

REPORT ON INTERNSHIP IN HR

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PEACOCK SOLAR
RAJASTHAN

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About Peacock Solar:

Peacock Solar was born out of the vision to empower India's 50 million households with access to clean energy. It leverages data analytics and innovative finance to make solar affordable and reliable for homeowners across the country. They offer the highest quality of technical expertise in our end-to-end suite of solar panel Installation services.

“Peacock” in the company's name stands for quality as well as reliability and the company strives to achieve these goals by giving its customers efficient financing, quality implementation, and online monitoring of system performance.

Peacock Solar is an IIT-ISB alumni backed venture which provides high quality, hassle-free solar installation at the lowest cost and highest reliability.

Peacock Solar has its business interests in solar energy services. We provide a hassle-free solar panel installation. In the 21st century where Conventional source of energy generates 800 metric tons of Carbon dioxide resulting in 1.2 million deaths annually. As electricity demand escalated, with supply depending largely on fossil fuels. Concerns arose about carbon dioxide emissions contributing to possible global warming.

Peacock solar aims to leverage data sciences to accelerate the adoption of residential Solar and thereby help India achieve:

1. 50GW solar capacity
2. Create 300,000 jobs
3. Mitigate 60 million tons of CO2 annually.

Industry analysis – Analyzing industry to which the firm belongs using Michael Porter’s Five Forces Analysis & PESTLE Analysis.

Porter's Five Forces Analysis



Barriers to New Entrants/Threat of New Entrants:

- The barrier for new entrant is high due to the many support scheme offered by the government.
- The Barrier for New Entrant depend on the economics of scale, capital Investment, and government policies and products differentiation.
- Entry barriers are high as we know that now-a-days government is also focusing to increase solar power energy supply industry in India and also providing assistant to people by providing 30% to 70% subsidies to purchase solar and installed in their houses. The government plans to establish renewable energy capacity of 523 GW (including 73 GW from Hydro) by 2030.
- In the solar industry, competition is coming from companies of all sizes including aggressive, and large power corporations. So there's nothing preventing serious players from entering the industry.
- There are many companies already exist in India, some listed below and there more chances to entry more new company. So entry barriers are high.
- Loom Solar, Tata Power Solar, Mahindra Susten, Sunsure Energy, Fourth Partner Energy, Vikram Solar, Renew Power, CleanMax Solar.
- In March 2021, Haryana announced a scheme with a 40% subsidy for a 3 KW plant in homes, in accordance with the Ministry of New and Renewable Energy's guidelines, to encourage solar

energy in the state. For solar systems of 4-10 KW, a 20% subsidy would be available for installation from specified companies

Bargaining Power of the buyer

- Buyer's power is medium due to the large number of small sized buyers, and small number of energy supplier and it is also costly.
- Energy buyers are more price sensitive in choosing the energy supplier.
- Buyer have medium power has they have the option to shift to different generators, due to the low cost that offered by energy supplier.
- Some of the supplier are, Loom Solar, Tata Power Solar, Mahindra Susten, Sunsare Energy, Fourth Partner Energy, Vikram Solar, Renew Power, CleanMax Solar.
- From the largest utilities to the smallest individual homeowners, they all have plenty of options to choose from when looking for vendors of solar energy solutions to install in their houses, or large organizations. So bargaining power of buyers is medium

Bargaining Power of the supplier

- Supplier has a certain amount of power in the reducing profit margins and the industry profitability for renewable energy.
- The more concentrated is the whole supplier's industry the higher is their bargaining power
- The advancement in technology has helped in reducing the cost of manufacturing and increased competition
- The power of suppliers is LOW, as there are number of competitors are available in the market and a high number of possible suppliers which supply same energy as the other competitors. Also government has plans to establish renewable energy capacity of 523 GW (including 73 GW from hydro) by 2030.
- Supplier concentration in renewable energy is increasing as the government schemes is also increase (subsidiaries to the household 30% and 70% to the state).

- Switching cost for supplier's products are high as the number of suppliers are increasing and this lead to low power of supplier.

Rivalry among existing competitors

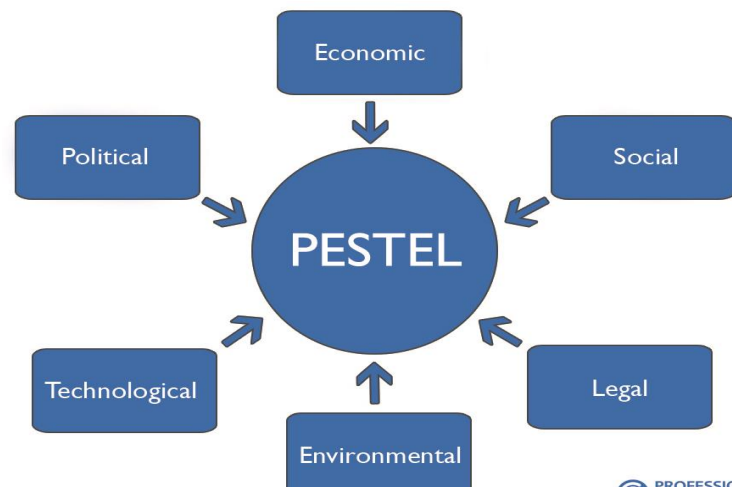
- Intensity of Rivalry is high due to the presence of new emerging companies globally. The presence of incentives and subsidies focused towards renewable energy has given it a boom for new companies to enter into the market.
- The presence of global warming has also increased the companies to focus of clear energy
- Some of the example of companies are as followed:

1. Vikram Solar
2. Renew Power
3. SB Energy
4. CleanMax Solar
5. Harsha-Abakus Solar
6. RelyOn Solar

Threat of Substitutes

- The obvious substitution for renewable energy would be electricity generated from fossil-fuel or nuclear power stations.
- Economic benefits of renewable energy substitutes make this the most severe threat level in the industry
- Threat of substitutes are High, as there are many renewable energy substitutes in India.
- There are no close substitutes that satisfy those two needs, as, for example, a wind power turbine may be too expensive for a household.
- As showed above, the analysis of the threat of substitutes is very difficult and in the end we could say that the threat of substitutes is MEDIUM TO HIGH, because as renewable energy industries mostly delivers organizations (large and small) and households, we think that the satisfaction of the two needs partly balances the overall high threat of substitutes.

PESTEL ANALYSIS



1) Economic Factors:

Economic factors also affect the solar energy industry as it take into the consideration. Factors such as economic growth, exchange rates, inflation rates, interest rates, disposable income of consumers and unemployment rates. The purchasing power of the consumer in the market for renewable energy also affect the industry. The employment rate and the unemployment rate in the economy also affect the industry. If income in the hand of people is less than demand for the renewable energy will be less, as per capita income also effect the renewable energy industry.

In February 2021, installed renewable energy capacity was 92.97 GW, while 50.15 GW is currently being implemented in various phases. The renewable energy will account for 55% of the total installed power capacity by 2030. So these factors may have a direct or indirect long term impact on an industry, since it affects the purchasing power of consumers and could possibly change demand/supply models in the economy. Consequently it also affects the way solar companies' price their products and services.

India has low per capita energy and electricity consumption in India reached 1,208 units in 2019-20. The Indian government aims to achieve 227 GW of renewable energy by 2022. The government plan to establish renewable energy capacity of 523 GW (including 73 GW from Hydro) by 2023. It also indicate that demand in the economy will increase by 2023 for solar panel installation.

2) Social Factors:

This factor greatly affect the solar energy industry as people is also one of the factor for creating demand in the market. This includes population trends such as the population growth rate, income distribution, career attitudes, safety emphasis, health consciousness, lifestyle attitudes and cultural barriers. These factors are especially important for marketers when targeting certain customers. Social factor affect industry because how people think about employing solar panel in their houses and also organization think before setting up solar panel in the company. People also conscious about their health, safety etc. here safety play a very important role in installing the solar panel.

The Ministry of New and Renewable Energy, under the supervision of the Government of India, has outlined an action plan to achieve a total capacity of 60 GW from hydro power and 227 GW from other RES by March 2022; this includes 114 GW from solar power, 67 GW from wind power, 10 GW from biomass power and 5 GW from small hydro power. Government plans to establish renewable energy capacity of 523 GW (including 73 GW from Hydro) by 2030. This is proving to be the major thrust for the sector as the market players have enough incentive to move to clean source.

3) **Technological Factors:**

This is another factor affecting the industry greatly, to generate the renewable energy the technology is also needed to produce product that generate renewable energy, like solar panel should be quality one, it should not affect people, society etc. This refers to the level of innovation, automation, research and development (R&D) activity, technological change and the amount of technological awareness that a renewable energy industry need. Lot of R&D activity is needed to produce quality equipment which help in generating renewable energy. These factors may influence decisions to enter or not enter in renewable energy industries, to launch or not launch renewable energy equipment/products or to outsource production activities abroad.

4) **Environmental Factors:**

This factor also affect the industry in generating renewable energy. As we know that there is no scarcity of resource in terms of renewable energy to generate. Sunlight is the great source of raw material for the renewable energy to generate. The factors such as openness towards renewable energy, effect on flora and fauna, air and water pollution, waste management, environment law,

poor health level etc. All these factor affect the environment to generate renewable energy industry and due to which many companies getting more and more involved in practices such as corporate social responsibility (CSR) and sustainability.

5) Legal Factors:

In this factor there are number of laws that the industry need to follow to produce that products in the country. Specific laws such as discrimination laws, antitrust laws, employment laws, consumer protection laws, copyright and patent laws, and health and safety laws. It is clear that industry need to know, different laws which they need to know to operate the sector successfully and ethically. Every country has their own rules and regulation to follow.

6) Political Factors:

These factors are all about how and to what degree a government intervenes in the industry. The factors such as government policy, political stability or instability, corruption, foreign trade policy, tax policy, labor law, environmental law and trade restrictions.

COMPANY ANALYSIS-ANALYSING THE FIRM USING SWOT AND VRIN ANALYSIS

SWOT ANALYSIS – PEACOCK SOLAR



1) **Strengths:**

Peacock solar main strength is **save electricity** and generate through installing panel in the houses.

It reduced the amount of fossil fuel burn (lesser emission of greenhouse gases).

High Technology

2) **Weakness:**

Light captured may not be sufficient

Efficiency may not be 100%

High depends on Government subsidies.

3) **Opportunities:**

Moving towards a **greener environment** and save the environment.

Implement on other buildings or water catchment

Expand Internationally

4) **Threats:**

Longer duration of rate of return (ROI).

Other company may produce more efficient solar panel in the future.

Improve in the technology of other renewable energy sources.

No Brand loyalty.

Learning derived (typically application of what is learned in the class to the ground reality)
– ideally develop a case study on the organization you worked for with respect to each of the management functions and at firm level from the strategy/POM point of view.

My Learning from this Internship

I joined Peacock Solar as an internship program in the HR Generalist role. While the Main focus was on conducting recruiting the intern candidate as well as employees for the Peacock Solar.

The tasks I undertook included:

- *Talent Acquisitions.*
- *Onboarding Process.*
- *Exit Formalities.*
- *Posting Jobs in Social Media.*

As an intern in the HR department of Peacock Solar, I got a list of tasks to complete every day. I also handled various other tasks as they occurred in this internship. Such as on boarding process, exit formalities, and posting jobs in social media i.e (LinkedIn, Indeed.com, PlacementIndia.com, hirist jobs, quikr.com, and so on). All this add was free of cost.

To get the HR initiative started, I had to conduct 3-4 interviews on almost daily basis. Once the Interview process get over, I had to send document required mail to the candidate which is on boarding process, once the document are received I had to send offer letter to the candidate which they need to sign digitally and reverse back to the company's official mail id, then upload those document in company's Box blogs folder and last but not the list finally I had to send welcome mail to the candidate.

Also once new candidate join, the old candidate tenure get over, where exit formalities process come into picture. So I had to create internship certificate and send certificate mail to the candidate whose internship got over.

Detailed study by way of working in each functional department for instance HR, Finance, Marketing, Operations, Accounts, etc... with reference to Management Processes, Organizational Behavior, etc.

- The management process of Peacock Solar is quick good. The objective of HRM in Peacock solar is to help an organization, maintaining employees to congregate strategic goals. The key word here is “fit” that is to make sure that there is healthy relationship between the management of employees, intern candidates and the company.

HRM Activities in Peacock Solar

The three key HRM activities in Peacock Solar are:

- 1) Recruitment of the best employees and Intern candidates.
- 2) Development of Leadership.
- 3) Development of Management.

Firstly, recruiting the right employees and intern candidates with the right competencies at the right time had to fit in the Peacock Solar.

Secondly, HR manager has to develop a leadership training plan to manage their leadership skills to get experienced people in Peacock Solar.

Finally, management development activity is to be fit in the solar industries to manage HR Department effectively. Planning, organizing, leading and coordinating resources are the parts of management. Thus, for the above reason recruiting the best employees and intern candidates, leadership development and management development are the three key activities and objective of the Peacock Solar.

If the firm is manufacturing then application of Production Operation Management Concept and if the firm is Service firm then Service Operation Function.

Functions are as followed:

1. Set up Scaffolding

Firstly, you have to erect scaffolding to ensure safety during the whole installation process when being on the roof.

2. Install Solar Panel Mounts

Then, the solar panel mounting system has to be set up. This will support the base of the solar panels. The whole mounting structure must be tilted and have an angle between 18 to 36 degrees to have maximum sunlight exposure.

3. Install the Solar Panels

When the mounts are set up, the solar panel itself has to be installed on the mounting structure. Make sure to tighten up all the bolts and nuts so that it stays stable.

4. Wire the Solar Panels

The next step in the installation process is to install the electrical wiring. MC4 connectors are used because they are suited for all types of solar panels. Make sure to shut off the household's electricity supply during the wiring installation.

5. Install Solar Inverter

After that, the solar inverter must be connected to the system. It is typically installed near the main panel and it could be both indoors and outdoors. Inverters are more efficient if kept in a cooler place.

If the inverter is outdoors, it should be kept out from the afternoon sun. If it is installed indoors, the garage or utility room are usually the best places, since they stay cool for most of the year and have ventilation.

6. Bond Solar Inverter and Solar Battery

Thereafter, the solar inverter has to be connected to the solar battery. The solar battery storage can save you from worrying about the lack of usable energy during cloudy times, it can also lower the solar battery storage system costs during installation.

7. Connect the Inverter to the Consumer Unit

The inverter should be connected to the consumer unit to generate electricity. A generation meter should also be connected to monitor the amount of electricity the solar panels actually produce.

You can use your computer or other device to check your solar system's performance. For example, you can check how much electricity you generate at different times and decide what time is suitable for using your washing machine or other utilities.

8. Start and Test Solar Panels

The final step is to switch the power on and test the newly installed solar panel system. After that, the solar panel installation process is completed.

Solar Panel Maintenance

1. Since there are no moving parts, solar panels require very little maintenance. Once you have covered the installation cost of solar panels, there are not many costs associated with maintaining them.
2. Having said that, you should inspect them a few times per year for dirt or some other things that might have piled on top. It is important that the panels are clean and there is nothing blocking them from efficiently absorbing the sun.
3. Before cleaning the panels yourself, you should consult with your installer about the warranty conditions.
4. For a general cleaning, you can just use a normal garden hose to wash the face of the panels. You should do this in the morning or evening. Also avoid spraying them with cold water while they are hot because that might damage them.
5. If the panels need some more cleaning that the hose cannot provide, you can use a sponge with soapy water to scrub them.