

A Study on Employee Branding: Forming Talent Persona of Critical Roles in the Nestlé Ponda Factory

An Internship Report for

Course code and Course Title: MGA-652 Industry Internship

Credits: 16

Submitted in partial fulfilment of MBA in Human Resource

by

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Under the Mentorship of

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Goa Business School / MBA



Goa University
Date: 06th May 2024



Examined by:

Seal of the School

ACKNOWLEDGEMENT

I would like to express my gratitude and appreciation to my Miss Tulika Mujumdar Human Resource Business Partner of Nestle Ponda Factory, for her invaluable guidance and support throughout my research work. I am also thankful to my faculty guide Mr. Sadanand Gaonkar, for guiding me through my research project.

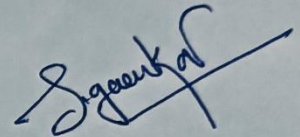
I would like to extend my heartfelt thanks to the Nestle Officers who spent their valuable time completing the interview process and making my research project successful.

Additionally, I would like to express my gratitude to my factory guide, Miss Tulika Mujumdar(Human Resource Business Partner), who not only supported me in my project but also took the initiative to teach me various HR processes at the Nestle Ponda factory.

Thank you all for your support and guidance.

COMPLETION CERTIFICATE

This is to certify that the internship report “ A Study on Employee Branding: Forming Talent Persona of Critical Roles in the Nestle Ponda Factory” is a bonafide work carried out by Miss Sania Ramdas P.K under my Mentorship in partial fulfillment of the requirements for the award of the degree of Master of Business Administration in the Discipline of Management studies at the Goa Business School, Goa University.



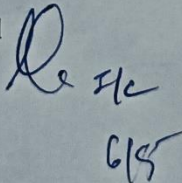
Mr. Sadanand Gaonkar

Assistant Professor

Goa Business School

Date : 06/05/2024

Dean/HOD of Goa Business School


6/5

Date: 06/05/2024

Place: Goa University



School Stamp

College Internship Request Approval Form

STUDENT DETAILS	
Name of Student	Miss P.K Sania Ramdas
College/Institute	Goa University
Course Name and Current Year	MBA
Internship Duration and proposed start date	4 Months, 2 nd January 2024 to 30 th April 2024
Requesting Date	13 th October 2023
Internship Area(s)	HR
Project Assignment/Detail and Guide	Tulika Mujumdar
Enclosures	- CV - Student/College Request Letter
REQUESTOR DETAILS	
Name of Nestle Personnel	Sanjay Bhandari
Relation (if any) with Student or Reference Detail	Ref. by DLC office


 Signature of Requesting Nestle Personnel


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Project Detail and Guide	Tulika Mujumdar
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DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, Summer Internship is based on the results of investigations carried out by me at the Goa Business School, Goa University, under the mentorship of Mr. Sadanand Gaonkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University authorities to upload this dissertation to the dissertation repository or anywhere else as the UGC regulations demand and make it available to anyone as needed.

Date: 66/08/2024



Place: Goa University

Student Signature

Seat no: 22PO280044

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DATE: 04.05.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. P.K. Sania Ramdas, a student of Goa University, has successfully completed a 4 month internship at Nestlé Ponda Factory from 15th January 2024 to 4th May 2024. During her internship, she has made a Study report Employee Branding: Forming Talent Personna of Critical Roles in the Nestlé Ponda Factory. She was assigned to the HR department and worked under the supervision of Ms. Tulika Mujumdar

Sania has demonstrated a high level of commitment, professionalism, and enthusiasm during her internship. She has shown a willingness to learn and has actively participated in all assigned tasks.

We believe that Sania has gained valuable experience and skills during her internship at Nestlé Ponda Factory. We wish her all the best in her future endeavors and hope that she will continue to apply the knowledge and skills she has gained during her internship.

With Best Regards,

NESTLÉ INDIA LIMITED
PONDA FACTORY


HR MANAGER



Date : 30 April 2024

To

HR Department

Goa Business School

Taleigao Plateau

Goa 403206

Subject: Confirmation of Interview Completion

Dear Sir/Madam

I am writing to confirm the successful completion of the internship of Sania Ramdas P.K, who was under my mentorship during her internship at Nestle Ponda Factory. Sania was assigned to work on a project titled "Employee Branding: Forming Talent Persona of Critical Roles in Nestle Ponda Factory."

During her internship period, Sania conducted interviews of officers at our factory as part of her project requirements. These interviews were pivotal in gathering essential insights and data for her project.

Thank you

Sincerely

Ms. Tulika Mujumdar


Signature



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CHAPTER 1: INTRODUCTION

1.1 Overview of Nestlé Pvt Ltd



Good food, Good life

LOGO



Ulf Mark Schneider

Nestlé Private Ltd. stands as a titan within the food and beverage industry, tracing its roots back to 1866 when Henri Nestlé laid its foundation. With its headquarters nestled in Switzerland, the company's global presence spans across North America, Latin America, Europe, Asia, Oceania, and Africa. Under the umbrella of Asia, Oceania, Africa (AOA), Nestlé has established strongholds in India, Sri Lanka, Bangladesh, Nepal, Bhutan, and China, solidifying its status as a global powerhouse with operations in over 180 countries.

At the helm of Nestlé Global is CEO Mark Schneider, whose leadership drives the company's

continued growth and innovation. Nestlé boasts a diverse product portfolio encompassing three main categories: Nutrition, Food, and Beverages. Within these categories, Nestlé excels in providing a plethora of options ranging from baby food, bottled water, breakfast cereals, and coffee to confectionery, dairy products, ice cream, pet foods, and snacks.

The company's extensive repertoire features household names such as Nescafé, KitKat, and Maggi, each renowned for its quality and innovation. With a rich history of over a century and a half, Nestlé remains dedicated to nourishing lives and delighting palates worldwide through its unwavering commitment to excellence and innovation in the realm of food and beverages.

Nestle India Ltd is public company incorporated on 28th march,1959. Nestle India ltd operated in the state of Goa at Ponda and Bicholim location in the year 1995 & 1997 respectively. The head office of the company is located in Gurgaon, Haryana. The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate consumer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings.

1.1.1 Purpose

“We unlock the power of food to enhance quality of life for every one, today & for generation to come”

1.1.2 Value

“Our value are rooted in respect”

1.1.3 Vision

“To be the world’s largest leading nutrition, health, and wellness company”.

1.1.4 Mission

“Nestle’s mission is to enhance the quality of life and contribute to healthier future. We offer healthier and tastier food and beverages choices at all stages of life and at all stages of life and at

all times of the day. Based on compelling nutrition and health strategy, our company delivers sustainable value to society.”

Product of Nestlé

Beverages



1.2.2 Breakfast Cereals



1.2.3 Chocolates and Confectionery



1.2.4 Dairy



1.2.2 Food



1.3 Porter's Five Forces Model

Porter's Five Force model is the framework which is used to analyse the competitive environment of the industry. It consists of Five key forces that influence that competitive position of the company. Here's an analysis of Nestle India Ltd using this model.



1.3.1 Threats of new Entrants

Entry barriers to the food and beverage business are typically quite high. When it comes to finance requirements, distribution networks, and brand recognition, among other things, new entrants may encounter numerous obstacles. The term "economic of scale" describes the financial advantage a business achieves when it expands operations and output. The reasons that brand loyalty can function as a barrier to new entrants are due to established customer base, emotional connection, switching cost, and marketing and advertising resources. The capital requirements that come with joining the market can be very dangerous for new competitors. Nestle India Ltd. is a well-established company with substantial resources that is a subsidiary of the global Nestle group. Nestle's distribution networks in rural areas are effective and deeply ingrained. The market leaders that are now in place have a consolidated market share and refined client loyalty. Nestle spends an average of CHF 20 billion a year on marketing, which guarantees consumer awareness and ongoing sales.

1.3.2 Threats of Substitutes

Since consumers have access to a vast array of products and beverages, there are numerous alternatives to Nestle products. Nestle depends on innovation, product differentiation, brand loyalty, and other factors for its success. Growing rates of obesity and a pressing need to appear well have caused consumers to place more emphasis on eating. Customers have rethought their decisions due to food trends that favor whole, natural foods over processed meals and environmental activism against plastic packaging. There is a significant risk of Nestle being replaced by less expensive local brands with flavors more in line with regional cuisines.

1.3.3 Bargaining power of buyers

Nestle's customers including consumers and retailers, have some bargaining power due to the availability of substitute products and the ability to make choices based on brand and price. It competes by offering a diverse products range and differentiating its products.

1.3.4 Bargaining power of Suppliers

Nestle relies on over 1600 suppliers globally. Nestle is a perfect client for these businesses since it is a big buyer and can bargain for favorable terms. In the event of a mismatch in interests or disagreements with a particular supplier, it is possible to obtain items from another at a minimal cost. The rising popularity of food trends that require accountability and transparency at every stage of the supply chain drives up the expense of locating complaint suppliers and routinely confirming them.

1.3.5 Competitive Rivalry

Nestle is the top FMCG company in the world, with \$93,610 million in sales. Nestle faces intense competition, and no one company dominates these markets. The fast-growing FMCG business has numerous product lines that aim to satisfy changing consumer needs. The food and beverage business faces intense competition from a wide range of domestic and international players. Nestle is up against competition from P&G, Unilever, and other businesses. In this conflict, marketing, product innovation, and price competitiveness are important factors.

1.4 SWOC Analysis

1.4.1 Strengths

- Presence in 187 countries worldwide, which is beneficial to its continuous expansion.

- Growing cash inflows indicate that the group's finances are sound, allowing it to make larger investments and grow faster.
- Robust supply chain management that helps the company attain long-term operational effectiveness.
- Quick innovation, the use of science with local actors on all platforms, and invention through cooperation all enable quick innovation in response to local need.
- The investment in digital transformation across various industries enables businesses to tailor their offerings to individual customers and get a high level of satisfaction.
- **Brand Portfolio:** Nestlé boasts a diverse range of well-established brands across various categories like beverages, confectionery, dairy, and nutrition.
- **Research and Development:** Nestlé invests heavily in R&D, allowing it to innovate and introduce new products to meet changing consumer preferences and market trends.
- **Distribution Network:** The company has a robust distribution network, ensuring its products reach consumers efficiently and effectively.
- **Financial Stability:** Nestlé's strong financial performance and stability provide a solid foundation for continued growth and investment.

1.4.2 Weakness

Changing Consumer Preferences:

As consumer preferences evolve, there is a growing demand for healthier and more sustainable food options. This shift poses a challenge for Nestlé, which may need to adjust its product portfolio and marketing strategies to meet these changing demands. For example, there is increasing demand for organic, non-GMO, and ethically sourced products, as well as alternatives to traditional dairy. Nestlé must invest in research and development to innovate and introduce new products that align with these preferences, while also ensuring transparency in its sourcing and production processes to build consumer trust.

Increased Price due to an Inflationary Environment:

Inflationary pressures can lead to higher costs for raw materials, production, and distribution, which may necessitate price offering increases for Nestlé's products. However, raising prices too much or too quickly can negatively impact consumer affordability and competitiveness in the market. Nestlé must carefully manage pricing strategies to balance the need to maintain profitability with the risk of losing customers to competitors lower-priced alternatives. Additionally, the company may explore cost-saving measures such as supply chain optimization and efficiency improvements to mitigate the impact of inflation on its bottom line.

Expensive Advertising Model:

Nestlé's extensive advertising campaigns and marketing efforts contribute to its brand visibility and consumer awareness but can also incur significant costs. Traditional advertising channels such as television, print, and radio advertising, as well as digital marketing initiatives, require substantial investment. In today's digital age, where consumers are increasingly turning to online platforms and social media for information and entertainment, Nestlé may need to reassess its advertising model and allocate resources more efficiently to reach target audiences effectively.

Highly Complex Organizational Structure:

Nestlé's global operations span multiple countries, markets, and product categories, resulting in a complex organizational structure. This complexity can lead to challenges in decision-making, communication, and coordination across various divisions and regions.

1.4.3 Opportunities

Health and Wellness Trends:

The increasing emphasis on health and wellness presents an opportunity for Nestlé to expand its portfolio of nutritious and functional foods and beverages. Consumers are becoming more health-conscious, seeking products that offer added nutritional benefits, such as vitamins, minerals, and natural ingredients. Nestlé can leverage its R&D capabilities to develop innovative products that cater to these preferences, including low-sugar, low-fat, and organic options. By promoting the health benefits of its products and highlighting its commitment to nutrition, Nestlé can appeal to health-conscious consumers and capture market share in the growing health and wellness segment.

Digital Transformation:

Leveraging digital technologies can enhance Nestlé's marketing, distribution, and customer engagement efforts, driving efficiency and effectiveness. By embracing digital transformation, Nestlé can leverage data analytics and consumer insights to better understand customer preferences and behavior, enabling targeted marketing campaigns and personalized product recommendations. Digital platforms also provide opportunities for e-commerce expansion, allowing Nestlé to reach consumers directly and bypass traditional retail channels. Additionally, digital technologies can optimize supply chain operations, improve inventory management, and enhance collaboration with suppliers and distributors, leading to cost savings and operational efficiencies.

Mergers and Acquisitions:

Strategic acquisitions or partnerships can help Nestlé enter new markets, diversify its product offerings, and strengthen its competitive position in key segments. By acquiring companies with complementary products or technologies, Nestlé can expand its product portfolio and gain access to new distribution channels and customer segments. Similarly, strategic partnerships with other food

and beverage companies or retailers can create synergies and unlock growth opportunities through shared resources, expertise, and market knowledge. Mergers and acquisitions can also help Nestlé achieve economies of scale, drive cost efficiencies, and enhance shareholder value.

Sustainability Initiatives:

Investing in sustainable practices and initiatives is not only a corporate responsibility but also a business imperative for Nestlé. By adopting sustainable sourcing practices, reducing energy consumption, and minimizing waste and emissions, Nestlé can lower costs, enhance operational efficiency, and mitigate environmental risks. Moreover, sustainability initiatives can enhance brand reputation and appeal to increasingly eco-conscious consumers, driving loyalty and preference for

Nestlé's products. By setting ambitious sustainability goals and transparently communicating progress towards them, Nestlé can differentiate itself in the market and build long-term value for shareholders and stakeholders alike.

1.4.4 Challenges

Competitive Pressure: There are many Competitors of Nestle. The food and beverage industry is highly competitive, with numerous rivals for market share, which could put pressure on Nestlé's margins and market position.

Sustainability Challenges: As consumers increasingly prioritize sustainability, Nestlé may face challenges in meeting sustainability goals across its supply chain and operations.

Changing Consumer Preferences: Shifts in consumer preferences towards healthier or more sustainable products may require Nestlé to adapt its product portfolio and strategies accordingly.

1.5 EVP of Nestlé

Be Yourself: Nestlé values authenticity and encourages its people to embrace their unique qualities and perspectives, fostering an inclusive and creative environment.

Create Impact: Nestlé is dedicated to making a positive difference in society, the environment, and communities it serves through its products, operations, and initiatives, aiming for meaningful and sustainable impact.

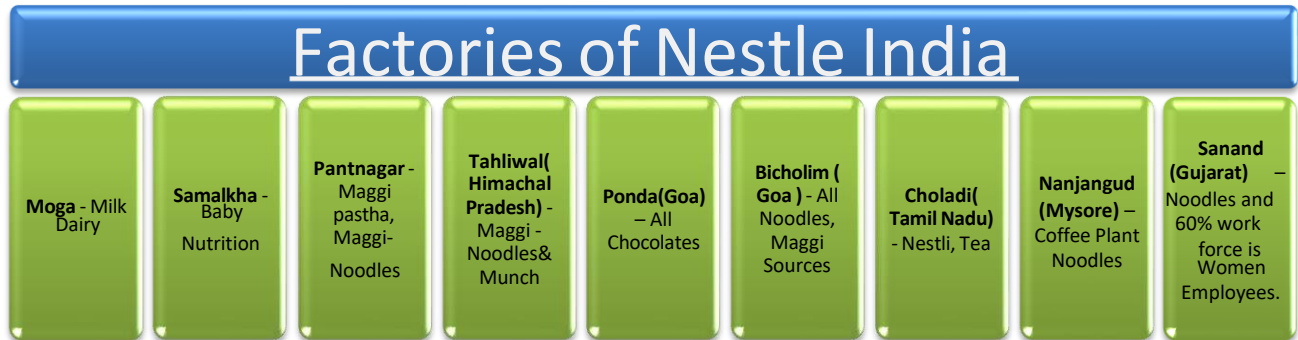
Evolve Everyday: Nestlé is committed to continuous improvement and adaptation, recognizing the ever-changing industry and global landscape. It remains agile and proactive in evolving its strategies, products, and practices to stay ahead.

Better Together: Nestlé believes in the power of collaboration and teamwork, both internally and externally. By working together, Nestlé aims for greater innovation, efficiency, and impact, driving towards its mission of enhancing quality of life and contributing to a healthier future globally.

1.6 Nestlé India Structure

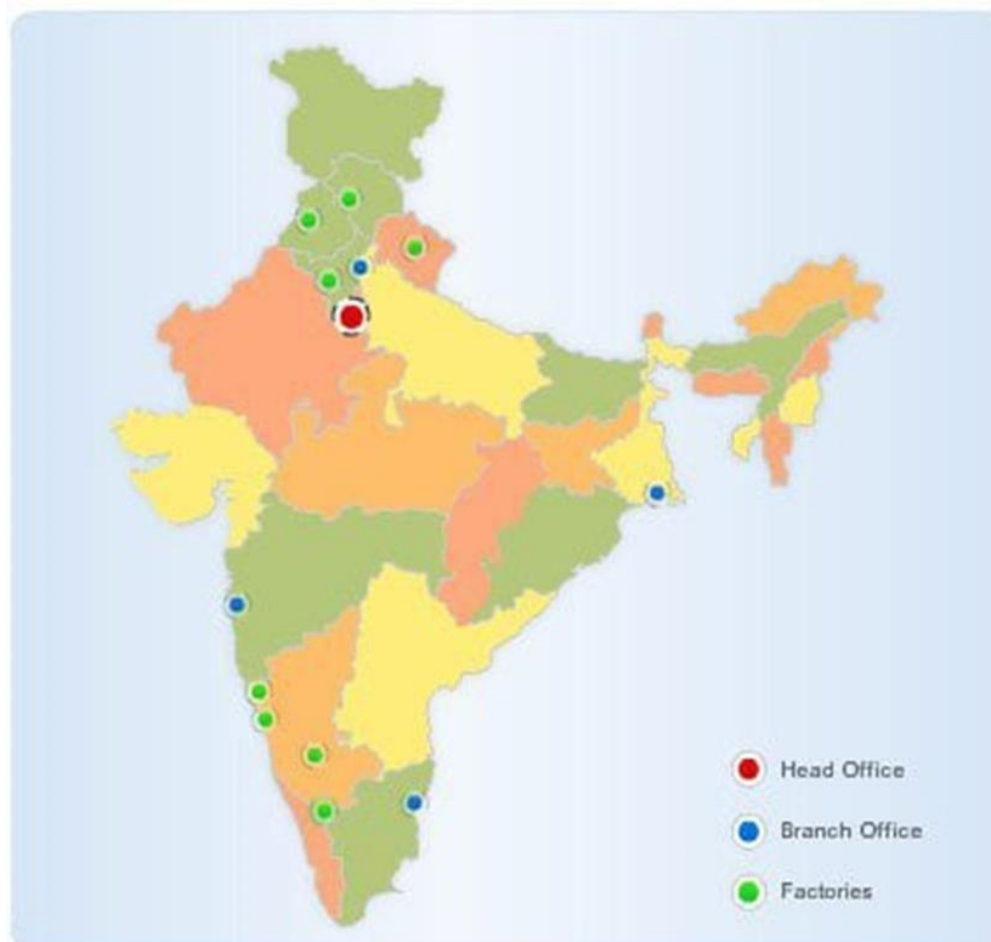
<u>Ensuring Supply</u>	<u>Generating Demand</u>	<u>Support Function</u>
<ul style="list-style-type: none">• Supply Chain• Executive Technical	<ul style="list-style-type: none">• <u>Head of Exports India.</u>• <u>Head of Centre of Expertise</u><ul style="list-style-type: none">-Director Food-Director- Strategy Marketing Communication-Director – Sales	<ul style="list-style-type: none">• Executive (Finance & Control)• Director(IS/IT & Nestle Business Excellence• Director (Legal & Company Secretary)• Director (Corporate Affairs)• Director Human Resource

1.7 Factories



1.8 Branches

The 4 Branch Offices located at Delhi, Mumbai, Chennai and Kolkata help facilitate the sales and marketing activities. The Nestlé India Head office is located in Gurgaon, Haryana.



1.9 Best Practices done by the organisation

- **Sustainable Sourcing:** Nestle India prioritizes sustainable farming practices, working closely with farmers to ensure the long-term viability of agricultural supply chains.
- **Product Innovation:** Nestle India invests in research to meet consumer needs, introduction new products and variants across its diverse portfolio.
- **Quality Assurance:** Maintaining stringent standards, Nestle India ensures product safety and consistency, Earning consumer trust.
- **Community Engagement:** Nestle India collaborates with local stakeholders to promote health, nutrition, and sustainable livelihoods within communities.
- **Employee Development:** Nestle India prioritizes employee well-being through training, career development, and a diverse, inclusive work culture.
- **Corporate Social Responsibility:** Committed to CSR, Nestle India focuses on nutrition.
- **Transparency and Governance:** Upholding high standards of governance and transparency, Nestle India ensures accountability and trust through open communication with stakeholders.

1.10 Achievement of Nestlé

Company received awards at various industry platforms in the area of corporate management, marketing advertising, digital engagement, packaging, human resource development and corporate social responsibility. Some awards are listed below:

- Mr Suresh Narayanan recognized as the Best CEO in the FMCG category by BusinessToday.

- Nestle India won Best Overall Excellence in CSR' at the National CSR Leadership Awards 2019
- NESCAFE won Gold at The Great Lifestyle Brands Awards.
- Pantnagar Factory, Ponda Factory and NOAC Lab in the Moga Factory of the Company were awarded by Confederation of Indian Industries for Excellence in Food Safety and Food Testing.
- Nestle India has been awarded the prestigious 36th CFBP

1.11 Corporate Business Principle

1. Consumers:

- Nutrition Health and wellness.
- Quality assurance and product safety
- Consumer Communication

2. Our People:

- Human Rights
- Diversity and inclusion
- Safety and Health at work

3. Value Chain:

- Responsible sourcing
- Customers and Business Partners
- Environmental Sustainability

4. Business and Integrity:

- Ethics and Integrity
- Privacy and ethical data management

5. Transparent interaction and communication:

- Internal interaction and communication
- Engagement and advocacy

6. Compliance

CHAPTER 2 : NESTLÉ PONDA-GOA CHOCOLATE MANUFACTURING FACTORY

2.1 Overview of Ponda Nestlé

Nestle India Limited was incorporated in 1995 which is the only chocolate manufacturing factory in India. Nestle company is situated in Usgao Ponda. The chocolate Products manufactured in Ponda Industry are Munch, Kitkat, Bar One and Milky Bar. Nestle is a private sector company and FMCG segment that is fast moving consumer Goods. There are altogether approximately 857 employees working in the factory out of that approx 100 are white collars and Remainings are Blue collar.



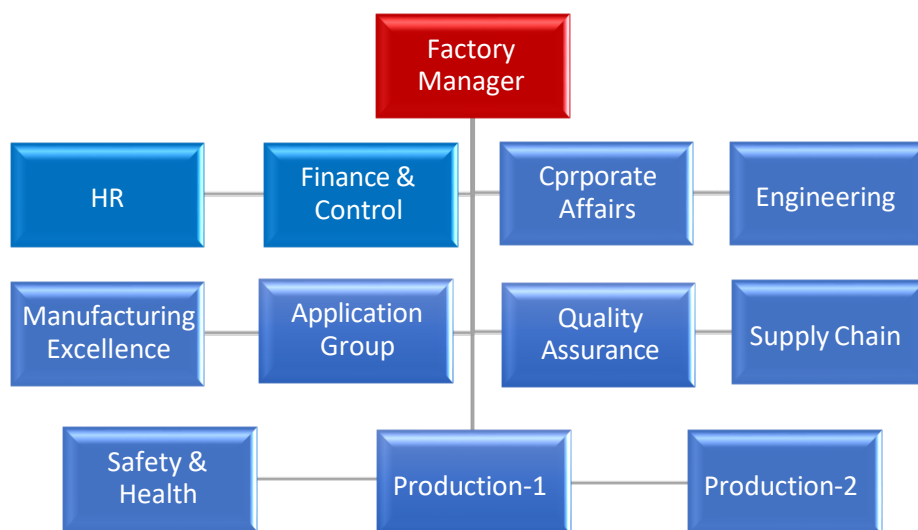
2.2 Nestlé Ponda Factory Chocolate Products



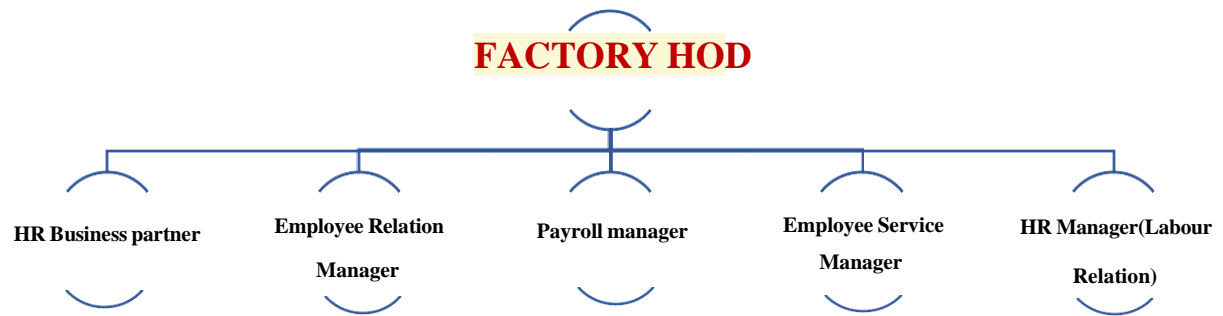
2.3 In Nestlé Ponda – Goa there are 2 Chocolate Production side.(Production-1 and Production – 2)

<u>PRODUCTION-1</u>	<u>PRODUCTION-2</u>
<ul style="list-style-type: none"> □ Only kitkat is manufacturing □ Types of Kitkat are manufacturing 2,3,4 finger type with all flavours. □ 2 moulding line to mould the chocolates 	<ul style="list-style-type: none"> • 2 Milky Bar, Munch, Bar 1. • Design - Chocolate Packing Box. • Packing of all the chocolate Happens in Production-2. • 2 Moulding line are there to mould the Chocolates

2.3 Nestlé Organisational Structure



2.4 HR Department



CHAPTER 3 : LEARNING AND TASK HANDLED

3.1 EMPLOYEE SATISFACTION FOR WHITE COLLARS -NESTLE PVT LTD- PONDA

My primary task involved conducting a survey on Employee Satisfaction for the white-collar employees of our factory. Before initiating the survey, I conducted an in-depth literature review to ensure a robust foundation. I explored various reputable sources, including Emerald, SAGE Journals, Google Scholar, Taylor And Francis Group, Springer, and the Academy of Management. I extensively referenced around 10 research papers to gain valuable insights into the dynamics of employee satisfaction.

The resulting research learning was structured into a comprehensive report. This report included sections such as Introduction, Literature Review, identification of Research Gaps, and Objectives derived from the Literature Review. Subsequently, I formulated 5 questionnaires aligned with the objectives and designed a survey form for implementation.

3.1.1 INTRODUCTION

In Nestle Private Limited Factory, where employee satisfaction is at the core of our priorities. Introducing our Monthly Employee Satisfaction Survey for our white-collar Employees, we aim to gauge their sentiments on various aspects of their work life. The attached survey form is tailored to capture insights on job satisfaction, work-life balance, communication, and professional growth opportunities.

The survey utilizes a meticulous scoring method that considers the levels of satisfaction. This approach ensures a comprehensive analysis, allowing us to derive meaningful insights and take targeted actions for continuous improvement.

3.1.2 SURVEY FORM

EMPLOYEE SATISFACTION FOR WHITE COLLARS - NESTLE PVT LTD PONDRA

* Required

1. Department *

Enter your answer

2. How was your Month? (1)Very Poor, (2) Poor, (3) Fair, (4) Good , (5) Very Good. *

	1	2	3	4	5
February	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How was the workload in this month? (1) Stressful and Challenging, (2)Overwhelming, (3)Neutral, (4) Manageable, (5)Good work life Balance . *

	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Select the Number Below that Represents satisfaction level. (1) NO, (2) YES *

	1	2
1) Have you received any recognition for your contribution this month?	<input type="radio"/>	<input type="radio"/>
2) Did you receive sufficient support from Cross functional teams for your tasks this month?	<input type="radio"/>	<input type="radio"/>

5. Please Provide any additional comments or feedback you have regarding your experience for last month. *

Enter your answer

Submit

3.1.3 RESPONSES

1) How was your Month?				2) How was the workload in this month?				3) Have you received any recognition for your contribution this month?				4) Did you receive sufficient support from Cross functional teams for your tasks this month?			
4				4				2				2			
3				3				2				1			
4				4				1				1			
4				4				1				2			
2				2				2				1			
3				3				1				2			
2				2				1				2			
5				5				1				1			
4				4				2				2			
5				5				2				2			

CALCULATION

%		Q1	Total
25%	1	Very Poor	
	2	Poor	
	3	Fair	
	4	Good	
	5	Very Good	
Total			2.5
Q2			Total
25%	1	Stressful and Challenging	
	2	Overwhelming	
	3	Neutral	2
	4	Manageable	4
	5	Good Worl Life Balance	2
Total			2.5
Q3			Total
25%	1	No	5
	2	Yes	5
Total			4
Q4			Total
25%	1	No	4
	2	Yes	6
Total			4

Total
Score
3.25

3.1.4 CALCULATION METHOD USED FOR EMPLOYEE SATISFACTION SURVEY

❖ Step-1-Likert Scale Conversion:

Replaced the options in the survey with Likert scale numbers that is 1 to 5 (Satisfied to unsatisfied) facilitate scoring. This conversion likely involved assigning numerical values to each response option, creating a standardized scale for analysis.

❖ Step-2-Percentage Calculation for Each Question:

For each question, divided the Likert scale values by the maximum possible value (4 Questions Divided by 100%=25%), resulting in a percentage score for each question. This allowed for a standardized comparison across questions.

❖ Step-3-Respondent Count Calculation:

Used the (=COUNTIF) formula to determine the total number of respondents. This count represents the total number of employees who participated in the survey.

❖ Step-4-Total Score Calculation for Each Question:

Utilizing the (=COUNTIF) and (=AVERAGE) formulas, calculated the total score for each question. This involved summing up the scores for each respondent and then averaging them.

❖ Step-5-Final Score Calculation:

The final satisfaction score was determined by assigning weights to each question based on their importance. The formula used was:

$$\text{FinalScore} = (\text{Q1Score} \times 25\%) + (\text{Q2Score} \times 25\%) + (\text{Q3Score} \times 25\%) + (\text{Q4Score} \times 25\%)$$

=Final Score This weighted average allowed for a comprehensive assessment of employee satisfaction, giving equal importance to each aspect of the survey.

CONCLUSION

The Monthly Employee Satisfaction Survey at Nestle Private Limited Factory has provided valuable insights into various dimensions of white-collar employees' work life. The meticulous scoring method, employing Likert scale conversion and percentage calculations, has allowed for a comprehensive analysis of job satisfaction, work-life balance, recognition. The survey results indicate a generally positive sentiment among employees, with notable satisfaction in areas such as workload management and recognition for contributions.

The calculated final score (3.5/5), incorporating weighted averages for each question, serves as a robust measure of overall employee satisfaction. This approach ensures a balanced consideration of all aspects surveyed, reflecting the significance of job satisfaction, work-life balance, recognition, in shaping a positive workplace culture.

3.2 Onboarding SOP for White-collar Employees

My second task involved crafting a Standard Operating Procedure (SOP) for onboarding white-collar employees at the factory. This required a meticulous understanding of the onboarding process and attention to detail to ensure a seamless integration experience for new hires. I am pleased to report the successful completion of this task.

3.3 Employee Engagement Program SOPs for 2024

For my third task was developing SOPs for Employee Engagement Programs throughout the year 2024. This required a strategic approach to enhance employee morale and foster a positive workplace culture. Here I able to learn how Effective Employee engagement is going on and its importance in the Factory.

SOPs

- Harmony Meeting (Guest Lecture)

- Knowledge Transfer

- Reward & Recognition**

To the Max

Me & My Factory

- **Employee Connect**

- Family Day

Annual Day

- Birthdat Cake(25th of Every Month)

3.4 SOP on International Women's and Girls in Science Day

Additionally, I have completed the SOP for International Women's and Girls in Science Day, detailing planned activities and initiatives aimed at celebrating and promoting their participation in STEM fields.

3.5 Harmony Online Guest Lecture

On February 13, 2024, Nestle Ponda Factory celebrated International Women and Girls in Science Day with great enthusiasm had attended these lecture, which highlighted the significant contributions of women and girls in Science. In addition to participating in the lecture, I took on the responsibility of arranging a team-building game Materials.

3.6 Learned the Blue Collar Hiring Process

As part of my internship responsibilities learn the Hiring process of the Blue Collar employees where They They kept Aptitude test round one, Then First Interview selected

candidate were given Second interview round. After selection their joining Procedure was done. These are the over all process.

3.7 Learning and Development Initiatives

In my continuous learning and development, I explored various online courses and workshops available through the LinkedIn Learning platform. These courses covered a wide range of topics pertinent to the diverse needs of Nestle Factory employees Course and Workshop topic as Power automation, AI and ML , skill development, advanced Excel techniques, Power BI, many other topics related to the all the all department employees. This initiative underscores my commitment to fostering a culture of continuous learning and growth within the organization.

3.7.1 Departments Courses - Linkdin Learning.

Power Auotomation

[https://www.linkedin.com/learning/search?contentBy=urn%3Ali%3Aorganization%3A1337
&keywords=power%20automate](https://www.linkedin.com/learning/search?contentBy=urn%3Ali%3Aorganization%3A1337&keywords=power%20automate)

[https://www.linkedin.com/learning/microsoft-power-automate-advanced-business-
automation-2022](https://www.linkedin.com/learning/microsoft-power-automate-advanced-business-automation-2022)

Excel

[https://www.linkedin.com/learning/search?contentBy=urn%3Ali%3Aorganization%3A1337
&keywords=excel%20for%20accounting](https://www.linkedin.com/learning/search?contentBy=urn%3Ali%3Aorganization%3A1337&keywords=excel%20for%20accounting)

[https://www.linkedin.com/learning/excel-vlookup-and-xlookup-for-beginners-](https://www.linkedin.com/learning/excel-vlookup-and-xlookup-for-beginners-11690751/quiz/urn:li:learningApiAssessment:44293748?resume=fals)

[11690751/quiz/urn:li:learningApiAssessment:44293748?resume=fals](https://www.linkedin.com/learning/excel-vlookup-and-xlookup-for-beginners-11690751/quiz/urn:li:learningApiAssessment:44293748?resume=fals)

<https://www.linkedin.com/learning/me/my-library/in-progress>

<https://www.linkedin.com/learning/excel-for-financial-planning-and-analysis-fp-a>

<https://www.linkedin.com/learning/excel-essential-training-microsoft-365-17231101>

<https://www.linkedin.com/learning/excel-for-business-analysts>

<https://www.linkedin.com/learning/excel-market-research-strategies>

<https://www.linkedin.com/learning/paths/build-your-excel-skills>

<https://www.linkedin.com/learning/paths/get-started-with-microsoft-copilot>

<https://www.linkedin.com/learning/paths/build-your-excel-skills>

<https://www.linkedin.com/learning/paths/master-advanced-excel-data-analytics-skills>

[https://www.linkedin.com/learning/paths/prepare-for-the-excel-expert-microsoft-office-specialist-](https://www.linkedin.com/learning/paths/prepare-for-the-excel-expert-microsoft-office-specialist-exam-for-m365-apps-mo-211)

[exam-for-m365-apps-mo-211](https://www.linkedin.com/learning/paths/prepare-for-the-excel-expert-microsoft-office-specialist-exam-for-m365-apps-mo-211)

Soft Skill

<https://www.linkedin.com/learning/paths/professional-soft-skills-learning-pathway-with-audio-descriptions>

<https://www.linkedin.com/learning/paths/improve-your-business-analysis-skills>

<https://www.linkedin.com/learning/paths/professional-soft-skills-learning-pathway>

<https://www.linkedin.com/learning/paths/digital-literacy-and-productivity-learning-pathway>

<https://www.linkedin.com/learning/paths/cscmp-supply-chain-foundations-inventory-management-professional-certificate>

Tech.Skills

<https://www.linkedin.com/learning/paths/build-coaching-and-employee-development-skills-as-a-middle-manager>

<https://www.linkedin.com/learning/paths/develop-your-data-analysis-skills>

<https://www.linkedin.com/learning/paths/develop-your-skills-with-the-openai-api>

<https://www.linkedin.com/learning/paths/develop-your-skills-with-the-openai-api>

<https://www.linkedin.com/learning/paths/advance-your-skills-in-ai-and-machine-learning>

Powe BI

<https://www.linkedin.com/learning/paths/hands-on-projects-for-openai-powered-apps>

<https://www.linkedin.com/learning/paths/building-generative-ai-skills-for-developers>

<https://www.linkedin.com/learning/paths/master-dashboards-and-data-viz-in-power-bi-15394943>

HR

<https://www.linkedin.com/learning/paths/essential-new-skills-in-recruiting>

<https://www.linkedin.com/learning/paths/hr-leadership-in-a-hybrid-business-world>

<https://www.linkedin.com/learning/paths/develop-critical-thinking-decision-making-and-problem-solving-skills>

<https://www.linkedin.com/learning/paths/advance-your-leadership-skills-as-an-individual-contributor>

<https://www.linkedin.com/learning/paths/professional-soft-skills-learning-pathway>

<https://www.linkedin.com/learning/paths/build-change-management-skills-as-an-aspiring-manager>

<https://www.linkedin.com/learning/paths/improve-your-business-analysis-skills>

<https://www.linkedin.com/learning/paths/build-your-analytical-skills-with-statistical-analysis>

<https://www.linkedin.com/learning/paths/develop-your-creative-thinking-and-innovation-skills>

<https://www.linkedin.com/learning/paths/develop-your-skills-in-agile-software-development>

Engineering

<https://www.linkedin.com/learning/paths/advance-your-data-engineering-skills-20258835>

<https://www.linkedin.com/learning/paths/fundamentals-to-become-a-machine-learning-engineer>

<https://www.linkedin.com/learning/paths/develop-your-scala-skills-for-data-engineering>

<https://www.linkedin.com/learning/paths/advance-your-data-engineering-skills-20258835>

<https://www.linkedin.com/learning/paths/advance-your-skills-in-gis>

<https://www.linkedin.com/learning/paths/fundamentals-to-become-a-machine-learning-engineer>

<https://www.linkedin.com/learning/paths/develop-your-scala-skills-for-data-engineering>

<https://www.linkedin.com/learning/paths/advance-your-data-engineering-skills-20258835>

<https://www.linkedin.com/learning/paths/advance-your-skills-in-gis>

Finance

<https://www.linkedin.com/learning/paths/master-key-financial-analyst-skills>

<https://www.linkedin.com/learning/paths/develop-your-spss-skills>

<https://www.linkedin.com/learning/paths/advance-your-data-skills-in-apache-spark>

<https://www.linkedin.com/learning/paths/advance-your-skills-in-deep-learning-and-neural-networks>

<https://www.linkedin.com/learning/paths/advance-your-skills-in-predictive-analytics>

<https://www.linkedin.com/learning/paths/getting-started-with-ai-and-machine-learning>

Production

<https://www.linkedin.com/learning/paths/stay-ahead-in-advanced-manufacturing>

<https://www.linkedin.com/learning/paths/getting-started-in-ar-vr-using-unreal-engine>

Supply Chain

<https://www.linkedin.com/learning/paths/master-digital-transformation>

<https://www.linkedin.com/learning/paths/sustainability-transformation-for-leaders>

<https://www.linkedin.com/learning/paths/digital-transformation-in-practice-virtual-collaboration-tools>

<https://www.linkedin.com/learning/paths/improve-your-digital-transformation-skills>

<https://www.linkedin.com/learning/paths/cscmp-supply-chain-foundations-customer-relationship-management-professional-certificate>

3.7.2 Training process in Nestle Ponda Factory

In my tenure at Nestle, I've undergone a comprehensive array of training programs designed to enhance my skills and knowledge across various domains. For new joinies, the induction training includes training such as safety protocols, quality standards, HR policies, and security measures these all covers in Induction training.

Department Training

1. Awareness
2. Compliance
3. Food Safety
4. Functional
5. HR Process
6. P2P (Finance and Control)
7. Q Tagging(Quality)
8. Quality Awarness
9. Safety Training

Mandatory Compliance Training

- 1) Data Privacy
- 2) Secure IT
- 3) Security at Nestle
- 4) Climate Change
- 5) Unconcious Bias
- 6) Diversity & Inclusion
- 7) **Human Right**

Challenges & in Nestle

- Forced labour
- Child Labour
- Lack of Access to Grievance Mechanism
- Freedom of Association & Collective bargaining
- Lack of Definition of a living wage
- Ensuring Data Privacy & Protection
- Ensuring Safety & Health
- Working Time
- Access to water & Sanitation
- Decent worker Accommodation

8) POSH

9) **Code of Business Cobduct**

- Compliance with Laws, rules & Regulation.
- Conflicts of interest families & Relatives Corporate Opportunities
- Outside directorship and other outside activities
- Inside Trading
- Fair Dealing
- Confidential information
- Fraud protection of company assets.
- Bribery & Corruption, Gift, meals, entertainment
- Discrimination and Harassment

1) Code of Business Principal

3 Principle

- Avoiding any conduct that could damage or risk Nestle or its reputation.
- Acting legally
- Putting the Company interests ahead of personal or other interests

ER capability

1) Leave card rules

- All attendance correction should be done by first of subsequent month
- Emergency 'PF' cannot be clubbed for LTA .
- Sick leave cannot be combine with ' PL'.

2) Working Hours Complaine

- 60 hours working per week (Inclusive of OT hours in a Week)
- Above 50 hours OT not allowed Quarterly
- Maximum 50 hours can be done
- Maximun 12 hours above . Above 12 hours non-compliance
- Female employees can work only between 6.am to 7.pm

3) Standing Orders of Company

Act of Miss comduct

- Absentism related , Theft, Fraud, Dishonesty
- Engaging in any money landing

3.7.3 Development of SOP for Employee Engagement

Developed SOP for the Nestle Cricket Match which titled as 'KKL Sesson - 2 NestlePonda Factory.' By outlining clear guidelines and procedures for organizing such theseevents.

3.8 Understanding Organizational Structure

Throughout my internship, I devoted significant effort to understanding the organizational Structure and Leadership of Nestle Ponda Factory. This included gaining insights into the Organisation structure within the HR department and Able to understand the Production side and how its functioning in the Factory.

CHAPTER 3 : EMPLOYEE BRANDING : FORMATING TALENT PERSONA OF CRITICAL ROLES IN THE NESTLÉ FACTORY

4.1 Topic Introduction

Employee branding is defined as the process by which employees internalise the desired brand images and are motivated to project it to other organisational constituents. (Miles and Mangold, 2004, p. 68). Employee branding is the collective efforts of internal and external branding practices (Hofer and Grohs, 2018) that shape employees' brand behaviour (Punjaisri and Wilson, 2011). Ample research has been conducted on exploring employee branding dimensions, focussing either on internal branding practices (Buil et al., 2016; Burmann et al., 2009; Garas et al., 2018; King and So, 2015; Porricelli et al., 2014; Punjaisri and Wilson, 2011) or on external branding practices. (Arora, Employee branding dimensions and brand citizenship behaviour: exploring the role of mediators in the hospitality context, 2023)

Employee branding has emerged as a critical factor in today's competitive talent acquisition landscape, particularly for organizations like Nestle Ponda Factory seeking to attract and retain top-tier talent. As such, understanding the impact of employee branding on talent attraction.

In this context, key areas explored: the influence of employee branding on attracting top talent.

The first aspect involves conducting interviews across all 10 Departments of Nestle Ponda-Factory to develop detailed Personas. These Personas will outline the distinct job roles, responsibilities, and skill requirements within the organization, thereby enriching employee branding efforts within the talent acquisition process.

This paper aims to explore these facets comprehensively, shedding light on the significance of employee branding in terms of Talent acquisition initiatives within the context of Nestle Ponda-Factory's talent management strategy. Through a deeper understanding of these dynamics, Nestle

can strategically position itself as an employer of choice, poised to attract and retain top talent in today's competitive marketplace.

Employee branding is the strategic process of cultivating a positive reputation and identity for the factory through its workforce. It begins by ensuring that employees understand and embody the factory's core values and culture, fostering a sense of alignment is crucial for creating a cohesive and unified brand image that reflects positively on the factory.

4.2 Literature Review

This research paper's exploration of employee branding's impact is directly relevant to factories, where employees serve as critical brand ambassadors. It underscores the importance of nurturing a positive employer brand to attract and retain skilled talent amidst competitive labor markets. By emphasizing employee motivation, cross-cultural considerations, and brand reputation management, the paper offers insights crucial for factories to maintain a positive image and engage employees effectively. Understanding these dynamics is essential for optimizing talent acquisition strategies, fostering a supportive work environment, and sustaining operational excellence in manufacturing settings. (Cascio, 2018)

This research paper, originally focusing on service industries, provides valuable insights applicable to talent acquisition in factory settings. By emphasizing the importance of employees as brand ambassadors, it underscores the significance of hiring individuals who align with the organization's brand values. Prioritizing candidates who demonstrate genuine understanding and ownership of the brand can enhance talent acquisition efforts, ensuring cultural fit and promoting employee engagement, ultimately contributing to delivering a consistent and compelling brand experience within the factory. (Plangger)

This research paper, initially focused on normative control in global firms, offers relevant insights

for employee talent acquisition in factories. It highlights the importance of aligning recruitment strategies with organizational norms and values, emphasizing the need to identify candidates who resonate with the company's culture. Additionally, it identifies research gaps, suggesting opportunities for further exploration in talent acquisition research within factory environments. By addressing these gaps, the research aims to provide valuable insights into optimizing talent acquisition strategies to support organizational success in manufacturing contexts. (Cushen, 2009)

This research paper examines how transformational leadership influences branding behaviors and organizational brand climate in Taiwanese hotels. It finds a positive association between transformational leadership and branding behaviors, suggesting that effective leadership can enhance these behaviors. This has implications for employee talent acquisition in the hospitality industry, emphasizing the importance of leadership qualities in attracting and retaining top talent. The study also identifies research gaps in organizational brand climate measurement and suggests further investigation into related variables. (Employee branding dimensions and brand citizenship behaviour: exploring the role of mediators in the hospitality context, Praveen Dhiman and Sangeeta Arora)

This study explores how an ethical brand influences employee identity work, an area relatively unexplored in existing literature. Findings reveal that employees in factory settings adopt the brand discourse in constructing their identities, leading to self-definition and a sense of mission. Understanding this influence is crucial for employee branding and talent acquisition in factories. A strong, ethical brand can attract and retain top talent by aligning employees with organizational values, fostering a positive work environment, and enhancing recruitment efforts. (Syahdan, The Effect of Employee Branding Behavior in social media platforms on consumer-based brand equity and employer attractiveness, November 2021)

This excerpt underscores the importance of employees as brand ambassadors in shaping brand

equity for factories. By aligning employee values and behaviors with the brand, companies can effectively allocate resources for brand-building activities. When employees understand their role in contributing to the brand, their commitment increases, enhancing talent acquisition efforts and fostering a stronger organizational culture. (Employee Contributions to Brand Equity)

This study examines how employee branding behavior on social media influences consumer-based brand equity and employer attractiveness in Greater Jakarta, Indonesia. It finds a significant impact but highlights limitations, such as management unawareness of employees' social media activities, which could harm the company's image. The research emphasizes the need for factories to actively manage and monitor employee online presence to protect brand equity and attractiveness in talent acquisition efforts. (Syahdan, May 2021)

This research paper explores the complexities of Employee branding and its effects on employee identification. It highlights potential risks such as uniformity among employees and demotivation. The study suggests further research and emphasizes involving employees in branding initiatives to mitigate negative outcomes and align organizational values with employee perceptions. These insights underscore the importance of considering employee perspectives in branding efforts, which could be valuable for talent acquisition in factory settings by fostering an ethical culture and enhancing brand reputation.

This research paper explores how Sustainable Human Resource Management (HRM) practices can enhance employer brand attractiveness by integrating sustainability into the employee value proposition. It highlights a gap in empirical studies focusing on the direct impact of Sustainable HRM on employer brand attractiveness. By addressing this gap, the study aims to provide insights for organizations, including factories, seeking to attract and retain talent through sustainable practices. (Swetha, 2021)

This research paper explores the impact of employer brand image on job-related attitudes, emphasizing its crucial role in attracting and retaining high-quality talent. It provides a

comprehensive overview of employer branding's significance in talent acquisition and retention, focusing on defining employer brand and its management processes. Drawing from the Human Resource-based view, the study highlights the active role employees play in shaping and developing the employer brand image. By synthesizing these insights, the research aims to deepen understanding of how employer brand image influences employee attitudes, offering valuable implications for recruitment and retention practices in factories. (Priyadarsh, 3 January 2011)

This research paper explores how aligning employee behavior with brand positioning enhances brand evaluations and equity. It emphasizes the importance of employee-brand alignment and authenticity, backed by a critical incident study across service contexts. The study underscores gaps in previous research, particularly in leveraging employee behavior for branding purposes and understanding the role of employee authenticity in brand evaluations. Addressing these gaps could offer valuable insights for employee branding and talent acquisition strategies in factories, emphasizing the importance of aligning employee behavior with brand identity to enhance brand perceptions and equity. (Siriann)

This research paper defines employee branding as the collective image projected through an organization's employees, highlighting its impact on organizational outcomes like satisfaction and turnover. It emphasizes how employees' perception of the brand influences consumer perception and stresses the role of the psychological contract in motivating alignment with the brand. Additionally, it explores how internal and external messaging shapes the strength of the employee brand. These insights are crucial for understanding the importance of employee branding in talent acquisition for factories, emphasizing the need to align employee behavior with the brand image for better organizational outcomes. (Sandra Jeanquart Miles, 2011)

This research paper emphasizes the importance of employees as brand ambassadors in cross-cultural employer branding for global talent management. It highlights how a positive employer brand enhances organizational reputation and attracts top talent. Identified gaps include

consistency in organizational image and strategies for mitigating employer brand damage.

Addressing these gaps could offer valuable insights for factories aiming to improve employee branding strategies and talent acquisition efforts, enhancing organizational reputation and attracting high-quality talent.

This research paper underscores the strategic significance of employer branding and corporate identity management within organizations. It stresses the importance of broadening HR functions beyond HR managers and highlights key practices such as maintaining vendor relationships and providing clear career information on the company website. Identified limitations include managers' understanding of staffing practices and the shift towards hiring for organizational compatibility. Addressing these gaps, the research emphasizes the need for focused attention on employer branding and recruitment relationship management, offering valuable insights for factories aiming to improve their employer attractiveness and talent acquisition practices.

(Srivastava, 2008)

4.3 Reasearch Gap

In the area of of Employee Branding in the form of Employee Talent acquisition in Nestle Ponda Factory, there is a need to identify Employee Job roles as personas to facilitate quicker understanding of their responsibilities by new hires. By developing clear and relatable personas for each job role, leading to improved onboarding experiences and faster integration into the workforce, better attraction of the workforce. Additionally, there is a gap in understanding the specific impact of employee branding on attracting top talent in contexts such as Nestle-Ponda. Investigating how employee branding initiatives influence the attraction of Top talent in specific organizational settings to enhance the Overall Reputation of the Nestle-Ponda factory.

4.4 Research Questionnaires

4.4.3 What is the understanding of the concept of "Persona" in the context of employee branding?

4.4.4 How can developing clear and relatable personas for each job role contribute to enhancing the onboarding experience for new hires?

4.4.5 What are the key benefits of utilizing personas for Employee Job roles in the context of employee talent acquisition?

4.4.6 What specific aspects of employee branding initiatives could influence the attraction of top talent to Nestle-Ponda?

4.5 Research Objectives

Objective 1: To investigate how creating clear and relatable personas for each job role at the Nestle-Ponda factory impacts the onboarding experience and integration speed of new hires.

Objective 2: To identify the key benefits perceived by employees regarding the utilization of personas for Employee Job roles in the context of employee talent acquisition at the Nestle-Ponda factory.

4.6 Research Methodology

4.6.1 Research Design

The Research will be based on cross-sectional Department research design. The data will be collected from many different individuals.

4.6.2 Time Factor

The study is conducted from March till end of April 2024.

4.6.3 Study area

The study will be conducted in the Nestle Ponda – Factory by Interviewing the White-collar officers for the required Data. In this study the target sampling will be focused making a Persona for the Existing Job role for Employee Branding in the form of Employee Talent acquisition in the Nestle Ponda Factory. The Interviews will be drawn from 10 Departments that including HR, Finance & Control, Corporate Affairs, Engineering, Manufacturing Excellence, Application Group, Quality Assurance, , Safety & Health, Production-1, Production-2, Supply Chain of Nestle Ponda Factory.

The study respondent will be chosen by using simple random sampling. With the help of this sampling, 35 respondents will be selected. This method is used so that every member of the population has an equal chance of being selected.

Both primary and secondary data sources were used in the study. While secondary data was gathered Research papers and primary data was gathered through Interviews. In a survey of 35 White collar Employees a random sampling strategy was used to ensure that each participant or source of data had an equal chance of being chosen. This method aids in reducing bias and improving the findings.

4.6.4 Data Analysis and Results

35 white collar employee interview is Take from various department including HR, Corporate Affairs, Quality Assurance, Production 1, Production 2, Finance and Control, Engineering, Supply Chain. From each department Officers Interview Conducted.

Engineering Project	Electrical Mechanical Eng. Mechanical Eng.4 Electrical Eng.(Executive)- 1 Assistant Manager -1
Quality	Assistant Manager Executive ManagerSenior-Executive- 1
Finance	Costing Manager-1

	Senior Costing Manager-1
Corporate Affaires	Executive - 1 Assistant Manager - 1
Engineering	Executive – 2 Mechanical Eng - 3
Human Resource Manager	Human Resource Business PartnerHuman Resource Manager -1 Human Resource Executive-1 Human Resource Service Manager-1
Production 1, Production 2	Production Officer-1 Shift Officer -6 Technical Trainees- 1

Supply Chain	Assistant Manager-1 Dispatch Resource PlannerMaterial Resource PlannerSenior Executive-1	Data
Safety	Executive-1	

Analysis of Interview

1. Educational qualification

From the interviews, Understood that the white-collar employees are : 11 hold MBA, 18 are engineers, 1 has a CA-B.Com background, another holds a CA qualification, 4 have postgraduatedegrees in Nutrition Food Technology, 1 has a background in BE Electronics, and one holds an Advanced Diploma in Industrial Safety, alongside certifications in Nebosh IGC and NeboshInternational Diploma.

2. Experience

Based on my analysis of the interviews conducted, it was found that the white-collar employeesranged in experience from 8 months to 18 years.

3. Responsibilities and Tasks

In the recent interview, it was revealed that every employee has distinct roles and responsibilities withinthe organization. Interestingly, certain engineering roles exhibit similarities or overlap with one another."

4. Technical skills

All job roles require specific technical skills:

- **Finance:** Expertise in costing, proficiency in Microsoft tools, comprehensive financial knowledge, adeptness in critical analysis, and command over financial principles.
- **Engineering:** Proficiency in logical and analytical problem-solving, familiarity with machinery design principles, and a foundational understanding of hygiene engineering. Engineering projects involve production processes, utilization of designing and planning software, automation, and various other software applications.
- **Human Resources:** Competence in compensation and benefits management, recruitment strategies, talent and performance management, and a thorough understanding of state and country labor laws.
- **Supply Chain:** Proficiency in SAP, Excel, Power BI, and PowerPoint, along with effective teamwork and expertise in material resource planning (MRP).
- **Quality Assurance:** Knowledge of regulatory compliance, licensing requirements, and net weight regulations.
- **Safety:** Proficiency in safety-related knowledge and legal regulations.
- **Production:** Technical expertise in process, resource, and technology management, product specification, adherence to quality standards, and a deep understanding of food production.
- **Corporate Affairs Assistant Manager:** Knowledge of regulatory compliance, licensing requirements, and net weight regulations.

5. Soft skills

Common responses from interviews regarding soft skills include:

- Team collaboration
- Time management
- Effective communication
- Problem-solving

6. Conference / workshop

- **Finance:** CCC training, which was conducted online for 15 days at the Head Office.
- **Quality Assurance:** Compliance training, DMO training, SAP training, and corporate affairs training covering Nestle Health Skill, POSH, and Environment Organized (PCB) I learning.
- **Production:** Training in governmental safety regulations, FOSTAC, and ICFOST.
- **Engineering:** Training in FOSTAC, compliance, and safety.
- **Human Resources:** Training in industrial relations (IR), labor law, safety, and skill development for the HR business partner role.
- **Supply Chain:** Training in supply chain orientation, SAP, and Power BI Microsoft.
- **Safety:** NIBOSH IGC training

7. Training or development opportunitie

According to my interview findings, the majority of learning occurred through I-Learn and LinkedIn Learning platforms.

8. Software programs / Tools

Among white-collar employees, common software utilized includes Power Automate, SAPGlobe, Power BI, and DMO. In Quality Assurance, distinct tools include CAT Tools, DMO for net weight, and Compliance Tool.

9. Challenges

From the interview, it became evident that employees face various challenges, with work prioritization being a common challenge.

10. Critical Task

Through the interview, it came to know that Majority employees are not facing any task as critical.

11. Onboarding Process

For white collar Welcoming Program and Induction Training was good.

12. Onboarding Process Improvement

During the interview, it was revealed that certain onboarding processes need improvement, along with the need to share job roles and provide a brochure detailing the layout of departments in the Ponda factory.

13. Motivation

Through the interview, it was able to know that day-to-day learning serves as a source of motivation for the interviewed employees.

4.6.5 Findings – Objective -1

ENGINEERING PROJECTS		Electrical Automation
Qualification		
B.Tech (Mechanical) B.Tech (Electrical)		
Responsibilities	Capex Management, Project Planning and Execution, Handling different Projects and supporting from E&A point of view	
Technical Skills	Production Process, Designing and planning softwares, Automation, Different softwares	
Soft Skill for Role Success	Interaction with all the Department , Communication , Team Work, Time Management , Critical thinking	
Software Programs	Autocad, MS Project, Quick Design, Remote desktop connection manager	
Conference /Workshop	No work shop As Such	
Training /Learning	I - Learn Module	
Onboarding Experience	Welcoming Program was Good Given Induction Training	
Critical Task	No Criticak Task as such	
Challenges	Less Manpower, Over Commitment of Responsibilities, Software, server & connectivity issues	
Motivation	Constant Learning, Interacting people from Various roles and Department Using different approach to solve the challenges faced & many learnings after solving a particular challenge	

Qualification

C.A, B.com

Responsibilities

End to End Costing Requirements fulfilments, Obsosclincs Management for the Factory, Shark Management, ZLMV Analysis, Insurance Control, Business Process Automation

Technical Skills

Costing Knowledge, Command over microsoft tools, Overall Financial Knowledge, Critical Analysis, Command over Financial knowledge

Soft Skill for Role Success

- Team Collabortion
- Time management Communication
- Problem Solving

Software Programs

Microsoft tools, Power Aoutomate Google tools

Conference /Workshop

CCC Training (Online 15 days in Head Office)

Training /Learning

I - Learn Module (SAP)

Onboarding Experience

Welcoming Program was Good Given Induction Training

Critical Task

No Criticak Task as such

Challenges

Stakeholder management
Work Priortization

Motivation

Analytical thinking
Solving practical problems

QUALITY ASSURANCE

Assistant Manager

Qualification

PG- Nutrition Food Technology

Responsibilities

FSSAI, NET weight controls, FG QMS, Halal certification, Table and code controls, Quality requirements Exports, Water analysis, Risk assessment

Technical Skills

Knowledge about regulatory Compliance, Licence, Net weight Requirements.

Soft Skill for Role Success

- Team Collaboration
- Time management Communication
- Problem Solving

Software Programs

CAT Tool, DMO - NET weight, SAP, Compliance Tool

Conference /Workshop

Compliance Training DMO Training SAP Training

Training /Learning

I - Learn Module (SAP)

Onboarding Experience

We were taken care of and everything was smoothly arranged.

Critical Task

Compliance to Regulatory requirements, Timely Updation of FSSAI License, Halal Certificates

Challenges

Work Prioritization

Motivation

New learnings Everyday, Great Team

Qualification

BE- Mechanical

Responsibilities

Plant Maintenance Engineer

Technical Skills

Logical and Analytical problem solving, EASE of operation with respect of design of Machinery, Basic of Hygiene engineer.

Soft Skill for Role Success

Cross Functional Stakeholder management, Communication, Line management

Software Programs

Autocad, MS Office

Conference /Workshop

FOSTAC, Compliance Training, Safety training.

Training /Learning

I-learn modules(Chocolate manufacturing, Project management)

Onboarding Experience

The onboarding Process was Good

Critical Task

Adherence to compliances, Food safety, safety, People safety

Challenges

Resource Planning, Work Load, Stakeholder management

Motivation

Everyday challenges that face in the section

Qualification

MBA - HR

Responsibilities

Contract labour Management System

Technical Skills

Labour Law of State And Country

Soft Skill for Role Success

Communication, IR

Software Programs

Power BI, Excel, Word, Power Point

Conference /Workshop

IR , Labour law, Safety

Training /Learning

I-learn

Onboarding Experience

The onboarding Process was Good

Critical Task

Maintaining Compliance

Challenges

Communicating with unskilled labour

Motivation

Learning of compliance.

Qualification

MBA - HR

Responsibilities

HRBP Role has a Vast scope. Recruitment , Learning and Development, Training , diversity inclusion.

Technical Skills

Compensation Benefits, Recruitment strategies, , Talent Management, Performance Management

Soft Skill for Role Success

Communication and Empathy

Software Programs

Power BI, Excel, Word, Power Point

Conference /Workshop

Attended conference related to upskill the HRBP role from Head office

Training /Learning

Power Automation, Compensation and Benefits

Onboarding Experience

Joined as a Management Trainee at HO. HO induction for 15 days then sent to the Factory

Critical Task

Compliance , Employee Experience

Challenges

Since it dealing with Humans, managing their likes, Dislikes and emotions

Motivation

.Employee Happiness and Satisfaction

Qualification

BSc

Responsibilities

Dispatches ,Quality , Quantity , Time

Technical Skills

SAP , Excel, Power BI, Excel , Power Point, Team

Soft Skill for Role Success

Communication Skill

Software Programs

SAP Glob

Conference /Workshop

Orientation to the supply chain

Training /Learning

I- Learn(Safety, ISIT

Onboarding Experience

Welcoming Program was Good, Good Interaction with the Supply Chain Department.

Critical Task

No critical Task

Challenges

Right Quantity of the Materials at right place.

Motivation

Day to day new Learning

SUPPLY CHAIN

Assistant manager

Qualification

Civil Engineer, MBA- Operation

Responsibilities

Dispatches ,Quality , Quantity , Time

Technical Skills

MRP Resource Planning

Soft Skill for Role Success

Convincing Power and Communication Skill

Software Programs

SAP Glob

Conference /Workshop

SAP, Power BI, Microsoft

Training /Learning

Linkedin- Learning (PPT)

Onboarding Experience

Welcoming Program was Good, Good Interaction with the Supply Chain Department.

Critical Task

No critical Task

Challenges

No challenges as such

Motivation

Day to day new Learning

Qualification

BE- Electronics, Advaned diploma in industriual safety,Nebosh IGC,Nebosh International Diploma

Responsibilities

Compliance to Nestle Safety and health Standards for the factory side as well Factory Projects,Engagement of employees in safety Conducting trainings like safety inductions,job specific trainings.To build capability among contractors to safely execute the job.To look after Value yard activities in absence of the concern person.

Technical Skills

Safety related knowledge and legal knowledge

Soft Skill for Role Success

Leadership,Understanding issues and Problem solving,Communication,Decision making,Building trust among employees for them to feel free to express,Building inter department trust

Software Programs

Word,MS forms,Power automate

Conference /Workshop

Nebosh IGC and other safety and health related trainings

Training /Learning

I- Learning ,Linkdin learning

Onboarding Experience

Orientation were done

Critical Task

No critical Task

Challenges

Managing and understanding workers concerns and issues

Motivation

Solving and understanding the issue faced by the workers and to ensure all the people go back home safely.

COOPERATE AFFAIRES

Executive

Qualification

MBA Finance

Responsibilities

- CSR
- Projects
- Awareness

Technical Skills

- Related to Auto quality

Soft Skill for Role Success

- Good communication
- Presentation skills
- Positive approach

Software Programs

SAP, DMO, microsoft excel, word, ppt

Conference /Workshop

Nestle Healthy skills, POSH, Environment organised (PCB) I- learning, LinkedIn learning

Training /Learning

I - Learn

Onboarding Experience

It was good received a hamper and given a detailed information about the rules and regulation.

Critical Task

- Maintaining Projects
- Non complains

Challenges

No major challenge

Motivation

Work environment

PRODUCTION

Production Officer

Qualification

B-tech Food Technology

Responsibilities

Shift handing, Production Activities management, Alignment with other cross functional department to achieve daily Targets, Manpower Handling, AI Control, Insurance Quality in the line

Technical Skills

Technical Knowledge with understanding of Processes Resources and Technology, Product specification, Quality Standards, Deeper knowledge on food

Soft Skill for Role Success

Communication skills, Empathy and understanding towards others, Leadership Skills, Decision making, Problem solving, People Management, Multi tasking

Software Programs

SAP, DMO, microsoft excel , word, ppt

Conference /Workshop

Governmental safety, FOSTAC, ICFOST

Training /Learning

I - Learn
(Waffer, Chocolate, Praline), Nescat(Kikat standards, Quality Processure Karlficher), Information Basket(SOP, Basics Learning through I - Learn modules)

Onboarding Experience

It Was Smooth Factory Induction, All department Learning , Interaction with all department , Given brife Idea about these role

Critical Task

Planning, People Management, Process Master, Decision making, The responsibilities assign

Challenges

Remembering Technical Perimeters in which the resource operates

Motivation

Meeting People with different mind set, Aiming together to achieve a common Goal, Meeting People with different mind set, Aiming together to achieve a common Goal, To manage the roles and responsibilities

Finding suggestion

Objective 2

Platform

4.6.6 ENGINEER

4.6.6.1 **Engineering.com:** Engineering.com is an online community and resource hub for engineers. It offers job listings, forums, articles, and resources covering various engineering disciplines, from mechanical and electrical engineering to software and aerospace engineering.

Branding in to

STEM Events:

Share stories about your employees' innovative work and their impact in STEM fields.

Highlight your company's participation in STEM-related events like panels or webinars.

Award Excellence:

Nominate and celebrate outstanding employees for their achievements in STEM.

Showcase award-winning projects and employees' contributions.

Spotlight Partners & Sponsors:

Feature collaborative projects with partners that highlight your employees' expertise.

Promote industry events and conferences where your employees participate or present.

4.6.6.2 **IEEE Job Site:** The Institute of Electrical and Electronics Engineers (IEEE) offers a job site specifically tailored for engineering professionals. It features job postings from leading companies and organizations in the engineering field, as well as career resources and networking opportunities.

Branding in to

EngineerJobs: Engi IEEE Job Site:

Craft compelling job postings that highlight your company's unique culture and the

exciting opportunities available.

Showcase employee testimonials or success stories to give candidates insight into what it's like to work at your company.

Emphasize the specific skills and qualities you're looking for in candidates and how they align with your company's values and goals.

Use language that resonates with the IEEE community and emphasizes your commitment to innovation and excellence in the field.

Offer insights into career growth opportunities and the impact employees can make within your organization.

IEEE Conference and Event:

Participate in relevant IEEE conferences and events related to your industry or field of expertise.

Host workshops, panel discussions, or presentations featuring your employees as speakers or moderators.

Showcase your company's innovative projects, research, or products at conference exhibitions or demo sessions.

Engage with attendees through networking opportunities, both in-person and online, to build relationships and promote your employer brand.

Leverage social media and other channels to amplify your presence before, during, and after the event, sharing highlights and insights from your participation. [neerJobs](#) is a specialized job board dedicated to engineering positions. It features a wide range of job listings across different engineering disciplines and allows users to search for jobs by location, industry, and experience level.

FINANCE

4.6.6.3 **CFA Institute:** The Chartered Financial Analyst (CFA) Institute offers resources, networking opportunities, and job listings for finance professionals, particularly those focused on investment management and analysis. They also provide the globally recognized CFA credential.

Branding in to

CFA Program:

Highlight employees' CFA journeys and how it enhances their roles.

Provide resources and support for employees pursuing the CFA designation.

Encourage sharing of CFA-related experiences and insights.

Learning & Event:

Showcase employee participation in CFA Institute learning opportunities.

Host internal learning events led by subject matter experts.

Sponsor employees to attend CFA Institute events and share key learnings.

2. **eFinancialCareers:** eFinancialCareers is a leading job board and career resource for professionals in the finance industry. It features job listings from top financial firms, as well as industry news, career advice, and insights into finance-related roles.
3. **CFA Society Job Board:** Many local CFA societies have job boards that cater to finance professionals in specific regions. These job boards often feature opportunities from local financial firms and organizations, as well as networking events and professional development opportunities.

SUPPLY CHAIN

- 1. Association for Supply Chain Management (ASCM):** Formerly known as APICS, ASCM is a professional association focused on supply chain management and operations. It offers certifications, educational resources, events, and a job board specifically for supply chain professionals.

Branding in to

Membership and Community

- Awards

Learning and Development

- Certificate Programs
- Events

- 2. Council of Supply Chain Management Professionals (CSCMP):** CSCMP is another prominent professional association for supply chain management professionals. It provides networking opportunities, industry research, educational programs, and a job board featuring supply chain-related positions.

Branding in to

- Certification & Education
- Awards

3. DHL Supply Chain Careers: DHL is a global logistics company that offers various career opportunities in supply chain management and logistics. Their careers portal features job listings, employee testimonials, and information about career paths within the company.

4. Supply Chain Brain: SupplyChainBrain is an online platform that provides news, insights, and resources for supply chain professionals. It features articles, webinars, podcasts, and a job board focused on supply chain-related roles.

SAFETY

4.6.7 National Safety Council (NSC): The National Safety Council is a nonprofit organization dedicated to promoting health and safety in the workplace, on the road, and in communities. They offer resources, training programs, events, and a job board focused on safety-related positions.

Branding in to

- Our service
- International Event

4.6.8 Safety+Health Magazine Job Board: Safety+Health Magazine, published by the NSC, offers a job board specifically for safety professionals. It features job listings from companies across various industries, as well as resources and articles related to workplace safety.

Branding in to

- Webinars

4.6.9 Occupational Safety & Health Administration (OSHA) Job Opportunities:

OSHA, a federal agency focused on workplace safety, occasionally offers job opportunities for safety professionals. Their website provides information about job openings, internships, and career paths within the agency.

5 Environmental, Health and Safety (EHS) Job Boards: There are several job boards dedicated specifically to environmental, health, and safety (EHS) professionals. These platforms often feature job listings from companies in various industries, including manufacturing, construction, healthcare, and energy.

6

QUALITY & ASSURANCE

6.6.1 American Society for Quality (ASQ): ASQ is a global professional association dedicated to quality improvement and quality management. They offer certifications, training programs, conferences, and a job board specifically for quality professionals.

Branding in to

- Events

HUMAN RESOURCE

SHRM

Branding in to

- Business Solution
- Events & Education

1. HR.com: HR.com is a comprehensive platform that offers articles, webinars, certification programs, and networking opportunities for HR professionals. It features a job board with a wide range of HR-related positions across different industries and regions.

Branding in to

- Partner with us
 - Event
 - Education
- 4. Human Resources Today:** Human Resources Today is an online community and resource hub for HR professionals. It offers articles, blogs, webinars, and whitepapers covering various HR topics, as well as a job board featuring HR job opportunities.
- Webinars
- 5. WorldatWork:** WorldatWork is a nonprofit professional association focused on total rewards, compensation, and benefits. They offer certifications, educational resources,

events, and a job board specifically for professionals in the compensation and benefits field.

6. **HR Tech Conference:** The HR Tech Conference is an annual event focused on HR technology and innovation. While primarily an in-person conference, they also offer virtual events and resources throughout the year, including webinars, articles, and a job board focused on HR tech roles.

6.6.2 How its Benefit for the Nestle Factory

Increased Business Opportunities: A positive HR job role brand can attract talent, partners, and stakeholders who are seeking HR solutions or consulting services. This can lead to increased business opportunities and partnerships for the company.

- **Partnership Opportunities:** Companies often seek to partner with organizations that share their values and principles. A factory with a strong HR job role brand may attract potential partners who are aligned with its commitment to employee well-being and development. These partnerships can lead to collaboration on projects, joint ventures, or strategic alliances that benefit both parties.

Cost Savings: Attracting top HR talent and retaining employees through effective HR job role branding can lead to cost savings associated with recruitment, and training. Additionally, satisfied employees are likely to be more productive and contribute positively to the company's bottom line.

Attracting Top Talent: A strong HR job role brand attracts top HR talent who are looking for opportunities to work with reputable and respected companies. This can lead to a higher

caliber of candidates applying for HR positions within the company.

Foster a Talent Pipeline: Effective employee branding can also help Nestle build a talent pipeline of qualified candidates for future finance roles, reducing the time-to-fill for critical positions and ensuring a steady flow of talent to support the company's growth objectives.

4.7 Challenges

- **Convincing White Collar Employees for Interviews:**

One of the primary tasks of my internship involved conducting interviews with white-collar employees for a project. However, due to their busy schedules, they often delayed or were hesitant to participate in the interviews. Convincing them to spare time for the interviews proved to be a considerable challenge, requiring persuasive communication and negotiation skills to ensure their cooperation.

- **Time Management for Interviews:**

The process of conducting interviews stretched over a longer duration than initially planned. Commencing in March and concluding at the end of April, it took two months to complete the interview phase. This extended timeline was primarily due to the busy schedules of the officers involved. Effectively managing my time became crucial to balance this extended interview period with other aspects of my internship, ensuring that I remained productive and met all project deadlines.

4.8 CONCLUSION

Through out my internship I able to learning HR process of Nestle which Include Hiring, Learning and development, Training, Operation side , organisational structure.

There are 10 department that is Human Resource , Engineering, Supply Chain, finance &

Control, Corporate affairs, Safety, Quality Assurance, Production 1 , production 2, Application Group understood the functions of each department, Employee Engagement Even I completed my Project which titled ' Employee Branding.

Project's focus on employee branding within critical roles at Nestle's Ponda Factory demonstrates a strategic approach to leveraging HR processes for long-term success. By enhancing the factory's reputation as an employer and partner of choice, you've paved the way for increased business opportunities, cost savings, talent acquisition, and talent pipeline development, all of which contribute to the factory's overall competitiveness and sustainability in the marketplace.

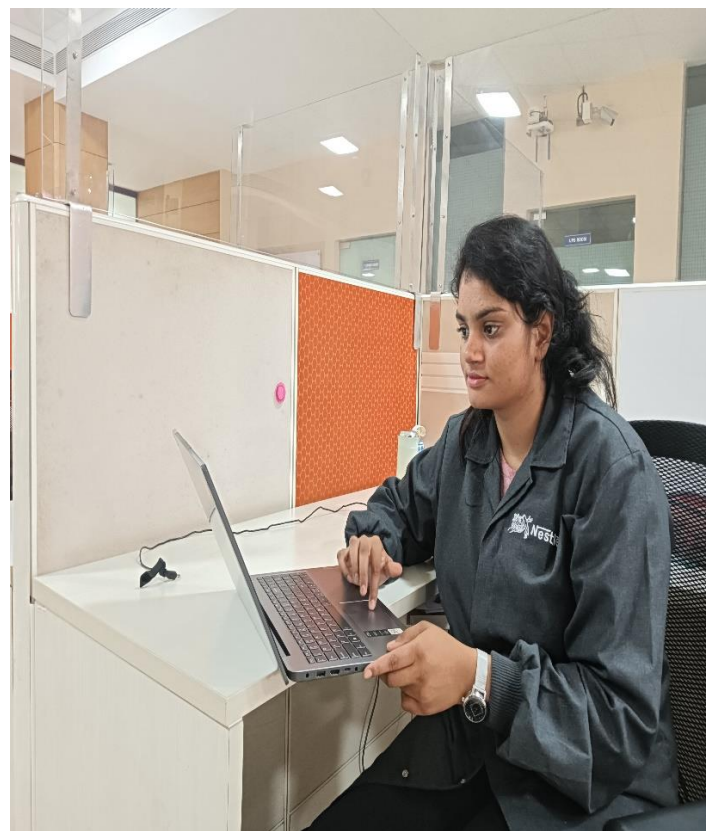
Annexure – 1

Interview Questionnaires

1. What is your educational qualification?
2. How many years of experience do you have in your field?
3. Could you outline your main responsibilities and tasks in your current role?
4. Which technical skills do you utilize most frequently in your current position?
5. Which soft skills do you believe are crucial for success in your role?
6. Did you attend any conference or workshop related to your role? If yes, which one?
7. What training or development opportunities have you taken advantage of during your time at the factory?
8. Are there any specific software programs or tools you regularly utilize?
9. What are the most significant challenges you face in your day-to-day work?
10. Are there any specific tasks or processes that are critical for each job role?
11. How was your onboarding process done in this factory?
12. In your view, what factors contribute to making the onboarding process effective for new employees?
13. What motivates you in this roles?

Annexure – 2

Photos while doing work



.....End.....

