



FINAL INTERNSHIP REPORT (MBA 2020-2022)

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COMPANY NAME: NALASHAA SOLUTIONS

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Serial Number	Content	Page Number
1	About the company – Nalashaa Solutions	3
2	Strategic Analysis	4
3	Project Questions	9
4	Project Methodology	11
5	Project Objectives	15
6	Project Data	16
7	Recommendation and Conclusion	18
8	Learning Derived	19

ABOUT THE COMPANY



NALASHAA SOLUTIONS

NALASHAA Brand was established in Year 2012 but its predecessor companies have been providing IT Services since 1997. Our Clients in USA include Fortune 500 Companies, SMB Enterprises, Federal and State Govt. Agencies. We are also Servicing Clients in Europe and Australia. We provide high quality and cost-effective onsite/offsite Custom Programming model with an agile workforce of 50+ Employees in USA and 200+ in India. In USA, Our Onsite Technical Team members are available for IT Staff Augmentation Work and are able to relocate as needed to all 50 US States for duration of 6 Months and over as required by our Clients.

STRATEGIC ANALYSIS

Brand image in terms of social responsibility

- Nalashaa Solutions has a defined corporate social responsibility function
- Nalashaa regularly engages in social responsibility actions, and makes them transparent
- All stakeholders are acknowledged about the company's activities, and social responsibility actions through official documents including the annual report, and website
- Engagement in CSR activities allows Infosys to build a non-substitutable competency- as engagement and strategies for CSR are integrated with the broader business goals and developed strategically.

Brand image

- The Nalashaa brand image is unique and contains high brand integrity
- The brand image has been developed over a long time, and through continuous effort and quality product offering by the Nalashaa
- The brand image represents trust and honesty on part of the Nalashaa
- The brand image is a source of competency because it is unique to the Infosys, and cannot be imitated by other players, be substituted by them.

International presence

- The Nalashaa has a global presence, and operates in multiple countries across North American regions.
- The global presence has allowed the Nalashaa to build an expanded consumer base and earn revenue through multiple regions
- This has given the company not only higher financial strength but also higher cultural exposure and international recognition
- The global heritage and experience is rare resource that has allowed Nalashaa to enhance

Problem solving skills

- The Nalashaa fosters an organizational culture of problem solving amongst its employees and management
- This allows higher teamwork, creativity and innovation in the company
- The innovation in turn leads to higher competitiveness, which leads to competitive advantage and benefit for the company in the market place in the short run and the long run
- This is thus a rare competency for the company that allows it to steer away from potential threats, and benefit from opportunities.

Quality product offering

- The Nalashaa offers high quality products to consumers that have been a source of the brand appeal
- The high and consistent quality leads to repeat purchases, and increases consumption of Nalashaa's products
- This is an inimitable resource for the company as the high quality, and specific of prediction are known internally to the top management of the company only.

Marketing communications

- The Nalashaa has made use of marketing communications strategically to induce higher consumption
- The strategic focus of the business is enveloped by the organizational culture, and the business vision under the strategic leadership – which in turn is inimitable
- The marketing communications for the company are thus an inimitable resource that have allowed the brand to maintain long term competitive advantage internationally.

Financial strength

- Nalashaa enjoys substantial financial strength in addition to its brand strength
- The financial strength supports the company in exploring opportunities for new product developments and launches
- The financial strength is also important in allowing the company to evaluate potential mergers and acquisitions for gaining competitive advantage
- The financial strength has also been a source of value for the company in helping it focus on innovation in product offerings, and maintaining consistent quality thought out different countries where it operates
- The financial strength is also valuable because of the support it offers to the company's vast and well managed distribution system
- The financial strength is particularly important for the Infosys in enabling it to realize possibilities and opportunities –internally as well as externally

Technological integration and advancement

- The technological advancements and integration at the Nalashaa are also an important resource for developing competitive advantage

- The technological advancement allows Nalashaa to maintain effectivity and efficiency in its various business processes and operations
- The technological advancement and integration also allows a smooth management of global operations for the company which is important to maintain effective logistic management
- The technological advancements and systematic integration is a competency that allows the Nalashaa to build long term competitive advantage over competition.

Project Questions

1. What is Talent Acquisition?

- Talent acquisition is a strategy used in recruitment that focuses on finding, attracting, hiring, growing, and retaining top talents inside an organization.

In other words, it is a planned and structured complex of actions the HR department must do to get the best employees.

The main question it addresses is: Given our resources, market position, labor situation and other competitive factors, where and how can we get talented employees?

2. How is Talent Acquisition Important?

- There might be an adequate pool of employees to pick from, filling open positions with top talent is a difficult endeavor. And, unless you are one of the top-tiered organizations in your niche, it's very hard to compete for that top talent. You need to strategize to recruit the best talent – either internally or externally. And, this does not necessarily mean offering prospective employees more money to recruit them into your organization.

3. What are the steps involved in Talent Acquisition process?

- BASIC STEPS IN THE TALENT ACQUISITION PROCESS
 - a. Generating potential lead.
 - b. Picking the right questions for interview.
 - c. Utilizing Assessment Tools and Exercises.
 - d. Checking references.
 - e. Making the final selection.

4. What are the challenges faced during this project?

- A Wide Pool of Applicants without the Right Qualifications.
- Losing Applicants to Competitors.
- Providing an Insignificant Interview Experience.
- A Delayed Hiring Process.
- Lack of Branding.
- Refining The Recruiting Process.

Project Methodology

Methods used in Talent Acquisition

1. Directly hiring top talent within the industry

This involves approaching talented individuals, who may be currently employed by competitors or in related (to your organization's business) fields, and convincing them to join your organization.

2. Referral program

This is the most effective way to get new talented employees, according to studies on the subject – especially if you use the social networks of your existing employees.

And one might see why it is such a powerful tool. Not only do such programs benefit from the “multiplier effect” (100 employees x 150 average social contacts = 15,000 referral potentials), but they also take less time (29 days) on average to hire candidates than other sources, such as job postings (39 days) and career sites (55 days).

3. Finding talented freelancers

Identifying freelancers and then actively pursuing them to join the organization.

Typically, such individuals may already have a contractor's relationship with your company.

You may already be aware of the value they can add as an employee (versus a freelancer).

They already know a lot more about your company than most non-employees do.

This strategy hinges on "selling" the idea of becoming an employee: permanency of employment, a broader array of challenges, higher salary, better perquisites, greater prospects.

4. Creating an attractive internship program

Using internships to attract talented students, and hiring them after graduation.

This strategy banks building relationships with academic and professional learning institutions, receiving a steady stream of undergraduate interns from those establishments, and rotating them through various departments/work centers within the organization.

The objective is to groom them as potential (future) employees upon completion of their formal study programs.

5. Attracting people from other cities and/or countries

The level of education, and thereby the quality of available talent, in countries like India, Bulgaria, Ukraine and Russia, presents a significant opportunity for talent acquisition specialists to tap.

It might be an effective strategy to set up offices in those jurisdictions (or work through local affiliates) and find talented employees willing to relocate or even work remotely.

This is common practice in knowledge-industries like IT and Customer Services.

6. Attracting previous employees

Organizations lose talented employees all the time. However, not all such employees are satisfied with their exit decision.

Some may even have second thoughts. So, why not reach out to such employees and cultivate them as a prospective talent to be rehired?

7. Attending job fairs, hackathons and different job market events

Increasingly, employees who are looking for career moves visit career events such as job fairs, hackathons, workshops and career counseling sessions.

Establishing regular presences at these events, and hosting or sponsoring them frequently, is yet another way to acquire sought-after talent for your organization.

8. Spotting internal talent and grooming them for future roles

In large organizations, that have a “look from within first” staffing policy, this strategy is the predominant way to acquire new talent.

The strategy includes encouraging existing employees, who may either already be in subordinate positions or performing tangential roles, to take on additional responsibilities that may ultimately lead them to fill higher-level positions.

9. Creating temporary positions for prospective future roles

This talent acquisition strategy works well in evolving organizations, or companies undergoing extensive transformation or restructuring.

As company management map out the future leadership structure, they staff temporary (new) roles – either with external candidates or existing employees – and cultivate and monitor for “good fit”.

The role then receives confirmation, and the incumbents’ place on the team formalized, should he/she demonstrate desired talent traits.

Project Objectives

Overall objectives of Talent Acquisition are:

1. Preparing proper plan and strategies for identifying, attracting, and on-boarding top talent to efficiently and effectively meet dynamic business needs.
2. Different sourcing strategies should be applied based on the understanding of the jobs and where the audiences will come from to fill them.
3. Employment Branding for advancing the market position of the organization, attract quality candidates, and depict the organizational culture and health of the Company.
4. Building a talent pipeline for any future needs of the Company due to attrition or any other unforeseen circumstances.
5. Building a positive candidate experience, managing candidate communities, and maintaining relationships for those candidates not selected.

PROJECT DATA

My candidate recruitment Data for the month of February

Kartik - February Month data	
CV Sourced	44
Technical Screening Shortlist	44
Reject	0
Total Interviews scheduled	42
1st round select	15
reject	11
2nd round Select	14
Reject (2nd round + assignment)	2
HM Round select	14
reject	3
HM Hold	3
HR Round select	7
reject	0
Offered	3
Declines	2
Accepted	0
yet to release	3

My candidate recruitment Data for the month of March

Kartik - March Month data	
CV Sourced	56
Total Interviews scheduled	48
1st round select	6
1st round rejects	11
1st round No show	16
1st round Not interested	12
1st round reject	11
1st round yet to schedule	8
1st round feedback pending	3
2nd round scheduled	3
2nd round rejects	3
HM round scheduled	3
HM round rejects	2
HM round not interested	1
Offers released	3
Offers rejected	2
Offer accepted	1
Yet to join	1

Recommendation and Conclusion

As there are specialist teams who are continuously working for the improvement of every process that bank follows, it is quite difficult for a fresher like me to prepare recommendations, but according to me there is a step for which I would like to recommend a point.

If the steps of the recruitment process are noticed carefully, there is a step called —Verification. This step is the only step which takes the most time in order to complete the recruitment process. Sometimes there are situations when the company demands quick hiring of employees but due to the different phases of the verification step, the company fails to meet up those demands. For this reason there is deficit of the right people at the right place in the right time.

The company needs to work on the verification process. It needs to lessen the time that it actually needs to complete the step. In order to reduce the time gap the process needs to be done as quickly as possible that means it needs to be done efficiently. In order to do that, the company needs to choose such a vendor who will do the task quickly but still in an effective way. This is the only recommendation I could suggest for the company in order to lessen the time that it takes while hiring. Otherwise, the other steps are completed in an efficient and effective way

LEARNING DERIVED

I think the most important thing I have learned throughout this role is that recruitment isn't as straightforward as I originally thought. There is a lot of critical thinking and strategy that goes into choosing the right recruitment strategy for the job. I have noticed that I even look at job descriptions and ads differently. The methodology behind recruitment strategies was very interesting to me.

Not all of the recruitment strategies work for every type of company and job. Every recruiter wants to have success and to ensure that success, you have to be strategic in the recruitment strategy you choose.

