

INTERNSHIP REPORT



SUBMITTED TO
DISCIPLINE OF INTEGRATED MBA
GOA BUSINESS SCHOOL

IN PARTIAL FULFILMENT FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
[HOSPITALITY, TRAVEL & TOURISM]

BY
MR. SHAUNAK VITHAL PAI

ROLL. NO. **1828**

P.R. NO. **201810440**

NOVEMBER, 2023



INTERNSHIP OFFER LETTER (Foundit - 3 Months)



1st Floor, Karle Premium, 1A, 6th Cross Rd, HAL
2nd Stage, Kodihalli, Bengaluru, Karnataka 560017

7th Feb 2023

Shaunak Vithal Pai
Goa

Sub: Internship

Dear Shaunak

We are pleased to inform you that you have been selected for an Internship Program with Monster.Com (India) Private Limited <company>.

The details of your internship are as follows:

Project Title	Zuno
Location	Bangalore
Stipend	INR 15,000 Per Month
Mode of Payment	Bank Transfer
Duration	3 months: (Start Date: 8 th Feb 2023, End Date: 5 th May 2023)
Mentor / RM	Shradha Mour

Please reach out to your Mentor or Aanchal Jaiswal, the HRBP, in case you have any more questions.

Wish you all the best for enriching exposure.

Yours Sincerely,

For Monster.com (India) Pvt. Ltd.

Priyanka Priyadarshini
Assistant Vice President - HR

INTERNSHIP COMPLETION CERTIFICATE (Foundit - 3 Months)



1st Floor, Karle Premium, 1A, 6th Cross Rd, HAL
2nd Stage, Kodihalli, Bengaluru, Karnataka 560017

Date: 1st June 2023

TO WHOM IT MAY CONCERN

This is to certify that **Shaunak Vithal Pai**, has successfully completed the internship in the field of **Zuno** from **8th February 2023** to **5th May 2023** under the guidance of **Ms. Shradha Mour**.

During the period of his internship program with us, he had been exposed to different processes and was found punctual, hardworking and inquisitive.

We at foundit wish him all the best in his future endeavors.

Yours Sincerely,

For Monster.com(India) Pvt. Ltd.

Priyanka Priyadarshini
Assistant Vice President - HR

INTERNSHIP OFFER LETTER (Putzmeister - 3 Months)



Putzmeister Concrete Machines Private Limited

Shaunak Pai
H No. 22/10, Near Ganesh Temple,
Khorlim, Mapusa, Bardez – Goa
403507

Sub: Offer Letter

Dear Mr. Shaunak,

This has reference to your application, and subsequent interviews you had with us. We are pleased to appoint you as **"Management Trainee - Marketing"** in our organization with location as **Goa**, for a stipulated period of 12 months effective from July 10, 2023 to July 9, 2024, subject to you passing out the Masters of Business Administration (Marketing) with aggregate marks of 60% and above. Kindly refer to the following terms and condition: -

1. Your Training will be for a period of twelve months from the date of your joining.
2. Your total annual compensation for this position will be **INR 4,00,005.00** as detailed in **Annexure A**. Review of your performance and compensation would be done periodically in line with the Company's policies.
3. There is no implied or expressed understanding or assurance of making you permanent in the post or in the organization, or in any other location whatsoever, on the completion of this training period and you will not be eligible to claim any lien to a permanent post with the Company.
4. You will be deemed to have discontinued your Training with us if you remain absent without prior intimation.
5. You will abide by the rules and regulations in force, governing the trainees in the organization and will serve and devote your whole time and attention to promote the Company's interest to the best of your ability and skill.

We thank you for the interest you have shown, and we believe you find your training in Putzmeister Concrete Machines Pvt Ltd, both challenging and rewarding.

Please return the duplicate copy of this letter duly signed and dated by you in token of your acceptance of the above.

Yours sincerely,
For, **Putzmeister Concrete Machines Pvt. Ltd.**

Sudan Surlakar
Head – Human Resources

Shaunak
05/07/2023

Putzmeister
210890
05/07/2023
HR Department

Place and Date: Verna, July 5, 2023

Mapusa, Goa

Regd. Office and Factory:

Putzmeister Concrete Machines Private Limited
Plot No. N4, Phase 4, Verna Industrial Estate
Salcette – Goa 403 722.
INDIA

CIN No. : U29120GA2005PTC004057
Tel : +91 832 6696 000
Fax : +91 832 6696 300

www.putzmeister.com

Putzmeister Concrete Machines Private Limited. is a 100% subsidiary of Putzmeister, Germany

NORTH
901 - 903, Best Sky Tower,
F-5, Netaji Subhas Place,
Pilampura – New Delhi
110 034.

Tel : +91 11 4200 5600
Fax : +91 11 4200 5601

SOUTH
H. No. 1-11-220/2, Plot No. 2,
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Tel : +91 40 4010 1015
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Tel : +91 33 6614 2525
Fax : +91 33 6614 2500

WEST
Unit A-301, Polans Premises,
Makwana Road, Marol Naka,
Andheri East – Mumbai
400 059.

Tel : +91 22 2636 0181
Fax : +91 22 2636 0184

INTERNSHIP COMPLETION CERTIFICATE (Putzmeister - 3 Months)



Putzmeister Concrete Machines Private Limited

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Shaunak Pai** is presently working with Putzmeister Concrete Machines Pvt Ltd in the capacity of "**Management Trainee - Marketing**" since July 10, 2023 and is located at Goa.

This certificate is issued on his request to submit the same in Goa Business School, Goa University.

For Putzmeister Concrete Machines Pvt. Ltd.

Human Resources

Date: October 10, 2023

Regd. Office and Factory:

Putzmeister Concrete Machines Private Limited
Plot No. N4, Phase 4, Verna Industrial Estate
Salcette - Goa 403 722.
INDIA

CIN No. : U29120GA2005PTC004057
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400 059.

Tel : +91 22 2636 0181
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ACKNOWLEDGEMENT

I would like to take this opportunity to express my heartfelt gratitude and appreciation to all staff members and customers of Foundit (formerly Monster APAC & ME) and Putzmeister Concrete Machines (SANY Group). Alongside, I would also like to thank the numerous other individuals who have crossed paths with me during both my internships at the respective organisations. These individuals hailing from separate industries and working cultures have contributed significantly to an overall successful internship experience, and I would like to show my appreciation towards their invaluable time, support, guidance, and expertise that they have passed on to a student like me. These teachings will further help solidify my personality in a way which will spearhead exponential growth in my professional career.

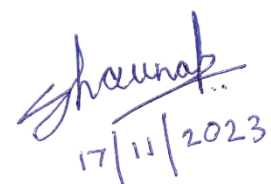
I want to thank Mr. Chandra Sekhar Garisa, Chief Executive Officer, Foundit and President, Emerging Businesses & Chief Strategy Officer, Quess Corp, for making me feel like a valuable member of the organisation. I would like to thank Dr. Rishi Thussu, Vice President - Consumer Businesses, Foundit, for taking an active role in my growth at the organisation during the internship. The person who deserves the most of my gratitude is Ms. Shradha Mour, Program Manager - Zuno by Foundit, who as my Reporting Manager was of immense help. She functioned as a guide for me throughout my tenure by passing on valuable knowledge of the industry and work activities resulting in making me a better-rounded corporate professional. I would also like to express my sincere gratitude to all the executives, associates, office staff and fellow interns of the Zuno team based out of Bengaluru for treating me with kindness and giving me all the possible exposure needed to learn the tasks associated with the work. It was this guidance that helped me in delivering the required results and performing well on all necessary growth parameters at the organisation.

I would like to thank Mr. Kanjanabha Bhattacharyya, Managing Director, Putzmeister Concrete Machines Pvt. Ltd., for welcoming me into their world-renowned organisation. I would like to thank Mr. Parminder Singh Gabri, Director - Sales & Marketing, Putzmeister India, for giving me the fantastic opportunity to work under his leadership and tutelage in his department. I would like to show immense gratitude towards my Reporting Manager, Ms. Swapna Raghavan, Head - Marketing, Putzmeister India, for her complete faith in my abilities and for being a great mentor during my training period. She has opened my eyes to the industry and its inner workings through her splendid career experience and work ethic by leading through example and always providing a launchpad for my creativity and work to shine. I would also like to acknowledge the leadership, executives, associates, workers, office staff and fellow trainees based out of the Goa plant as well as teams from Germany and China Head Offices respectively for treating me with utmost respect and helping me feel right at home while working in a multinational conglomerate and the various challenges associated with it. Their guidance has led me to exceed expectations and prove my capabilities at the organisation on a global level.

I am immensely grateful to Mr. Kevin D'Souza, Program Director, IntegratedMBA (HTT), Goa Business School for being a great support system and providing me with all the necessary tools needed to excel at both my internships at Foundit & Putzmeister, respectively. I would also like to express my sincere thanks to the respected faculty of IMBA HTT at Goa Business School, Dr. K.G. Shankaranarayanan, Professor & former Program Director, Dr. Albino Thomson, Assistant Professor, Dr. Paresh Lingadkar, Assistant Professor, Ms. Sujal Naik, Assistant Professor, Mr. Sadanand Gaonkar, Assistant Professor and Dr. Poonam Sadekar, Assistant Professor, for imparting me with their vast knowledge and personal guidance through my college journey which helped me immensely during my internship when putting theoretical concepts to practice.

I would also like to show my heartfelt appreciation to the administrative staff of IMBA HTT namely Ms. Shilpa Shirodkar, Mr. Kishor Nagvekar, Mr. Naresh Salgaonkar, Mr. Sarvesh Vaigankar, and office help staff for their small yet significant contribution towards my academic journey and help in all aspects of administrative tasks. A special mention would also go out to all my batchmates, university mates, seniors and juniors who have always shown love and adoration towards me the entire time I have been in contact with them.

Lastly, I would like to extend my deepest gratitude towards my family and friends for their unwavering support, guidance, motivation and push throughout my college life and training period. Their belief in me played a major part in my undergoing a successful internship which has resulted me in coming out as a completely changed man. Finally, I would like to thank the IntegratedMBA (HTT) programme, the Goa Business School, and the Goa University at large for providing me with the opportunity to pursue my six months of internship at Foundit and Putzmeister, respectively. I am beyond grateful for the foundation of learning and growth that they have instilled within me and will always be indebted to them.



SHAUNAK VITHAL PAI

1828 | 201810440

IntegratedMBA (HTT)

Goa Business School

Goa University

EXECUTIVE SUMMARY

This report delves into the work experience that I, the author, received over 6 months at two separate organisations, namely Foundit (formerly Monster APAC & ME) and Putzmeister Concrete Machines Pvt. Ltd. respectively. This extensive report has been divided into 2 parts for better comprehension of the subject matter for readers. The following executive summary, however, is a combined overview of both organisations in chronological order. This summary aims to provide a concise yet comprehensive overview of the report, outlining key findings, insights, and recommendations for the respective organisations and industries, with a focus on the transformative journey endured at both Foundit & Putzmeister.

Firstly, the author worked at Foundit as a business development intern for 3 months. In the dynamic landscape of the recruitment sector, focusing on the evolution of the industry and the strategies adopted by companies to stay relevant. The spotlight has been on Foundit, formerly Monster.com, a leading job search platform that underwent a rebranding and strategic repositioning in response to the changing demands of the job market. The recruitment sector has witnessed significant transformations driven by technology and changes in the job market. The advent of digital recruitment platforms has reshaped the hiring process, influencing both companies and job seekers. The rise of freelancers, contractors, and part-time employees, along with the growing gig economy and remote work, has necessitated adaptations in the services offered by executive search firms and recruitment agencies.

The report traces the inception of Monster.com, a pioneer in the job search and recruitment industry. It details the company's expansion into global markets and its response to the challenges posed by technological advancements, particularly the integration of artificial intelligence (AI) and machine learning (ML) to enhance user experience. Foundit, the rebranded entity, emerged in response to the changing dynamics of the job market. The report highlights Foundit's strategic shift from being a traditional job board to a comprehensive career portal. The focus on customization, technological innovation, and diversified services is explored, with an in-depth look at the offerings for both job seekers (B2C) and job recruiters (B2B).

The report provides insights into the day-to-day operations during the author's internship at Foundit. The comprehensive overview includes the intern's role, the structure of the Zuno team, and the collaborative work environment. The intern's responsibilities encompassed a range of tasks, from reaching out to recruiters and onboarding them to administrative functions and competitor analysis. It also outlines the key learnings from this work experience. From research and lead generation to sales and negotiation skills, the intern gained insights into client relationship management, the importance of good administration, and effective communication in a corporate setting. The report emphasizes the significance of collaboration with technology for personal and professional growth.

The challenges faced by Foundit are also examined, including the competitive landscape, job market dependency, negative perception, and potential technological disruptions. The report underscores the need for Foundit to navigate these challenges strategically to ensure sustained growth. Meanwhile, the report offers strategic recommendations to address the challenges faced as well. Suggestions include expanding into new markets, creating clear value propositions, engaging in collaborative branding with large-scale employers, focusing on customer experience, and adopting new technologies such as AI and ML. As the recruitment sector continues to evolve, Foundit stands at a critical juncture. The report emphasizes the importance of agility, innovation, and strategic decision-making for Foundit to not only navigate the current challenges but also emerge as a frontrunner in the competitive job search market.

Secondly, the author currently works at Putzmeister as a management trainee - marketing for 12 months, though for the sake of meeting internship duration guidelines, only the initial 3 months have been considered for the ensuing report. In the realm of the concrete equipment industry, situated within the expansive construction sector, a critical transformation has unfolded, reshaping construction processes to be faster, more efficient, and more precise. The introduction of concrete technology, facilitated by specialized machines, has accelerated the construction of intricate structures, albeit accompanied by the need for specialized training, strict adherence to safety protocols, and meticulous equipment maintenance. The genesis of this industry's evolution can be traced back to the invention of the concrete pump in 1932, marking the commencement of the concrete equipment sector.

The report features, Putzmeister, a German company founded in 1958, that emerged as a trailblazer in this evolution. Originally focused on agricultural machinery, the company transitioned its focus to concrete pumps in the 1960s, a transition epitomized by its name, "Plaster Master," symbolizing its initial venture into simplifying plastering tasks. Putzmeister has matured into a global leader in concrete equipment, specializing in concrete pumps, mortar machines, and mining equipment. Recognized for durability, service quality, and technological innovation, Putzmeister operates in over 154 countries, seamlessly blending German engineering with local relevance. In 2012, SANY Group, a Chinese multinational, acquired a majority stake in Putzmeister, catalysing the company's global growth. Despite the promising prospects of the Indian concrete equipment market, fuelled by the burgeoning construction industry and infrastructure projects, it faces challenges in an intensely competitive landscape. Struggles with cost parity and inefficiencies in inventory management pose obstacles for a brand synonymous with premium quality, navigating the market's price sensitivity.

As a management trainee, the author's immersion in the concrete equipment industry centred on various facets of marketing, encompassing corporate communication, media campaigns, advertising collateral creation, social media management, and event coordination. Contributions extended to research and strategy formulation, digital marketing management, graphic designing, sales and service support, corporate communication, and relationship management. These experiences provided nuanced insights into the intricate dynamics of a multinational corporation. The tenure at Putzmeister emphasized the paramount importance of research, strategic planning, and effective communication in the corporate landscape. Addressing challenges such as market competition, client dependency, and management inefficiencies necessitates a strategic approach entailing focused value distinction, diversified client portfolios, and a proactive management paradigm. In conclusion, the author's work experience at Putzmeister has been an enriching odyssey within the concrete equipment industry. This report encapsulates not only the industry's evolutionary trajectory and the role played by Putzmeister in shaping it but also highlights the challenges and opportunities that lie ahead.

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PART A

FOUNDIT

Monster.com India Pvt. Ltd.

1st Floor, Karle Premium Building, 1A,
6th Cross Rd, HAL 2nd Stage, Kodihalli,
Bengaluru, Karnataka (INDIA) 560017

8th February 2023

to

5th May 2023

CHAPTER A.1 - ORGANIZATION

1.1 Industry Overview

The recruitment industry plays a crucial role in helping companies find and hire the right employees for their organizations. It is a dynamic and rapidly evolving industry that has been transformed by technology and the rise of digital recruitment platforms. An integral part of the larger Human Resources (HR) industry is the recruitment sector. It entails several tasks, including finding and vetting potential employees, organising interviews, running background checks, negotiating pay and benefits, and overseeing the hiring process. Two of the key companies in the sector are executive search firms and recruitment agencies. Whereas executive search firms work on a retained basis, where they are paid a fee for the duration of the search process, recruitment agencies often operate on a contingency basis, where they are paid a portion of the pay of the recruited candidate.

The recruitment sector has witnessed substantial changes over time. The biggest adjustment has been the growing use of technology in hiring. Digital recruiting platforms are currently used by both companies and job seekers to connect and find employment possibilities. Employers can post job opportunities on these platforms and rapidly screen applicants, while job seekers can submit online applications and resumes. Also, digital recruitment platforms have made it simpler for executive search firms and recruitment agencies to connect with a broader candidate pool and identify the best fit for their clients. The changes in the job market have also affected the recruitment sector. Companies are increasingly turning to freelancers, contractors, and part-time employees to meet their personnel demands as the gig economy and remote work grow. Due to the evolving nature of work, executive search firms and recruiting agencies have been forced to modify their offerings.

The growing emphasis on diversity and inclusion is another trend that is influencing the recruitment sector. Companies are actively looking for applicants with various backgrounds and experiences as they recognise the advantages of having a diverse staff. To give their clients more talent possibilities, executive search firms and recruitment agencies are attempting to create more diverse candidate pools.

The recruitment sector is well-positioned for future expansion and innovation. In the post-pandemic age, these tendencies are anticipated to persist. The COVID-19 pandemic has hastened the shift towards remote work and internet recruitment platforms. The sector will also keep developing to suit the shifting demands of the labour market, such as the rise in demand for flexible work schedules and the requirement for a more diversified workforce. The recruiting sector is an essential part of the human resources sector and is vital in assisting businesses in identifying and selecting the best candidates. The recent rise in the importance of technology, adjustments to the job market, and an emphasis on diversity and inclusion have all had a significant impact on the sector. With the job market's ongoing transformation and technological advancements, the recruiting sector is set for future growth and innovation.

1.2 Birds-eye-view

Inception of Monster.com:

Monster is one of the leading job search and recruitment websites in the world. It was founded in 1994 and is headquartered in Weston, Massachusetts, USA. Monster provides job seekers with access to millions of job postings from companies all over the world, while also offering a range of recruitment solutions to employers. Monster is primarily its robust job search functionality. Finding suitable job vacancies is made simple by the ability to search for employment by region, industry, keyword, and job title. Also, users can register for a Monster account and upload their resumes to make it simpler for employers to find and contact them.

Monster focused on providing job search services to professionals in the United States. The website's design was straightforward, allowing users to search for job listings by keyword and location. As the business expanded, it offered its services in additional nations and areas. With this expansion, Monster had to adjust to the distinct requirements and tastes of each market. The business had to create localised versions of its website, hire local staff, and modify its marketing tactics to account for the cultural quirks of each country. This made it possible for Monster to create a foothold in nations like Brazil, China, and India.

Monster's expansion and development have been significantly impacted by the development of artificial intelligence (AI) and machine learning (ML). To give consumers more individualised job recommendations, the corporation has made significant recent investments in this technology. To do this, job seekers are matched with listings that best fit their abilities and expertise using data analysis and machine learning (ML) algorithms. The job search sector has seen more competition from fresh players, which has affected Monster. To stay relevant, the organisation has been compelled to constantly innovate and enhance its offerings. For instance, to improve the job search experience for users, they included new features like video resumes, virtual career fairs, and AI-powered chatbots.

Rebranding to Foundit:

Foundit, formerly known as Monster APAC & ME, was rebranded in November 2022, through the separation of India, Southeast Asia, and Middle East businesses of Monster Worldwide, the parent company behind Monster.com, and is now owned and operated by business services provider Quess Corp. The rebranding had been in the works since Quess took over Monster in the year 2018 but was delayed due to the pandemic and technical reasons. It has now evolved from being just a simple 'job board' to a global provider of everything one would need for a successful career.

Foundit aims to be the perfect picture of customisation. In a vast sea of opportunities, it can fish out the right ones for you by catering to what you need, be it learning new skills, an inclusive workplace, mentorship, a fast-track career, a place to hustle or somewhere you can keep things flexible. At the heart of their renewed success and future growth is technological innovation. They are building some of the best technology to customise search results, keeping in mind that a job title does not define a candidate's potential. So much so that two candidates from the same job field will see completely different results for the same query. Decades of industry insights and new-age technology have come together to bring job seekers the perfect career experience.

Foundit in the Indian subcontinent, provides a variety of hiring tools for organisations, including job posts, resume searches, and employer branding. Businesses can post job openings on Foundit, and candidates with the necessary training and experience will see these posts.

Employers may search Monster's global resume database to locate applicants who meet their hiring needs. Moreover, Foundit provides employer branding services that let businesses show off their corporate culture and values to potential hires. This can aid in luring top people and setting an organisation apart from rivals.

The career advice area of Foundit is another noteworthy feature. This section offers job searchers a variety of tools, such as articles, videos, and webinars, on subjects like career development, resume preparation, and job interviews. Job seekers at various professional levels might benefit from the career advice area on Foundit. Skills evaluations and talent management solutions are just two of the new services that Monster has added to its portfolio. The business has also invested in creating a mobile app that enables job seekers to look for employment and submit applications while on the go.

Current Prospects of Foundit:

However, despite its popularity and long history in the job search and recruitment industry, Monster has faced increasing competition from newer players in the market, such as LinkedIn and Indeed. In response, Monster has focused on improving its user experience and developing new features to stay ahead of the competition. In recent years, Monster has focused on improving its user experience and developing new features to stay ahead of the competition. The company has invested heavily in its mobile app, which allows job seekers to search for jobs and apply on the go.

Foundit is a well-established and respected player in the job search and recruitment industry, providing valuable services to both employers and job seekers. With its focus on improving the user experience and offering innovative features, the company is well-positioned to continue to grow and evolve in the years to come. In addition to its core job search and recruitment services, Monster has also expanded its offerings to include various talent management and HR solutions for employers. These include employee assessment tools, performance management software, and HR analytics solutions. These solutions help employers manage their workforce more effectively and make more informed decisions about talent acquisition, retention, and development.

Despite its many strengths, Monster has faced some challenges over the years. One of the biggest challenges has been staying relevant in an ever-changing job market. As the nature of work and employment continues to evolve, so too must the services and solutions offered by job search platforms. Additionally, the company has faced criticism over its business practices and pricing models, with some job seekers and employers questioning the value of their services. Despite these challenges, Monster remains a leading player in the online job search and recruitment industry. Their commitment to innovation, technology, and customer service has helped them build a loyal user base and maintain their position as a trusted partner for job seekers and employers alike.

Vision, Mission, & Values:

“Who we want to be.”

- Monster will be the leading global talent platform connecting jobs and people.

“Why we do what we do.”

- At Monster, we work to bring humanity and opportunity to the job market and to enhance lives, businesses, and communities around the world.

“How we deliver that vision”

- We create and deliver the best recruiting media, technologies, and platforms for connecting jobs and people; we strive every day to help our customers hire and help people find jobs.

“Our Monster values”

- How we guide all decisions in our work,
 1. Relentlessly innovate.
 2. Approach the world with intelligence.
 3. Put Customers and Candidates first, always.
 4. Foster trust, openness, and integrity in all that we do.
 5. Are bold and proud; we seek to improve the company, the communities where we operate, and ourselves.

1.3 Products & Services

Foundit is a career portal that helps job seekers and employers find each other. It offers various products and services for both Business To Customer (B2C) and Business To Business (B2B) markets.

- B2C (Job Seekers) Offerings include:

1. Foundit Core Platform

The flagship website of the company provides a full-fledged career platform where job seekers also referred to as candidates can create profiles, upload resumes, search and apply for vacant jobs, filter choices based on various parameters such as location, salary package, growth opportunities, unique job profiles and so on. They can even receive personalized recommendations for improvements in their profiles or resumes for maximum reach and higher selection chances.

2. Foundit Career Services

They offer career coaching, resume writing, and interview preparation services delivered by professional coaches and writers who have experience in different fields and industries. They can help job seekers improve their skills through tests, highlight their achievements, and ace their interviews, helping candidates from the start of the job search cycle till the job offer is received. It is all done for a premium fee that is based on various customizable plans and services the seeker wants to opt for based on their professional requirement and budget.

3. Zuno by Foundit

A new vertical, launched as an early career platform that exclusively offers paid internships and fresher jobs from both, technical and non-technical backgrounds. It is completely free for employers to post job openings as well as for young graduates who would like to explore their first job to kickstart their professional careers. Zuno relies on new-age media for engagement, and fellowships, and has a resolute community of Campus Ambassadors on a Pan-India level. These features allow Zuno to be more youth-friendly and focus-oriented towards rapid trend changes in the industry and adapting to the same.

- B2B (Job Recruiters) Offerings include:

4. Foundit Recruiter Services

Companies that are looking to hire fresh talent into their ranks use these services provided by Foundit on the B2B model which offers a suite of solutions to help them attract, engage, and hire talent. These include job posting, employer branding, talent sourcing, candidate screening, and analytics. All these services are supplied based on various packages that are part of 1-3-year contracts between the company and the recruiter. Once the contracts are signed, companies can use features that are available to only paying customers to source the best candidates with the help of the platform on the back end.

5. Foundit Customised Solutions

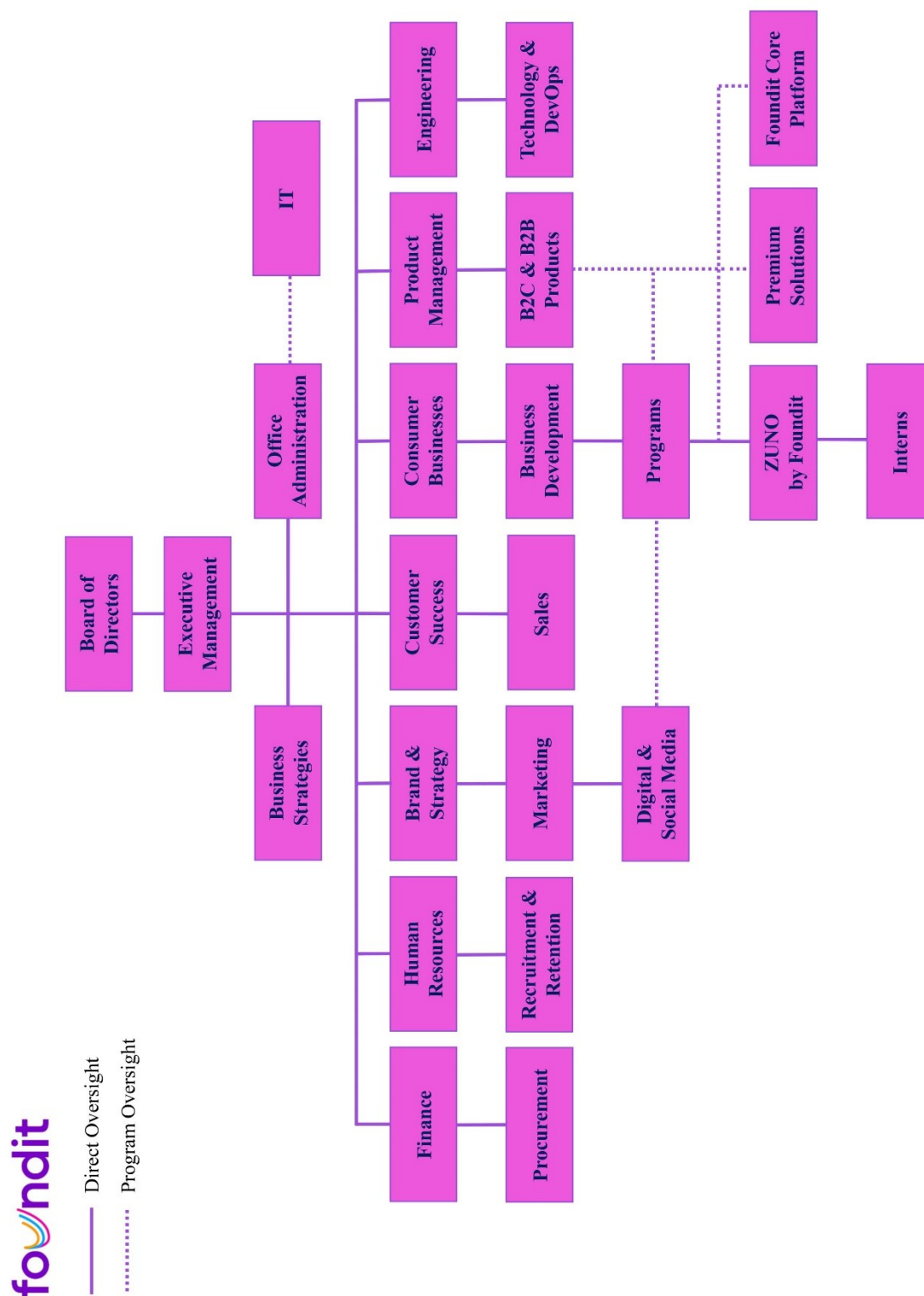
These are customized solutions for specific industries and sectors, such as healthcare, education, and technology. These solutions are tailored to the needs and challenges of each industry and sector, and help employers find the best fit for their roles. As per the contract terms negotiated, Foundit could help recruiters in a multitude of ways, not limited to, cross-promotional marketing, targeted data analytics or even end-to-end hiring where they would directly source, interview, verify and shortlist candidates for the recruiter themselves based on the job description provided by said recruiter.

6. Foundit Database Access

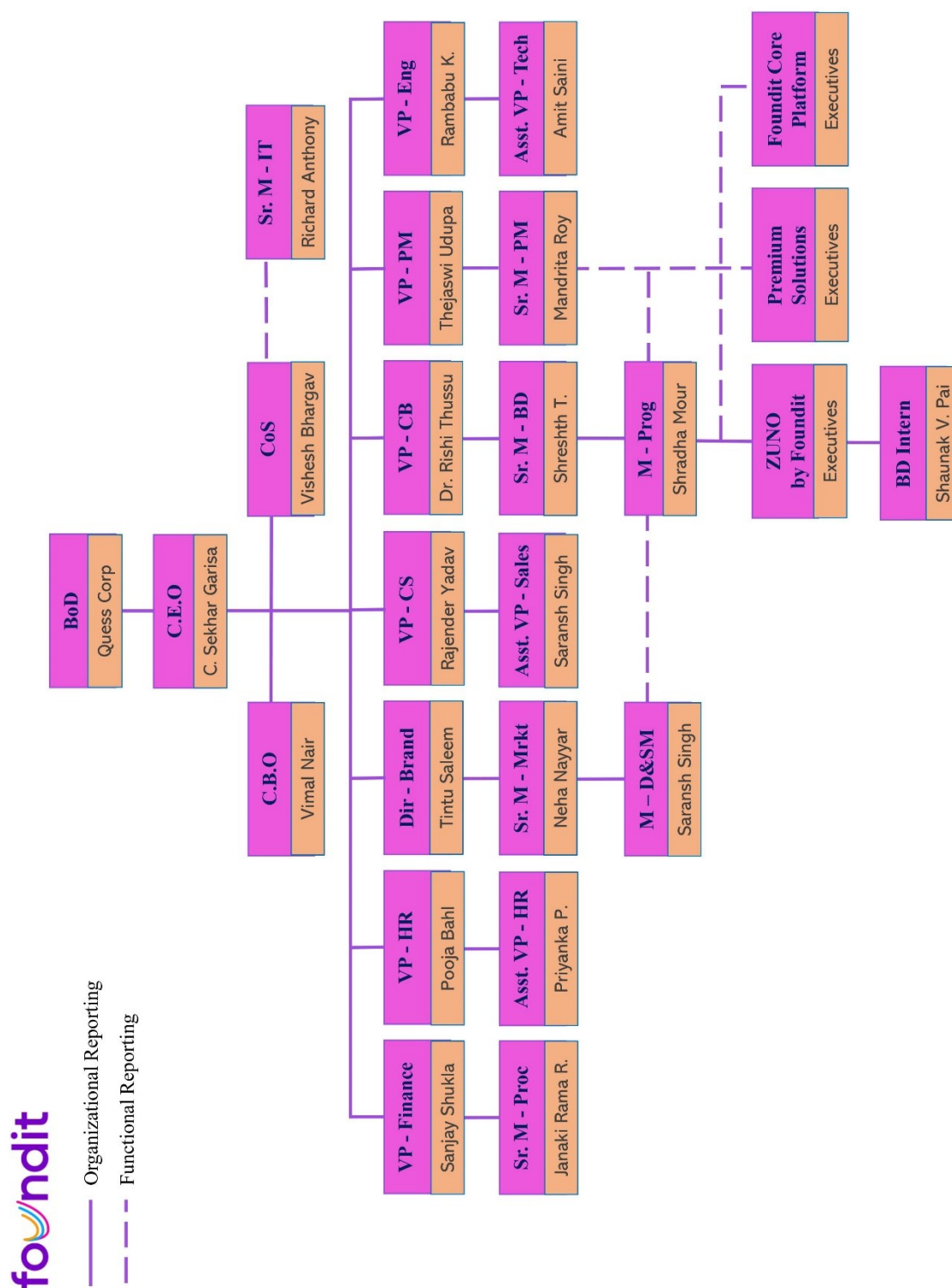
The most lucrative vertical within the company it supplies bulk access to its global database to organisations. It consists of information gathered through sign-ups on the platform, the content of candidates' profiles, compilation of resumes, analytics of job trends and behaviour of users engaging with the various touch points of Foundit platforms. This data is highly valuable as it can help companies get a closer look at a consumer's habits, decision-making process and purchase patterns, which helps them to market and sell their associated products and services to the target audience it shares with the career platform. The database is confidential, can be sorted and filtered as per various parameters and paying customers can access it only through exclusive access provided for the duration of their contract.

1.4 Sections & Departments

- Foundit Section-wise Chart:



● Foundit Organizational Structure Chart:



CHAPTER A.2 - TASK(S) HANDLED

2.1 Job Description

Business development is a broad term that encompasses all activities related to the growth of a business. It includes everything from marketing and sales to networking, lead generation, and customer service. Business development interns are often tasked with supporting their company's business development efforts in some capacity. This might include helping to generate leads, contacting potential clients, or assisting with other tasks related to growing the business. This is an exciting opportunity to gain hands-on experience and contribute to the company's growth in the Indian market. As an intern, you will have the chance to work closely with the sales team and develop valuable skills in business development and customer relationship management in a corporate environment.

A business development intern will primarily assess the company's portfolio and the market's competitive landscape. As a part of learning the job, the duties require one to find ways to expand products and services, evaluate the business's strengths and weaknesses, assess reasons for any losses, increase sales through lead generation, marketing, and corporate strategies; identify and contact prospective customers, promoting business online, creating proposals and contracts, and to gain valuable work experience by undertaking all aspects of work involved in business development. They receive on-the-job training to learn the specific processes and procedures of the company. Working closely with the business development manager to learn about the company's products and services. They will also learn about the company's internal processes, such as how to create presentations and reports, how to track leads and how to follow up with clients.

- The Requirements of a Business Development Intern include:
 1. Should have a bachelor's or master's degree in a related field, such as business, marketing, or communications.
 2. As one may be communicating with clients, other departments or other business development interns, effective communication is crucial to your success in this role.

3. Strategic thinking to develop plans for approaching potential clients, creating marketing campaigns, and developing innovative ideas.
 4. Work on projects with sales teams, marketing teams and other departments. This means one may need to collaborate with others to find solutions to challenges.
 5. The ability to solve problems can help develop solutions that meet the needs of the company's clients.
 6. Need to be able to research potential clients and companies to decide which ones would be the best fit for the company. This involves researching the company's history, its current products and services and its competitors.
- The Duties of a Business Development Intern include:
 1. Growing business through the development of new leads and contacts.
 2. Building business relationships with current and potential clients
 3. Attending networking events to attract and retain clients.
 4. Developing and executing sales and marketing strategies to grow business programs.
 5. Maintaining and updating sales, marketing and business development documentation and formalities from time to time.
 6. Familiarize with all products and services offered by the company.
 7. Reviewing clients' feedback and implementing necessary changes.
 8. Monitor and ensure the availability of roles by liaising with internal teams and tracking hiring needs.
 9. Develop candidate profiles and share them with potential client companies and follow up throughout the hiring process.
 10. Keep a record of the hiring progress and updates for each candidate shared with client companies.
 11. Maintain regular communication with candidates through email and phone, providing updates on their application status and answering their inquiries promptly.
 12. Maintain accurate and up-to-date candidate records in the database and user tracking systems.

2.2 Work Responsibilities

At Foundit, I was hired as a Business Development Intern in the Consumer Business vertical to work on the Zuno by Foundit platform for 3 months from 8th February to 5th May 2023. As the BD Intern, I was based out of the Bengaluru Office which is the Headquarters of the rebranded company which is where the management leadership and all verticals are operated from, whereas its registered office is situated in Hyderabad under the Qness Corp banner. Due to its growing presence in multiple cities within India and the Asian subcontinent, the employees must work in conjunction with teams daily through digital means because they might be based out of different regions such as Gurgaon, Mumbai, Singapore, Dubai etc even though they are working under the same reporting manager or on the same project team.

My workday constituted of working from the office starting at 9:30 am till 6:30 pm for 5 weekdays with Saturday and Sunday as mandatory weekly off aside from public holidays and personal leaves. The Zuno team that I worked on consisted of a Manager overseeing the entire program with 2 business analysts based out of the Bengaluru office and 3 based out of the Gurgaon office with around 6 interns out of whom 5 including myself reported directly to the program manager. The Zuno team worked in conjunction with product management, marketing, design, and engineering teams to completely handle the day-to-day operations of the Zuno platform and all of its business aspects. This whole program was overseen by the vice president in charge of consumer business and candidate services whom all the managers reported.

The approach taken at the company was that of a centralised structure to pass down directives but with bottom-up suggestions from even interns being encouraged and implemented to foster a more collaborative spirit in line with the company's core values, which could also be seen by the fact that all employees no matter their designation would sit wherever they choose to without any cubicles or tall partitions obstructing free flow of communication between various teams. For example, I sat in between the finance team and VP-CB with my intern colleagues sitting across the aisle alongside the software team which created a very equal and cordial work environment in general.

The broader tasks that I was assigned included reaching out and onboarding recruiters onto the Zuno platform, building the community ambassadors program, shortlisting candidates for dream internships, posting and maintaining the website database of jobs from the back end, promoting special opportunities and tests to college students, administrative tasks for record keeping, testing product features and giving feedback to concerned teams for changes, and finally analysing competitors and trends in the industry.

My approximate daily routine as an Intern on the Zuno team:

- 09:30 am; Join daily Morning SCRUM video call on MS Teams
- 10:00 am; Posting, Maintaining, and Deleting posts from the Zuno platform.
- 11:30 am; Lead Generation through sales tools and digital channels
- 12:00 pm; Closing previous days' inquiries, scope prospective clients.
- 01:00 pm; Lunch Break
- 02:00 pm; Continue reachouts to clients, and onboarding formalities.
- 04:00 pm; Hiring community ambassadors from different colleges.
- 05:00 pm; Administrative tasks, updating work chart for the day.
- 05:30 pm; Join daily Evening SCRUM video call on MS Teams
- 06:00 pm; Attend internal team meeting/performance review.

- Elaboration on Work Responsibilities & Duties:

1. Identifying Opportunities for Growth

As a business development intern, the major responsibility given to us was researching, identifying and creating potential opportunities for growth and expansion of the platform which at the time of my joining was a newly launched website with a miniscule brand presence compared to its competition in the sector or even the parent brand of Foundit which itself had to reestablish itself among the consumer base due to the entire overhaul from Monster.com to Foundit that took place just a few years prior. The duties included conducting thorough market research to identify new target markets, analysing current market trends to determine which recruitment factors are in high demand and the

general pulse of the hiring industry to understand what they prioritize in the recruitment of fresh talent in their organization and how our product could help them with their candidate search. I would then have to adapt our sales pitch as well as the general approach to those specific clients that were highly likely to start a business relationship with the company. In addition to conducting research and developing business relationships, my job entailed developing and implementing growth and profitability strategies such as creating marketing plans and identifying new growth channels and if approved by management to implement said strategies and track the return on investment and key performance indicators for the same. A simple example of this work responsibility could be, that I would research industry websites such as Glassdoor or AmbitionBox to understand the trends taking place. Then according to that, I would scope out specific companies that were looking to hire based on various parameters through job boards and social media networks such as LinkedIn or in some cases even by visiting competing platforms to prospect valuable recruiting opportunities like Internshala or Naukri.com. Then based on my learning I would prepare my sales pitch and how I would approach that client to join the Zuno platform as opposed to other job portals.

2. Reaching out to Potential Clients

Once I had the necessary research and my sales pitch ready, the next step was the most important one where I would have to directly approach the leads that were generated and pitch to them our product Zuno. The process would be to contact them through LinkedIn using the messaging feature where non-connected individuals on the social network could send a single message to each other as a way of connecting further to discuss opportunities. Since LinkedIn is the preferred social network for industry professionals and has the most efficient system in place for growing your business circle, it gave the Zuno team an effortless way to reach out to clients. As the prospective clients did not know who we were, it was our priority to draft the perfect message to them as that was the only chance, we would get to hook them in and thus there was a set template that was followed but with variations depending on the specific clientele. This kind of reach-out was a form of cold calling, and our directives were to at a minimum

connect with 50 new prospective opportunities daily. The simple process followed was to use the lead to search for the recruiter's profile on LinkedIn, then draft and send them our reach-out message within the set word limit for initial conversations on the site, once sent, we would then have to enter the details of the reach outs such as their name, their organization, link to their profile and any comments specific to them. This detailed data was maintained on an Excel sheet as a way for all interns and executives to keep track of potential clients as well as to not interfere or overlap with other colleagues' leads and clients.

- The typical draft message would be as follows:

***“Greetings from Team ZUNO!
Hey (Client Name),
We noticed you are looking to hire talent at your organisation. Well,
guess what, we at Zuno, Foundit's newly launched Internship &
Fresher job platform are here to help you source verified candidates.
The best part about us, we are Free!
Happy to know your contact & a good time to connect to discuss
more. Have a great day! Regards, Shaunak”***

- The first follow up and second follow up would be as follows:

***“Hey (Client Name),
Did you get a chance to think through the opportunity that Zuno is
offering regarding the hiring of freshers and interns at No Cost?
If you would be kind enough to share your contact details, we can
connect for a quick call, and I could explain the platform better.
Have a great day! Regards, Shaunak”***

If a prospective client did not respond positively even after the second follow-up, they would be categorized as a dead lead and mentioned as such in the database. They could be approached again further down the line when newer leads had dried up as a final attempt. Whereas if a client responded well to the message and connected with me, after the initial pleasantries, they would be asked if they would like to know more about the product over a call or through the message section on the site itself as per their convenience.

Either way, my job was to use the sales call script that I developed and got approved by management in my first week of joining as an exercise for all new interns and to convince the client to be onboarded on the platform by enticing them with all of the features and services of the product associated with it.

- My sales call script was as follows:

***“Zuno is an early career platform by Foundit.
(formerly Monster.com) that offers Paid Internships & Fresher
Jobs. Currently, we have over 1000+ brands and over Half-a-Million
users from both, tech, and non-tech backgrounds.
We are completely Free for employers and have a community of
25,000+ students on Telegram,
and over 1200+ Campus Ambassadors.
Any posting on Zuno receives an avg. apply rate of 250 applicants.
Our platform enables you to filter candidates based on their
Location, Skill, Recency, CV attached, Degree, Pre-Assessed
Students & someone who has submitted your assessment questions.
It also lets you chat with the applicants which is directly connected
with their WhatsApp, assisting them to reply instantly.*”**

- If they seemed interested and wanted to go ahead, we disclosed:

***“Our basic criteria to post an internship are.
a Stipend of 3,000 INR and Job Offering a minimum of 3 LPA.
We just need your work email and contact number to create your
employer account on Zuno.
We can create your account instantly and post your job.
You can share the Job Description with us.
You will receive a verification link in your mail which you will have
to click to complete verification. Once the job postings are live on
Zuno, we will send you the login credentials and you can interact
with the platform at your convenience from there.
Alternatively, you can visit www.zunoworld.com create your
employer account and start hiring.”*”**

If they seemed on the fence, we would give them a value add-on of the **“Dream Internship Branding for Internships that would be above 20,000 INR monthly stipend,”** but only if it were a noteworthy organisation to begin with. If they had any questions, we were also supposed to answer them to the best of our knowledge based on the product training and firsthand learning experience we had received on the team. A typical question could ask for clarification for the reason we were free of cost and the answer was that **“Zuno is in its Pre-monetization stage, which gives onboarded employers early free access to not just Zuno but Foundit's curated and ever-expanding database as well and we do not plan to monetize existing client contracts as of now and would like to only focus on growing our presence among the consumer base.”** Another typical question could inquire about the necessity for a 3,000 minimum stipend or a 3 LPA salary threshold and the answer would be that **“This criterion was essential to verify recruiters on the platform so that we can source only verified recruitments and to build trust among candidates.** All these unique sales propositions and FAQs were compiled based on months of research and analysis of the industry and consumer behaviour, respectively.

3. Onboarding Verified Recruiters onto the Platform

As part of the initial service offered by Zuno, we would do the entire job posting from the back end on behalf of new clients to cut out any delay or mistakes in posting and give them a reason to prefer us over competitors' platforms where the recruiter had to manually update their job posting themselves. The next step involved receiving profile verification details and job details from the recruiters for their postings. If there were any changes to be made such as creative inputs on the written matter of the job description or benefits to be added, we would consult with the client for the same. The final posting would then be done, which involved creating a new recruiter account on the platform, filling up all necessary details of the recruiter as well as the company, verifying the email and contact number through verification codes, using the “create a new job posting” dashboard provided with their profile on the Zuno website, filling in all the necessary job details and tagging relevant slugs on the posting to get it categorized on the website

for better reach such as, “management internship”, “work from home”, “5 day work week”, “recommendation letter provided” and so on along with specific skills required for the internship or job such as, “MS Excel”, “JavaScript”, “business strategy”, “marketing management”, “communication skills”, so on and so forth. Once all details were filled in, the job would be submitted for approval and after the review process was completed to check for any discrepancies or errors in the job poster, it was made live by the administrator who was an executive-level employee from the team itself. Once the job was posted, the client was intimated and they would be sent a mail containing the news of their successful job posting, login credentials and steps in case any help was required when interacting with the platform features. On occasions, a virtual demonstration of the entire step-by-step process could also be given if the client had difficulty in doing so themselves. The successful lead conversion and onboarding completion would then be updated in the spreadsheet database that was tallied at the end of the day for individual performance review. Though it was not enforced, the general directive was to target a daily job posting rate of a minimum of 3 separate recruiters, along with making sure that the existing job posters on the platform were receiving due attention and their problems were solved promptly by collaborating with relevant depts., which more than often would be related to technical support as the website had a learning curve for the uninitiated to browse through. Another task was to scope out high-quality internship postings from noteworthy organisations and pass them on to the team responsible for handling Dream Internship branding to further push that posting for better reach thus creating a better relationship between the recruiting organisation and Zuno.

4. Duties as Super-Administrator for Platform back-end

A major responsibility given to me by my reporting manager within the first month of my internship was to handle the back-end operations of the platform to assist the executive-level employees who until then were the only individuals who received access to edit, approve and, restrict job postings on the platform using super-admin privileges. This duty was entrusted to me along with a raise in my stipend due to my work ethic and the dedication I had shown towards my team.

The login credentials were assigned to me on a confidential basis by the technology and development team which opened access for me on the back end of the platform. This application had an administrative dashboard that was used as the control panel for the entire Zuno website. It contained the database of every single recruiter, candidate, their CVs and resumes, job posting, applications, all data points fed into the system and live tracking of all activities taking place on the website from the front-end user interface used by the public. As the first and only intern to be given this heavy responsibility, I was accountable for maintaining the entire database, confirming and verifying job postings before making them live on the website, flagging inappropriate behaviour from users who violated the company terms and conditions, tracking and updating high engagement job postings and analysing the reason for their success among job seekers, inactivating old job postings that were either filled or were more than 3 months old as their chances of getting traction were virtually none and they just took up valuable space and eyes away from the newer opportunities on the main website. Another practice included the bulk uploading of job postings also known as scrape jobs mostly for BPO and Sales profiles that were sourced directly from various other job portals such as Naukri.com, Indeed.com or Internshala with redirection links to said job portals instead of the ability to apply within the website itself. This was an industry-standard practice where companies like us would use each other as verified sources and use content from our website to post on their platforms in a bid to pad out their total opportunities offered statistics in exchange for redirecting their registered users to the others' platform who would, in turn, do the same for us, thus benefiting both parties. My additional duty as super-admin also meant that I had unofficially become the de-facto Head Intern and would regularly be asked to guide, train, and oversee newly joined interns as well as in a particular scenario even associate-level employees due to my extensive knowledge of the product and its inner workings.

5. Hiring Community Ambassadors from all over India

One of my tasks included helping the Gurgaon-based team that handled the extensive Community Ambassadors Program on a pan-India level. I was given a spreadsheet with details of college students from various campuses across the country who had either filled out the application form to become a campus ambassador, were referred by an existing campus ambassador to get a referral bonus or were candidates from the platform itself who had applied for job postings but were never selected and have a good resume to back themselves up. The spreadsheet was updated daily with these leads and included contact details, college details, programme details, year of passing and how the lead was acquired. The basic task was to reach out and connect to at least 50 students from the list over a phone call, converse with them, understand their personality and potential to become good campus ambassadors through a quick interview round and explain to them the work they would be undertaking if selected for the program. Each conversation would last between 4-5 minutes with the judging criteria being their communication skills, persuasiveness, connections on social media, network reach among their collegemates, achievements or awards they have received, hobbies and future aspirations and most importantly the reason to join and passion for the role of ambassador. These questions would give me a sense of the individual and whether they would be fit to represent the Zuno brand in public. Based on their answers, I would then either select them or reject them, if I am not able to connect with them after multiple attempts then their lead would be categorized as non-responsive and would not be pursued again unless there is a shortage of leads and the only way to hire new ambassadors is to re-approach rejected and/or non-connected applicants. I would then pass on my sheet with all the selected and/or unselected students to the team and they would further engage with hired students and onboard them formally into the Community Ambassador Program and get them started. The target for me as just a part-time helping hand with their team was around 5 hires in a day while other permanent team members had targets as high as 25 or 35 hires a day. This duty lasted for approximately one and a quarter months in the middle of the overall three-month internship.

6. Ancillary Tasks and Miscellaneous Duties

Some other responsibilities of an Intern were to update their daily work chart in a spreadsheet for the supervisor to track the quality and quantity of work done by said intern and any improvements that need to be enacted for better workflow. The entire Zuno project team and associated teams from other departments had to attend a daily morning and a daily evening SCRUM meeting over a video call on Microsoft Teams. A SCRUM is a framework for project management that emphasizes teamwork, accountability, and iterative progress toward a well-defined goal. The framework begins with a simple premise: Start with what can be seen or known. After that, track the progress and tweak, as necessary. These meetings at Zuno by Foundit were headed by the Program Manager and would feature their directives for the entire team as well as individual tasks apart from the routine responsibilities that needed to be conducted. The executive-level employees as well as associates and team leaders were expected to brief everyone on their action plan and focus points for the entire day. The evening calls would function as the catch-up of all the work that was done throughout the day and goals/targets that were carried out according to the directives and action plan mentioned in the morning call. The evening call would then be followed by a group performance review of the interns and the targets that were achieved for the day and if not then an explanation as to why. From time to time, we interns were also expected to help out other teams in the office on projects and tasks that were linked to our job profile, or we had expertise in such as helping out in hiring for internal job postings through the Zuno candidate database, participating in special promotional and marketing campaigns for the company as a whole, helping out other managers and executives with their workload when and where needed. An example of an out-of-the-way project I along with other Zuno interns did was staying at the office till late at night to contact over 2000 combined candidates to shortlist 50 after conducting telephonic interviews for an important client who had an urgent hiring requirement from the core Foundit database and the entire team in charge of handling such initiatives was overloaded with other work matters elsewhere.

CHAPTER A.3 - LEARNINGS

3.1 Key Professional Takeaways

As a Business Development Intern at Foundit, I was able to carry out a detailed analysis of the inner workings of a multinational company. This experience led me to understand a variety of concepts that could only be experienced in an actual working environment. The basic function of Foundit is to connect recruiters with job seekers. They help this transaction by onboarding companies and presenting their best brand image to their registered candidates to choose from the jobs listed on the platform. They create targeted outreach strategies to engage job recruiters from a plethora of industries and persuade them with unique selling propositions to engage with job seekers through their platform exclusively. The marketing team develops and implements campaigns to promote the platform and increase its visibility among recruiters and job seekers who are then approached by the sales team and business development teams respectively to pitch the platform. Once onboarded, the users whether they are listing a job or applying for one, must be retained on the platform for a longer period to monetize their acquisition into a profitable venture for the company. Most of the company's revenue comes from the sale of job postings and resume database access to employers with a minority of revenue from streams such as premium services for candidates and business solutions for large companies.

My time at the organisation was spent immersing myself into various roles that included reaching out and onboarding recruiters onto the newly launched fresher career platform known as Zuno, building the community ambassadors program alongside a dedicated team, shortlisting candidates for dream internships which were great opportunities from some of India's biggest startups and industry titans, posting and maintaining the website database of jobs from the back end as a super administrator, promoting special opportunities and tests to college students to improve their chances at better career prospects, administrative tasks for record keeping, testing product features and providing feedback to concerned teams for changes that would result in the smoother and more efficient running of the technology behind the platform, and finally analysing competitors and trends in the industry to understand the brand's strengths, weaknesses, opportunities and threats in order to keep Zuno and by extension Foundit ahead of the pack.

- Learning Corresponding with the Duties Handled:

1. Research & Lead Generation

I learned techniques to research industry sources with a fine-tooth comb to find the results for which I was searching. These techniques helped me to identify recruiters from companies that were looking to hire based on various parameters through job boards and social media networks. Based on the data I had acquired I would prepare my sales pitch and then tailor my approach to meet that specific prospect's requirements.

2. Sales & Negotiation Skills

I learned how to directly approach the leads that were generated and pitch to them our product Zuno. Through various methods of communication, I would reach out to prospective clients and using my detailed knowledge of the product, would negotiate with them the terms of forming a business relationship with the company. There were times when it was a hit-and-miss, sometimes clients would not respond as expected or even reject outright the idea of trying the product. However, this process from start to finish taught me how to improve my communication skills to be at the same level as a corporate client I was conversing with. It also taught me to be patient with clients and never to push the product too much onto them instead start by building a cordial relationship to establish a common agenda.

3. Client Relationship Management

I learned that even if at times it may seem there is no return on the time and energy invested in a client, the right thing is to stay optimistic throughout. When a new product is introduced to a beginner client, it is also prudent the salesperson is well-versed with the features themselves as otherwise, it could lead to the client feeling undervalued by the company. Another important lesson I understood was that no matter how small the complaint, one should go through the entire resolution process with the same integrity as one would have if it were a bigger issue. Maintaining a client relationship therefore is nothing more than listening to them, resolving their issues promptly and never being annoyed at their slow pace of understanding technical concepts that you might feel are easy.

4. Importance of Good Administration

I learned that even though it may seem boring or tiring in the short term, having a good administrative system helps a team to deliver their best performance eventually. As I was given the huge responsibility to handle back-end operations of the platform to assist the executive-level employees, I had to prove my capabilities by making the entire team's work more efficient. Working on editing, approving and, restricting job postings on the platform using the super-admin privileges taught me the inner workings of how such large websites work in the background and how much effort and time it takes to offer the most seamless experience to the end-user on the other side.

5. Multiple Levels of Communication

I learned how to communicate better with a diverse group of individuals, be it the team I worked with in close collaboration or the various other departments that must smoothly function for my tasks and duties to be fulfilled. Corporate communication is a delicate balance between assertiveness and being appreciative of the hard work being done by team members. Not just internal communication but external communication holds a direct correlation to the image of the entire organisation. The way I spoke with students from diverse backgrounds and locations made a larger impact on the company's image and perception in their minds. Therefore, I understood the value of clear concise communication whatever the scenario may be.

6. Collaboration with Technology

If I have learned anything from my internship experience at Foundit, it would be that technology is here to stay and the only way to survive this onslaught of advancement and innovation is to upskill oneself and make the technology dependent on you to function and not the other way around. Over time I had to painstakingly learn how to use complex formulas and software to complete my work on time and in the correct manner but when I look back, I see the necessity to do it that way. This collaborative approach where I used technology while it assisted me to complete my work not only helped me understand the effectiveness of using it but also that to compete in the future job market, I have to immerse myself into the belly of the beast.

My Key Performance Indicators as a BD Intern working on Zuno:

- Incorporated various tools from business development, sales, marketing, and customer relationship management to achieve targets efficiently.
- Drove growth to the fresher job platform in high quantities.
- Identified and onboarded recruiters from note-worthy organizations that will drive business growth in the long term for the company.
- Developed targeted outreach strategies to engage with recruiters that are still in use after I left the organisation.
- Built and managed long-lasting professional relationships with clients.
- Assisted the marketing team in creating and executing campaigns to promote the platform and increase its visibility among recruiters and job seekers.
- Demonstrated strong interpersonal skills with the ability to engage effectively with various levels of management, staff, and clients.
- Collated and maintained extensive client information records in the CRM database to increase customer success and enhance the company's reputation.
- Worked on the dream internship program and helped create great learning experiences for students and interns like me.
- Diversified the job opportunity pool on the platform by onboarding various unique not-tech and non-management affiliated job profiles such as fashion designers, interior designers, video editors, architects, nursing interns etc.
- Worked extensively on a special initiative that led to the hiring of various candidates in multiple job roles at Cult.fit (a TATA Group subsidiary).
- Reached out to over 4000+ prospects during the entire internship duration.
- Successfully onboarded over 120+ companies onto the Zuno platform
- Solely responsible for the posting of over 300+ jobs and internships with the combined vacancies/openings totalling 1000+ across all jobs.
- Some of the premier companies that were onboarded by me were, BYJUs, Reliance Retail, CoinDCX, MyGate, Rusk Media, TCS, OkCredit, ZEE5 etc.

CHAPTER A.4 - CHALLENGES & SUGGESTIONS

The job search sector has seen turbulent times recently with companies laying off employees to reduce costs in anticipation of recession woes. The growth and development of Monster.com earlier had been driven by a combination of factors, including changes in the job market, advancements in technology, and shifts in user behaviour. The rebranded company Foundit has had to adapt to these changes to remain competitive and relevant. With the brand recognition of Monster taken away from them, the company that operates now can be classified more as a start-up rather than an established titan of the industry. This brings with it an uphill battle for recognition in an already crowded industry landscape. It hopes to position itself as a leading player in the job search market but has fallen short of achieving this vision yet.

Increased competition from new entrants, and especially the advent of social media at fingertips where job seekers can now directly approach recruiters therefore circumventing the need for registering and engaging on a career portal has deeply affected Foundit. To stay relevant, the organisation has been compelled to constantly innovate and enhance its offerings. For instance, to improve the job search experience for users, Foundit has introduced new features like video resumes, virtual career fairs, and AI-powered chatbots to tackle the hardships facing them. But these features are still in their infancy stage and are yet to prove their worth.

As an intern at Foundit, I learned a lot about how a successful and dynamic company works. However, during my time at the organisation, I came across various hurdles as well. Though the belief is that businesses require a variety of strategies and tactics to ensure growth and success, the work culture at Foundit might be too relaxed for the fast-paced reality we find ourselves in. Identifying target markets, analysing industry trends, building strong relationships with stakeholders, and constantly innovating and adapting to change at a moment's notice are part of the industry it belongs to. Therefore, I have formulated to the best of my limited knowledge as a Business Development Intern the challenges that Foundit as a company faces now and have suggested a few routes it could pursue to remedy the same and actuate its vision.

- Challenges at Foundit:

1. Competitive Landscape

With many new players entering the market, the employment services industry has become increasingly competitive. Companies like LinkedIn, Indeed, Glassdoor, Internshala, Naukri and many more have taken away a big chunk of the market share from the once-dominant Monster.com. This has put the rebranded Foundit under a lot of pressure to differentiate itself and remain relevant even at the expense of spreading itself too thin in some cases.

2. Job Market Dependency

Foundit's revenue streams are heavily reliant on the state of the labour market at any given time. During economic downturns, the company's revenue may fall as employers reduce hiring and job seekers face fewer opportunities which leads them to not engage with the platform out of frustration. Being reliant on providing career jobs, has the adverse effect of being unnecessary after a candidate accepts permanent employment.

3. Negative Perception

Foundit and its once parent company Monster.com were previously chastised by job recruiters as well as job seekers for a lack of transparency and poor customer service. This negative perception has damaged some of the company's reputation. On the part of Zuno, it does not have any perception at all which in itself is a worry.

4. Technological Disruption

Though Foundit has been at the forefront of the recruitment industry in terms of its focus on research and development in technology, new technologies like blockchain and decentralised job platforms have the potential to disrupt its simple business model. These technologies have the potential to make it easier for job seekers and employers to connect directly, eliminating the need for intermediaries.

- Suggestions for Foundit:

- 1. Expand & Diversify**

Foundit could expand into new geographic markets and enter underserved job markets. Currently, it is only focussing on Tier 1 and Tier 2 cities for their business development which leaves a large unemployed population untapped. This could assist them in diversifying revenue streams while gaining a competitive edge.

- 2. Create Clear Value Propositions**

Foundit must communicate the unique value that they provide to their customers if they want to stay relevant. They should clearly define their target market and develop messaging that speaks to them while also finding ancillary industries to complement their core business for a sustainable path forward.

- 3. Collaborative Branding**

Collaboration with various large-scale employers could work well as this would create new opportunities and solutions that are tailored to their specific needs. This would assist the company in developing stronger customer relationships and differentiating itself from competitors while also being able to piggyback off the larger brands' positive perception in the market.

- 4. Focused Customer Experience**

Providing an excellent customer experience is critical for customer retention and referrals. Foundit should ensure that their customer service is exceptional and that they respond to customer feedback proactively. Overall performance should be measured and analysed regularly to identify areas for improvement.

- 5. New Technologies Adoption**

Foundit could adopt new technologies such as artificial intelligence and machine learning. These technologies may assist the company in improving its job matching capabilities and providing more personalised services to job seekers and employers thus increasing the chances of retaining clients for a longer term.

PART B

PUTZMEISTER

Putzmeister Concrete Machines Pvt. Ltd.

Plot No. N4, Phase IV,
Verna Industrial Estate, Verna,
Salcete, Goa (INDIA) 403722

10th July 2023

to

10th October 2023

CHAPTER B.5 - ORGANIZATION

5.1 Industry Overview

Construction equipment and accessories are a vital part of any structural engineering works or infrastructural projects. Massive equipment and construction vehicles are involved in the excavation and digging of huge quantities of earth, compacting and levelling, transfer of materials and heavy loads, placement of construction materials, and construction process. Construction equipment also refers to the tools, machinery, and vehicles used in the construction industry to build, repair, and maintain various structures, such as buildings, roads, bridges, and other infrastructure projects. These machines are specifically designed to perform specific tasks efficiently and effectively.

The larger industry can be divided into several sub-industries based on their functions, including earthmoving equipment, material handling equipment, road construction equipment, heavy-duty equipment, and concrete equipment. Earthmoving equipment, such as bulldozers, excavators, and loaders, are used for excavation and grading tasks. Material handling equipment, such as cranes and hoists, are used to move materials around the construction site. Road construction equipment, such as asphalt pavers and rollers, are used to build roads and pavements. Heavy-duty equipment, such as bulldozers, is used for large-scale construction projects and demolition work. Concrete equipment, such as batching plants, transit mixers and pumps, are used to prepare, transport, and pour concrete.

The concrete equipment industry is one of the most widely recognised subsets within the larger construction industry. Concrete technology has significantly impacted the construction industry, making it faster, more efficient, and more precise. The use of various concrete-specific machines has allowed for the rapid construction of larger and more complex structures, as well as the completion of projects in a shorter amount of time. It is also important to note that the use of concrete equipment requires specialized training and a thorough understanding of safety procedures. Proper maintenance and regular inspections are also critical to ensure the equipment operates effectively and safely.

Until the early 20th century, concrete was mixed on the job site and transported from the cement mixer to the formwork, either in wheelbarrows or in buckets lifted by heavy cranes. This required a lot of time and labour. In 1927, the German engineers Max Giese and Fritz Hull came upon the idea of pumping concrete through pipes. They pumped concrete to a height of 38 meters and a distance of 120 meters. Shortly after, a concrete pump was patented in Holland in 1932 by Jacob Cornelius Kweimn. This patent incorporated the developer's previous German patent and so the concrete equipment industry was born.

A common type of concrete pump for large-scale construction projects is known as a boom concrete pump because it uses a remote-controlled articulating robotic arm (called a boom) to place concrete accurately. It is attached to a truck or a semi-trailer. Boom pumps are capable of pumping at extremely high volumes and are less labour-intensive to operate when compared to line or other types of concrete pumps. The second main type of concrete pump, commonly referred to as a "line pump" or trailer-mounted concrete pump, is either mounted on a truck or placed on a trailer. This pump requires steel or flexible concrete placing hoses to be manually attached to the outlet of the machine and feed the concrete to the place of application. Due to their lower pump volume, line pumps are used for smaller volume concrete placing applications such as swimming pools, sidewalks, single-family home concrete slabs and most ground slabs. There are also skid-mounted and rail-mounted concrete pumps, but these are uncommon and only used on specialized job sites such as mines and tunnels.

In recent years, the Indian concrete equipment market has undergone dynamic fluctuations and witnessed a series of transformative developments. India's construction industry is currently experiencing an extraordinary boom, setting, and surpassing records and attracting substantial investments in vital infrastructure projects like roads, bridges, highways, expressways, railways, metros, and more. The sector has been quick to embrace advanced technologies, elevating productivity, efficiency, and sustainability. According to researchers, the Indian concrete equipment market is projected to cross \$ 1,300 million by 2024, exhibiting a CAGR of 13% on account of anticipated growth in the construction industry, increasing foreign investments, and a rising number of smart city projects in the country. Moreover, factors such as the increasing number of construction projects, shorter completion times, and the demand for customized solutions by end-users are further fuelling the growth of this segment.

5.2 Birds-eye-view

Inception of Putzmeister:

Putzmeister is a German company that specializes in the manufacturing of concrete equipment and systems. It is one of the leading manufacturers of concrete pumps, mortar machines, mining equipment and high-density solids pumps. Additionally, they offer solutions for preparing, temporarily storing, processing, and transporting these materials. Putzmeister's commitment to being close to their customers' businesses remains their mission for the future as well. Founded on the simple premise of making work easier for an average labourer, today it is a global titan of the industry. The brand commands the respect of customers and the industry for the durability of its products, the quality of its service and its pioneering technological innovation in the concrete placing industry. The company was founded in 1958 by Karl Schlecht and initially focused on the production of agricultural machinery. However, in the 1960s, Putzmeister shifted its focus to concrete pumps and became a pioneer in the industry. The title Putzmeister translated into German means "Plaster Master" as the first machine designed by Karl Schlecht was a simple plastering machine that made spraying plaster on walls an easier task for workers.

Putzmeister is a company known for its innovative technology that is continuously updated by the latest research and development findings, as well as market demands. They specialize in customizing equipment to meet the specific needs of their customers, providing them with effective and long-term solutions. It excels in handling and deciphering complex construction assignments on a global scale. They actively collaborate with clients on projects, working together to achieve their joint commitments. The company boasts a close-knit network of partners spanning every corner of the world. Putzmeister's teams are highly skilled, dedicated, and motivated, ensuring that their clients receive optimal value for their investments at all times and in every location. With more than 20 subsidiaries worldwide and manufacturing units across the globe, Putzmeister combines top-notch German engineering, technology, expertise, and high manufacturing standards with locally relevant requirements. They were among the first construction machinery manufacturers to receive ISO 9001 certification in 1994, demonstrating their commitment to maintaining high-quality standards throughout their operations.

Putzmeister foray into India:

The global company had been in India since the mid-1990s but established itself fully when in 2007 the wholly owned subsidiary of the global holding company known as “Putzmeister Concrete Machines Private Limited India” was inaugurated with its head office and production unit based out of the Verna Industrial Estate in South of Goa. The Putzmeister India brand has since been providing Concrete Solutions to customers across India, and regions such as Nepal, Bangladesh, Bhutan, Maldives, Southeast Asia, Japan, Africa, and the Middle East. Equipment produced at the Goa factory is designed and adapted to meet the demands of local job sites in each of these countries and exported there. They achieved market leadership in the concrete pump segment quickly in India with their equipment helping in building roads, highways, bridges, metros, airports, power plants, refineries, dams, and residential complexes across India.

The beginnings of Putzmeister's commitment to the subcontinent go back decades. Against the backdrop of the Indian concrete sector, which saw tremendous growth and was protected by tariff barriers, the licensing and shareholding collaboration, which had existed since 1995, was carried over into a Putzmeister's work in Goa, designed for growth. Stationary concrete pumps in the BSA 1400 product line and truck-mounted concrete pumps with M-36 boom pumps were manufactured on-site in October 2007. In parallel to this, there was a large expansion of distribution structures across the subcontinent covering the whole area, which currently includes 30+ Sales Offices, 45+ Service Locations and 25+ spare warehouses.

Acquisition by SANY Group:

SANY Group is a Chinese multinational heavy equipment manufacturing company headquartered in Changsha, Hunan. It is the 3rd largest heavy equipment manufacturer in the world, and the first in its industry in China to enter the FT Global 500 and the Forbes Global 2000 rankings. Its founder and main shareholder is Liang Wengen. It is especially known for its concrete machinery, for which it is globally ranked 1st. It is also a major supplier of excavators, cranes, wheel loaders and other heavy machines. It has a dozen industrial parks in China plus manufacturing facilities in Asia, Europe, Australia, and North & South America, with approximately 100,000 employees worldwide.

In January 2012, SANY agreed to acquire a 90% stake in Putzmeister Holding GmbH, for €324 million, with CITIC PE Advisors Hong Kong Ltd. agreeing to purchase the balance of 10%. As a young and ambitious enterprise, this was a milestone move for SANY as well as a game-changing event in the landscape of the global construction machinery industry. Putzmeister, already a top concrete machinery manufacturer globally, experienced steady growth and development under SANY's leadership. Putzmeister sales volume grew from €500 million in 2011 to more than €800 million in 2021, maintaining its leading position in global market shares. With its R&D, manufacturing and sales network expanding to cover Europe, America and Asia-Pacific regions, the former German family company started enjoying a broader global presence in 154+ countries and regions. For SANY, Putzmeister provides applicable experience in internationalization, intelligent manufacturing and concepts and practices compatible with the fourth industrial revolution. Whereas for Putzmeister, its capability of developing new businesses is reinforced with SANY's financial support and resources. Today, it has been integrated into SANY's global business map with half of the concrete machines around the world bearing the logo of either Putzmeister or SANY.

Current Prospects of Putzmeister:

Putzmeister offers a fundamental promise to its customers. When they see the label "Made by Putzmeister," it signifies having a thoughtful and intelligent partner in all their endeavours. Regardless of the complexity of the task or the remoteness of the location, Putzmeister is committed to delivering precise solutions tailored to their customer's exact requirements. With a combination of enthusiasm and extensive experience, Putzmeister approaches every project with a fresh perspective, whether it is a small-scale construction or a large-scale assignment with tight deadlines or unique concreting and manufacturing needs. Putzmeister provides best-in-class equipment that is engineered for longevity. Their machines and plants are designed to deliver high performance, durability, and low maintenance, all while ensuring economic efficiency, technical supervision, and customization. Trust is at the core of every collaboration at Putzmeister. They treat their partners with respect, fairness, and transparency always. The company believes in maintaining consistency, reliability, and confidence, and its impressive record of accomplishment on the world's most challenging and demanding projects attests to its exceptional performance.

However, the competition in this industry has been growing steadily and the market share of large companies such as Putzmeister is shrinking even though the overall market size is increasing. This paradox can be attributed to the increase in customer knowledge and the variety of options available to them both locally and internationally. This has led a company like Putzmeister to reevaluate its business strategy and understand the challenges it faces ahead of itself. Consolidation in the construction industry is another factor that has been ignored in the past but in the future could be the reason for such giant companies going toe-to-toe with each other with the backing of powerful resources across the board. When SANY acquired Putzmeister, it was a game changer in the industry as a competing entity had taken over the other with low resistance. Following their example, companies in the sector have been merging or acquiring each other to prove their superiority. Even though Putzmeister enjoys the tag of manufacturing the highest quality product, this tag also comes with a premium price tag that new companies with subpar technology can undercut to gain valuable market share.

Vision, Mission, & Values:

“Our Vision”

- A world where housing and infrastructure are affordable and sustainable.

“Our Mission”

- We build a passionate global team that creates exceptional customer experiences, enabling business growth for our partners by shaping housing and infrastructure with the most productive, sustainable, and safest solutions.

“Our Corporate Values”

1. Customer Orientation
2. Entrepreneurship
3. Cooperation / Teamwork
4. Openness & Honesty
5. Trust
6. Respect
7. Integrity
8. Learning Culture

5.3 Products & Services

Putzmeister is one of the leading providers of solutions for Pumping, Mixing, and Transporting, Placing Concrete, Mortar, and all kinds of Sludges. Their products are setting the standard in the industry, in terms of sustained and profitable growth for customers. The products are segmented into specific technologies such as,

- Concrete Technology (PCT):

1. Stationary Concrete Pumps

These offer high-performance pumping while the machine is extremely easy to operate and maintain at a job site. The product line is known as the BSA. The ingenious geometry of these concrete pumps ensures the delivery of even heavy-grade concrete at high output rates without the installation of added equipment. The patented Putzmeister S-Valve is manufactured out of thick-walled special cast steel and is ideal for pumping difficult, abrasive concrete. The e-Smart series are compact and reliable all-around trailer pumps ideal for medium-sized projects and for all kinds of concrete applications. Distances of more than 2000m and heights of over 600m can be reached by these pumps depending on the variants used. The latest BSA e-Smart machines come with an OPS Control System to reduce operating costs and IFM performance display which allows tracking of real time performance using software.

2. Truck Mounted Boom Pumps

These are high-performance pumps mounted on the chassis of a truck and can be driven to any location as per the job requirements. The main feature is its lengthy boom arm that acts as a delivery line from the truck bed where concrete is fed into it and then travels through the length of the arm to be poured into the structure. The product line is known as the BSF. These are used in vertical pumping scenarios for high-rise projects or places where a stationary pump pipeline cannot be installed. Putzmeister offers the lightest truck-mounted boom pumps in its class with a range between 20m to 47m boom reach and performance of up to 160 m³/h. The BSF 36-4 and BSF 47-5 are among the most sold in the Indian market.

3. Line Pumps

These are concrete pumps that are mounted directly on the bed of a truck. They are used for high-pressure delivery of the mixture through a mobile pipeline. Putzmeister range of line pumps give a mix of both performance and mobility at competitive costs and are collectively known as MOLI. It was a common complaint that stationary concrete pumps often cannot be used cost-efficiently for short pours thus MOLI was introduced to change that. This type of pump can be setup quickly and is ready for operation in next to no time. Once the job is completed it can easily be packed up and driven to another site and start working there. The variants available in this line are the 1405 D and 1407 D eSmart series that have been adapted for mobile operations as compared to their stationary counterparts.

4. Placing Systems

A stationary boom or placing boom has broad and diverse applications. It functions as effectively in the construction of power stations, caverns, liquid gas tanks and bridges as well as high-rise building construction sites. The fact that is lightweight makes it easy to transport across sites. These are ideally suited for integration in climbing formwork, the autonomous through-climbing of floors, as well as free-standing installations. One is guaranteed secure operation of the boom thanks to the compact slewing head without stationary parts. The use of low-maintenance standard components keeps service costs down. This line of is titled as MX with their heights reaching up to 32m.

5. Batching Plants

These are huge mixers that combine and mix raw material to create the homogenous mixture commonly referred to as concrete. The plant setup consists of a few key components, namely compartment bins, feeder belt, mixer, and control panel. The product line is titled MT and variants depend upon the output of concrete produced per hour by that plant. Greater the output, larger and heavier are the support structures for them. Putzmeister also has compact batching plants that are pre-assembled and can be directly installed with no additional foundation or columns. They are designed to enhance productivity and profitability, ideal for Ready Mix Concrete manufacturers.

6. Transit Mixers

These are huge drums mounted on top of truck chassis that transport concrete mixture from the batching plant location to the location of the pump. The drums are consistently rotating to maintain the homogeneity of the mixture by gently agitating it using large, curved blades within the drum. Mixer drum sizes can be between 6 and 10 m³, with high payloads and productivity. The entire line is referred to as PT and customers can choose between discharge capacities ranging from 7 to the latest 12+ with slave engine, or power take off options. Reliable in operation and low on maintenance, transit mixers are designed to deliver better mix quality and faster discharge uniformly while withstanding working in harsh environments and with coarse materials.

7. Mobile Belt Conveyor

Known by their brand name “Telebelt,” these are large belt conveyor systems with flexible reach and are mobile on trucks. They act as a universal conveyor for all times of raw material such as gravel, earth, wood shavings, sand and concrete all passed along on the same belt. They are one of the most expensive pieces of equipment in the entire industry and are cost effective only when used for fast distribution of massive quantities of material at megaprojects at scale. Currently there exist only 3 Telebelt machines on the entire Indian subcontinent all being used at huge dam projects.

- Underground Technology (PUT):

1. Shotcrete Machines

These are tailor-made solutions for tunnel construction and mining. Shotcrete Machines are robust, standalone devices with different spray arms on off road chassis for all tunnel sizes and mines with low floor mixers for supporting the concrete spraying process. They are used for filling tunnel formwork to strengthen structural integrity. Putzmeister offers a complete range with proven efficiency and reliability in a large number of tunnelling projects all over the world. The main product line is the SPM WETKRET with a vertical spraying reach of 17m and output of 30 m³/h. It also has the P series of stationary pumps.

- Mortar Technology (PMT):

1. Mortar Pumps

These are small size pumps used in screed and sand applications, self-levelling screed applications, plaster, and fine plaster applications, fine concrete applications and other special applications. They are branded with 2 distinct identities namely, Putzmeister Mortar Machines, and Lancy & Brinkmann Intelligent Products. The segment features Mixer Pumps with a large storage hopper. Worm Pumps capable of conveying high-viscosity materials. Piston Pumps used for non-premixed mortar. Screed Conveyors which operate with plug conveyance.

- Industrial Technology (PIT):

1. Industrial & Environment Pumps

These are high-tech pumps for inorganic and organic materials. They feature oil hydraulic technology, durable piston pumps for high density materials, pastes and material with foreign bodies, hydraulic power packs for the drive of the pumps, storage silos for highly dewatered and highly viscous sludges, feeding systems screws and sliding frames, delivery lines, and injection systems. These high-density solids pumps have maximum productivity and reliability thanks to error free operation systems.

- Special Products (PSP):

1. iONTRON

This is the latest range of Electrified Products from Putzmeister that aims to reduce the industry's reliance on environmentally polluting machines and move toward sustainable. The line includes, stationary pumps, transit mixers and boom pumps.

2. Mobile 3D Printer KARLOS

An efficient and economical 3D printer for concrete walls that can be built in a brief time without any conventional formwork. A highly innovative combination of a mobile concrete pump and precise robot technology to reduce operator error and increase precision.

- After Sales Support:

1. Service Centres

One of the biggest factors that sets Putzmeister apart from the competition is its No. 1 After Sales Support. This vertical of the core business is its most consistently profitable arm in terms of volume. The company has a vast network of 45+ Service Locations across India with rapid expansion continually taking place. The company has also invested in building state of the art 3S facilities in regional hubs such as Bengaluru, Hyderabad, Delhi, Mumbai etc where they can combine all three aspects of the after-sales support cycle, Service, Spares & Support. It also has co-branded and authorised service centres in remote locations to meet the requirement of its clients.

2. Genuine Spare Parts

Putzmeister technology is highly sought after in the industry due to its German engineering roots and robust build quality. Due to them maintaining high standard of quality in their parts and components the market has been flooded with counterfeit and poor-quality alternatives that when used by clients in their machines, not just voids the warranty of the machine but can also cause irreparable damage to the original technology within those machines. Therefore, Putzmeister Genuine Spare Parts have been introduced in the market at competitive prices and distinct packaging to ensure customer satisfaction. Currently there are 25+ Spares Warehouses spread across India with parts also available at select wholesale stores and dealerships in some regions.

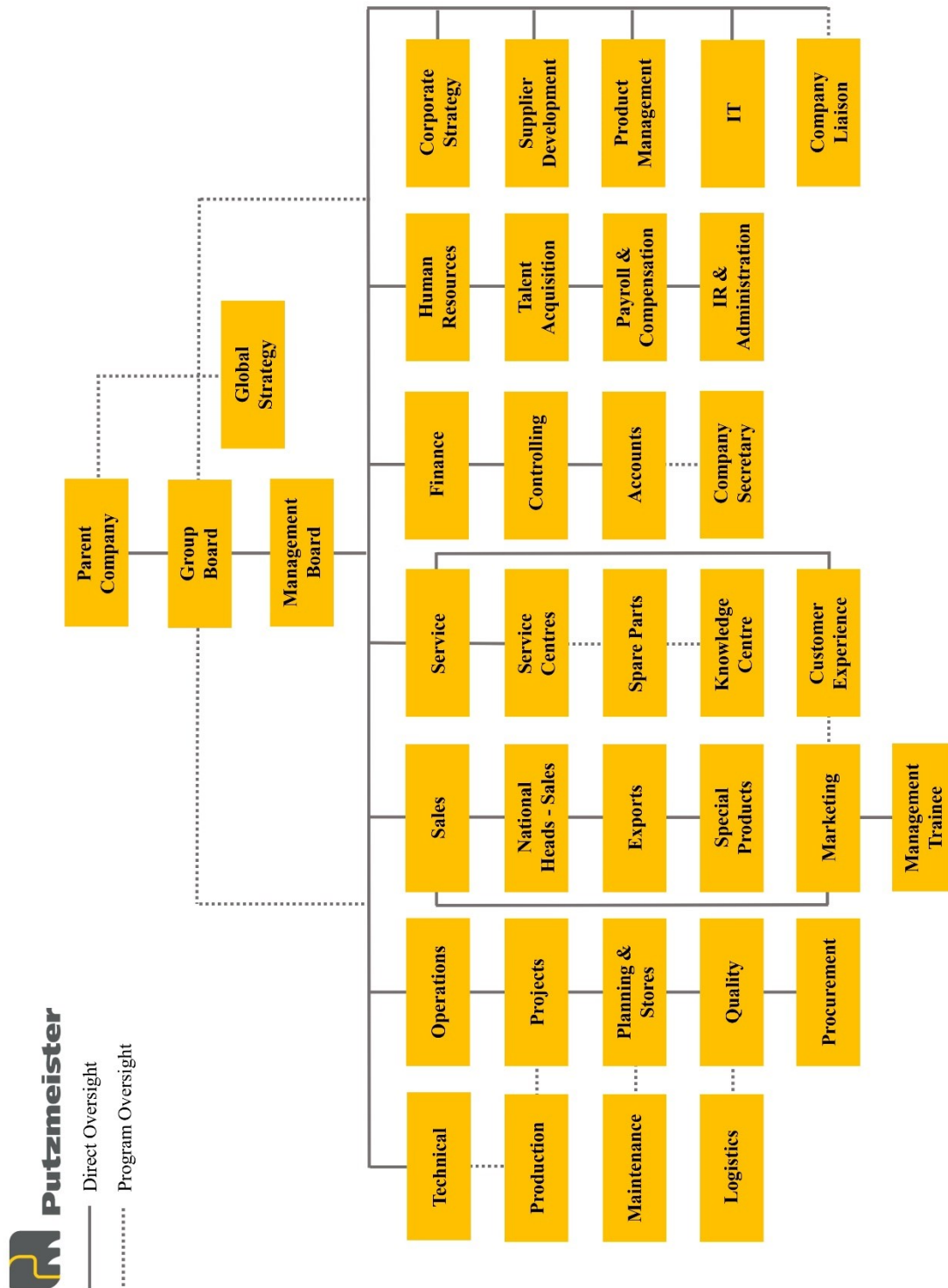
- Ancillary Ventures:

1. In-House Produced Pipelines

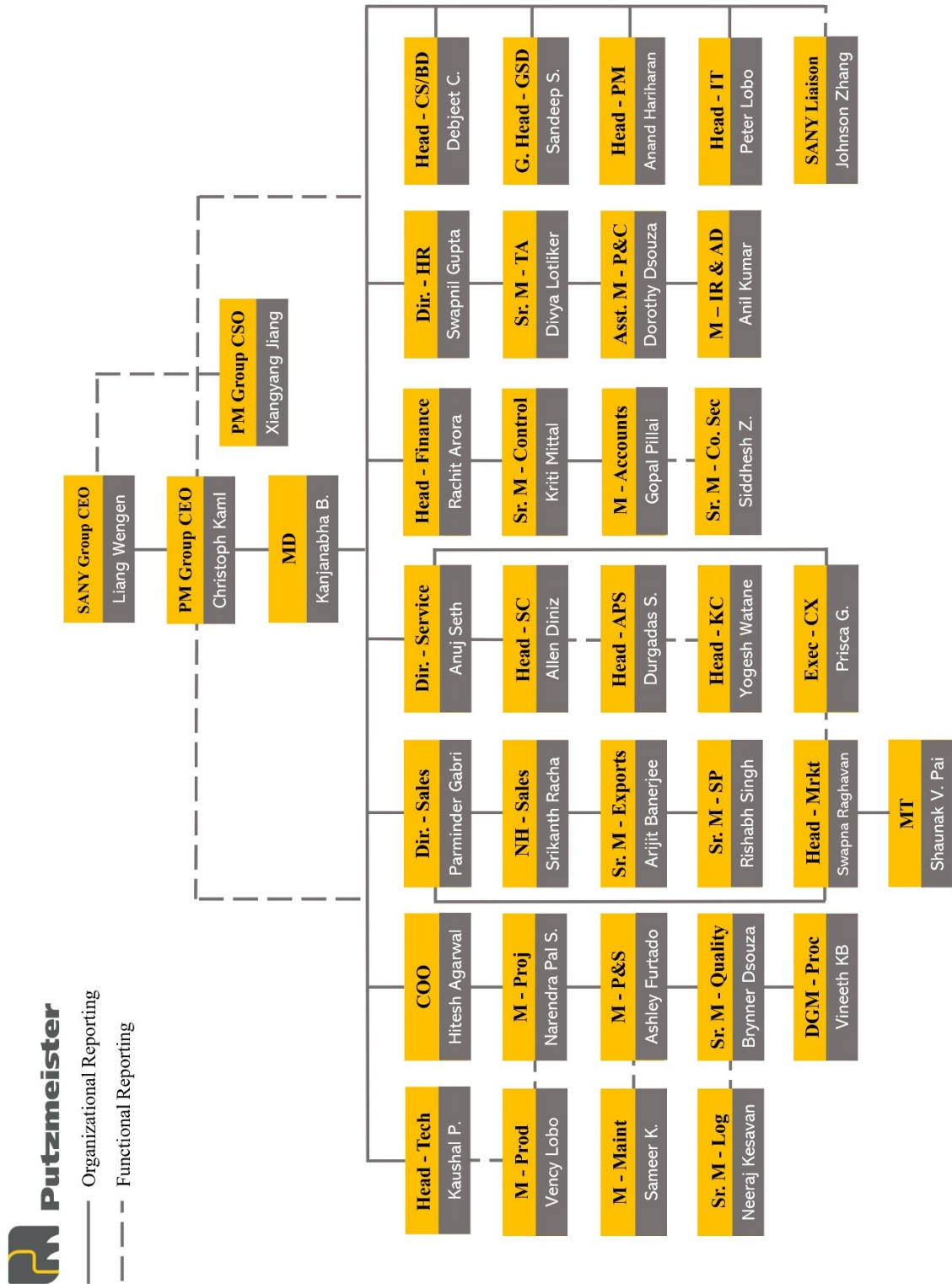
Putzmeister in India has started to offer sets of pipelines exclusively manufactured by the company as separate products to their existing customers. Earlier clients would purchase only the machines, whereas the pipeline required for transporting concrete from pump to end hose were bought at local after-market vendors. Generic pipes made of cheap material had the tendency of exploding in high pressure pumping scenarios. Thus, in-house manufacturing and sales begun.

5.4 Sections & Departments

- Putzmeister Section-wise Chart:



● Putzmeister Organizational Structure Chart:



CHAPTER B.6 - TASK(S) HANDLED

6.1 Job Description

Management Trainee or a Manager in Training, is an employee who works directly under acting managers, supervisors, and executive directors in various industries. Their duties include delegating tasks to staff members, assisting with the onboarding process of new hires and providing administrative support. While specific management trainee job duties can vary, all trainees are required to assist upper management and supervisors with day-to-day operations. The management trainee's responsibilities include completing all assigned tasks, which may include, performing duties in different departments, gaining knowledge of operations, learning how to handle disputes, attending meetings and workshops, traveling to other offices, providing support and suggestions for improvement, updating records, and preparing documentation.

A management trainee in marketing is a professional who assists in advertising and promotional efforts within a company. They are responsible for completing clerical and administrative duties, building social media campaigns, or preparing promotional materials. They may also be called upon to create presentations that advise their managers on promoting certain products. They also collaborate with teams in all stages of campaigns to help develop, expand, and maintain the company's marketing channels.

- The Responsibilities of a Management Trainee - Marketing include:
 1. Should have a master's in business administration degree in a related field, such as marketing, advertising, or communications.
 2. Effective communication is crucial to success in this role.
 3. Strategic thinking to develop plans for approaching potential clients, creating marketing campaigns, and developing innovative ideas.
 4. Work on projects with sales teams, service teams and other departments. This means one may need to collaborate with others to find solutions to challenges.
 5. The ability to solve problems and develop solutions single handedly that meet the needs of the company's clients.

6. Need to be able to research competing companies and their communications to determine the industry landscape.
 7. Knowledge of current trends and marketing best practices to bolster the brand image to new heights.
 8. Creativity and a keen eye for detail to conceptualize, create, review, publish, track, and analyse various campaigns and projects.
- The Duties of a Management Trainee - Marketing include:
 1. Assign leads received from various channels including IndiaMart, Website, Direct Calls, WhatsApp, and Tender Portals via CRM.
 2. Create regular reports on status of leads and follow up with sales co-ordinators of regions for leads not being dealt in the prescribed process.
 3. Create new sources for various customer events with the support of IT and generate monthly review reports with status and insights.
 4. Keep track of tender related status and information shared by the service/website and share updates of awarded tenders on Awarded Tenders WhatsApp group.
 5. Work with vendors and Marketing team on delivering print, branding and merchandise requirements for Sales and Service teams.
 6. Maintain stock count of brochures, merchandise and any other items being stored by Marketing at Goa head office as well as co-ordinate with regional teams on stock counts in their respective regions.
 7. Support in customer experience visits to the factory and in arranging internal communication events managed by the HR team.
 8. Work with vendors and Marketing team on delivering events for Sales and Service teams.
 9. Co-ordinate with finance and procurement on closing Purchase Orders and submitting final invoices.
 10. Co-ordinate photo and video shoots of equipment at the jobsite and within the factory while also guiding local teams to organise shoots.
 11. Maintain a library of images and videos as per prescribed process.
 12. Support marketing team in managing other activities and tasks as may be required from time to time.

6.2 Work Responsibilities

At Putzmeister, I was hired as a Management Trainee in the Marketing Department which falls under the broader Sales vertical of Putzmeister Concrete Machines Private Limited, to specifically work on the Corporate Communication, Media Campaigns, Advertising Collaterals, Social Media, and Event Management alongside other ancillary duties for a duration of 1 year (12 months) from 10th July till 9th July 2024. As the Management Trainee – Marketing, I am based out of the Goa Factory & Office which acts as the Headquarters of the company's presence in India, Bangladesh, Nepal, Bhutan, and Maldives. The entire management leadership and all verticals are operated from here, whereas its parent company is situated in Aichtal, Germany under the Putzmeister Holding GmbH banner.

The company has a large presence in multiple cities within India and the South Asian subcontinent, therefore employees must work in conjunction with teams daily through digital means because they might be based out of different regions. The job is to support their sales efforts in the most efficient and effective manner that can lead to growth for the brand and its sales numbers. Since the company is a multinational entity, the India team must also be in constant touch with the holding company in Germany as well as the parent company based out of China to maintain a consistent line of communication. A lot of effort and time also goes into adhering to global and national compliance frameworks to assure that the highest ethics and standards are met in line with the brand's vast global ethos.

My workday constituted of working from the office starting at 9:00 am in the morning till 5:30 pm in the evening for 6 weekdays with every second and fourth Saturday in a month as weekly offs alongside Sunday as the mandatory weekly off aside from public holidays and personal leaves. The team that I directly work with consists of the Head of Marketing overseeing the entire department with 1 marketing executive and 2 management trainees including myself, all based out of Goa office with the later three reporting directly to the Head. The team is minor compared to other companies of similar size and scope, but the industry is structured in such a manner that the marketing function is considered a sale support function rather than the other way around, seen in other industries.

However, the team of four can manage the entire operation due to outsourcing its workload using freelance vendors as well as working in conjunction with sales, service, product management, production, technical and engineering teams to completely manage the day-to-day operations of all of the company's marketing aspects. The approach taken at the company is that of a traditional top-down approach with the centralised management structure passing down directives that need to be followed in the manner foretold. A hierarchical ladder must be respected and all decisions, no matter their significance require the approval of senior leadership members. Though this kind of a management style might not be suitable for many in the current corporate climate, the company functions as such due to decades of proven results with this type of decision-making process and its advantages.

The broader tasks that I am assigned include researching and analysing trends within the industry, keeping records of competition data, strategizing and formulating media campaigns, aiding sales, and service teams with promotional material, managing day-to-day activities concerning digital marketing, designing media content, updating product brochures and sales presentations, drafting public relations collaterals, managing events and handling vendor relations.

My approximate daily routine as a Management Trainee on the Marketing Team:

- 08:30 am; Catch up on overnight work mails and messages.
- 09:00 am; Daily Briefing and delegation of work duties
- 09:30 am; Scheduling, Posting, Maintaining the brand's social media channels.
- 10:30 am; Design promotions, communication collaterals and digital content
- 01:00 pm; Lunch Break
- 01:30 pm; Managing and reviewing vendor receivables.
- 02:00 pm; Formulating strategies for future campaigns
- 04:00 pm; Administrative tasks, updating data and documentation.
- 05:00 pm; Campaign analysis and statistical overview

- Elaboration on Work Responsibilities & Duties:

1. Research on Industry and Formulation of Strategies

As a management trainee in marketing, the major responsibility assigned to me was researching, identifying, and maintaining industry trends and competition data for future use. This included conducting a thorough market research to identify the key functions of the target market, analysing current market trends to determine which purchase decision factors are most important to the customer base and the general pulse of the construction and concrete industry to understand what they prioritize in when buying concrete machines on behalf of their organization and how our specialised product solutions could help them with their various types of construction related activities. I would then have to compile all this information in the form of market overview presentations and present my findings to the head of marketing and sales to build a strategy for moving forward. In addition to conducting research and developing business strategies, my job entailed developing and implementing growth hacking actions such as creating digital marketing plans, identifying new growth channels, and collaborations with complimentary brands and if approved by management to implement said actions and track the return on investment and key performance indicators for the same. A simple example of this work responsibility could be, that I would research our main competitors and their social media presence on Instagram and LinkedIn to understand their action plans. Then according to that, I would scope out specific information from industry/trade magazines/websites. This data gathering exercise would then help me create specialized strategies to position our products against the competition while also assisting the front-line sales team to reorient their value propositions to clients according to the current trends. This would all be a regular activity and was to be refined across the entire sales cycle duration to always have an upper hand over the competition. This data is also beneficial to identify the brand's market share and perseverance against PASTEL factors which in turn helps gauge out the overall market conditions when preparing budgets for the next fiscal year.

2. Social Media and Digital Marketing Management

As one of my core responsibilities, I was made in-charge of managing the digital presence of the brand for India, Nepal, Bangladesh, and Bhutan while also maintaining a collaborative relationship with other Putzmeister Group and SANY Group companies. This broadly meant I oversaw all Social Media channels/handles that fall under the purview of the company, namely, Putzmeister India on LinkedIn, Instagram, Facebook, X (formerly Twitter). Putzmeister Nepal run in conjunction with the exclusive regional dealer known as Unique Construction Equipment on Instagram and Facebook. Putzmeister Bangladesh run in conjunction with the exclusive regional dealer known as Milontika Engineering Services on Instagram and Facebook. Putzmeister Bhutan and its digital presence were still in the initial stages of ideation as of the writing of this report since the industry size and consumer base is uniquely small and social media penetration is exceedingly small across the country when compared to neighbouring countries. Lastly, there also existed the Putzmeister India WhatsApp Business account which can be used to directly communicate with customers, and it was run by Marketing team in collaboration with Sales, Service, Customer Support, and IT personnel. A proposal for testing out the viability of WhatsApp API Bots and Channels features was also prepared and presented by me to the senior leadership in an effort to become more proactive with our community of customers. A typical activity in managing the social media channels would be to create and social media calendar for the upcoming month. Within this calendar, a schedule would be created to achieve maximum reach while communicating our brands message. The plan would have to consider the target audience, the time of upload for highest engagement, the channel being used and its advantages and disadvantages, the message to be conveyed, the variety of content, the redirection and call to action to be encouraged and finally the reason/purpose of the content being pushed. A monthly average of 22 posts per account is the current rate with only me as the dedicated individual to handle the operations with occasional support from other team members. The process is as follows, a month in advance the content / post bank is prepared, it then goes for review and feedback, once revisions are made (if any) the same post is scheduled according to the parameters through a software known as Facelift Cloud which is

used by all member companies of the Putzmeister Group for any social media activity. The post whether an image, video, reel, article, document, or story/status is then scheduled in the system to be published under the specific profile i.e., India Instagram, Nepal, Facebook, India WhatsApp and so on. The reason for posting in such case-by-case manner is that not all messaging is suitable for all of the countries we operate within, for example there might be a product post featuring a pump that might be only sold to an India specific customer and is not offered in Bangladesh and therefore allocating resources to promoting it in that country is a waste. The schedule posts are then completed with hashtags, location tags and mentions to make them engage with the Search Engine Optimization Algorithms of these platforms and push them in front of non-followers of our official pages. Once the post is published across their respective platforms, they are then shared in the form of links with employees internally either through WhatsApp or Mail to have them engage with said content as well as champion the brand in front of their personal followers. The public posts are then monitored, comments are replied to according to a specific response template, analytics and performance of the posts are downloaded in the form of reports to be added to the Monthly Marketing Review and finally keep an eye on the competition's reaction to said content and their counter offense as some of the key players in the industry have a nasty track-record of stealing ideas and appropriating original content from Putzmeister for their own benefit. The digital marketing management tasks also include launching, monitoring, and reviewing results of Digital Advertising Campaigns that are mostly focused on LinkedIn and Instagram as the brand feels these two communities have the most potential for return on investment and conversion into sales. Another component of the digital marketing strategy of the company was to send out mass emailers to clients and employees alike especially during new product launches, festivals, and special events.

3. Designing and Producing Media Content

A great responsibility on my shoulders came in the form of graphic designing content that suit the messaging of the company. The company in the past had hired international creative agencies to handle all of its marketing campaigns especially when it came to designing and producing creative material for promotional purposes. However, since the pandemic, the company decided to cut costs and external vendors of the marketing team were the first to be laid off. This was also the reason for the core team member size being reduced to only 4 and the department being put under the direct oversight of the sales vertical. Due to my background in art and interest in creative projects, I was chosen to handle the in-house graphic designing for social media posts, product walkthrough videos, client testimonials, brochures, sales presentations, emailers, and advertisements. Though complex videography such as drone/ariel shooting and VFX heavy content was commissioned to local vendors on a case-by-case basis. Later there was a small creative agency onboarded to produce a small number of creatives for social media promotions, in order to lessen the burden on me. The activity would consist of me firstly understanding the approved social media calander in a clear manner. Then I would start work on creating rough mock-up designs to get my supervisor's approval. I would then use graphic designing tools such as the Adobe Creative Cloud, Canva, MS PowerPoint and such to design the final product. For example, if there was a post to be circulated wishing the public on the occasion of Diwali, I would use the template set by the parent company wherein the brand colours, logo placement, size of canvas etc are clearly mentioned in the Brand Guidelines to be followed with the highest level of importance. The guidelines are the same for all group member companies and thus breaking any rules laid down within them is a strict no-no for anybody. Once the template was in place, I had the freedom to design the creative according to my choice as long as I would stay within the boundaries of the process. Many of the creatives use material such as fonts, colours, design elements, stock images, stock video footage either from open-source services or through pay-to-acquire licencing companies. Using the chosen material and depending on the message to convey, I would ideate, draw, and then polish the work with my own creative flair and art sense. Finally, would get it reviewed by

my supervisor or the concerned departments. Captions and hashtags were also finalized to go well with the promotional material. These complete works were then either handed over to the requesting party from a different department or scheduled for publishing as per the digital marketing goals. Assistance for intense cases of graphic designing especially for print quality high resolution files would be provided by the global marketing team situated out of the headquarters of the group company in Aichtal in Germany. This would be prevalent in the brochure making process due to the high number of products offered in the market with their several variations across regions and all their information needed to be updated regularly as the technology was updated. Brochures were by far the most difficult to design, execute, print and update due to the sheer volume of them that existed which has led them to being one of the highest cost inefficient materials in the marketing inventory though changing this process isn't viable as the industry is still traditional to an extent and requires physical, updated material to be handed over before a purchase decision can be made.

4. Providing Support to Sales and Service teams

One of the Marketing department's core objectives is that of functioning as a support system for sales and service teams. Due to the vast network of sales and service personnel all scattered across the vast majority of the Indian subcontinent and with many even dealing with clients based out of Africa and South America, there needs to be a constant communication ebb and flow maintained by our team for those frontline employees to deliver their duties in the proper manner as the brand representatives in the presence of customers and the public. This could include a number of functions such as, creating specialized schemes and promotional offers for key accounts if the sales team can prove the clients will not commit without the same and there is positive ROI for us in doing so. We have to also share festival greetings, special mentions, and promotional documents constantly as and when required according to the specific region that they shall be circulated within. There are also times where customers might visit the Goa factory to participate in business meetings or to take handover of their completed machines. These customer visits need to be approved and arranged including travel, stay and food offering in accordance with the set

budgetary framework, while trying to actively maintain the premium positioning of the brand in the eyes of the customers at the same time. There are also instances of handling unruly customers dissatisfied by the company's service or treatment of their account and could lead to loss of business with said clients. The marketing team has to therefore, act in the best interest of the company even if it meant going out of the way to make sure the customer experience even though there exists a dedicated staff for tasks such as that, as a negative perception in the customer's mind, impacts the work being done by the marketing department as a whole on behalf of the company.

5. Drafting Communications for Public Relations

A small yet significant component of the marketing department's objective is to maintain a positive brand perception and that is achieved by maintaining cordial business relationships with the industry stakeholders, regional, national, and international level trade bodies, non-governmental organisations, and the media fraternity. I was given the task of drafting corporate communications that best reflected the company's stance on a given matter or a message that we would like our target audience to be aware of. These drafts included, Answering Questions received by news and media organizations regarding the functioning of the company of its future outlook. Official Letters on behalf of the Managing Director and Senior Leadership with regard to Interviews in Trade Magazines as and when they were unavailable to do so themselves. Proofreading and editing any type of brand messaging in the form of the written word to be sent out of the organisation. The documents needed to adhere to brand guidelines, be concise and sound in the legal view as they would be a representation of the company and what it stands for. This also meant collaborating with concerned individuals according to their knowledge of the matter, for example the operations manager when referring to anything production related, the accounts team when referring to anything related to financials or the company secretary and compliance officer when it came to policy or regulatory matters and so on. These drafts would then have to be formatted, reviewed, revised, proofread by management, thoroughly checked, and only then would be approved for distribution as official corporate communication of behalf of Putzmeister.

6. Managing Vendor Relations and Organising Events

One of the most intensive responsibilities upon which many other functions of the company depend is managing external vendors to meet your internal goals. Due to cost constraints, the company has lately depended on various service / material vendors to fulfil their requirements within a certain period and budget. Though the company has a dedicated Procurement and Stores departments, they handle all external vendor relationships pertaining to the functioning of the company. This left the marketing department with its own set of separate vendors that were specifically chosen and hired on retainers based on the value they can provide to the department's goals. This approach requires constant and clear communication between the marketing team and said vendors. I had to connect with them from time to time to check on the progress of purchase orders that were issued in their names, the status of manufacturing and delivery of services on the promised deadlines. Whenever there was the need for a service, I would have to formally request a quotation from them over email. Once it arrived and was approved by my supervisor, I had to prepare the necessary documentation to facilitate said transaction. Depending on the situation a Service Request (SR) form or a Material Request (MR) form was to be filled with details such as the cost centre from wherein the budget for the expense shall be determined, the details of the vendors including their vendor registration code if they were a new relationship, the reason for hiring them specifically, if there were any other vendors considered for the same service and if so the reason for selecting this particular service provider over them. Alongside the invoice particulars and payment terms, the conversation by mail needed to be attached to the form to prove the due process was followed. Lastly the printed form needed to be signed by the proposer which in this case would be me, the approver who would be the team in-charge, if the cost for the service exceeded Rs. 1,00,000 INR than the Department Director's approval and if the cost exceeded Rs. 5,00,000 INR than the Managing Director's approval was necessary to initiate the action. Once completed, the finance team would review the same, then process the payment allocation according to payment terms finalized and would release the payment through the SAP system. I had to document the entire process for auditing purposes and make sure the delivery of

collaterals from the vendor was done in the proper manner. If necessary, then refuse to accept the same for not meeting the required standards and procuring alternatives. Similarly, the company also organises various events and the same have to be arranged. Due to my hospitality and event management background, I was tasked with organising and executing small to large scale events, both at the Goa factory and across India. As of the writing on this report, I am working on organizing a large-scale day-long event for key clients in Bengaluru which will be the last event of this year for the company. The work here includes, foremost creating a pitch deck that talks about the reason for conducting the event, the concept behind it, the advantages and disadvantages of hosting it, the customer mix and reach that it will provide and the method in which the ROI shall be calculated for it. Only once pitch is approved, can I work on preparing the budget which includes the cost of organizing the event, services that need to be hired, travel and accommodation if any, food, and beverage options if any, promotional/marketing costs, and a buffer cost. This data has to be compiled through the earlier process of connecting with vendors for quotations and then breaking up the entire cost in various sections while also mentioning in the remarks, the exact reason the cost is necessary to be added, the sub total and the grand total while also considering the taxes on entire budget. This budget is then deliberated upon by the heads of concerned departments, the finance team and the management is the amount to be spent is a large sum of money. After the budget is revised with additions and subtractions, it is approved, and the orders are placed with respective service providers. As the date of the event arrives closer, action plans are made for all individuals that are to be involved and final deliverables are put into their place. On the day of the event, managing the entire flow is also important. If there are any hick-ups, those need to be remedied at the earliest possible opportunity. Post the event, all dues need to be cleared and an analysis of the entire proceedings needs to be done that can be presented as part of the Monthly Marketing Review. Some of the events I personally organised and executed were, the handover of an Ambulance as part of the company's CSR initiative, hybrid unveiling ceremony of the BSA 1407D Classic Stationary Pump, multiple nation-wide Customer Meets and brand participation at various Industry Trade Shows / Exhibitions.

CHAPTER B.7 - LEARNINGS

7.1 Key Professional Takeaways

As a Management Trainee - Marketing at Putzmeister India, I was able to carry out a detailed analysis of the inner workings of a large multinational company that is part of a vast conglomerate. This experience led me understand a variety of concepts that could only be experienced in an actual working environment. The basic function of Putzmeister is to provide machinery that aides in the construction of modern infrastructure under various conditions. They design, manufacture, sell, service and refurbish heavy industrial machinery that is used to build concrete structures such as dams, bridges, buildings, homes, power plants and so on. They also provide underground tunnelling solutions that help in securing the walls inside deep mines and rock tunnels. The unique selling proposition by the company depends upon the robust build quality of machines, vast aftersales support network and innovative technology. The marketing team develops and implements campaigns to promote machines and services to increase its visibility and influence purchase behaviour among decision makers in their target audience that mostly consists of construction businesses, whether it be small-scale local contractors or large multinational construction conglomerates. Once the purchase has been facilitated, the company tries it is best to retain the account of the customer by offering various add-on services and prompt service support as the industry is structured in a manner that value and output of the machines need to meet the bottom line and if not, switching to a competing brand is a common practice to maintain margins.

My time at the organisation was spent immersing myself into various roles that included building upon the existing digital presence of the company, formulating strategies for marketing and sales functions, designing and producing high quality content, be it static, animated or videographic, supporting sales and service teams in promoting the company and meeting their targets, building positive public relations with industry stake holders, managing vendor and service provider relationships to generate best value, organising events to strengthen the company's presence in its target market and finally analysing competitors and trends in the industry to understand the brand's strengths, weaknesses, opportunities and threats in order to keep Putzmeister India ahead of the pack.

- Learning Corresponding with the Duties Handled:

1. Research & Strategy Formulation

I learned techniques to research industry sources with a fine-tooth comb to find the data corresponding to my requirements. These techniques helped me identify the trends shaping up the sector and the actions taken by stakeholders including competitors to navigate through the same to meet their goals. Based on this knowledge I was able to create plans to fit larger organisational strategies that were tailored to suit the current condition of the market and the company's position within it.

2. Digital Marketing Management

I learned the various technological tools that are available for effective social media management and the digital advertising systems in place on various platforms to benefit your campaign goals. Through various methods of virtual communication, I would be able to reach out to the target audience with an unprecedented reach compared to that of traditional marketing. I was able to promote features that are pain points for those making a purchase decision and would be able to slightly nudge them towards our company. Though it can be taxing to constantly be present online as a brand and maintain a standard of quality in publishing content, it is nonetheless crucial for the success of any company in today's world. I was able to not just manage day-day digital operations for the organisation but also understand the best practices to be implemented when executing such work on a large scale.

3. Graphic Designing & Content Production

I learned that even though your core competencies are in a different job description, there can be complementary tasks where one can excel at on the job. This knowledge has helped me understand the various processes that need to work in conjunction to achieve desired results. Apart from learning how to navigate my way through the various professional tools available for design work, I also learnt how to communicate abstract brand ideas through a visual and auditory medium. I have gained a deep understanding of how a corporate enterprise ideates, executes, and analyses content within strict guidelines to fit their short term and long-term targets.

4. Sales & Service Support

I learned that even though it may seem frustrating to help out with non-marketing tasks, but this responsibility has helped me to create and maintain healthy communication channels with different departments at the organisation to meet project specific targets. Supporting a vast network of sales and service personnel spread across various regions can be jarring due to the constant pressure to deliver based on custom requirements but in the end, this exercise helps build your own professional reputation. The reason for this claim is that no matter the type of business or industry one belongs to, sales and service are two pillars without the support of which a company cannot stand strong and being someone who can navigate through this complicated maze is rewarded in the corporate world.

5. Corporate Communication

I learned how to communicate better with a diverse group of individuals, be it external media persons or organisations who we worked with in close collaboration. Corporate communication and by extension public relations is a delicate balance between assertiveness and subtle reinforcement to meet desired messaging outcome. A brand only has value till there is a positive connection between the consumer and the business. Drafting answers, letters from the MD's desk and preparing all sorts of documentation that meets all guidelines while at not overlying on hyperbolic statements to communicate your brand's identity is a great skill to possess. A good grasp on grammar and copy writing was also imparted upon me during this task execution.

6. Relationship Management

If I have learned anything from my time working at Putzmeister, it would be the value of relationship management. A clear and direct approach with vendors and service providers is key to running a well-oiled machine. Working in collaboration with various stakeholders and suppliers helps brands reach a wider audience while also maintaining its position in the market. A smooth delta can be reached if all those involved are clear about their motives and plans for the future especially when organising events. Though technology has advanced, traditional relationship management tactics stay valid, nonetheless.

My Key Performance Indicators as a MT working on Marketing for Putzmeister:

- Incorporated various tools from marketing, sales, and business development, to achieve higher brand recognition.
- Identified and researched industry trends to drive company growth.
- Developed targeted digital marketing strategies to engage with customers across the subcontinent based on their specific construction requirement.
- Built and managed long lasting professional relationships with vendors.
- Created and executed campaigns to promote the products and services offered by the brand and increase its visibility among key purchase decision makers.
- Demonstrated strong interpersonal skills with the ability to engage effectively with various levels of management, staff, and clients stationed across India, South Asia, Latin America, Germany, and China.
- Reworked and Diversified the content production process of the department into becoming more proactive to engage efficiently with fast-paced trends.
- Worked on testing out viability of new digital tools such as WhatsApp API Bots and Channels to further the objectives of marketing department.
- Worked extensively on organising the Handover Ceremony of an Ambulance to Victor Hospitals, Goa as part of a Corporate Social Responsibility Initiative by Putzmeister Concrete Machines Pvt. Ltd. for Verna Industrial Estate, Goa.
- Successfully organised a Hybrid Unveiling Ceremony for the BSA 1407D Classic Stationary Pump at Goa factory, attended by All India Employees.
- Produced a high concept drone video shoot for Independence Day Celebration from scratch wherein a large Indian Tricolour flag was hoisted atop the BSF 36.4 Boom Pump to a height of almost 36m at Goa factory.
- Boosted the LinkedIn page follower count to 15000+ from 9000 within the first 3 months of taking over responsibilities.
- Solely responsible for publishing 150+ social media postings for a combined engagement of 12,00,000+ impressions on various platforms till date.

CHAPTER B.8 - CHALLENGES & SUGGESTIONS

The concrete equipment market has undergone dynamic fluctuations and witnessed a series of transformative developments. India's construction industry is currently experiencing an extraordinary boom, setting, and surpassing records and attracting substantial investments in vital infrastructure projects like roads, bridges, highways, expressways, railways, metros, and more. The sector has been quick to embrace advanced technologies, elevating productivity, efficiency, and sustainability. Putzmeister has tried to stay ahead of the curve but has faced stiff competition by large players and even competing products from SANY India which has a separate brand identity for its concrete machines in the market even though both companies are part of the same corporate umbrella. Though Putzmeister has been able to hold an edge in the premium segment with high quality manufacturing and longer service life.

However, the company has not been able to achieve cost parity with the competition and even though there are benefits of operating in the premium segment of a technology heavy industry, India is a highly price sensitive market which has put the brand in a tough situation. It can neither lower its quality and by extension the price of its products nor can it offer high discounted rates like its competitors thus reducing the ultimate sales volume which affects the operating margins. Another huge deterrent in scaling the company has come in the form of unused inventory sitting in the warehouse categorized as finished goods but demand for which has not materialized due to planning miscommunication. However, the operations team has been implementing measures in the form of KAIZEN from the Japanese style of manufacturing to reduce such inefficiencies in the coming quarters.

As a Management Trainee at Putzmeister, I have had the privilege to learn a lot about how a successful large company works. However, during my time at the organisation, I came across various hurdles as well. Though the belief is that businesses require a variety of strategies and tactics to ensure growth and success, the work culture at Putzmeister is too traditional which makes it slow in adapting for the fast-paced reality we find ourselves in. Furthermore, I have formulated to the best of my limited knowledge as a Management Trainee in Marketing the challenges that Putzmeister as a company faces and have suggested a few routes it could pursue to remedy the same and actuate its vision.

- Challenges at Putzmeister:

1. Competitive Landscape

The sector in which Putzmeister operates has a high barrier to entry due to the manufacturing and financing capabilities required to produce heavy industrial machinery. The competition in the industry is among only a select few companies, namely, Schwing Stetter, SANY, Ajax, KYB Conmat and Aquarius (which broke off from Putzmeister India). These decade old brands have cutthroat rivalries and undermine/imitate each other at every step. Though the brand's market share is highly variable in this sector, there are core products that inch above the other in sub-segments. For example, whereas in Transit Mixers Schwing Stetter has more than a quarter of the market share, Putzmeister Stationary Pumps have by far the majority of market share. This kind of constant tug-of-war has put the Putzmeister brand under a lot of pressure to differentiate itself and gain market share.

2. Corporate Client Dependency

Since the construction sector is heavily consolidated among large corporate entities such as L&T, Dilip Buildcon, Nava Yuga Infra etc. they end up being the largest fleet owners thus buying machines in bulk for their multiple concurrent projects. Revenue stream of the company is highly reliant on just a few key accounts that might at any given moment switch over to another brand if the financial incentives are greater. Smaller local contractors might own a small fleet of machines or even just a single pump but are more brand loyal. This situation of catering to large clients while also promising smaller clients with same level of commitment is a tough act to balance.

3. Inefficient Management Style

Putzmeister India and its parent company Putzmeister Group has a very traditional style of management. The strict hierarchy with concern to decision making has had adverse effects on the functioning of the company. All decisions need to be signed off by the chain of command before being implemented and departments have conflicts due to differing objectives. This centralization of the decision-making process makes the company unable to stay relevant and act fast in times of need.

- Suggestions for Putzmeister:

1. Focused Value Distinction

It is critical for Putzmeister to communicate the unique value that they provide to their customers if they want to stay relevant. The consumer can excuse the price positioning if they feel the product, they are buying will provide higher value. They should clearly define their focus in the target market and develop messaging that speaks to that objective while also finding ancillary industries to complement their core business for a sustainable path forward. The only way to compete with large competitors is to create such a unique and focused narrative around your brand that it overshadows the others.

2. Diversify Client Portfolio

The company need to heavily invest in reaching out to small-scale businesses across far away regions to secure more clients from a diversified background. The company has to use regional messaging in native languages and employ more customer experience personnel to create a bond between them and the brand. Though large corporate clients are always needed, creating a customer based made up of a variety mix of individuals and will provide a cushion from loss of large clients in one go. This could further assist in diversifying revenue streams, while gaining a competitive edge in regional markets.

3. Proactive Management Approach

The management and senior leadership need to take a serious audit of the way they are managing the day-to-day operations at the company. While a centralized decision process might have been proven to be a good method, the times have changed, and the company needs to modify its approach for the same. The hierarchy as a tool to control financial planning in an efficient manner is acceptable. However, decisions need to be made quickly in many cases at such a large ever-expanding conglomerate and taking proactive actions and decentralizing the decision-making authority to regional and team heads for daily operations is the right path forward.

ANNEXURE

- **Appendix A-I: Reference Figures (Foundit)**

Fig 1 – Monster.com old identity



Fig 2 – Rebranded to Foundit



Fig 3 – Old Monster.com advertisement



Fig 4 – Foundit platform interface

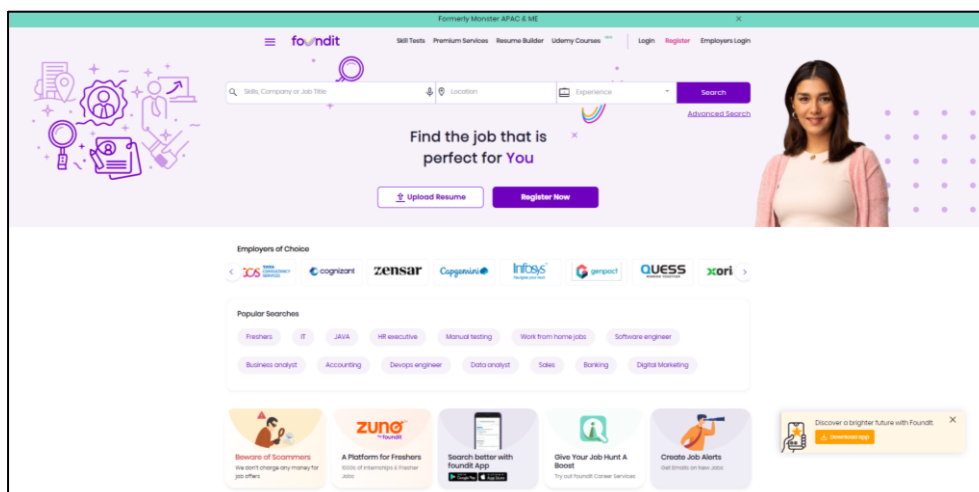


Fig 5 – Foundit App

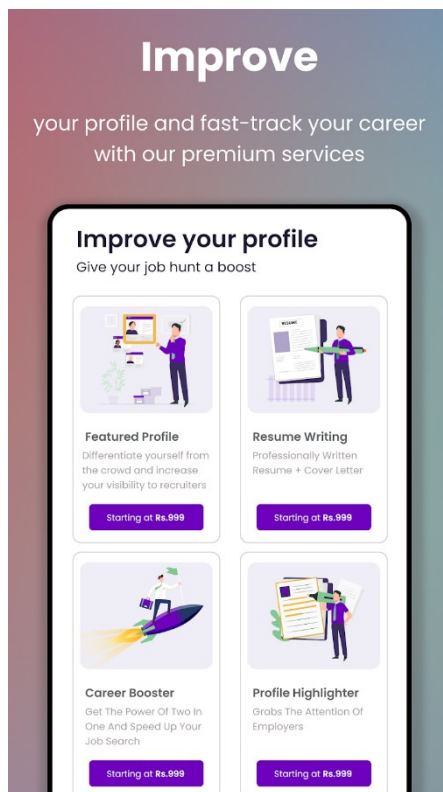


Fig 6 – Zuno by Foundit platform

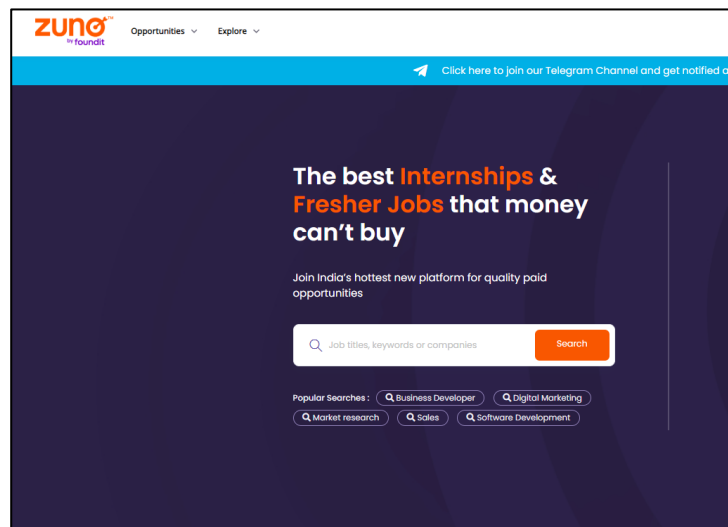


Fig 7 – Foundit recruiter services

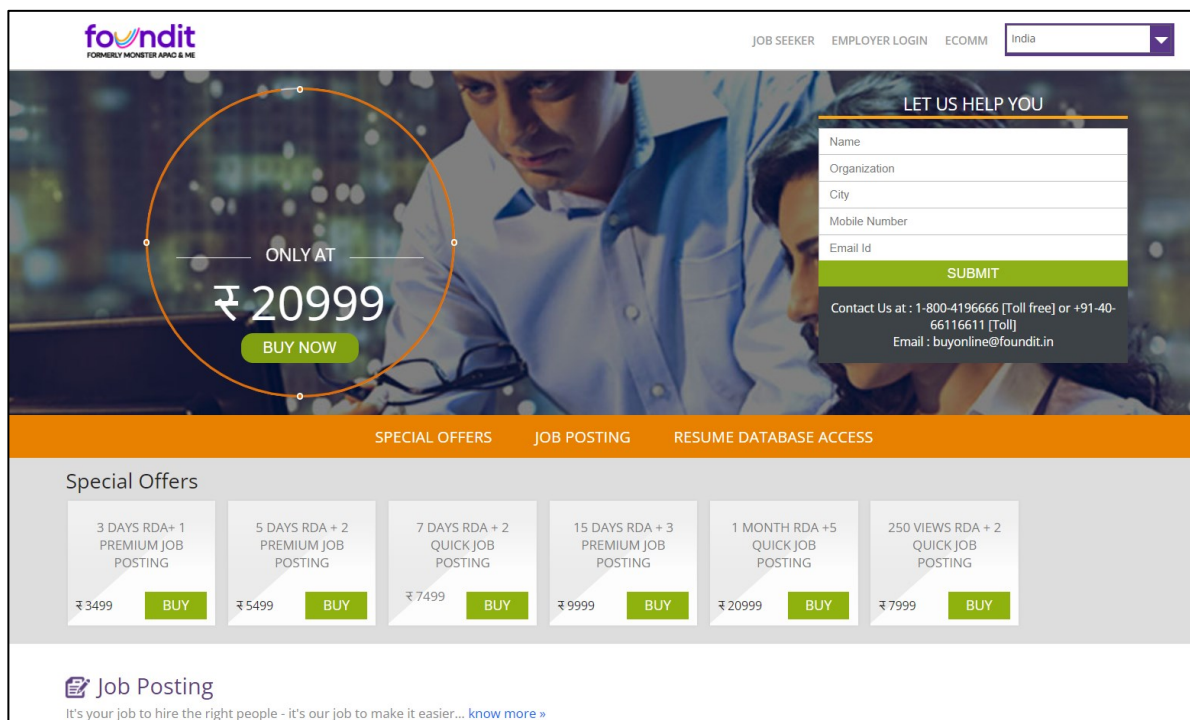


Fig 8 – Foundit customized solutions

Job Posting
It's your job to hire the right people - it's our job to make it easier... [know more »](#)

View Comparison

Features	Quick	Premium
Job Posting Validity	30 Days	60 Days
Response Management Software (MOHQ)	✗	✓
Automated Segregation on Relevance	✗	✓
Company Profile	✗	✓
JD Character Limit	Unlimited	Unlimited
Function(s) / Location(s) per inventory	2 X 2	2 X 2

Quantity	Quick Job Posting	Premium Job Posting
1	₹ 891	₹ 1799
5	₹ 3500	₹ 5999
10	₹ 4999	₹ 9999
37	₹ 6999	₹ 17999
70	₹ 7999	₹ 22499
240	₹ 9999	₹ 32999
325	₹ 10999	₹ 38499
700	₹ 13999	₹ 49999

[BUY NOW](#) [View Example](#) [BUY NOW](#) [View Example](#)

Fig 9 – Foundit database access

Resume Database Access
Search is globally acknowledged and awarded candidate search tool... [know more »](#)

Resume Database Packages All India

Resume Database Access

Besides job posting service, we also provide access to our resume database. Keeping in mind the growing requirements of recruiters, we offer city or state centric resume database access. If you are an organization or recruiter looking for candidates from particular city or region, you can find better with foundit. We have also segmented our resume database on the basis of IT and non-IT resumes.

We offer resume database access for the following cities:

- Mumbai Resume Database
- Bangalore Resume Database
- Pune Resume Database
- Hyderabad Resume Database
- Kolkata Resume Database
- Chennai Resume Database

Besides city-wise resume database access, we also provide state-wise resume database access. Some of the states we cover include Andhra Pradesh, West Bengal, Kerala, Gujarat, Tamil Nadu and Maharashtra.

Product Name			
Delhi/NCR NON IT RDA +			
Delhi/NCR NON IT RDA +			
Delhi/NCR NON IT RDA + 1 Premium Job Posting Free	7 Days	₹ 2999	BUY NOW
Delhi/NCR RDA +2 Premium Job Posting Free	30 Days	₹ 10499	BUY NOW

Fig 10 – Recruitment industry players



• Appendix A-II: Samples of the Work (Foundit)

Fig 11 – Job postings details spreadsheet

Sr. N°	Active	Company ID	Company Name	Original Redirect Link	Job ID	Job Title	Job Type	Work Type	Location	Zeno Posting Link	Active Date	App Count
1	0	249580	PwC	https://www.pwc.com/india/sectors/technology/consulting/solutions/cloud-managed-services.htm	1955	Product & Technology Intern - 2023	Internship	In Office	Mumbai	https://www.zenofindit.com/job/249580-1955	28-Sep	4555
2	0	249581	Vijeo	https://www.vijeo.com/careers	1956	Associate Order Management	Internship	In Office	Delhi	https://www.zenofindit.com/job/249581-1956	28-Sep	4486
3	0	48817	Goldman Sachs	https://www.goldmansachs.com/careers	1954	2023 New Analyst Internship	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/48817-1954	28-Sep	3387
4	0	249580	PwC	https://www.pwc.com/india/sectors/technology/consulting/solutions/cloud-managed-services.htm	1953	SAP Intern/Trainee	Internship	In Office	Gurgaon	https://www.zenofindit.com/job/249580-1953	28-Sep	2236
5	1	95445	Valerit	https://www.valerit.co.in/careers	1940	Valerit Sleep Intern	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/95445-1940	7-Sep	2288
6	1	249593	Baker Hughes	https://careers.bakerhughes.com/job	1951	Summer Internships 2023	Internship	In Office	Pune	https://www.zenofindit.com/job/249593-1951	28-Sep	1659
7	0	249557	Cadence	https://www.cadence.com/careers	1941	Intern-Software Engineering	Internship	In Office	Almedabad	https://www.zenofindit.com/job/249557-1941	28-Sep	1610
8	0	249586	Snapress	https://www.snapress.com/careers	1953	Intern (Technical Engineering)	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/249586-1953	28-Sep	1534
9	0	48823	Google	https://careers.google.com/jobs/results	1919	Software Engineering Intern, Summer 2023	Internship	In Office	Hyderabad, Bengaluru	https://www.zenofindit.com/job/48823-1919	08-Aug	1456
10	0	90649	Movie	https://www.movie.com/careers	1952	HR Intern	Internship	Remote	Hyderabad	https://www.zenofindit.com/job/90649-1952	22-Aug	1253
11	0	90647	Cisco	https://jobs.cisco.com/job	1942	Software Engineer in Internal Applications (Intern)	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/90647-1942	28-Sep	1280
12	0	48830	Intel	https://jobs.intel.com/showjobdetail	1049	Software-Intern	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/48830-1049	08-Aug	1248
13	1	52921	Segrate	https://www.segrate.com/careers	2550	Research Intern	Fresher Job	In Office	Pune	https://www.zenofindit.com/job/52921-2550	25-Jan	1247
14	1	958731	Exton	https://jobs.exton.com/job	2524	Intern	Internship	Remote	Remote	https://www.zenofindit.com/job/958731-2524	23-Jan	1246
15	0	572893	ACT Corp	https://www.actcorp.in/careers	3200	Summer Internship Program	Fresher Job	In Office	Bengaluru	https://www.zenofindit.com/job/572893-3200	23-Feb	1213
16	0	90648	Morgan Stanley	https://morganstanley.com/careers	191	2023 Technology Spring Analyst Program (Mumbai)	Internship	In Office	Mumbai, Bengaluru	https://www.zenofindit.com/job/90648-191	22-Aug	1208
17	0	90647	Cisco	https://jobs.cisco.com/job	1950	Software Engineer in Cloud Application Development	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/90647-1950	28-Sep	1182
18	0	59719	TATA	https://www.tata.com/careers	2535	TATA Global Internships	Fresher Job	In Office	Bengaluru, Hyderabad	https://www.zenofindit.com/job/59719-2535	25-Jan	979
19	1	249554	Fulcrum	https://www.fulcrum.com/careers	1938	Software Engineer	Internship	In Office	Mumbai	https://www.zenofindit.com/job/249554-1938	28-Sep	954
20	1	637238	GekfForce	https://www.gekf.com/careers	4468	Technical Content Engineer Intern	Fresher Job	In Office	Bengaluru	https://www.zenofindit.com/job/637238-4468	4-Apr	953
21	0	637239	Taleo Citron	https://www.taleo.com/careers	3919	Software Engineer Intern	Internship	In Office	Bengaluru, Hyderabad	https://www.zenofindit.com/job/637239-3919	24-Mar	942
22	0	90640	Motorola	https://www.motorola.com/careers	1952	Internship Trainee	Internship	Hybrid	Bengaluru	https://www.zenofindit.com/job/90640-1952	22-Aug	928
23	1	52519	Shell	https://www.shell.com/careers	2547	Shell Graduate Programme 2023 in India	Fresher Job	In Office	Hyderabad	https://www.zenofindit.com/job/52519-2547	25-Jan	904
24	0	90647	Cisco	https://jobs.cisco.com/job	1948	Data Scientist - (Intern) - India (SCO UMR)	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/90647-1948	28-Sep	879
25	0	90632	HP	https://hp.com/careers	1944	College Intern	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/90632-1944	22-Aug	878
26	0	59718	DAV	https://www.dav.com/careers	3249	Trainee Engineer	Fresher Job	In Office	Bengaluru	https://www.zenofindit.com/job/59718-3249	23-Feb	863
27	0	572588	Continental	https://www.continental.com/careers	3285	Software Developer - Automotive	Fresher Job	Hybrid	Bengaluru	https://www.zenofindit.com/job/572588-3285	23-Feb	853
28	1	954028	Bosch	https://www.bosch.com/careers	2959	Training Program Officer	Fresher Job	In Office	Chennai	https://www.zenofindit.com/job/954028-2959	19-Feb	814
29	0	48822	Sony Music	https://www.sonymusic.com/careers	1952	PR and Communications Intern	Internship	In Office	Mumbai	https://www.zenofindit.com/job/48822-1952	28-Sep	779
30	1	958863	Konferenz	https://www.konferenz.com/careers	2467	Software Engineer Intern	Internship	Remote	Bengaluru	https://www.zenofindit.com/job/958863-2467	23-Jan	755
31	0	249588	Snapress	https://www.snapress.com/careers	1952	Intern (Technical-IT)	Internship	In Office	Bengaluru, Hyderabad	https://www.zenofindit.com/job/249588-1952	28-Sep	731
32	1	600585	Youniminds	https://www.youniminds.com/careers	3915	Associate - Assurance - AAA/CHD/1010	Fresher Job	In Office	Pune	https://www.zenofindit.com/job/600585-3915	14-Mar	718
33	0	48821	ITC	https://www.itc.com/careers	1915	Data Analyst	Internship	In Office	Kolkata	https://www.zenofindit.com/job/48821-1915	08-Aug	696
34	1	600591	Kone	https://www.kone.com/careers	3523	Graduate Engineer Trainee	Fresher Job	Remote	Chennai	https://www.zenofindit.com/job/600591-3523	14-Mar	673
35	1	958729	NTT Global	https://careers.ntt-global.com/careers	2521	Associate Graduate	Internship	In Office	Pune	https://www.zenofindit.com/job/958729-2521	23-Jan	671
36	0	90647	Cisco	https://jobs.cisco.com/job	1943	Software Consulting Engineer (Intern) - India UHR	Internship	In Office	Bengaluru	https://www.zenofindit.com/job/90647-1943	28-Sep	657
37	1	600588	Accenture	https://www.accenture.com/in-south-asia/careers	3521	Associate - Process to Pay Processing	Fresher Job	Remote	Chennai	https://www.zenofindit.com/job/600588-3521	14-Mar	655
38	1	525598	Lumina	https://www.lumina.com/careers	2518	Account Manager	Fresher Job	Remote	Remote	https://www.zenofindit.com/job/525598-2518	25-Jan	612

Fig 12 – Client onboarding interface

Dashboard

Skills

Categories

Degrees

Users

Campus

Jobs

User Activities

Change Password

Logout

Location*

Delhi

e.g. Mumbai

Number of openings*

6

Job Description

Paragraph

Selected intern's day-to-day responsibilities include:

1. Work on lead generation from social media
2. Work to call/email/text/meet potential customers
3. Build and maintain relationships with clients
4. Assist with sending commercial proposals
5. Work on collections against invoices
6. Work to learn the needs of clients and develop plans to meet them
7. Address any concerns or issues a client may have and work with account managers or leadership to resolve them
8. Collaborate closely with other departments to build strategies that ensure they satisfy clients with the company's product or service
9. Serve as the main point of contact between clients and employees

Stipend (per month)*

25000

Duration (months)*

6

Post (optional)

Fig 13 – Live job posting on Zuno platform

zuno

Opportunities

Fellowship

Dream Intern...

Campus Amba...

What's New

Register

Login

Electronics & Embedded Engineer

Bengaluru / Bangalore

5 days ago

INR 5 LPA

Northam Technologies

Private Limited

On-site

Fresher job

Openings: 1

Job Description

Roles & Responsibilities:

1. Understanding requirements from different stakeholders and translating these into application features.
2. Writing high-quality source code to program complete applications within deadlines.
3. Unit-testing code for robustness, including edge cases, usability, and general reliability.
4. Performing functional and non-functional testing
5. Troubleshooting and debugging applications.
6. Developing creative prototypes according to specifications.
7. Evaluating existing applications to reprogram, update and add new features.
8. Developing technical documents and handbooks to accurately represent application design and code.
9. Identifying and communicating possible risks along with preventive and corrective measures.
10. Designing HW/SW integration while working with HW/Algorithms/Cloud teams to deliver an integrated solution.

Perks

Cab/transportation facility

Informal dress code

Candidate Preference

Must have:

- Previous experience with Low-level Firmware, Device Drivers development.
- Must-Have worked on STM32, ESP32, Atmega328P-EmbeddedC.
- Hands-on Experience in Communication Protocols CAN, I2C, SPI, RS232.
- Knowledge of Assembly and compilers.
- Strong testing & debugging skills, experience with logic analysers.
- Language: C, C++, Python.

Apply Now

Job Overview

Date Posted:

Posted 5 days ago

Location:

Bengaluru / Bangalore

Salary:

INR 5 LPA

Job Category

Technology

Job Skills

C

C++

Embedded Systems

Product Development

Programming

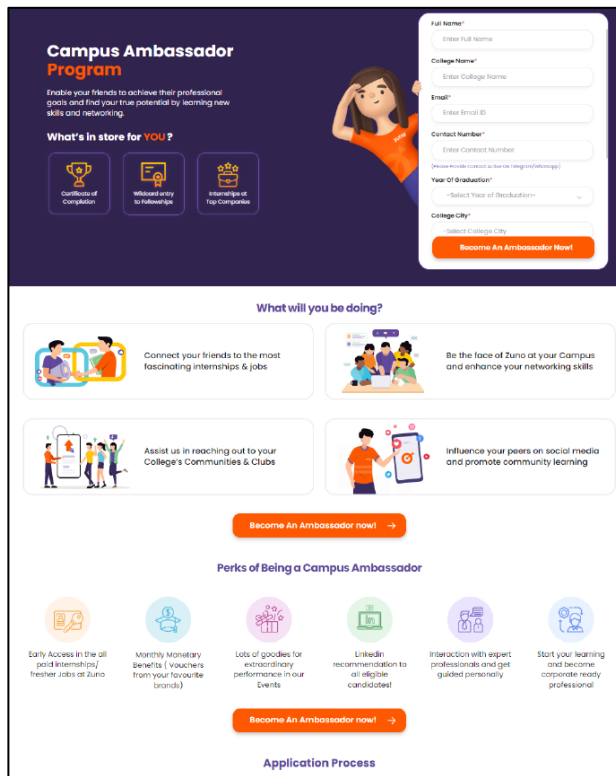
Share this job

Twitter

LinkedIn

Facebook

Fig 14 – Campus ambassador program



Campus Ambassador Program

Enable your friends to achieve their professional goals and find your true potential by learning new skills and networking.

What's in store for YOU?

- Certificate of Completion
- Whistlestop entry to internships
- Internships at Top Companies

What will you be doing?

- Connect your friends to the most fascinating internships & jobs
- Be the face of Zuno at your Campus and enhance your networking skills
- Assist us in reaching out to your College's Communities & Clubs
- Influence your peers on social media and promote community learning

[Become An Ambassador now!](#)

Perks of Being a Campus Ambassador

- Early Access in the all post internships/ fresher jobs at Zuno
- Monthly monetary benefits (Vouchers from your favourite brands)
- Lots of goodies for extraordinary performance in our Events
- LinkedIn recommendation to all eligible candidates
- Interaction with expert professionals and get guided personally
- Start your learning and become corporate ready professional

[Become An Ambassador now!](#)

Application Process

Full Name*
Enter Full Name

College Name*
Enter College Name

Email*
Enter Email ID

Contact Number*
Enter Contact Number

Year Of Graduation*
-Select Year of Graduation-

College City*
-Select College City-

[Become An Ambassador Now!](#)

Fig 15 – Community ambassador hiring spreadsheet

No	Email	Contact	City	Grad Year	Date	Already CA? Existing CAs	Source	Handler	Final Status	Call Summary		
Kajal Singhal	inghal745@gmail.com	745070369	Ghaziabad	2024	27/Mar/2023	No	0	Website	Shaunak	Connected	Rejected	out call after becoming nervous
Lucky Sarani	israni1778@gmail.com	522897074	Bhopal	2024	27/Mar/2023	No	3	Website	Shaunak	Not Connected	Reach Again	call 1
yashita surani	jihra545@gmail.com	630195295	Vishakhapatnam	2024	27/Mar/2023	No	3	Website	Shaunak	Connected	Rejected	not interested
Kusum Priyadarshini	lumpriya9@gmail.com	889793975	Jalandhar	2024	27/Mar/2023	No	0	Website	Shaunak	Connected	Parked	says she was already contacted and hired
Merika Tiwari	atiwari2008@gmail.com	626304515	Rewa	2023	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
devansh anandya	idnvadani14@gmail.com	634636593	Narasaraipet	2023	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Bhavna Likhitha	alikhitha.bbl@gmail.com	919332727	Jalandhar	2024	27/Mar/2023	2w/2017	0	Website	Shaunak	Connected	Hired	good comm skills, positive attitude, soft skills club, good ideas for promotion
Kartek Pawar	kjpawar457@gmail.com	990186207	Nagpur	2023	27/Mar/2023	No	0	Website	Shaunak	Not Required	Exhaust	already rejected earlier
Pratik Manohar Shrote	rote.cse@ghriemraiseri	937383309	Nagpur	2024	27/Mar/2023	No	0	Website	Shaunak	Connected	Rejected	out call midway
Shashik Anand	21uad9@uic.ac.in	912637219	Pune	2024	27/Mar/2023	No	0	Website	Shaunak	Connected	Rejected	not interested, applied for fun
Ankit Yadav	yadav19@gmail.com	939724504	Pune	2023	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Mohammed Soheib	medsoheib330@gmail.co	889752212	Karimnagar	2024	27/Mar/2023	No	0	Website	Shaunak	Connected	Rejected	poor comm skills
Sneha Vijay Bhagwatkar	sagwatkar1016@gmail.co	868893331	Kalyan	2023	27/Mar/2023	No	0	Website	Shaunak	Connected	Rejected	poor comm skills
Ishu Chid	idichid183@gmail.com	9008165404	Maharashtra	2023	27/Mar/2023	No	0	Website	Shaunak	Not Required	Exhaust	Too many CAs from one college
Anshu Gupta	gupta949@gmail.com	886565919	Vadodra	2024	27/Mar/2023	No	5	Website	Shaunak	Connected	Rejected	out call after becoming nervous
MANISHA DABHU	hadabbu493@gmail.com	770246569	Secunderabad	2025	27/Mar/2023	2w/2065	1	Website	Shaunak	Not Connected	Reach Again	call 1
SOUMYA THELUNKONTI	ontisoumya@gmail.com	877669505	Secunderabad	2025	27/Mar/2023	No	1	Website	Shaunak	Not Connected	Reach Again	call 1
Mansi Bansal	bansal7467@gmail.com	946803709	Yamunanagar	2025	27/Mar/2023	No	0	Website	Shaunak	Connected	Rejected	poor comm skills, made excuses instead of answering questions
Ravi Kumar	jiravau000@gmail.com	620365460	Mohali	2024	27/Mar/2023	No	5	Website	Shaunak	Not Required	Exhaust	already rejected earlier
Harsha Priva Ujjuru	ipriya2003@gmail.com	899245809	Vishakhapatnam	2024	27/Mar/2023	No	3	Website	Shaunak	Callback	Reach Again	will callback after class
Nikhil Sharma	h173291@gmail.com	737291994	Greater Noida	2025	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Adhira re	iravash@gmail.com	912634150	Chennai	2025	27/Mar/2023	No	2	Website	Shaunak	Not Required	Exhaust	wrong phone number
Shravash Shukla	iravash@gmail.com	795869185	Noida	2025	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Pavadarani	adarn19@gmail.com	730543082	Tirunelveli	2024	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Rahul Kumar	5700177@gmail.com	754162501	Perambalur	2025	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Chintha Pavithra	ra21chintha@gmail.com	971264630	Kurnool	2023	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Prashant Dhole	adhole400@gmail.com	930793843	Bhopal	2024	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Deekshitha Jinkulala	ladeekshitha@gmail.com	778380645	Hanamkonda	2024	27/Mar/2023	No	0	Website	Shaunak	Not Connected	Reach Again	call 1
Prasanna Yash M	hccca408@gmail.com	777880650	Surat	2024	27/Mar/2023	2w/7575	4	Website	Shaunak	Not Required	Exhaust	Already a CA
DR.BHUMA SHRESHT	yashresh@gmail.com	9246765970	Chennai	2025	27/Mar/2023	No	0	Website	Shaunak	Not Required	Exhaust	non existing phone number
Uday Singhal	alwayshere@gmail.com	9868788753	Delhi	2025	27/Mar/2023	No	7	Website	Shaunak	Not Connected	Reach Again	call 1

Fig 16 – Zuno team daily SCRUM meeting

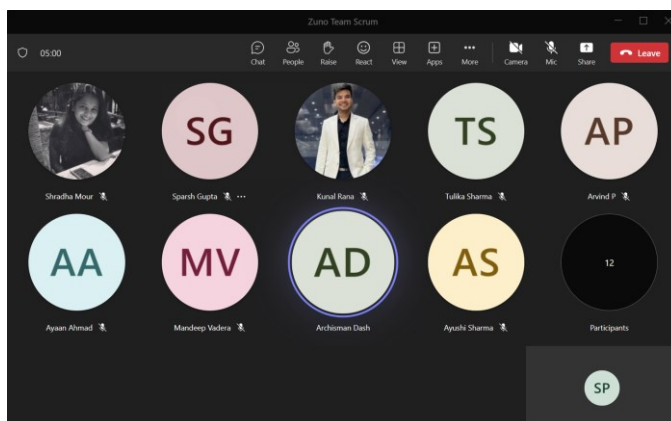


Fig 17 – Zuno Super Admin dashboard

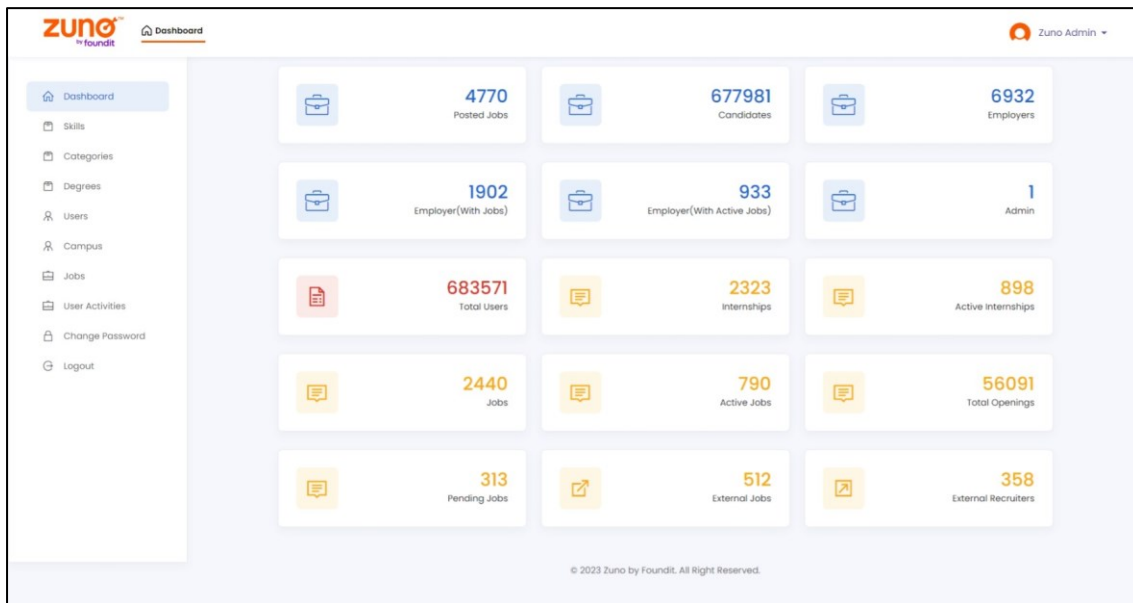
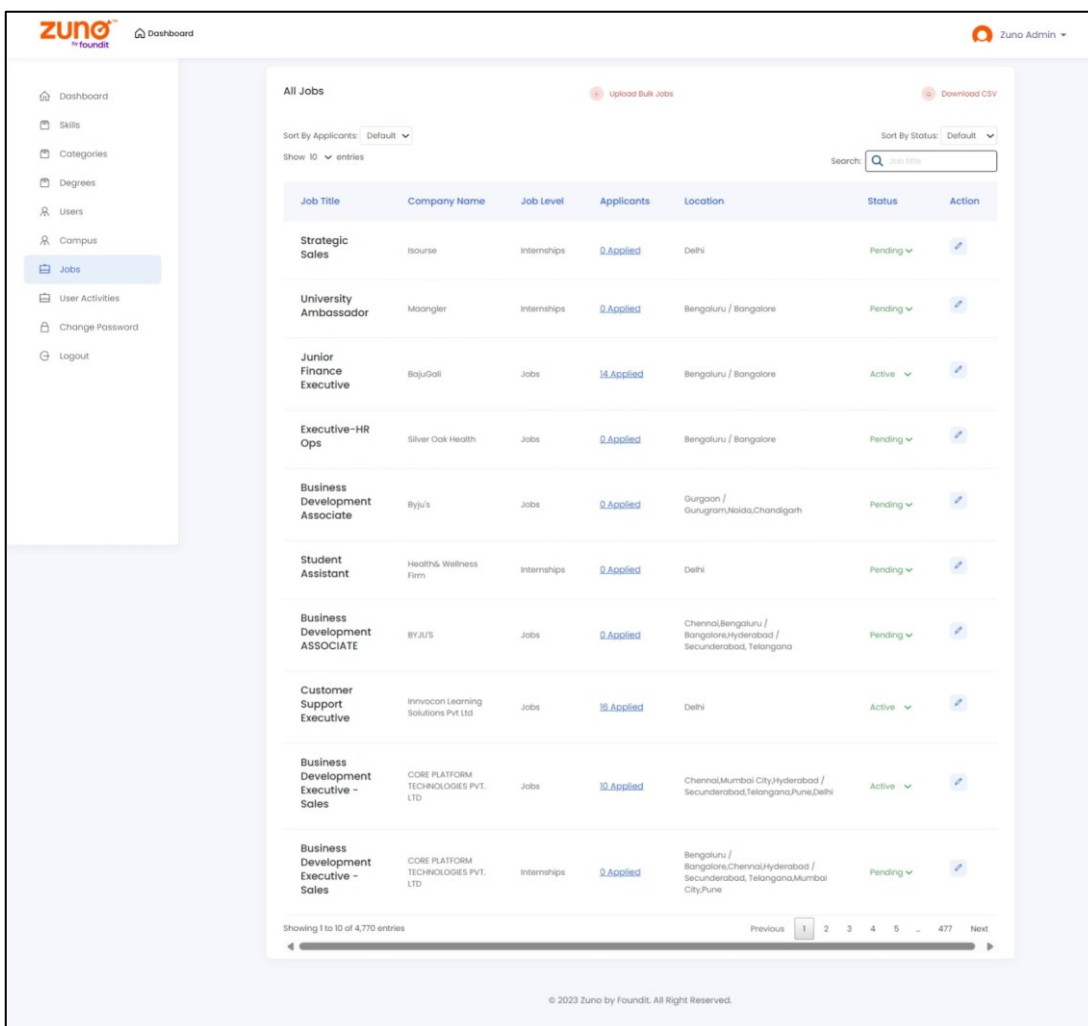


Fig 18 – Zuno Super Admin job posting maintenance



- **Appendix A-III: Photos at the Job (Foundit)**

Fig 20 – Foundit office reception



Fig 21 – Office work setup

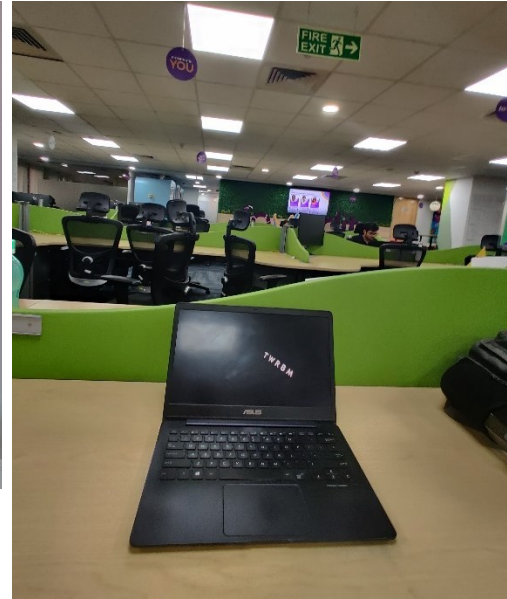


Fig 22 – Zuno team meeting



Fig 23 – Foundit team outing



- **Appendix B-I: Reference Figures (Putzmeister)**

Fig 24 – History of Putzmeister



Fig 25 – Putzmeister headquarters Germany



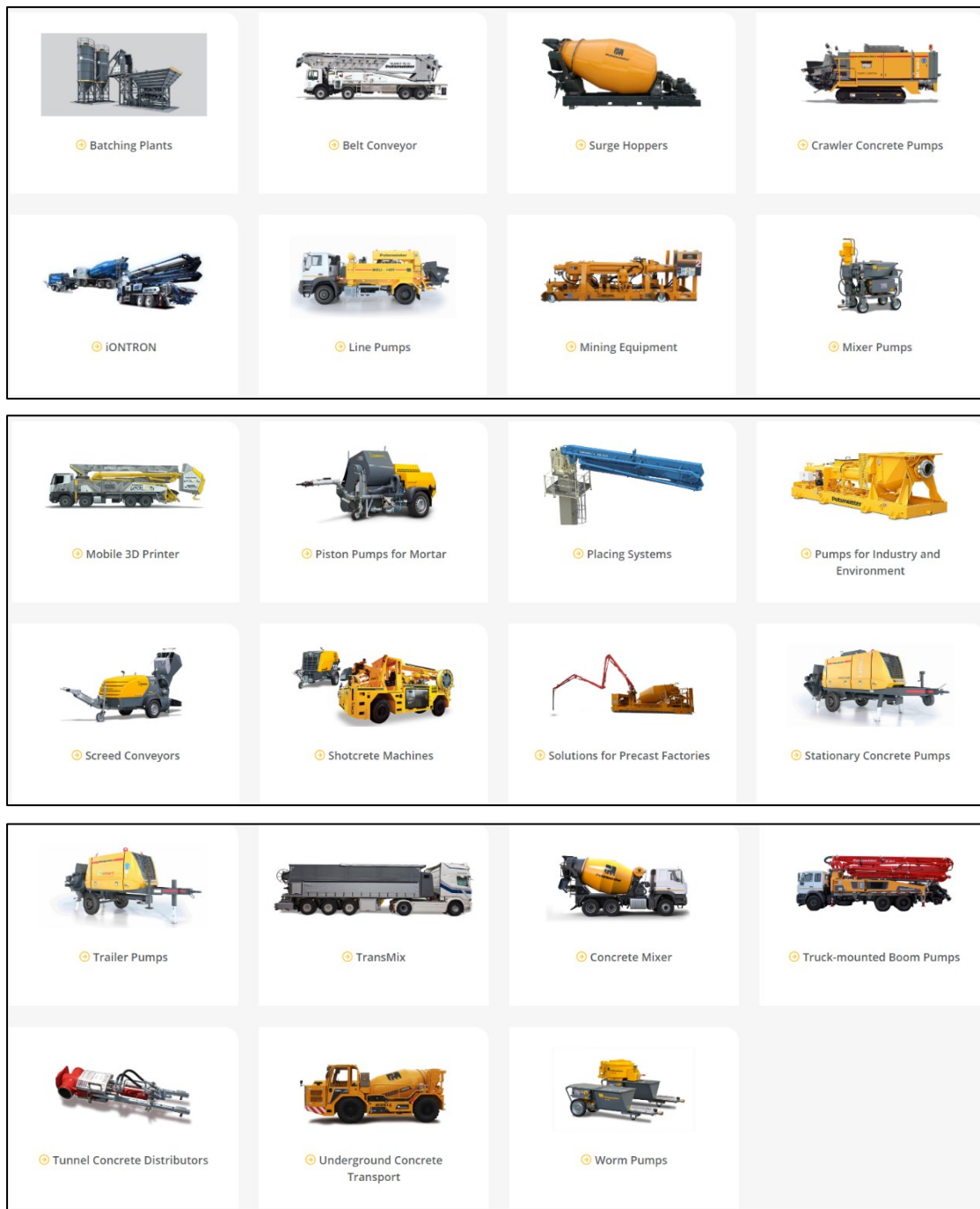
Fig 26 – Putzmeister brand presence globally



Fig 27 – Putzmeister Goa factory



Fig 30 – Putzmeister range of products



#1 reason customers choose Putzmeister
AFTERSALES SUPPORT

Your Putzmeister Machine is in the best hands with our team. We ensure a high level of service, maintenance and genuine parts; we take care of your machine like no one else. Why? **We know your machine better than anyone else!**

• Appendix B-II: Samples of the Work (Putzmeister)

Fig 31 – Social media management

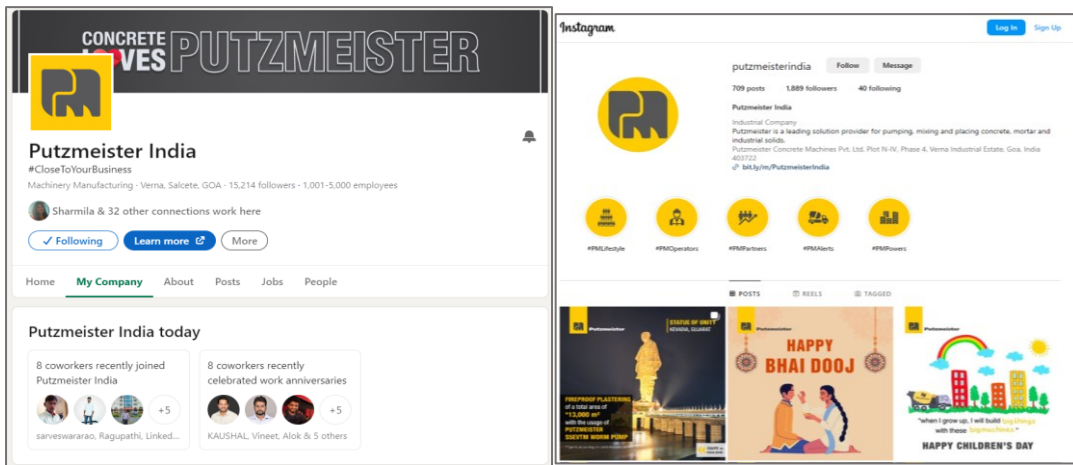


Fig 32 – Graphic designing



Fig 33 – Video production



Fig 34 – Organising CSR activity



Fig 35 – Drafting articles

BUSINESS

Putzmeister broadens its stationary concrete pump lineup with the introduction of the BSA 1407 D Classic model

Putzmeister proudly presents the BSA 1407 D Classic: Where high-performance pumping meets user-friendly operation and lifelong cost savings.

by Staff Writer | October 4, 2023 SHARE [f](#) [t](#) [e](#) [in](#)



- **Appendix B-III: Photos at the Job (Putzmeister)**

Fig 36 – Foundit office reception



Fig 37 – Putzmeister marketing team



Fig 38 – Putzmeister Goa employees

