

SIMPLISOL TECHNOLOGIES PRIVATE LIMITED

SUMMER INTERNSHIP REPORT



Submitted By:

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2153

Under the Supervision of

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2021-2022

DECLARATION

I, the student of M.B.A. Part I of Goa Business School, Goa University, hereby declare that the internship project entitled “Simplisol Technologies Private Limited” has been prepared by me towards partial fulfilment of the degree of Master of Business Administration under the guidance of my faculty guide Ms. Priyanka U. Naik. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 13th July 2022

Place: Goa University

Aishwarya Somnath Raikar

2153

ACKNOWLEDGEMENT

The success and final outcome of the internship required a lot of guidance and assistance from people and I am extremely privileged to have got this all along for the completion of the internship.

I would thank my college Goa Business School, Goa University, for having given me this opportunity to put to practice, the theoretical knowledge that I gained from the program. I thank my guide and mentor Prof. Priyanka Naik for having guided and supported me through the course of the internship.

I would like to thank Mr. Sylman Caiado of Simplisol Technologies Private Limited without whom internship would not have been possible. I am grateful to them for having taken time off their busy schedule. My indebtedness also goes to Miss. Janhavi Mayekar, HR of Simplisol Technologies whose constructive guidance, continuous support, stimulating suggestions and words of encouragement made this internship most fruitful, knowledge enhancing and productive.

I express my gratitude to Simplisol Technologies Private Limited for having given me an opportunity to work with them and make the best out of my internship. My heartfelt gratitude also goes out to the staff and employees at Simplisol Technologies Private Limited for having co-operated throughout two month of internship period.

I take this opportunity to thank my friends and family who have been with me and offered emotional strength and moral support.

INTERNSHIP CERTIFICATE



Simplisol Technologies Private Limited

Providing Simple and Complete Solutions

NABL Accredited Calibration Laboratory as per ISO/IEC 17025, Certificate No. CC-2966

Contact No. +91 8459148161

Email : sales@simplisoltech.com

Website : www.simplisoltech.com

Date- 8/7/22

Certificate of Completion.

This is to certify that Aishwarya Somnath Raikar, Student of MBA Program in Goa Business School, Goa University has successfully completed the Internship of **Eight Weeks** training course from 16-5-22 to 08-07-2022 in Simplisol Technologies Private Limited.

During this period she was involved in studying different departments and she was very punctual, committed and hardworking during the course of time.

We wish her all the success in her future studies.

Director

Sylman A.V. Caiado



Manager- HR

Janhavi Mayekar

Registered Office :

H No. 226, Gudiwadda, Neura Tiswadi, Goa, India 403 104

Sales Office / Calibration Laboratory :

SH-6 Shree Plaza Building, Comba Margao Goa India, 403 601

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1. EXECUTIVE SUMMARY

The report evaluates the Vision, Mission, values, and the entire manufacturing/ service processes carried out at Simplisol Technologies Private Limited. The report also gives a brief introduction to the topic of Calibration, how the Calibration takes place and the authorized bodies governing the Calibration service industries.

In addition to that, the report entails the company's brief introduction, the industry analysis under which Porter's five forces and PESTLE analysis have been conducted, and under company analysis SWOT and VRIO analysis are observed. And lastly, the company's departments are analysed and their functioning.

Through SWOT analysis the report describes the strengths the company possess, its weakness, the opportunities that the company can exploit, and the threats the company can face. The report also showcases the external environment of the company through Porter's five forces. PESTLE analysis is also undertaken to better understand the Political, Economic, Social, Technological, Legal, and Environmental workings of the company.

Finally, the report explores VRIN and the departmental analysis of the company. In the report, a detailed view of the daily tasks, which were assigned and completed by me have been mentioned, which helped me get a real-life experience of working in a company and helped me gain an immense amount of knowledge, experience, and application of the knowledge that I have gained in the 1st and 2nd year of my MBA program.

The report is an honest work on the topic, however, there can be shortcomings in it because of unavailability of data, lack of time, and other constraints.

2. INTRODUCTION

Simplisol Technologies Private Limited is an MSME company founded in the year 2017. Simplisol Technologies excels in a range of business area which includes Instrumentation, Calibration, Process control & Automation, IoT applications, Water purification, Air monitoring & Conditioning, and a range of Electronic Solutions & services. Simplisol Technologies Pvt Ltd establishes its Calibration centre to Goa and offers the following services to the customers: - Laboratory Calibration (Calibration of client's equipment at Simplisol lab) and Site Calibration.

Simplisol Technologies is a leading manufacturer and a service provider of Water Treatment Plant, filter cartridges, Industrial RO plant, Sewage water treatment plants etc.

Apart from this the company provides Industrial Calibration Services, with NABL Accredited Lab and through Advanced in-house/on-site design, Calibration and testing services to the industries and clients. The company today has evolved to be a market leader in Calibration Services in Goa.

The company has 4 offices/Manufacturing units:

| | |
|--|--|
| Registered Office | H No. 226, Guddi Wada, Neura, Tiswadi, North Goa |
| Sales Office/ Calibration Lab | Comba, Margao |
| Kuwait Office, World Technology for Scientific Equipment Company | Makka Street, Kuwait |
| Factory | Verna Industrial Estate, Goa |



3. PROFILE OF THE COMPANY

Simplisol Technologies Private Limited is a company incorporated on 11th Sept 2017. It is classified as a non-Government company, and is registered at Registrar of Companies Goa. The company's authorized share capital is Rs. 100,000 and its paid-up capital is Rs. 20,000.

Sylman Anthony Vincent Caiado is the Director and John Borges is the CEO of the company. The annual turnover of the company is 50 Lakh – 1 Crore.

The company has trademarked two product brands i.e., DOLPHI (Instrumentation and Technology business unit) and SYLS (Water and Air solution business unit).



PURPOSE

- We aim to provide our clients with convenient, reliable and affordable Solutions and Services as per their requirement. We believe in combining our experienced Technology Ideas with our Consultative approach to help the customers across Industries.

VISION

- To be the most esteemed, Innovative and fastest growing company in the Engineering market Segments. Always working for Development of Stakeholders, Society and provide Customer Satisfaction with good values and culture.

MISSION

- Simplisol Technologies Private Limited is established to provide Simple, Effective and Complete Solutions to the Customer for their every need. To assist the customer with technical expertise and services for the products sold. It is the goal of our firm to have 100% customer satisfaction with regards to quality, cost, personalized service, quick service and to discover new ways to exceed the expectations of our clients.

VALUES

- Customer first --- Integrity --- Innovation --- Quality --- Teamwork

4. INDUSTRIES THEY SERVE



Commercial and Residential



Manufacturing and Packaging



Pharmaceutical



Research and Development



Hotels

5. CUSTOMERS



Godrej



Fertin Pharma



Alila – Hotels and Resorts



Indoco



PROCESSING & PACKAGING

SYNTEGON



Cipla

6. NABL- National Accreditation Board for Testing and Calibration Laboratories

NABL has been authorized by the Government of India as the accreditation body for testing and Calibration laboratories. NABL has been a registered society under the Societies Registration Act, 1860. It operates as autonomous body under aegis of in the Department of Science and Technology (DST), Ministry of Science and Technology, Government of India. NABL has rooted itself with the objective of providing Government, industry associations and the entire industry in general with the help of Laboratory accreditation which has involved third-party assessment of the technical competence of testing and Calibration laboratories.

NABL provides for accreditation services in a non-discriminatory manner. These services are made accessible to all the testing and Calibration laboratories in India and other countries, where they do not have accreditation bodies of their own, regardless of the size of the applicant laboratory or its membership of any association or group or the number of laboratories already accredited by NABL.

6.1 Standardisation Testing and Quality Certification Directorate (STQC)

The Standardisation Testing and Quality Certification Directorate (STQC) Government of India, is the governing body for Calibration.

The STQC offers Calibration services to the following areas and domains of the industries and Organisations: -

- Electro-Technical Calibration
- Non-electric Calibration
- High Precision Calibration
- On-site Calibration
- Medical Equipment Calibration

Apart from this, there are 4 regional laboratories, 10 state and 2 high precision Calibration centers in Delhi and Bengaluru. These laboratories are fully equipped with State-of-the-Art Calibrating facilities.

There is one STQC laboratory in Goa, namely ETDC Goa. The other labs are ERTL (North) Delhi, ERTL (East) Kolkata, ERTL (West) Mumbai, ETDC Bengaluru, ETDC Chennai, and

so on. All the STQC labs have established, quality systems adhering to ISO/IEC 17025 and are accredited by NABL.

6.2 Electronics Test & Development Centre, Goa (ETDC)



Electronics Test & Development Centre was established in 1988 under the Standardisation Testing and Quality Certification Directorate (STQC), Ministry of Electronics & Information Technology, Government of India.

With the technically trained workforce, ETDC is providing testing, Calibration, development assistance, and quality advisory services. The lab is accredited with NABL specifications. It provides quality results to the clients by implementing internal checks, inter-laboratory comparisons, and participation in laboratory proficiency testing programs.

Recognitions/Accreditations

ETDC has been accredited by National Board for Testing & Calibration Laboratories (NABL), as per the ISO/IEC 17025 standards for AT-LAB and on-site Calibration in the following disciplines: -

- Electro-technical Calibration
- Mechanical (Dimension, Mass, Pressure) Calibration
- Thermal Calibration.

7. CALIBRATION

Calibration is the difference between a known measurement (the standard) and the measurement using your instrument/device. The purpose of Calibration is to ensure readings from an instrument are consistent with other instruments and to determine the accuracy of the instrument i.e., that it can be trusted for its observed/ displayed measured value.

Calibration of the instrument is majorly done with two objectives: - For checking the accuracy of the instrument and to find the traceability of the measurement. In practice, Calibration also includes the repairs of the device if it is out of Calibration. A report is generated by the Calibration Expert, which shows the error in measurements with the help of the master instrument before and after the Calibration.

Calibrating a device is extremely important for the industries as devices/instruments degrade over time due to the constant wear and tear. The accuracy of the instrument degrades due to various factors like electric or mechanical shocks, due to hazardous manufacturing environments, even due to improper instrument handling, etc. When an instrument is Calibrated, it is set again to its original standards, and hence it improves back the accuracy of the instrument, enabling it to improve the product quality.

7.1 Calibrators

A device that Calibrates other equipment or instruments is called a Calibrator. Commonly they are also called Master Calibrators or Master. A Calibrator also needs to be Calibrated, as a Calibrator can degrade its accuracy from wear and tear, by the heavy Calibration of instruments. Hence Calibrators are also Calibrated as per the standards of the National Metrology Institute. They can charge 1 Lakh- 1.5 Lakh for the Calibration of Calibrator.



Figure 1 Fluke 5502A Multi-Product Calibrator

The above-mentioned Calibrator is priced at Rs. 30 Lakhs. It is from the international brand Fluke. This Calibrator can single handed Calibrate all the Electrical Equipment's/ Instruments.

7.2 Calibration Accreditation

The Accreditation process by which an authority body (NABL) ensures that a body (Laboratory) or person(signatory) is competent to carry out specific tasks in scope.

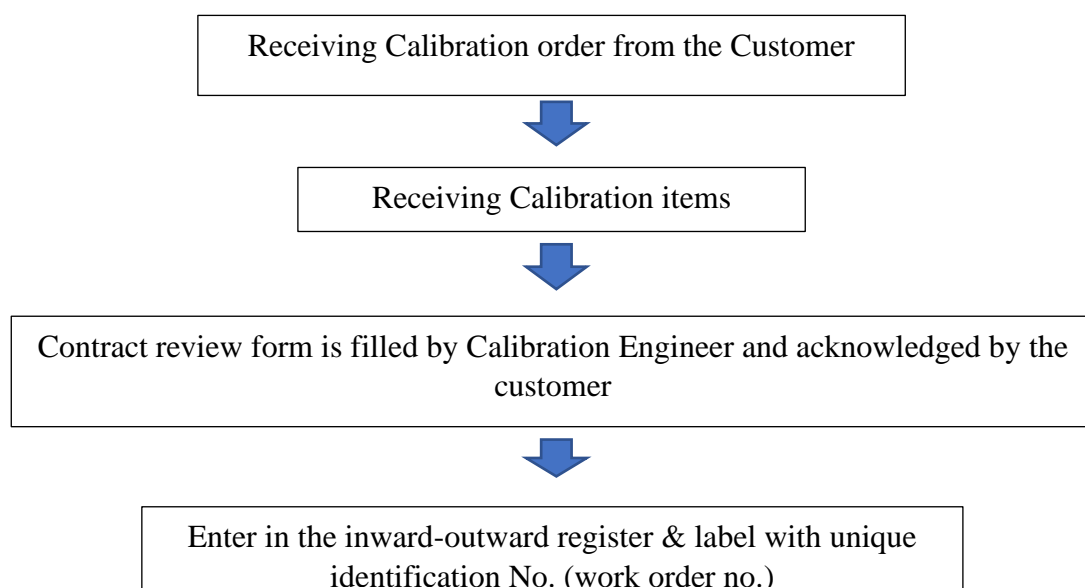
When the Calibration process is performed, it is important that the entire process to be trusted. Calibration Accreditation acts as that trust. Accreditation provides the instrument owner the confidence that the Calibration process has been done correctly.

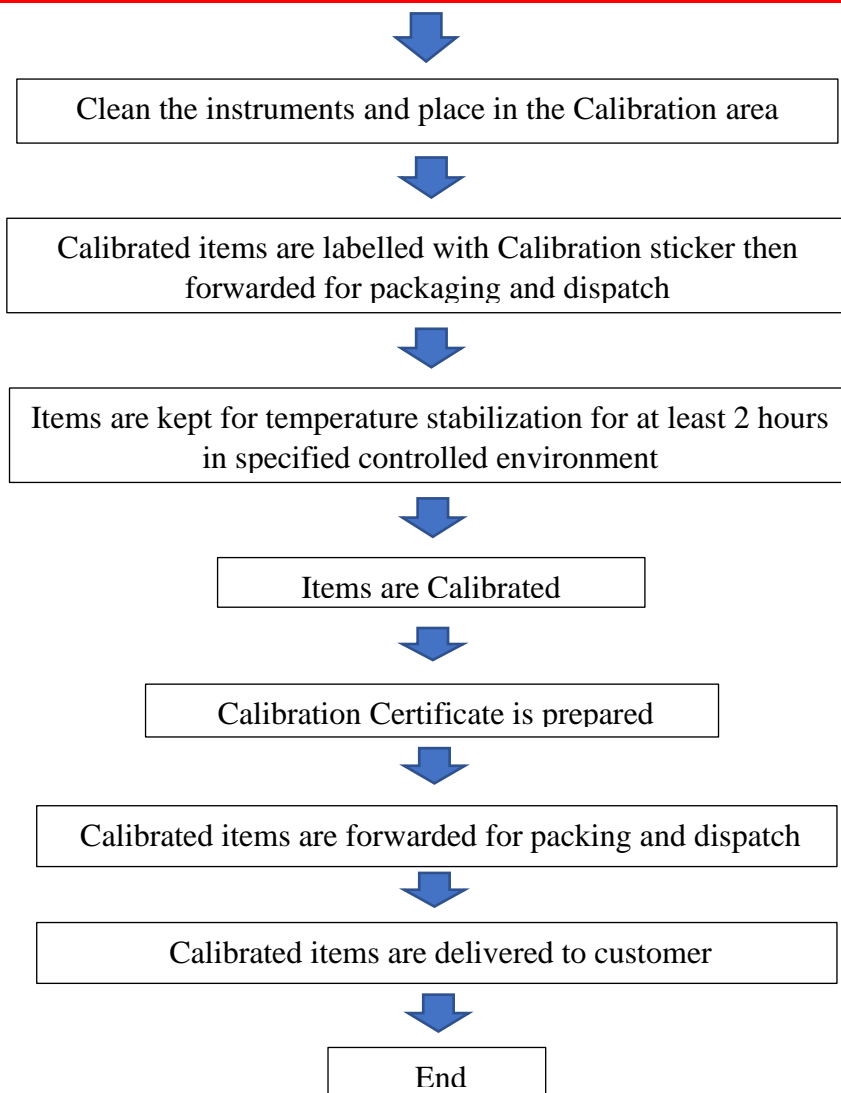
In Calibration Accreditation, the Calibration Engineer or the designated person has performed the tests as per the Internationally accepted technical and quality metrological requirements which are ISO/ IEC 17025 with which the Calibration labs are accredited.

7.3 Calibration Certificates

Procedure by which a third party (Certification body) gives a written assurance that a product, process or service (of an organization) confirms to specified requirements. The Calibration Laboratory provides the instrument owner a certificate when an instrument has been Calibrated. It contains the statement of Traceability and a list of Calibration standards used for the process of Calibration, any data which results from the Calibration process, the date when the Calibration was undertaken, the environmental conditions (temp) and the pass or fail statement for each instrument.

7.4 Calibration Process Flowchart





7.5 Calibration Traceability

Traceability is the authenticity of the Calibrator given by the laboratory to the customers upon request. The Traceability defines that the instrument is accurate, authentic and is Calibrated as per the NABL standards.



Figure 2 Demonstrating us on how to Calibrate

7.6 Calibration Procedure of Fluke 17B+ Digital Multimeter

Below is the Calibration Procedure details of the instrument Fluke 17B+ Multimeter. This device is electrical in nature. The Fluke 5502A Multi-Product Calibrator was used to Calibrate this instrument. An NABL authorized person was called who demonstrated us the Calibration procedure of this instrument.

Step 1- Read the specifications of the Equipment which is to be Calibrated. The specifications are available on the manual which comes with the Equipment.

Step 2- As per the NABL standard it is compulsory to read the Calibration manual of instrument and follow the steps as its mentioned.

Step 3- Select the Parameters which is AC (alternating current) or DC (Direct Current) on the Calibrator.



Figure 3 Fluke 17B+ Multimeter

Step 4- Set the range as you want it to be Calibrated. We set it to 40mV on the Calibrator.

Step 5- Select operate (to start it) on the Calibrate and then the equipment will Calibrate. The Calibrator has to be again set to 0 and again the details have to be put. This process is to be done for minimum 3 times and all the three times its readings are to be noted down.

If the instrument shows 40mV and the Calibrator shows 40mV that results that the equipment in Calibration. If the instrument shows a variance of 38.8mV and Calibrator has been set to 40mV that means the instrument is out of Calibration and it needs to be Calibrated. The Calibrator will Calibrate it if the Client approves the errors and gives an order to proceed.

Step 6- The variances/ errors are noted down and sent to the client. If the client approves to Calibrate the instrument, then only the Calibration is done and the instrument is set back to the standards.

Step 7- As per the Manual of the Calibrator the values are applied and the instrument is Calibrated.

Step 8- A certificate of Calibration is generated and the instrument and the certificated is handed over to the Client.

8. INDUSTRY ANALYSIS

8.1 Porter's Five Forces Analysis



Threat of New Entrants: -

- The Calibration services are accredited through a government channel i.e., National Accreditation Board for Testing and Calibration Laboratories (NABL), to get this permit a rigorous amount of paperwork and legalities are required, hence it is a difficult and a time-consuming process to get this license and enter in this field.
- The laboratories and the infrastructure which is required for the Calibration services require a high set up cost, as well as the instruments required for the Calibration services are expensive and not easily/readily available everywhere, some instruments have to be imported from abroad.
- Each Calibrators required for the Calibration is priced in Lakhs, e.g., the Fluke Calibrator costs 30 Lakhs, hence the setup cost of all the equipment is very high, which makes it difficult to enter in this industry.
- There are strict Government regulations for the new entrants.
- Specialist knowledge is required and skilled Calibration engineers/workforce, having an engineering degree in Instrumentation/ Electrical is preferred, who has to undergo a training which is provided by NABL adhering to the ISO/IEC 17025 standards, hence making it difficult for new entrants.

Bargaining power of Suppliers: -

- The supplier base of Calibration equipment/ instruments is limited in India. Hence the Calibration Service industry depends heavily on these suppliers.
- The cost of switching from one supplier to another is also high due to the limited supplier base.

- The suppliers in the Calibration service industry stand powerful, hence they often exert a high price to capture profits.

Bargaining power of Buyers: -

- The bargaining power in the Calibration Service industry is less, as the prices are set as per the standards of the NABL. The bigger the instrument to be Calibrated, the higher will be the charges.
- The company's may sometimes allow discounts for their services in order to retain the customers and create better professional relationships for the future.

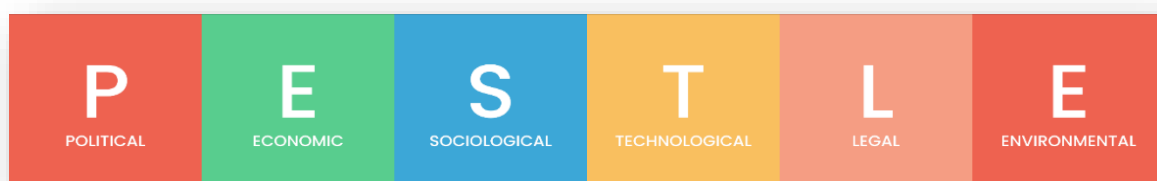
Threat of Substitutes: -

- The threat of substitution for Calibration service industry is less, as the Calibration service follows a strict procedure/method for the Calibration process, which cannot be altered/changed by any individual, hence the process/procedure of Calibration cannot be substituted.

Competitive Rivalry: -

- Competitive Rivalry is low in Calibration service industry as there are not many competitors in this Industry.
- High exit barriers exist as to enter the market itself required high costs, to exit the market adds more to the costs, which ends up in non-profit to any company.
- The equipment/instruments required by the industry is highly specialized, which cannot be easily sold to other buyers or industries, which in turn intensifies the competitive rivalry.
- Price wars, are common as other competitors try to bring down their rates to grab the customers.

8.2 PESTLE Analysis



❖ Political

- **Political Interference:** - Since the Calibration service industry forms and comes into the hands of the Government, there is less Political influence/ interference in its workings. However, the new government formation, in any state of India may hamper its functioning initially.

- **International Stability:** - Since the NABL is a full member and takes regular part in the meetings of International Laboratory Accreditation Co-operation (ILAC) and Asia Pacific Laboratory Accreditation Co-operation (APLAC), it's very important to have international stability in the foreign nations, as the economy there can affect the sales and markets in India. For example, during the covid 19 outbreak, the entire world had halted its functioning and operations which badly affected the business worldwide, if the entire world market is in a slump, it is not a great idea to look out for business opportunities and expansions.

❖ Economic

- **Current economic scenario:** - The current economic scenario in the Calibration Industry is not very positive due to the fluctuations in the repo rates and the Indian economy as a whole.

- **Taxes:** - The taxes charged for the Calibration processes are inclusive of GST and other state taxes. Also, there is government influence in the rates charged as a part of it has to be sent to the Government also.

- **Economic Recession:** - The economic recession plays a major role in the Calibration industry, as when there is a recession, the other industries who are their customers do not function properly as a result the Calibration industry gets affected as there are fewer Calibration orders. For example, during the phase of the covid-19 outbreak, the Calibration industry was completely shut down, which caused the industry a lot of disruption, however, when the lockdown was waived off and the industries were restarting, there was a tremendous demand for the Calibration services as all the equipment were out of Calibration and needed again to be set as per the standards.

- **Skilled Labour:** - Highly skilled Calibration engineers are required and these are in a limit. Hence those who are there ask for a high PayScale. Also, India is an Industrial manufacturing nation, and Calibration services are underrated but are high in demand, however, the Training to do Calibration is less.

❖ Sociological

- **Location:** - The location of a Calibration Service industry plays a very important role. Since many industries are huge and their equipment cannot be transported/moved, they have to be Calibrated on the site. Hence, setting up of Calibration service unit near the industrial area is very important.

- **Working conditions/safety:** - The manpower working within the Calibration industry must be provided with topmost safety, as some equipment is of thermal, pressure, and electrical nature, which can cause harm or damage. The engineers must be provided with proper gear and safety wear.

❖ Technological

- **IT Advancement:** - In the Calibration industry, they do the uncertainty calculations and try to find out the probable error, now this is done using the software called, MU kit, NIST Uncertainty machine, etc. Also, when there is an order for Calibration, it is directly updated on the software and the required material, and instructions to do the Calibration are specified there.

- **Not much scope for advancement:** - The entire process of Calibration is done as per the instructions of NABL and the engineer performing has no options to change/alter it, there are instructions manuals at each stage of Calibration and the Calibration engineer has to strictly follow it, however, if there are changes from the NABL then the changes/ advancements can be followed by the company.

- **Faster international advancements adaptability:** - Any changes proposed by (ILAC) and (APLAC) needs to be adopted and implemented the earliest by NABL, which can boost the speed of the Calibration process and help in the advancement of the Calibration Industry.

❖ Legal

- **Strict adherence to NABL/ISO 17025 standards:** - The Calibration industry strictly follows the instructions and rules as mentioned by the governing body. They are not allowed to function outside the regulations and standards set by NABL.

- **License/ Permit to operate:** - The companies who wish to enter the Calibration industry need to take the licenses to operate from NABL. Without this, they are not titled as the authorized body to operate in the Calibration services industry. Any company having a NABL

accreditation enjoys 100% trust from their customers and the customer also has the surety that the process has been undertaken adhering to the NABL standards which they get printed on the Calibration certificate.

- **Laws regarding employees:** - It is mandatory that the employees appointed as Calibration engineers are known to NABL rules and instructions, have knowledge of Calibration as per the NABL, and has some experience doing Calibration. A complete fresher without any exposure to the above-mentioned things cannot be appointed, and cannot be allowed to do Calibration. If found out, during the internal audit, the Company can lose its license.

❖ **Environmental**

- **No Environmental disturbances:** - Since Calibration is service-based there, are no environmental issues that are caused.

- **Temperature condition requirement for some instruments:** - Some instruments are required to be kept in a certain temperature as per the nature of the instrument. E.g., some mechanical Calibration instruments are to be compulsorily kept under 20 Degree Celsius, the company maintain this via installation of an AC.

9. COMPANY ANALYSIS

9.1 SWOT Analysis



❖ Strengths

-NABL Accredited Lab: - When the instruments/ equipment is calibrated through a NABL Accredited lab, the customer gets the best, most accurate, and standardized results without any errors which benefits them as they don't have to spend on retesting the instruments. Also, the NABL seal gives them a surety that the process is carried out as per the standards.

-International Recognition: - When the instruments are tested in NABL accredited labs, they get recognition not only nationally but internationally which helps the industries get more customers because of standardized quality provisions.

-Location: - Simplisol Technology Calibration Laboratory is located in Verna Industrial Estate, which makes it very convenient for the neighboring industries to visit the vicinity and place requests for the Calibration of their instruments/equipment. The company also can provide faster services as all the industries are located within 5-10 KM.

-On-site Calibration services provided: - The company not only calibrates the instruments in-house but also provides services of on-site Calibration as well.

-Strong Financial Positioning: - Simplisol Technologies have a strong brand image and has also been a leader in the Goan market of Calibration services. Simplisol Technologies earns an annual turnover of 50 Lakh – 1Crore which creates a strong financial position for the company.

-Goodwill: - The goodwill of the company is very strong since it is the only NABL accredited lab in Goa, having all the disciplines of Calibration under one roof.

-Social Responsibility: - The company besides Calibration engages in a recycling program of “E-waste Takeback” where they recycle electronic items like minicomputers, industrial PC, portable AC, etc, so that it helps in reducing the environmental impact caused by electronic products.

-Only lab in Goa to have all Departments: - The Simplisol Technologies is the only lab in Goa to provide Calibration in all the disciplines of Calibration like Thermal, Pressure, Electrical and Mechanical.

❖ **Weaknesses**

-No benefits provided: - Simplisol Technologies does not provide any kind of Employee State Insurance Corporation (ESIC) and Provident Fund (PF) or any kind of extra monetary benefits to its employees. Any extra work completed by the employees gets paid as holidays to the employees.

-High Attrition rate: - There is a high employee attrition in the company which also demotivates the existing employees working in the company.

-Limited Business area: - The Calibration services cannot be expanded in other areas of businesses. Hence the Calibration services are bound to serve only the industries and small retailers, shopkeepers, etc.

-Inadequate Safety gears: - The Calibration process can accidentally cause harm to the Calibration engineer or whoever performing it. Provision of proper eyewear and safety wear is a must; however, Simplisol Technology does not have any kind of safety gear equipped in the company.

-One person accountable for too many Departments: - Due to the high employee turnover, the work gets accumulated and given to the other employees. As a result, the employees get overburdened by their work plus the other work and hence are not able to give efficient/valuable output to the company.

-Poor Online Presence: - The company is less visible Online; the company should update its website's front look and create more social media advertisements for its Calibration services.

❖ **Opportunities**

-Going out of State: - The company so far Calibrates for its customers within the State, and it can expand its service/ sales area outside the region of Goa. They can partner/ collaborate with Calibration engineers outside Goa and get orders.

-Leader in the market: - Calibration service industry is Niche in the Goan market. The company can innovate and improvise its functioning and operations and gain a leading position in the Goan markets.

-Forming strategic alliances: - The strategic alliance will help reduce competition to the company and help the company get more skills and share ideas. It can also help in sharing the workload and can also help in the future to create a joint venture.

-Increasing Online Presence: - The company can improve its online presence, as an attractive website or the online posts can attract more customers to the company. Also, it helps to build the goodwill of the company.

-Opening of more Calibration Labs: - The company can expand its business by setting up more labs in the state and also in the neighbouring states which can also help them to increase their market capture.

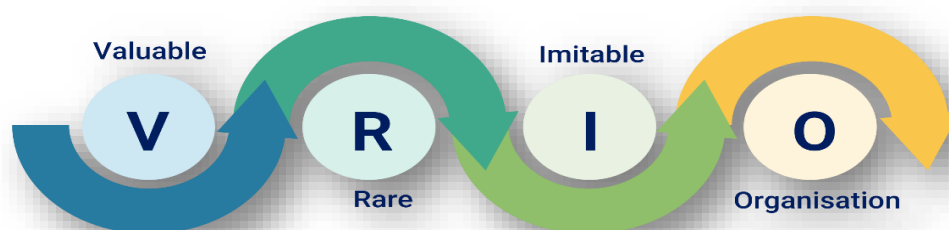
❖ **Threats**

-New Company Openings: - Although entering the Calibration industry is difficult but if there is a new company established and is doing well then it can cause a threat to the company as it will lose its existing as well as its potential customers.

-Threat from existing competitors: - The company can face threats from its existing competitors who are there in the Goan market like Italab Pvt Ltd, Zealtek Calibration Lab, S-Tech services, etc. if they too expand their Calibration process disciplines.

-Shortage of Calibration engineers: -The Calibration Engineers required are always in Scarce in Goa. Hence, they have to be selected from the neighboring States which adds to the cost of their transportation, food, and accommodation.

9.2 VRIN (VRIO) Analysis



Valuable

In Goa, there is no Calibration lab that provides Calibration for all disciplines like Pressure, Thermal, Mechanical and Electrical, which makes the company valuable in the Calibration service Industry in Goa. Simplisol Technology is the only one Calibration lab in Goa with NABL Accreditation providing services for all the disciplines of Calibration.

The Calibrators which the company owns are the most valuable as they are the source of income for the company also the price of each calibrator start at 30 Lakhs and above.

The financial resources are the most valuable.

Customer feedback and satisfaction are the most valuable aspect of the company as their motto says 'Customer first'.

Rare

The manpower needed, which are the Experienced Calibration engineers are rare for the company as these engineers are limited in the state of Goa and they have to be sometimes hired outside the State.

The scope of the company is very diversified as it not only offers Calibration services but also deals in products like PC monitors, portable AC, CCTV Cameras, Automation, Instrumentation, air monitoring and conditioning, water purifications, installation of Sewage water treatment plants, Effluent treatment plants and so on, which makes this company very rare in offering one-stop solutions in all the areas.

Imitation

The Calibration Service industry works on the directions and instructions as per NABL. Hence any company wishing to set up their Calibration lab will find it very difficult to imitate the process of Calibration hence there would be a significant cost disadvantage to other firms trying to develop and duplicate the services, since understanding the industry requires years of experience.

Organisation

The company has an organized management function where each department is headed by a highly encouraging team leader. Its leadership and the organizational values have helped this company to operate sustainably and profitably over a long period.

10. **COMPANY DEPARTMENTAL STUDY**

a. **Purchase Department**

At Simplisol Technologies the Purchase department has been divided into 2 parts.

- 1) Sourcing
- 2) Purchase Executive/ Procurement

This department is handled by Mr. Nagraj Naik. Under Sourcing, the suppliers provide leads to the person in charge for sourcing. Any leads with the lowest price offered gets selected. The person in charge of sourcing has to look out for new Vendors, build relations, getting the quotations, asking for discounts for the materials purchased etc.

In the purchase executive side, the person in charge has to manage the existing vendors, inventory management, inward/ outward of the materials, etc

The process of Purchase Department is carried by following steps: -

- 1) **Inquiry**- The purchase department first carries out an Inquiry with all the vendors regarding the prices they offer.
- 2) **Quotations**- After inquiring about the prices, the vendors giving the materials at desirable price ranges are told to send their Quotations. The vendor offering the least price is selected.
- 3) **Purchase order (PO)**- The company after finalizing the vendor and the price, sends an PO to the vendor stating the quantity and the type of items required. A purchase order is placed to the vendor to get the materials.
- 4) **Sales invoice**- After initiating the PO, the vendor sends a Sales invoice to the company, to release the payment of the materials purchased.
- 5) **Payment**- After checking the materials, as the final step the payment is released to the vendor.

b. **Finance**

The books of accounts maintained at Simplisol Technologies are Cash book, Bank book, petty cash book, Sales book and Purchase book. All the accounts are tracked and maintained on the software Genie ERP. The petty cash book is maintained by the Finance Manager manually.

- 1) Cash Book- This book contains all the payments and Receipts. A separate column is created on each side for the bank transaction. All the entries pertaining to cash are noted here.
- 2) Bank Book- Similar to Cash book the company maintains a bank book where all the receipts pertaining to bank are filed.
- 3) Petty Cash book- In this book, all the day petty cash transactions are filed along with the bills. Vouchers are created against each bill and they are filed as per that.
- 4) Sales book- The sales day book includes all the sales in a day. The information is received from the invoices.
- 5) Purchase book- Purchase book contains all the purchases made with respect to the Materials bought in or production etc. The information is gathered from the goods received note and bills.

Apart from this, the finance department also maintains the GST filling, Budget preparations, CA filing, GST filings and Report on expenditure.

c. Human Resources

This department is managed by the Human Resource manager Ms. Janhavi Mayekar. This department is responsible for the Recruitment, wages and salary administration, Salary processing, grievance handling, employee database management, policy formulations, training of the new joiners etc.

- 1) Attendance- The company uses a Bio-metric system for the attendance tracking of the employees. The timings for in is at 9.00 a.m. and out is at 5.30 p.m. The relaxation for timings is given till 9.05 a.m. after which if any employee comes late after the relaxation time, more than 3 times a month then half day is applied to him/her and he/she receives a half day salary.
- 2) Retirement- The retirement age of the company is 55 years.
- 3) Appointment- The company recruits the employees through various modes/sources like, Newspaper, LinkedIn, Hrist, indeed, and through consultancy firms. The HR does the preliminary telephonic interview and after knowing about his/her background the HR then calls the candidate to the company for an official interview with the Director.
- 4) Salaries and Wages- The salary offered by the company is decided upon the designation of the employees. The Calibration engineers are paid more while the

other department employees are paid as per their experience, skills and performance.

- 5) Allowances- The company currently does not provide any kind of allowances like PF, medical allowances, ESI etc to the employees.
- 6) Bonus- There is no extra bonus provided by the company.

d. Inventory

The company uses Genie ERP software to maintain its Inventory. The items needed are stocked up in the inventory. As per the requirements, the inventory manager will issue the item on the software, and then from the main quantity one item will become less. And if new stock has come in then it will add to the inventory.

e. Sales Department

The sales engineers of the company look after the functioning's of the sales department. The sales engineers have to maintain client relationships and also have to search for new clients for business, negotiate tenders and contract terms & conditions to meet both client and company needs, analysing the sales figures and presenting the same to the management, supporting the marketing activities by attending trade shows, conferences and other events, meeting the regular sales targets and coordinate sales projects, all these are the functions of an sales engineer who runs the sales department.

f. Customer Service

The company has kept the customer service as the top priority. In case of any issues the company without any questions goes at the site to resolve the issues which arise. Any queries, problems, technical know-how are provided by the company to the customers with any extra charges.

11. LEARNINGS DERIVED

The internship at Simplisol Technologies Pvt Ltd, Goa, helped me gain a real-life experience of the functioning of a company and being a temporary employee of the company for a period of two months. I was very thrilled and amazed to understand the functioning of the Calibration Service industry. The experience was amazing as being an intern for the first time, I was full of potential and new knowledge/skills. The company whole heartedly approved my small recommendations whenever I gave.

I was throughout in the guidance of my HR manager Ms. Janhavi Mayekar, who not only patiently taught me each and every aspect of the company's functioning but also treated me in par with all the other employees. I was majorly assigned the duty as an Assistant HR manager as I was to proceed my career in the domain of Human Resources.

I understood the market structure of Simplisol Technologies is to be Oligopolistic. As this company's market structure consist of small numbers of big companies that sell identical services.

Below are the 8 weeks of work undertaken by me for the company and the major learning outcomes: -

Week 1 (Start date 16th May, 2022)

The first day I was introduced to the entire staff and was given a walkaround of the company premises. I was provided with the company policy booklet which contained all the policies of the company like their travel policy, safety health and environment policy, retirement age policy, leave policy, maternity leave policy, dress code policy, compensatory policy etc. I was instructed to go through the booklet and explain the management the policies in brief.

The first work assigned to me was the usage of the Bio-metric system. I was instructed to download the entire months data in the pen drive and to convert it into an Excel sheet and to track the data of those employees who punched in late to office and mark those who had taken a leave.

Checking of the leaves available with the employees, filing of their personal data like Adhar card, PAN card, educational certificates, birth certificates and so on. An excel sheet was prepared listing those who had all the documents and those who did not.

Worked on the Competency matrix of all the Calibration engineers where I had to analyse all the formats and list all the mistakes in those formats. Apart from this all the formats like

personal skill matrix, external training planner, personnel feedback form, training record, daily Calibration report form, all these were checked by me.

Week 2

I was given all the purchase order list made of the previous month and was asked to check if they tally with the amounts shown on the software. The error had to be noted and given to the accounts department for rectifications.

I was made familiar with how the Travel Allowances have to be calculated of each sales engineer. So, every day the TA had to be calculated at the end of the day.

Checking of the payment voucher rates being tallied with the rates shown on the Genie ERP software.

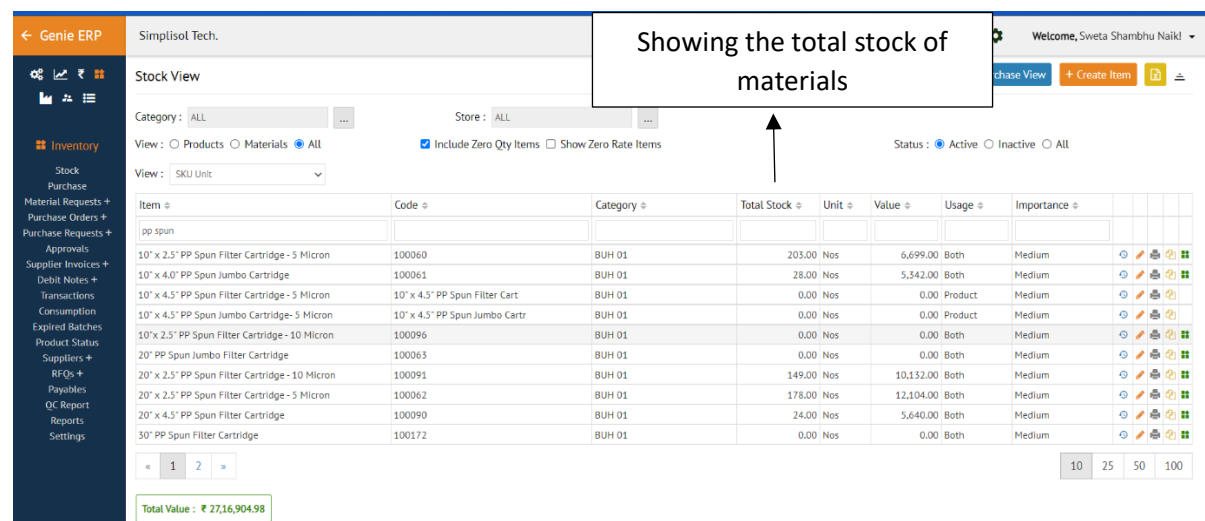
The company doesn't have PF and ESI schemes for the employees so I was instructed to call the ESIC head office of Goa and to collect the required documents, details needed for the company to make the ESIC schemes.

Week 3

Filing of the purchase and sales invoices in the purchase and sales files. Tracking of the attendance of the employees. Removing and discarding the files and data of the ex-employees who had left the organization.

Making of the bank and cash book vouchers for the petty expenses incurred.

Checking of the inventory of the materials and cross verifying if it tally's with the actual stock present.



Showing the total stock of materials

| Item | Code | Category | Total Stock | Unit | Value | Usage | Importance |
|---|--------|----------|-------------|------|-----------|---------|------------|
| 10" x 2.5" PP Spun Filter Cartridge - 5 Micron | 100060 | BUH 01 | 203.00 | Nos | 6,699.00 | Both | Medium |
| 10" x 4.0" PP Spun Jumbo Cartridge | 100061 | BUH 01 | 28.00 | Nos | 5,342.00 | Both | Medium |
| 10" x 4.5" PP Spun Filter Cartridge - 5 Micron | 100062 | BUH 01 | 0.00 | Nos | 0.00 | Product | Medium |
| 10" x 4.5" PP Spun Jumbo Cartridge - 5 Micron | 100063 | BUH 01 | 0.00 | Nos | 0.00 | Product | Medium |
| 10" x 2.5" PP Spun Filter Cartridge - 10 Micron | 100096 | BUH 01 | 0.00 | Nos | 0.00 | Both | Medium |
| 20" PP Spun Jumbo Filter Cartridge | 100063 | BUH 01 | 0.00 | Nos | 0.00 | Both | Medium |
| 20" x 2.5" PP Spun Filter Cartridge - 10 Micron | 100091 | BUH 01 | 149.00 | Nos | 10,132.00 | Both | Medium |
| 20" x 2.5" PP Spun Filter Cartridge - 5 Micron | 100062 | BUH 01 | 178.00 | Nos | 12,104.00 | Both | Medium |
| 20" x 4.5" PP Spun Filter Cartridge | 100090 | BUH 01 | 24.00 | Nos | 5,640.00 | Both | Medium |
| 30" PP Spun Filter Cartridge | 100172 | BUH 01 | 0.00 | Nos | 0.00 | Both | Medium |

Total Value : ₹ 27,16,904.98

Figure 4 Screenshot of the Genie ERP software showing the inventory of the stock

Week 4

Posting placement advertisements on the social media platforms like LinkedIn, Hirst, Placement India, Indeed.

Creating invoices of purchase and sales on the software, Updating the TA of all the sales engineers. Updating the punching records of the employees.

Week 5

Reviewing and filtering of all the applications received on all the platforms, sorting the resumes as per the Job Descriptions and Qualifications of the candidates.

Doing of telephonic interviews of all the candidates shortlisted and asking them questions like, where did they previously work, why did they leave, the CTC they received, their expectations, do they have knowledge about the post which they had applied. If all the criteria's met the candidates were called for an official interview with the director and the HR of the company.

Week 6

As all the candidates had come to give their interviews, I was instructed to make them sit in batches of 5 and they were given a form to fill by the company which contained the personal profile of the candidate, why they should hire him, what value he/she could add to the company, what are the strengths and weaknesses that they possess. Receiving their filled in forms and handing it over to the HR for review.

Week 7

Helping in the preparations of offer letters of the selected employees. Giving an orientation about the company to the new employees. Providing them with the company policies to read and to understand how the company functions.

Arranging the documents and checking of all the Calibration engineer's details are in order for the NABL audit. Filling of the personal detail's forms of the Calibration engineers for the Audit.

Week 8 (End date 08 July 2022)

Understanding the entire process of Calibration and the functions of each department. Calling clients for the payments which were due. Tracking the travel allowances of the sales engineers.

The learning which I have gained are mentioned as below,

From Communications skills I learnt, Communication plays a very important role in whichever company a person be in, I learned how to effectively and confidently communicate with my HR, the director, my colleagues, the candidates which I was telephonically interviewing, the customers from whom I had to receive the due payments and so on.

In Human resources, I have learnt the process of a telephonic interview. I had interviewed 115 people via telephone for the various vacancies which were open in one month. Posting advertisements for the vacancies, Tracking the employee attendances on the software and so on.

From the Finance department, I was exposed to the preparation of various vouchers for their petty expenses, tracking their cash and bank invoices on the software. The major advancement in financial point of view was the company maintains all their finances on the software called Genie ERP and there are no manual preparations of books of accounts etc.

From Marketing point of view, I observed there is less marketing of their products/ services on the online websites and also, they do not separately keep a budget for marketing. However, customers return back to them due to the quality services provided. And also, because the company provides Calibration services to all the disciplines (Electrical, thermal, pressure and mechanical) which is the only company to provide that.

The IT department is advanced and the company have updated technologies. The company uses the Genie ERP software for all its Sales, purchases, inventory, cash, and so on.

Under Strategic management the company strategically forecasts its inventory and with the help of the software manages it. The company maintains its customers strategically by charging little less for their services so that they retain the customers, hence the customer returns back to them for their services.

In Organisational Behaviour (OB) understanding the employees and finding ways to keep them motivated, understanding the nature of employees whether they are introvert, extrovert, dominative etc was observed. It also helped to learn about the individual behaviour as well as the group behaviours of the employees.

Under Economics I understood that the company has an Oligopolistic Market structure, and how they forecast their demand and supply of the materials required.

In Business Research Methods, it helped me in making of the SWOT and other analysis. Research design was helpful as I was able to structure the plan for the entire research study. Also, Data collection helped a lot. I used both the primary and secondary data sources. The observation method was widely put into use, followed by small interview methods of the employees and the staff.

In this manner the MBA 1 and 2 semester subjects helped me in my research about the company and its functioning.

12. LIMITATIONS

The company majorly made me work in the HR department most of the times.

Due to their NABL Audit, the company was busy in the preparations.

Time constrains and the busy schedule of the employees and the HR made it difficult to interact with them and gather information.

The company for finance uses Software hence the finance subject teachings were not much put into use.

13. CONCLUSION

The word Calibration was completely new to me but after interning with Simplisol Technologies I was amazed to know how important this industry is. From knowing nothing about Calibration two months before to writing a report of 30+ pages on Calibration I feel wonderful and great to get this opportunity.

It was a wonderful experience at Simplisol Technologies Pvt Ltd. The friendly and welcoming nature of all the employees and the space they created for me to intern with them for 2 months provided me with ample of knowledge and learnings. I was able to put into practice all the theoretical knowledge which I had gained over these two semesters of my MBA degree.

I gave my 100% in whatever task I was assigned with. This company brought out my strengths and highlighted the areas where I needed to improvise. They helped me add more confidence to my professional approach, build a stronger positive attitude and taught me how to work in a team as a player.

I was successful in implementing my academic skills into practice and my efforts were highly acknowledged. There was a difference/ gap between the theoretical knowledge which we gain and the real-life practice which the companies follow. They were open towards the mistakes which I did initially which was extremely motivating.

This internship has given me a confidence and has brought out so much potential in me. I have gained and learned a lot from this 2-month internship at Simplisol Technologies Private Limited.

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(Cooper, Pamela, & JK)