

**ROSENBERGER ELECTRONIC CO. (INDIA) PVT.
LTD**

INTERNSHIP REPORT- 2021



Submitted By:

Name: Niharika Vishwakarma

Roll No:2058

Under The Guidance Of

Ms. Priyanka Naik

Goa Business School

Goa University

2020-2021

Declaration

I do hereby solemnly declare that the work presented in this report entitled “Rosenberger Electronic Co. (India) Pvt.Ltd” has been carried out by me and not been previously submitted to any other university or college /organization for academic qualifications /certificate or degree.

The work I have presented does not breach any existing copywrite act and no portion of this report is copied from any other work done earlier for a degree or otherwise.

Niharika Vishwakarma

MBA PART 1

2058

Acknowledgement

I sincerely like to thank Ms Pamela D'Souza (HRM & Admin) for providing me with the valuable inputs and guiding me throughout my placement. It was due to their kind and valuable co-operation through which I could finish my project, which was by providing me with the vital information necessary for my project.

I am also grateful to all the managers of Rosenberger Electronic Co. (India) Pvt.Ltd who assisted me in the successful completion of this project.

My special thanks to all our faculty members for giving me an opportunity to undergo such placements and making me aware of the real day to day business world.

I perceive this opportunity as a big milestone in my career development will strive to use this gained knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

Sincerely,

Niharika vishwakarma

Place: Panaji

Date: 31st July 2021

Rosenberger

Rosenberger Electronic Co. (India) Pvt. Ltd.

Date: 31.07.2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Niharika Vishwakarma has completed her Internship in our organization in all departments from 01st July 2021 to 31st July 2021.

During her tenure she was found to be hardworking and honest in the discharge of her duties and responsibilities.

We wish her all the best in her future endeavors.

For, **Rosenberger Electronic Co. (India) Pvt. Ltd.**


Authorized Signatory

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CIN : U32109DL2006PTC146129

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Executive summary

The report is based on the summer internship placement project which is a study conducted in Rosenberger Electronic Co. (India) Pvt.Ltd. in the period from 1st July 2021-31st July 2021.

The summer internship places a very important role in the course of the first year MBA. It gives a first-hand experience of working and functioning of various departments in the organization to the students and helps us relate the subjects we learn to how it is applied in the various departments in a real industry

The main objective of my training at Rosenberger was to study the organizational structure and its functioning to get maximum exposure to the cooperate world. To understand the scope, functions, responsibilities of various departments in this organization and practically apply the theoretical knowledge learned through the MBA course.

Introduction

Rosenberger Electronic Co. (India) Pvt.Ltd with its headquarters in Germany is one of the largest manufacturers providing a wide range of standardized and customised connectivity solutions in high-frequency, high-voltage and fibre-optic technologies.

Company Profile

Name: Rosenberger Electronic Co. (India) Pvt.Ltd

Address: Plot No. N3 B3, Phase IV, Verna Industrial Estate

Email: info@rosenberger.com

Homepage: www.rosenberger.co.in



Rosenberger-Mission

- Customer always comes first.
- Drive innovation together with and for our customers.
- Maintain a secure, humane and happy environment for our employees.
- Develop our employees by investing in their education.
- Take social responsibility.
- Protect our environment with ecologically friendly products, production and processes.

Rosenberger-Vision

- Be one of the global top-three manufacturers for high-speed connectivity in Communication, Automotive, Test & Measurement, Medical and Industries.
- Provide the most innovative and advanced technology in our fields of expertise.
- Deliver highest quality standards to all our customers.
- Provide world class, vertically integrated manufacturing on a global basis.
- Stay a family-owned company independent from financial institutions and stock markets.

Market fields



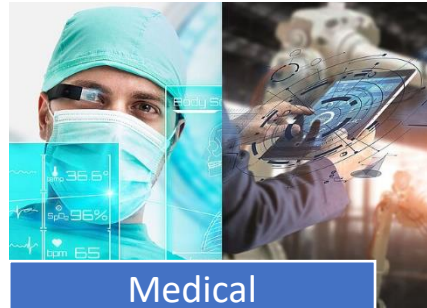
Automotive



Mobile communication



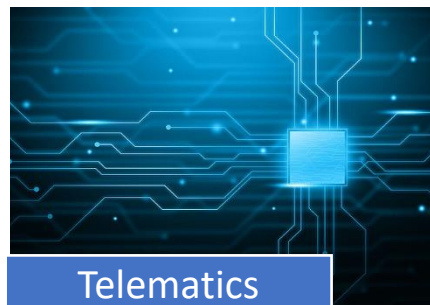
Test and measurement



Medical



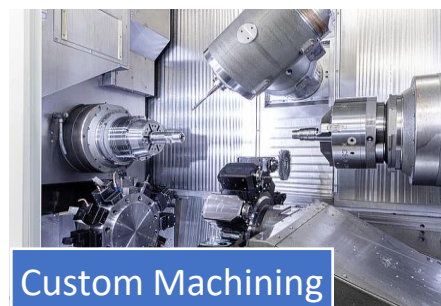
Aerospace and defence



Telematics



Data centre



Custom Machining

History



Products

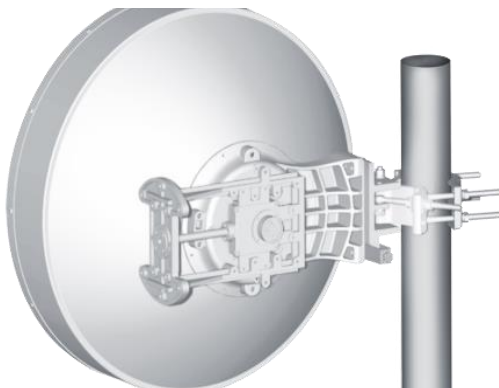
Fiber optic cable assemblies



Power cable assemblies



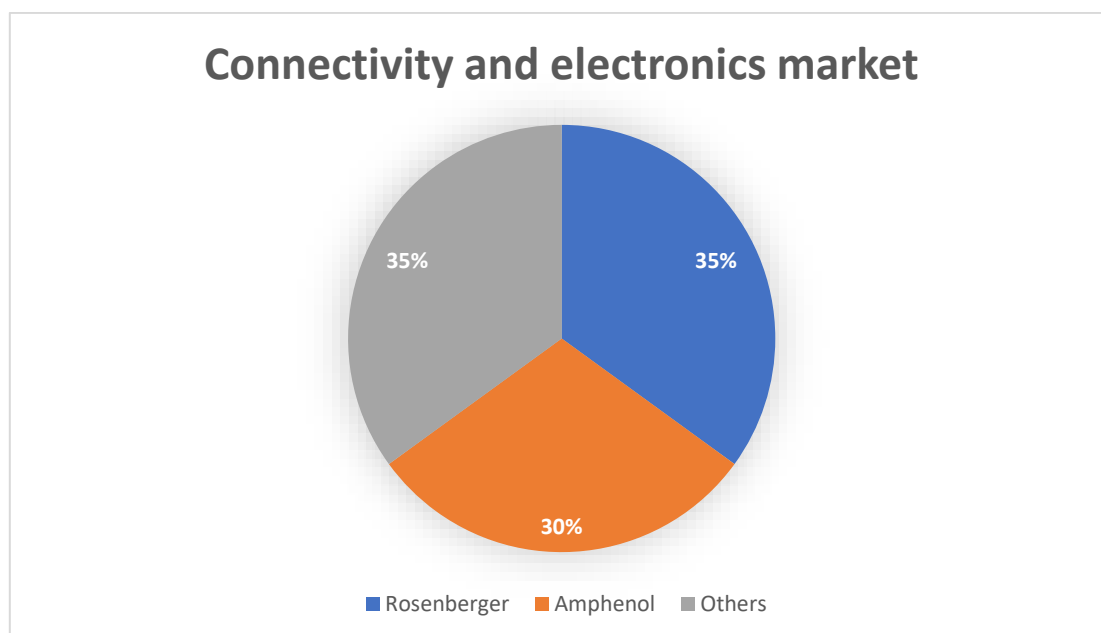
Microwave antennas



Competitors



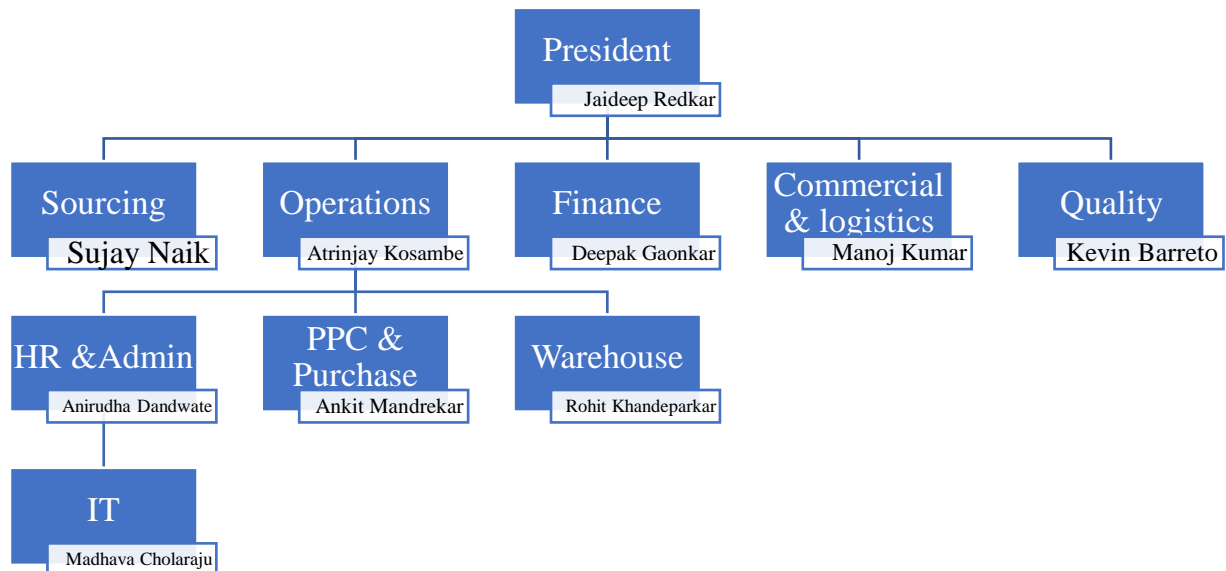
Market Share



Rosenberger is a worldwide leading solution provider for connectivity and electronics solutions.

- Rosenberger generates approx. \$2.9M more revenue vs Amphenol.
- Rosenberger is a market leader in producing an attractive blend of high technology and low operating & maintenance costs.
- Rosenberger benefits from the increasing urbanization and increasing trend of 5G connectivity paving way for more opportunities in antenna and Fiber optic market.

COMPANY ORGANISATIONAL STRUCTURE



- The below section presents the detailed study of the workings of the departments of Rosenberg India collected through the means of telephonic conversations with the department heads and few executives from finance and logistics department.

PORTERS 5 FORCES



1. Threat of new entrants: Low

- High capital requirements
- High switching cost. The cost of switching from this industry to another is high as a lot of capital is required to purchase these products.
- Major existing players with a high brand identity and brand loyalty.

2. Bargaining power of suppliers: Low

- The industry is an important customer due to the growing market and technological advancements.
- There are many suppliers available in the market.
- Experimenting with product designs and customisations helps the companies in this industry to work with different raw materials so they can switch suppliers offering raw materials at lower prices.

3. Bargaining power of buyers: Moderate

- Given the limited new entrants, the customers rarely switch to other companies. The switching cost are low for the customers and they can compare and switch to any of the existing brands which is offering them more superior quality products than their original companies. But this force is moderate since customers also rely on their loyalty for a particular brand and the relationship they have built over the years.
- Rapidly innovating and customisation has helped various companies in this industry to secure their loyal customers and create a wider base of prospective customers. So, this factor is moderate and not high because innovation of new products has reduced the defection of existing customers.

4. Threat of substitutes: Low

- Price differentiation is low. Prices of products don't vary much from company to company
- Low technology variations.

5. Rivalry among existing firms: High

- Large number of existing competing brands operating in a diversified industry.
- Continuous innovation in this industry making it an intense competitive industry.

PESTEL ANALYSIS

Political factors

Political factors play a significant role in determining the factors that can impact Rosenberger's long-term profitability in a certain country or market. Rosenberger operates in more than dozen countries and exposes itself to different types of political environment and political system risks.

Political stability and importance of diversified electronics and connectivity sector in the country's economy. For example, the make in India initiative by the Indian government has led to the companies looking for raw materials suppliers in the country rather than importing them from countries like China.

Trade regulations, taxes and tariffs related to electronics. The effect of Brexit led to export and import activities between UK and rest of the EU became more costly. UK is one of the most important market for electronics and Brexit had impacted the investment decisions by the companies because of the increase in tariffs and other shipping costs.

Risk of military invasion or sudden conflict affected areas pose a threat to various MNC's which can lead to their discontinuity of doing business in those countries. Because of the trade war between the US-China hefty tariffs were imposed on goods and raw materials coming from China which affected many electronics companies since a most of their raw materials are sourced from China. They had to look for alternatives from mainly from Vietnam and Thailand.

Economic Factors

The Macro environment factors such as – inflation rate, savings rate, interest rate, foreign exchange rate and economic cycle determine the aggregate demand and aggregate investment in an economy.

Exchange rates & stability of host country currency. If the business exports goods these operations can be greatly affected by exchange rates. Changing exchange rates might affect how a company has to pay to its international supplier which can affect profit margin.

Economic recession is another major factor affecting the electronics industry. Since they operate in a dozen countries and also source their raw materials from various places, they are at the risk of vendors making late payments or if their customers go out of business their payment maybe delayed even more. Interest rates might also increase. The recession in 2009-2010 in US affected many electronics and connectivity solutions companies like CommScope which is a US based MNC.

The COVID-19 recession affected this industry initially due to supply chain disruption but it boosted the demand for fiber optics cables since many companies and educational institutes switched to work from home, they required faster internet connection.

Skill level of workforce and labour costs. China has one of the lowest labour costs along with raw materials cost for electronics manufacturers which makes it a desired country for them to set up their production units.

Unemployment level. If there is a greater supply of jobs than the demand then the companies can attract these people to work for lower wages.

Social Factors

Society's culture and way of doing things impact the culture of an organization in an environment.

The influence of culture on the operation of electronics industry builds its corporate culture specially when they operate in more than dozen countries. They have to adapt their production, marketing and sales activities depending on the culture of the given country.

Language is another factor they need to consider specially when they are operating in countries like China and France where English is secondary and the local's pride in speaking their language. Electronics and connectivity companies like Volex and Bizlink have made it a compulsion for their employees at the Parent company dealing with other countries to know the basic of the host country to facilitate a healthy relationship and boost their strategic goals.

In many countries around the world religion plays a significant role in building the company's culture. Companies should be aware of the various religious holidays in each country they operate. Islamic countries have lower productivity during the month of Ramadan and many Asian countries during the celebrations of Chinese New Year so the companies need to accommodate their employees into this.

Different countries have different working days and working hours so it's important for any MNC to adapt to this.

Level of education plays an important role in attracting the type of companies that wants to invest in those countries. Countries like Germany and UK are rich in educational facilities and attract many high-tech industries.

Technological Factors

The demand for electronics and connectivity solutions continues to rise, driven by several factors including growing use of electronics devices and increase in faster internet solutions.

The electronics manufacturing industry has been able to reduce costs by utilizing cheaper work forces.

Continues innovation of products in this industry is by far the most as compared to others. Better internet bandwidth is constantly increasing the demand for better and good quality fiber optic cables in many developing countries like India given their initiative of making India more technologically advanced.

Environmental Factors

Every country has different environmental laws and liability laws. For example, in United States – Texas and Florida have different liability clauses in case of mishaps or environmental disaster. Similarly, a lot of European countries give healthy tax breaks to companies that operate in the renewable sector.

In electronics and connectivity industry many environmental factors affect how they operate in a country. They have to make sure they follow all the required process in terms of waste treatment and the need to reduce energy requirements for both finished and manufacturing processes.

Switching to fiber internet can help in reducing carbon footprint. It's not only a faster but also a greener internet solution. It has minimal ecological impact and consumes very little energy and helps in greenhouse gas emissions. For this reason, many countries are switching to fiber optic on a larger base giving more boost to companies like Rosenberger. Many companies in this sector are also experimenting with how to further reduce emissions from their microwave antennas. Most of the companies have switched to environment friendly packaging.

Before entering new markets or starting a new business in existing market the firm should carefully evaluate the environmental standards that are required to operate in those markets.

Legal Factors

Organizational law: Companies need to make sure they follow all required laws if they are in partnership with another company.

Securities law: If any company obtains financing through different investors, it may be subject to legal issues such as security law.

Consumer protection law: Every business entity needs to follow all laws and regulations with respect to their customers. Every country has their own laws and it's important for an MNC to make sure they know and follow all laws in the countries they operate.

Employees protection law: Different countries government have passed laws to protect the interest of their employees. These laws protect them against unfair discrimination at work.

Laws regarding health and safety: The company needs to make sure it provides a safe working environment for all its employees by making sure all their machineries are up to date and are not faulty.

Environment laws: Since this industry manufactures products which put them under the risk of environmental issues, they need to make sure they strive towards more environment friendly process in terms of their production process and packaging.

SWOT ANALYSIS

Strengths

- Recognised as a reliable and leading technology partners for leading brands in their market fields.
- Rosenberger with its diversified business portfolio offers an attractive blend of high technology, superior quality and low operating & maintenance costs.
- Extensive manufacturing and distribution network.
- It has a strong base of reliable suppliers of raw materials thus enabling the company to overcome any supply chain bottlenecks.
- Importance given to Lean Management and Safety Standards.

Weakness

- Even though Rosenberger has 3 manufacturing units in India, microwave antennas are manufactured only in the Goa plant so if the customer wants any major maintenance or rework it has to be done only in Goa.
- Even though the products are success in terms of sale but its positioning and unique selling proposition is not clearly defined.

Opportunities

- Innovation of new products.
- More manufacturing units in India.
- Strategic acquisitions.
- Rosenberger has aligned its priorities to support the infrastructure growth plan as laid down by the Indian government with enhancement in telecommunications technology being one of the major contributors to the concepts of 'Digital India' and 'Make in India'.
- Rosenberger plans to work with leading telecom companies in India for the deployment of 5G technology.

Threats

- New entrants
- Rise in raw materials prices.
- Environmental regulations.
- Since the company operates in numerous countries it is exposed to currency fluctuations.

VRIN ANALYSIS

Valuable

Rosenberger is a market leader in its sector and has global presence across countries. The brand image has been developed over a long time and through continuous effort and quality products offerings.

Rosenberger products are a valuable resource as these are highly differentiated. This makes the perceived value for these by customers high. These are also valued more than the competition by customers due to the differentiation in these products. Rosenberger developed the E-Band microwave antennas which no other company has produced.

A significant portion of the workforce is highly trained, and this leads to more productive output for the organization. The employees are also loyal, and retention levels for the organization are high.

Rosenberger has an extensive and structured distribution network. This helps it in reaching out to more and more customers. This ensures greater revenues for Rosenberger and also ensures that promotion activities translate into sales as the products are easily available.

Rosenberger is highly innovative in its product offerings. They invest a lot in their research and development to develop newer and more environment friendly products.

Rare

Rosenberger has a global presence and has built an expanded consumer base and earns revenue through multiple regions. This has given the company a higher financial strength and also a higher cultural exposure and international recognition. This is a rare factor and very difficult specially for new entrants to achieve this level.

The products are found to be not rare as identified by since these are easily provided in the market by other competitors. This means that competitors can use these resources in the same way as Rosenberger and inhibit competitive advantage.

The distribution network of Rosenberger is a rare resource as because new entrants would require a lot of investment and time to come up with a better distribution network than that of Rosenberger. These are also possessed by very few firms in the industry.

Inimitable

The financial resources of Rosenberger are costly to imitate as these resources have been acquired by the company through prolonged profits over the years. New entrants and competitors would require similar profits for a long period of time to accumulate these amounts of financial resources.

Rosenberger offers high quality products to their customers that have been a source of brand appeal. The high and consistent quality leads to repeat purchases. But the products are not that costly to imitate and can be acquired by competitors as well if they invest a significant amount in research and development.

The patents of Rosenberger are very difficult to imitate because it is not legally allowed to imitate a patented product. Similar resources to be developed and getting a patent for them is also a costly process.

The distribution network of Rosenberger is also very costly to imitate by competition. This has been developed over the years gradually by Rosenberger and competitors would have to invest a significant amount if they are to imitate a similar distribution system.

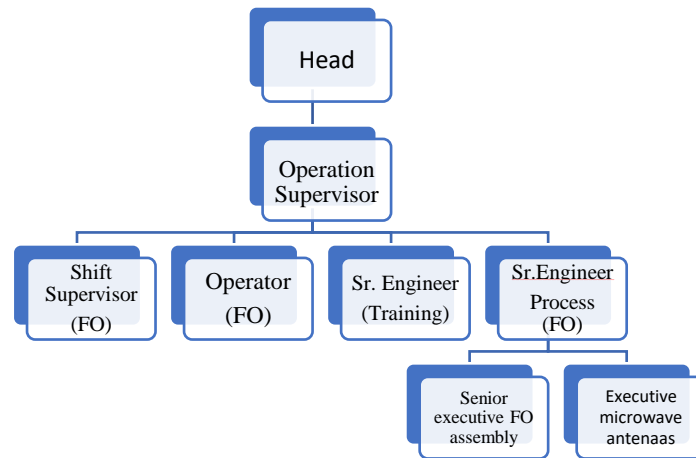
Non-substitutable

The financial strength supports the company in exploring opportunities for new product developments and launches. 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 regions globally. The financial strength is also valuable because of the support it offers to the company's efficient and well managed distribution system. The financial strength is particularly important for Rosenberger in enabling it to realize possibilities and opportunities internally as well as externally.

The technological advancements and integration at Rosenberger are also an important resource for developing competitive advantage. The technological advancement allows the company to maintain efficiency in its various business processes and operations. The technological advancements and systematic integration is a competency that allows Rosenberger to build long term competitive advantage over competition.

Rosenberger invests substantially in its human resources. The human resource function of the brand is important in building the competitive advantage for the company by providing it with improved talent. The human resource function is also important for maintaining the supportive organizational culture and to grow and develop further, and exploit other resources with smoothness.

1. Operations Department



Machining

Machining is basically carving out the intricate and precise material from a part which is done by the robot. All the configurations and dimensions are programmed in by the engineers.

Fiber optic assembling: There are a total of 6 tacts or designated area for the assembly process

Tact 1: Cable is added around the core

Tact 2: Connectors are fitted to the cable

Tact 3: Polishing

Tact 4: Areas checked for dust and dirt

Tact 5: Checking signal transmission from one end to the other

Tact 6: Ground connection

Testing

The tensile strength of the fibre is tested and then cut to specified lengths.

The finer is tested for point defects

Next optical and appearance testing is done

Microwave antennas assembling

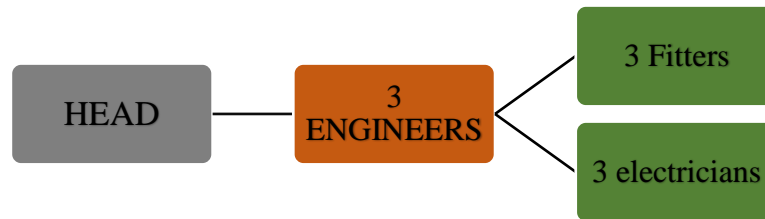
- IPI testing is done to check for defects before assembling.
- Feed assembly is done according to the size required by the customer. A feed is a transmitter connected to an antenna which receives radio signals.
- Height check is done
- Voltage standing wave ratio (VSWR) test is done.

CONCLUSION

The operations department sets standards and targets for each section of the production process in terms of quantity and quality which is closely monitored. For a globally successfully company the continuous optimization of processes and products is of utmost importance and so Rosenberger uses the Lean six sigma method to achieve increased quality, reduce costs and ensure a total focus on the customer satisfaction. Lean production means all processes benefit. Customers get much quicker and personalized service. Providers work with a simpler and more sensible system and are able to provide a more cost-effective and less wasteful service because less time and expense is taken up on unnecessary activities.

By efficiently controlling the production process the department uses labour, machines and materials effectively in order to prevent any wastage.

2. Maintenance Department



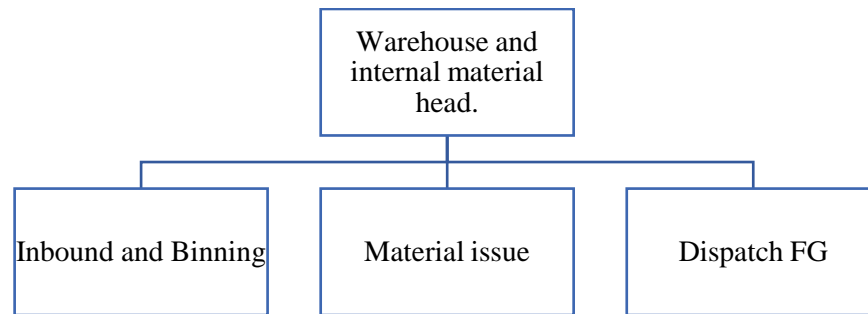
ROLES OF THIS DEPARTMENT:

- Routine schedule checks of the plant facilities including daily readings of the electricity and water usage
- Inspections to ensure the safe efficient operation of equipment and machinery.
- Maintain daily logs and history of machines like forklifts.
- All machine abnormalities which cannot be fixed shall be highlighted by a process of red tagging. An operator shall duly fill in a red tag on the defective part of the machine/ equipment, and place the second half on the red tag board available in the maintenance cabin. It shall be the responsibility of the maintenance engineers to close all red tags within 7 working days. Red tags which cannot be closed within 7 working days shall be updated with proper justification written on it.
- Maintaining the quality of spares needed
- Tracking records of critical equipment's breakdowns and wasted
- Carry out corrective repairs to alleviate unsatisfactory conditions found during preventive maintenance inspection.

CONCLUSION

In a company the main purpose of regular maintenance is to ensure that all equipment required for production is operating at 100% efficiency at all times. Through short daily inspections, cleaning, lubricating, and making minor adjustments, minor problems are detected and corrected before they become a major problem that can shut down a production line. Rosenberger has a good maintenance program and there also is company-wide participation and support by everyone ranging from the top executive to the shop floor personnel.

3. Warehouse and Stores Department



Purpose

To ensure that all incoming materials are suitably identified and well stored and non-conforming materials are prevented from unintended use.

Scope

All incoming, storage items and finished goods shall be within the scope of this procedure

- Raw materials
- Spares/accessories/trading items
- Packaging material
- Consumable items
- Finished Goods

Process

Material receipt and verification: All incoming materials received at the gate are verified and identified with their tags and then entered and handed over to stores. The stores then update the GRN so that the invoice of the supplier can be verified.

Inbound and binning: all incoming materials are sent for quality tests and then segregated into accepted and rejected areas. The accepted ones are later kept in designated areas to prevent damage. The location is then entered on the data entry for future reference.

- High rack-For bigger parts and materials
- Binning-For smaller parts like nuts and bolts

Issue of Materials: Done based on pick list which are required for producing machines which is uploaded on SAP as per BOM. They then Place order to planning department at least 3 months in advance to avoid too much inventory.

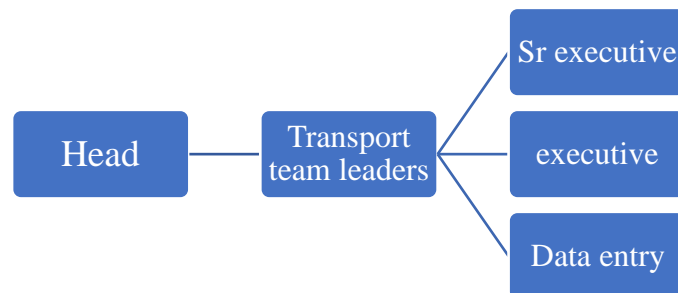


Dispatch: Based on identification, the logistics department directs the stores to invoice and plan to dispatch the vehicles to representatives of the customer on the sales date

CONCLUSION

The value of the item in the Store department in Rosenberger represents a large proportion of the total value of its asset. Efficient store management has ensured Rosenberger correct quantities of the preferred item is available in the correct quantity when required. This avoids loss in production, sales and profit.

4. Commercial & Logistics Department



- **Logistics department serves as a middleman between the company, vendors, and carriers.**

The primary activity of this department is to oversee the timely shipment and delivery of the products. Handling legal compliances like filing of returns (GST returns), custom queries, DGF trade, handling any query related to GST, deciding the type of clearing agent needed for import and export, tracking the shipment are the various functions carried out by the logistics department. Rosenberger India exports its products to Shrilanka, Bangladesh, and South-East Asia.

The logistics team gets the plan from the sales department about the dispatch and then have to make a decision about which mode of transport to use.



CONCLUSION

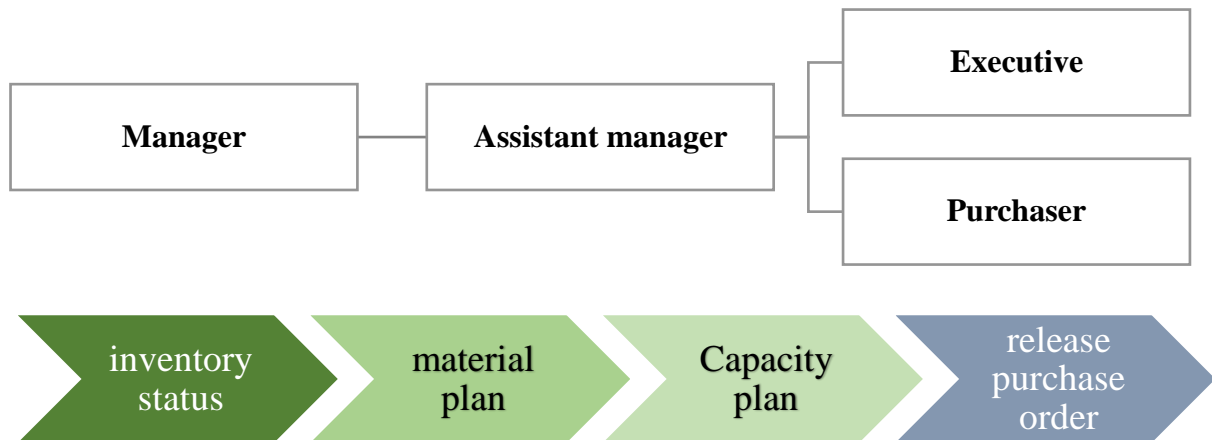
Logistics management here is that integral factor in the success of any manufacturing company's operations and has direct impact on their bottom line.

The overall scope of logistics here typically includes many factors, such as: transportation management, freight and inventory management, materials handling, order fulfilment and more. The company may have a great product at the correct price, but may result in a miserable failure, if logistics is inefficient.

In Rosenberger logistics have few goals such as rapid response after packaging of products to dispatch and documentation, consolidated shipments, high quality service, minimum inventory expenses and minimum variance.

Logistics tackle many hurdles faced during logistics flow like dealing with new customer and suppliers, local rules and taxes are different in different countries, every country has its own environmental restrictions, trade agreements, safety regulations, import license issues and trade restrictions.

5. Materials Planning and Purchase Department



Based on the sales forecast by the sales department, the planning department plans the production plan.

Issue of material list

The production team issues the required material list required for the production. This is done at least 1 month in advance to avoid excess inventory. The production team sends in the description of the required materials.

Material and Capacity Plan

The planning team then analysis the material quantity with that of the capacity to which it can store them.

Selecting the vendor

The next in line is selecting the correct vendor amongst their approved vendor list they possess. They prefer a vendor having Supplier quality measuring quality rating of 90%.

Price and terms

They decide the terms and conditions including the delivery date price with the vendor

Purchase Order

The planning team then send in the purchase order to the selected vendor. The purchase order is updated online stating all the specifications with regards to quantity, dimensions, agreed price.

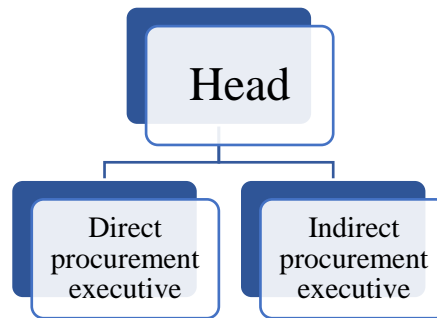
- **Once the invoice and purchase order no received from the vendor is updated on their software(e-bill) the shipping process is initiated.**

CONCLUSION

The materials planning and purchase department is important to streamline the company's planning, production and inventory control. This department along with the procurement team ensure that the production team has the right quantity of materials for production.

The department minimise the amount of inventory while keeping the production on track. By holding less stock they have less working capital tied up.

6. Procurement Department



PURPOSE & SCOPE

To establish a method to ensure that:

- All raw materials, components and accessories required for the production process are suitably identified and planned,
- Potential shortages of raw materials, accessories, components and selected items are identified and
- All purchased products conform to the specified requirements.
- They also decide the vendor in coordination with the planning/purchase department. This department mainly takes care of procuring of company assets like building shed and office use materials.

Direct procurement: Procuring goods for manufacturing purpose and segregate them into commodity structure i.e. Plastic, metal, rubber etc.

Indirect procurement: it involves procuring goods for office use e.g., Books, folders, water bottles.

PROCESSES:

Performance Rating:

- Performance rating of the supplier's, who contributes to 70% of the total procurement value, of Direct Material shall be carried out every quarter. Procurement values shall be obtained from SAP system.
- Performance rating for all the other Suppliers, who contribute to the balance 30% of the procurement value shall be reviewed once annually as per the below rating procedure. In case any Supplier has material rejection during a particular quarter or has an unsatisfactory delivery performance during the quarter, corrective actions shall be taken for improvement. The performance of such Suppliers shall be evaluated in the subsequent quarter.

CONCLUSION

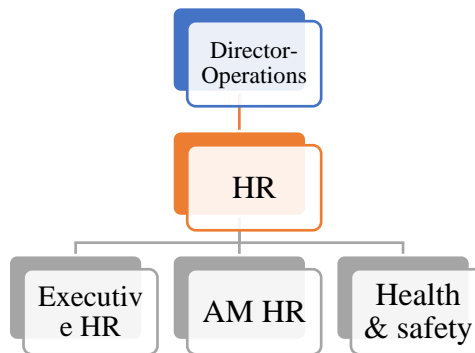
One of the crucial activities is the procurement department functions. Effective procurement department helps to streamline processes, reduce raw material prices by selecting the best vendor thus improving organisation efficiency.

The procurement department is responsible for sourcing goods from the right source at the right time and right quality of materials in the right quantity. They negotiate with the suppliers and decide on the best one based on their quality rating.

They also monitor supplier contracts to ensure suppliers perform well in terms of delivery of goods and pricing. They monitor the quality effectiveness of the supplier.

The procurement team collaborates with the sales team to gain more insight into sales volume so they can forecast the rise or fall in demand for products which will help in cutting the costs or increasing the expenditure level at the right time.

7. Human Resource, Admin & Safety Department



The different functions of this department are recruitment, selection, maintain payroll, employee engagement programs, employee training, health and safety, induction.

1.Methods of recruitments at Rosenberger

- Campus recruitment
- Job fair
- Online portal
- Personal interviews
- Apprenticeship
- Employee referral

Once the candidate is selected the HR department sends an offer letter to the candidate and then the medical test is done to see whether the candidate is fit for doing the job. Next, he is sent an appointment letter. The appointment letter is sent along with the salary slip.

2.Training and development

Skill matrix is prepared by the HOD.360-degree method is used for supervisors and managers. Annually there is an employee assessment where the HOD figures out what kind of training is needed by that particular employee.

The training and development executive is also responsible for the induction of new employees.

3.Employee contracts

The HR department has to keep a record of all the contracts and keep the list updated and send a reminder to the employees in advance before the termination of the contract.

4.Payroll

The HR department looks after the payroll that is the list of employees and the amount paid to the employees inclusive of the salaries, deductions and incentives.

5.Labor law compliance

This is a critical HR department function. They see to it that they follow all the acts related to labour to promote safe and fair environment.

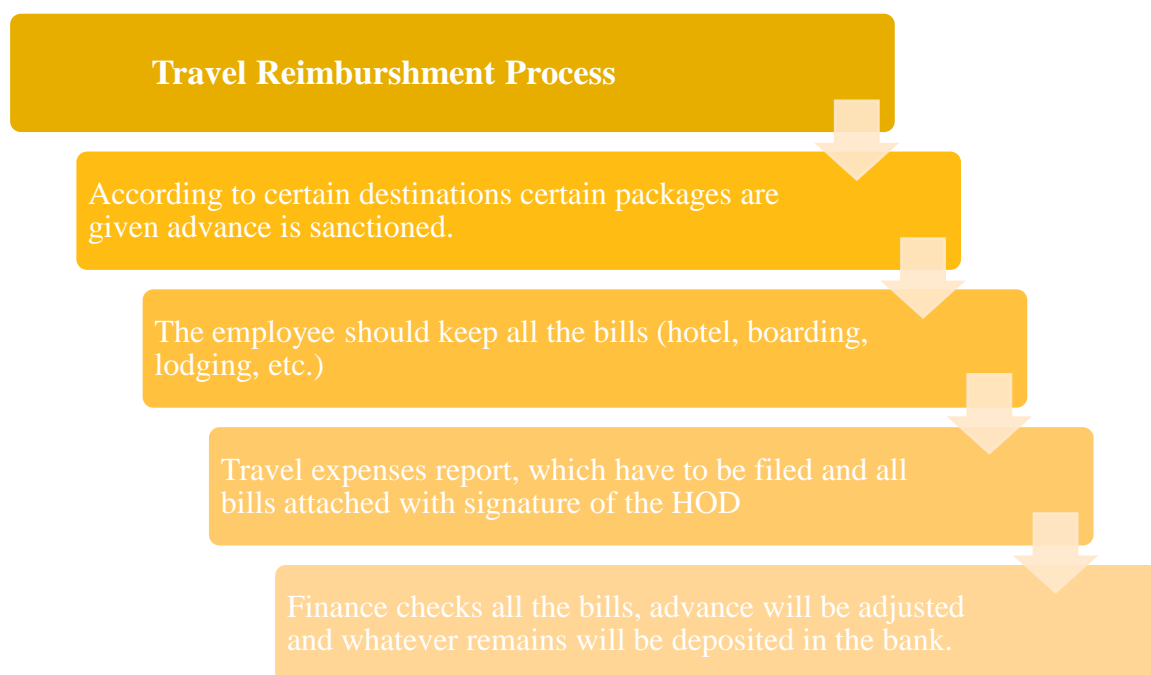
6.Insurance and provident fund

They make sure that the sum paid upon retirement confers to the provident policy act 1952

7.Incentives, leaves and Reimbursement

Maintain the data of incentives, overtime and number of leaves taken.

Reimbursement meaning the medical and travel expenses provided by the company.



8. Health and safety manager

Part of the HR team is responsible for maintaining safety facilities, and also the various licensing of the company. Personal safety measures that are required when approaching the production department: glares, gloves, mouth mask, safety shoes, ear plugs are compulsory. Other safety measures are use of fire extinguisher while fire, sprinklers, assembly point when emergency siren goes on.

CONCLUSION

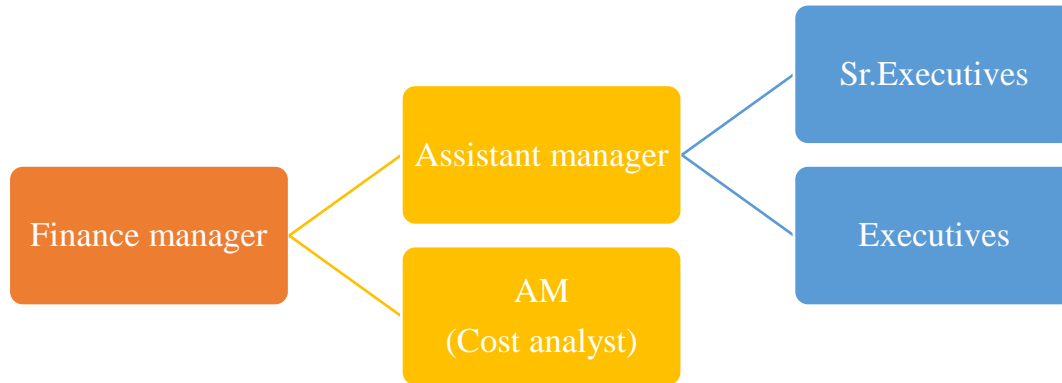
An efficiently run HR department can provide the company with structure and ability to meet business needs through managing the company's most valuable resources -their employees. Rosenberger believes that an organization cannot build a good team of working professionals without good Human Resource.

HRM encourages the people working in the organization, to work according to their potential and gives them suggestions that can help them to bring about improvement in its performance appraisal.

A safe, clean and healthy environment can bring out the best in an employee. A friendly atmosphere gives the staff member's job satisfaction as well as maintaining work atmosphere.

The responsibility of establishing good public relations lies with the HRM to a great extent. They organize business meetings, seminars and various official gatherings on behalf of the company in order to build up relationships with other business sectors in short Developing Public Relations

8. Finance/Account Department



➤ Manager

Handling legal cases and cases related to firing of employees, changes in the company relating to the heads of the department. Identifying investment opportunities and responsible for proper implementation and functioning of the finance department activities.

➤ Assistant manager and executives

Secretarial filing and to look after the directors and the board meetings and secretarial filings with the registrar of companies Banking and treasury, compiling information and creating ongoing cash forecast from various sources like the capital budget and accounting records like accounts payable/receivable(invoices), taxation.

➤ Cost analyst

Has to prepare the information system (MIS)report that help the managers to evaluate their daily activities and to track progress and also has to see as to how the data is to be sent to the headquarters in Germany. Financial accounting, preparing reports, analysing and budgeting and to sort out immediate issues are their other functions.

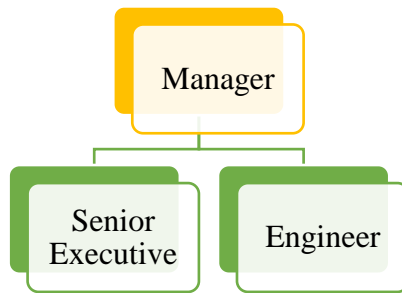
CONCLUSION

Finance department here at Rosenberger identifies appropriate financial information prior to communicating this information to managers and decision-makers, so that they can make informed judgments and decisions that will benefit the company or organization. Finance department further prepares financial documents and final accounts for managers to use and for reporting purposes.

Without any form of financial control, Rosenberger would be unable to control the inward and outward flow of cash and in terms of utilizing the cash, without the finance department, there would be very little knowledge or direction as to where the company can invest and how much they can invest in.

With respect to Goods Transport Agency (GTA) service providers will charge the company, amount more than Rs 700 they will be paying the government and it is added to the bill. Service tax has to be paid to the government; it is the liability of the service taker.

9. IT Department



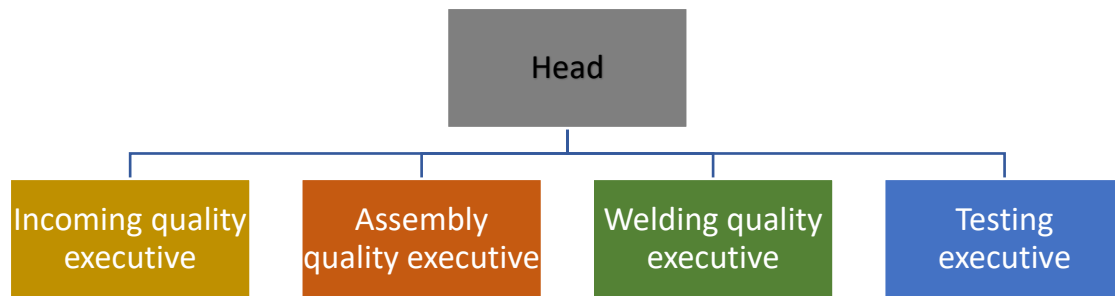
- The primary function of this department is to keep electronic communication running smoothly. Oversight of all equipment include configuring network access and assigning access rights to concerned employees.
- They also have to ensure that there is a workable disaster recovery backup in the event should some sections of network happen to fail
- Maintaining information infrastructure like SAP, SPINE which is directly connected to their German head office. Their services also include bunch of periodical operations which should be fulfilled for normal computer functionality like hardware testing, handling the servers, monitoring, upgrading and installation of various software's.
- Establishing of informational security policy, installing, setting and maintenance of any malware and anti-intrusion systems (firewalls, anti-virus)

CONCLUSION

Rosenberger like other companies finds itself relying heavily on IT to keep critical operations and projects running smoothly. Everything from the supply chain to human resources was heavily affected by the pandemic so the company strived towards creating a business continuity plan that is feasible and reliable.

A large proportion of Rosenberger employees were instructed to work from home. The shift to remote working requires commitment and investment from everyone in the company. Once the decision has been made to transition to remote work, it is vital to fully commit. Employers will need to ensure remote workers are on the same page and have the right technology and collaboration tools for reliable, scalable, and flexible and the IT department is responsible for ensuring that the company's shared online network remain intact so the information is communicated smoothly without any errors.

10. Quality Department



Incoming quality

- First article inspection (FAI): To check if the materials sent by the supplier fits the description as specified by the company in the drawings.

Welding Quality

- The welding quality department see to it that the PQR (procedure qualification record) and the WPS (welding procedure specifications) the perimeters for welding are being followed correctly.

Final testing: 3 non-destructive tests are conducted to avoid any fault in the machines.

- Visual testing
- Magnetic particle testing
- Ultrasound testing

Assembly quality

- Service analysis: Preparing a report recording all the details of the serviced machine
- Warranty analysis: Preparing a warranty report based on the anticipated future machine breakdowns.
- Final stage inspection (FSI): To check if all the quality related test procedures have been correctly followed and completed.
- Pre-dispatch inspection (PDI): To check if they conform to the customer requirements and expectations.

CONCLUSION

Quality control is the key to establishing a successful business and is a segment that plays a major role in the production processes, The quality department of Rosenberger needs to ensure that quality is maintained at every stage of production.

With quality control the number of products that are defective and require rework will witness a decline. This will help the company to save on production cost. The absence of inferior quality products ensures that there is no wastage and ensures optimum utilization of the available resources and enhances efficiency.

The production of high-quality products helps to develop a positive image for the brand. Superior quality products will increase the satisfaction level of the customers and will help build customer loyalty. The buyers will have confidence in the products and wont switch to other companies. Also, it is necessary to comply with industrial regulations regarding quality to avoid any legal issues.

LEARNINGS DERIEVED

Since it was as an online internship I faced the drawback to physically interact with employees at Rosenberger but thanks to everyone I interacted with through online means from Rosenberger I was still able to get the required information and make my report with that. Through this online internship itself, I learnt to adapt and be flexible to changes. I tried to ask as many relative questions I could to get a thorough understanding of how each department works and most importantly how each department is interlinked with each other.

I learnt that when there's a new employee, they are given an employee buddy who guides and helps them get more familiar with their working culture as part of their induction process. For the training and development employees are trained and then after 3 months they are required to give a test of 10 marks to know how much of the training knowledge they have retained. If they get less than 7, they are sent for training again.

I learnt and understood about how the company forecasts their inventory needs and plans it efficiently to avoid any lags in the system. The company place order for their raw materials a 1 month before starting with their production so there is no delay of any kind.

I also learnt about the importance of selecting a vendor with the required quality assurance so they could get the best quality raw materials and retain their customers.

BUSINESS CONCEPTS LEARNED

KAIZEN: process of making improvements. It refers to the philosophy or practices that focus upon continuous improvement of processes in manufacturing, engineering, and business management.

Six sigma: Six Sigma seeks to improve the quality output of process by identifying and removing the causes of defects (errors) and minimizing variability in manufacturing and business process. It uses a set of quality management methods, and creates a special infrastructure of people within the organization

CONCLUSION

My internship at Rosenberger has helped me understand and gain an in-depth knowledge of how any manufacturing organization operates.

The electronics and connectivity segment in India is expected to grow by 10-15% by 2025 given the aggressive pressure on the urban infrastructure in India due to rapid urbanization and industrialization. This indicates a robust growth of this sector.

The core competencies of Rosenberger lie in its products, quality and service making it a market leader in its sector. For a globally successfully company the continuous optimization of processes and products is of utmost importance and so Rosenberger uses the Lean six sigma method to achieve increased quality, reduce costs and ensure a total focus on the customer satisfaction.

The COVID-19 outbreak had led to many lockdowns and which also led to halts in the supply chain of many industries and directly affected the production process. Rosenberger too faced this disruption but was able to devise strategies to make effective use of their available supply chain because the demand for fibre optic cables and antennas are still growing. In Rosenberger there is a well-managed logistics operation which is streamlined to offer better customer service, without wasting resources like time and money. For this reason, logistics is very important to Rosenberger as most are tangible product that needs to be physically stored and distributed.

A growing trend in recent tyears,5G promises to revolutionise the electronics and connectivity sector and this is a boost to companies dealing with fibre optics and antennas such as Rosenberger. Rosenberger has aligned its priorities to support the infrastructure growth plan as laid down by the Indian government with enhancement in telecommunications technology being one of the major contributors to the concepts of 'Digital India' and 'Make in India'. For this Rosenberger plans to work with leading telecom companies in India for the deployment of 5G technology.

References

Rosenberger official website

<https://www.rosenberger.com>