentors did not have a good communication relationship. There was the lack of a clear direction. There is no goal, or no directions on how to accomplish that goal, for a few days or months. We were merely given instructions to complete the task and then left alone.

### **Proper fellow up**

Many of the interns I hired left because the on boarding process took too long. Since I was not given any instructions by senior management. There was a lack of team management and protocol for follow-up.

## **Accountability**

Throughout the organization, there are insufficient accountability procedures and structures. Different branches and individuals are unclear about who is responsible for what, and leaders are unaware of what is going on at lower levels within their domains of responsibility.

# **CHAPTER- 4 - LEARNING**

## **OUTCOME**

## **Practical knowledge**

I earned a lot of valuable contacts and developed a lot of HR skills, such as confidence, presentation skills, and networking abilities. I worked on the strategies of recruitment followed in TalentServe. In addition, I learned how the on boarding process works and how to make an employee feel valued. I also supplemented the theory of MS Excel and other subjects with real-world examples.

## **Communication in the workplace**

Internal communication is essential for establishing trust inside a business and has a significant impact on employee engagement, company culture, and, ultimately, productivity. It promotes mental relaxation and increases employee retention. As an HR professional, you must constantly be fair and able to communicate professionally with others. An engaged listener is required of an HR professional. Talking with other people's heads can help you build strong communication skills. This was something I realized and learned when arranging engagement events with the heads of TPOs.

## **Recruitment process:**

Because the project's focus was on hiring, there were several takeaways from the entire process, from sourcing a candidate to onboarding him or her.

I also worked on the employment platform LinkedIn near the end to build a pipeline for some of the open roles.

## **Networking for career development**

It's crucial to cultivate positive relationships with your co-workers. We discover possibilities to connect with different sorts of mentors and advisers, boost our visibility with senior management, further develop our areas of knowledge, and strengthen our soft skills by networking with different people at our firm, in our sector, and even outside our field of interest.

As I built contacts with different people in my department and other divisions too, I am now able to spot possible mentors, upcoming professional development opportunities, and new employment openings that were not publicly announced in the future.

## **Various skills**

- Learn to value employment and the role it plays in the economy.
- Develop the work habits and attitudes that will help you succeed in your job.
- During the job interview process, practice communication, interpersonal, and other important skills.

**CHAPTER- 5 -**  
**CONCLUSION AND**  
**SUGGESTION**



### **a. Suggestion**

After completing my two-month internship at TalentServe with such a positive experience and combining my theoretical and practical knowledge while also working on the KRA's provided to me, I came up with a few suggestions for improving corporate performance and accountability.

#### **Conduct proper selection**

Managers are frequently in a hurry to fill a position and fail to ask the necessary questions to ensure the best fit. I advocate tailoring interview questions to the company's basic principles as a method to get to know candidates better and anticipate how they will contribute to the company's culture, not only in their specific function.

#### **Improve onboarding and orientation process**

As a member of the organization, I believe that the onboarding process takes much too long. The candidate was hired on the first day, and their internship began on the 20th day. I recommend that they set the proper priorities from the outset, making staff feel welcomed, implementing a well-organized and successful training program, as well as testing new hires for comprehension and check their ability and working behaviour between 10 and 20 days to assure they are on the correct track.

#### **Some observation and suggestions**

- Their software system should be improved, every day, a significant number of technical errors are discovered.
- Training for interns also.
- Give feedbacks at a regular basis not monthly.
- They do not offer interns with an official email address. We also had to wait for our mentor to provide us the offer letter before we could send the hire intern. I request that they rectify the situation.

## **b. Conclusion**

TalentServe pvt. Ltd. is an edutech firm that offers advanced training and employment services to Indian youngsters in a variety of fields. They offered courses that allowed students and job seekers to be placed right away.

I obtained a lot of practical experience and was able to work with some amazing and wonderful people. From them, I learned a lot. I can conclude up my internship experience by saying that, because human resource management is an ongoing issue, it has a big impact on an organization's overall performance. If a business wants to get the most out of it, it needs to invest in it. It should adhere to all components of human resource management.

I learned about the corporate culture and how various departments functioned, such as hosting webinars, calling TPOs, hiring candidates, sales and marketing, and social media strategies, with other things too. I also learned how to align employees with organizational goals and keep them engaged for increased productivity. How to settle conflicts between the boss and his or her subordinates, as well as come up with new ways to keep the team engaged.

So target accomplished by me-

TOTAL HIRING	10
TOTAL WEBINAR	2
NO. OF CANDIDATE REPORTS ME	10+6
TOTAL CALL IN TPOs	71

I am confident that the information I have gathered will help to ensure my success as a Human Resource professional and as a person.

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