

AN INTERNSHIP REPORT ON DIGISOL SYSTEM LTD



Internship Project Submitted to Goa Business School
Under the Guidance of Ms. Teja Khandolkar

By

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Student of MBA Part - 1

2021-22

DECLARATION

I, a student of MBA in Goa Business School, Goa University hereby declare that the following internship report entitled summer internship report on “**DIGISOL SYSTEMS LTD**” Verna Industrial Estate; Goa is submitted as per the fulfilment of Degree of Master of Business Administration.

I, further declare that this Report is prepared entirely by me and has not previously been presented for any award, diploma, or degree in any university.

Sahil Khanapurkar

MBA (Part 1)

Roll No. 2133

Place: - Goa Business School

Date: - 13 July 2022

ACKNOWLEDGMENT

I would convey my gratitude to the people who have supported me throughout my project I would like to take an opportunity to thank everybody who has helped and guided me throughout the internship. I would like to thank Mr. Prashant Nayak, The AVP HR for his constant guidance and support.

I would also like to thank all the HOD of various departments for helping with all necessary information required for the project and for their due encouragement and permission for allowing me to pursue the project the way I wanted to. Their unending patience and helpfulness in attending queries to all our needs are truly acknowledged.

I also take the opportunity to thank our respected mentor Ma'am Teja Khandolkar of Goa Business School for allowing me to undergo a summer internship and for guiding me throughout the project.

CERTIFICATE



08th July 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Mr. Sahil Khanapurkar** a student of **Goa Bussiness School** has carried out his internship from **23rd May 2022** to **8st July 2022** in our organization.

He has successfully completed his internship in our Organisation.

Digisol Systems Limited., being a leading IT company, **Sahil** was at an advantage of getting to know some of the latest aspects, which is followed in an organization of International repute.

We wish him all the best in his future endeavors.

Digisol Systems Ltd.,

A handwritten signature in blue ink, appearing to read 'Dattaprasad'.

Dattaprasad Prabhu Desai
Manager - HR

DIGISOL SYSTEMS LIMITED

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CIN : U31909GA2016PLC012970

A Subsidiary of Smartlink Holdings Ltd.

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EXECUTIVE SUMMARY

This report is based on a summer internship project wherein we must study the various departments and functions of the organization. The detailed information is provided in this report. The study was conducted at Digisol Systems Ltd at Verna Industrial Estate.

Smartlink is NSE/BSE listed company that holds expertise in manufacturing networking products. Smartlink is in this business line for more than three-decade. The company took a restructuring exercise, and it is split into 3 subsidiaries: Digisol, Synegra, Telesmart. Currently, Smartlink is an NBFC with assets and cash investments. This includes investment in all these three subsidiaries.

Digisol Systems Ltd is a 100% owned subsidiary company of Smartlink which is a leading Player in Active and Passive Networking Products. They offer a wide variety of solutions with innovative products to the customers.

The following report is divided into five parts/sections:

The **first part** of the report contains the objective of the report. **The second part** of the report includes the industry profile and company profile. **The third part** consists of the analysis (SWOT, VRIN, PORTER & PESTLE)

The **fourth part** of the report comprises the organization structure and various important departments of the company and the business operation. In the end that is the **Last part** will have the learnings and conclusions.

I have summarised all my learning and experience in this report.

OBJECTIVE

OBJECTIVE OF INTERNSHIP TRAINING

- The main objective of this Internship Training was to get practical exposure to the organization's working environment.

OBJECTIVE OF STUDY

- To know about the Networking Hardware Industry.
- To know more about the Digisol Brand Company and its parent company Smartlink Holdings Ltd.
- To learn about the overall functioning of the organization and the various department of the company like HR, Finance, Production, Service, etc.

METHODOLOGY OF STUDY

For the Preparation of the report both Primary and Secondary data were necessary:

1. Primary Method:

Data was collected using the primary method to make the report effective. So, data was collected by:

- Personal interview from each department
- Observation during the work

2. Secondary Method:

To get a better understanding and Information Secondary method was used to collect data.

- Websites of the company

INDUSTRY PROFILE

Networking Hardware or Networking Equipment is the networking devices used for Interaction between hardware devices on a computer network. They work as data transmission in a computer network and other devices.

Today, Technology is very important. From being an-add on to an inescapable necessity. Technology is completely transforming the industry. So, any business needs to build a network that is safe and reliable and keeps the user in touch with their Programme. Networking hardware or networking equipment is an essential way of communication to improve business standards and it enables sharing of resources, information, etc. with ease.

Networking hardware refers to the range of networking devices like routers, modems, switches, repeaters, cables, adapters, etc. These are some examples of networking hardware devices.

The networking Hardware industry is likely to grow over the years. Several factors contribute to the growth of the industry such as wireless technology and advancement in technology. More organizations are upgrading to keep up with digitalization which is the main reason for the growth in the industry

The Indian networking market is growing due to key factors like increased awareness about networking and the growing needs of consumers. The industry players are continuously expanding their product portfolio and adapting to technological changes to cater to the needs of the consumers.

Indian Networking Market Players:

- o Digisol
- o D-link
- o TP-Link
- o Cisco System
- o CommScope
- o Tenda
- o Syrotech
- o Netlink
- o Polycab
- o Honeywell

smartlink 
Smart Solutions for a Smarter Planet

DIGISOL™



SYNEGRA®



TELESMART™



COMPANY PROFILE

Smartlink Holdings Ltd is also known as Smartlink Network System Ltd. The company was founded in the year 1993 to cater to Indian market needs. Smartlink is NSE/BSE listed company that holds expertise in manufacturing networking products. Smartlink is in this business line for more than three-decade. The company was involved in manufacturing, sales, sourcing, marketing, support, etc.

To grow the business independently Smartlink has split into 3 individual subsidiaries by restructuring its operation. Now, Smartlink is an NBFC with assets and cash investments. This includes investment in all these three subsidiaries: Synegra ems, Telesmart scs, and Digisol systems.

SYNEGRA EMS LTD and **TELESMART SCS LTD** are the two manufacturing companies whereas **DIGISOL SYSTEMS LTD** is a product brand company. All Digisol products (active and Passive) are manufactured by these two companies.

Following is the brief about the companies:

SYNEGRA EMS LTD

Is involved in manufacturing Active Networking Products with its manufacturing facility line. The company manufactures for DIGISOL as well as other brand companies.

Synegra is an Electronic Manufacturing/producing Service Company. They are concerned with manufacturing electronic products for networking and telecommunication industries. The company manufacturing plant is at Verna. The company incorporates a giant setup of manufacturing SMT lines, soldering lines, and assembly and testing lines. It produces different sorts of products from PCB assemblies.

Examples: Wi-Fi products, automotive electronic products, FTTH, Motherboards telecom products, mobile phones, and defense electronic application products.

Synegra Facility:

- o ISO 9001: 2008 and 14001:2004 certified
- o Large setup of SMT lines
- o Dust-proof and humidity-controlled environment manufacturing setup
- o The advance and latest use of technological equipment.
- o Highly experienced and well-trained personnel
- o Production space of 27000 sq. ft.
- o Barcode system

TELESMART SCS LTD

Is involved in manufacturing Passive Networking Products in the range of copper and fiber. The company manufactures for DIGISOL as well as other brand companies.

The company deals with the manufacturing of numerous structured cabling systems (SCS) products. The company manufacturing plant is at Verna, Goa. The main focus of Telesmart is on manufacturing structured cabling system products in the copper and fiber range. Telesmart is an original design manufacturer (ODM).

Telesmart Facility:

- o ISO 9001 and 14000 certified
- o Production space of 4392 sq. ft.
- o Manufacturing setup that is temperature-controlled environment setting.
- o Advance and latest technological equipment
- o Highly experienced and well-trained personnel.

DIGISOL SYSTEMS LTD

DIGISOL Vision and Mission:

Vision: To become the most admired IT networking brand

Mission: Being a provider of innovative solutions with a dedication to enhancing the IT networking experience of our customers.

Creating a healthy, competitive as well as a reliable environment for profitable business growth

Offering opportunities to all the stakeholders to grow to their full potential and contribute positively to the ecosystem.

DIGISOL VALUES:

- o Highest ethics
- o Commitment
- o Integrity
- o Innovation
- o People growth
- o Customer delight

Digisol is a **Brand Company** all the products are sold under the “**DIGISOL**” Brand. The company manufacturing is backed by Synegra and Telesmart.

The Digisol Company was founded in the year 2009 after a formal demerger of Smartlink JV with the Taiwanese Company D-Link. Digisol is a 100% owned subsidiary company of Smartlinks. Digisol is a leading and trusted Indian Networking Company that offers various products in the range of networking solutions.

The company offers products in two ranges:

- Active Products
- Passive Products

The **Active Range** includes FTTH solution, wireless solution, and switching solution.

The **Passive Range** includes a structured cabling system in copper and fiber range.

DIGISOL's main aim is to provide an innovative future-ready product that meets the expectation of the customers in the networking space.

DIGISOL is heading the government's MAKE IN INDIA initiative from day one by offering MADE IN INDIA products and solutions.

DIGISOL is the only Indian brand that has a strong PAN India Presence:



Sales Representatives in **50+ cities**



45+ Regional Distributors



63+ Service Support Centres



200+ Stockist Partners



10+ Branch Offices



1000+ System Integrators

DIGISOL'S OFFERING



SWITCHING SOLUTIONS



- Fully managed
- Smart managed
- Unmanaged
- Chassis

Digisol delivers a complete package of switching solutions for Enterprise Networks, Data Centres, Small and Mid-size businesses. We provide Smart PoE Managed, Fully Managed, Chassis & Unmanaged switches. Our Switching Solutions offers include a wide range of Industrial Switches & Transceivers solutions.



WIRELESS SOLUTIONS



- Indoor Access Points
- Outdoor Access Points
- Controllers
- USB Adapters
- Repeater

Digisol wireless solution is perfect for businesses of all sizes demanding a simple, reliable, and accessible wireless network solution providing high-speed data and a seamless user experience. Our wireless services ensure high-speed data network coverage and provide seamless integration into networking services.



FTTH SOLUTIONS



- XPON ONUs
- GPON OLTs
- GEAPON OLTs
- PON TRANSCEIVERS

ENTERPRISE STRUCTURED CABLING SYSTEMS



STRUCTURED CABLING SYSTEMS



- COPPER: CAT 6 and CAT 6A Solid Cables, Keystone, Patch Panels, Patch Cords, PoE Solutions, Industrial Field Plugs,

CHANNEL STRUCTURED CABLING SYSTEMS



- COPPER: CAT 5E, CAT 6 and CAT 6A Solid Cables, Keystone, Patch Panels, Patch Cords, Face Plates, Tools, RJ45 Plugs and Surface Mount Box
- FIBER: Cables, Patch Cords, Pigtails, LIUs and Adapters
- FTTH: Cable, Splitters, FDBs, Home Termination Box and ODFs.

Our future proof cabling Solutions are here to take upon the IT networking needs of future-ready enterprises, Small and Mid-size Businesses. We provide high bandwidth copper & fiber structure cabling products that support your high bandwidth IT infrastructure for present and next-generation technologies, boosting your growth.

VALUE ADDITION



DIGISOL INSTITUTE OF
TECHNICAL TRAINING



CASH KARO
(LOYALTY PROGRAM)

DIGICARE

helpdesk@digisol.com
1800 209 3444

DIGISOL INSTITUTE OF TECHNICAL TRAINING

Today technology is evolving at a quicker rate and to stay in pace with the evolving technology Digisol has introduced the DITT program. The main aim of the Digisol Institute of Technical Training Programme is to create value by providing a quality training program to their network engineers, channel partners, and systems integrators.

The key programs Digsol offers:

- o Certified FTTH Expert
- o Certified cabling installer
- o Certified switching professional
- o Certified wireless professional

The courses comprise free and paid courses with professional industry experts. The company is on the mission to prepare next-generation engineers.

CASH KARO PROGRAMME

Digisol has launched an app called Cash Karo. A loyalty program for electricians and Retailers. The main aim of this program is to build relationships with all the electricians and Retailers across the country and reward those points for the purchase of Active and Passive Products. These points later can be redeemed into cash rewards,

In this loyalty program, the electrician or Retailer needs to download the app. Scan the QR code on the packaging. Later the points get added to the profile. Once the points reached 500 this will be transferred into their bank account.

DIGICARE

- o Digicare is the service section of Smartlink which responsible for offering after-sale services
- o Digicare has professional skilled people which aim to offer quality service and support.
- o Digisol RMA has an India network of 63 support and service center.

SWOT ANALYSIS

STRENGTHS

- **Well Established:** Digisol System Ltd is one leading Made in India Company. The brand is established and developed over a long time through continuous efforts. The company is earning the trust of the customers for its performance, and this is the brand value.
- **Automation of Activities:** Due to the automation of activities has bought consistency in the quality of the product which enables the company to scale up the business based on the demand.
- **A strong network of Distribution:** Over the years the company has been focused on building a robust network of distribution which has enabled Digisol to capture large potential markets.
- **Reliable suppliers:** The Company has reliable suppliers who are responsible to deliver quality raw materials on time at a good rate.

WEAKNESS

- **Less exposure outside India:** Even though the company is doing well in the market. Many companies are dominating the global setting by increasing their presence. When it comes to a global setting Digisol is behind the competitors
- **Dependent on other countries for raw materials:** Due to the dependency on imported raw materials this can be a weakness for the company as without imported raw materials production would not take place.

OPPORTUNITIES

- **Increasing the product range:** Digisol is always trying to come up with innovative products that satisfy the needs of the consumer. This is done by proper R&D.
- **Growing Digital world and Rise of Internet Users:** The pandemic has led an extraordinary growth in the digital world with more and more people shifting towards networking products. This can be an advantage to the networking hardware industry.

THREATS

- **Intense Competition:** The modern world is dynamic with more and more new entrants entering the market which can be a threat for Digisol.
- **Fluctuation in demand:** The fluctuation in demand poses a major threat to the company. The possible reasons are taste and preference, price of substitute products, price of raw material, etc.

VRIO ANALYSIS

The organization should have four features/attributes to gain a potential competitive advantage. These four resources are:

1. Valuable resources
2. Rare resources
3. Imitable resources
4. Organization

The VRIO Analysis will look at each resource to analyze whether this provides a sustainable competitive advantage.

1. VALUABLE RESOURCE

Valuable resources are the resources that add value to the organisation.

- The Digisol brand is a valuable resource for the company. As the brand is unique and developed over a long time through the continuous effort of providing quality products to the customers.
- The company's suppliers are considered to be a valuable resource of the company as this has been only possible because of the highly efficient, quick, and timely supplies of raw materials from the suppliers.
- According to VRIO analysis, the Digisol product offerings are a valuable resource. Digisol is continuously innovating and differentiating its products and services.

2. RARE RESOURCE

This resource is rare in nature and helps the company in gaining a competitive advantage.

- According to VRIO analysis, the employees of the company are taken into account to be rare resources of the company. The reason behind this is the employees are highly trained and skilled. Example: Digisol Institute of Technical Training courses which help in providing quality training programs. A better environment and compensation ensure that employees do not leave the organization.
- The company focuses on the organization's culture of problem-solving. This leads to better teamwork, creativity, and innovation in the company. This in turn will lead to a competitive advantage

3. INIMITABLE RESOURCE

This resource is said to be inimitable when it is difficult to replicate.

- The quality of the products that Digisol offers to consumers is an inimitable resource.
- Digisol is an Indian-based brand that has a strong PAN India presence. Products are easily accessible and higher visibility of the brand.
- Digisol has an efficient production capacity which helps in minimizing the cost. Production is carried by Synegra and Telesmart which has its production unit with integrated technology. This technological advancement helps Digisol in managing smooth operations and business processes.
- Digisol engages with the customers at multiple touch points. This overall engagement and brand experience have led the customers to repeat purchases.

4. ORGANISATION RESOURCE

These are the resources that are important for a company. If the company resources are not organized, it will not provide any benefits.

- The company is focusing more on Research and development as this will help the company to stay on top of competitors and meet the changing taste and demands.
- The company is providing training to employees for different job roles. This will help in achieving desired job responsibilities also personal growth and development. This investment will benefit the company through a strong and committed workforce.
- The Company is also investing in Technological advancement and integration which will help the company to build a competitive advantage.
- Leadership and vision are an important part of the organization. Leadership provides direction to the vision. Leadership helps in motivating employees to achieve the targets. Therefore, leadership is directly related to the growth of the company.

PORTER FIVE FORCE ANALYSIS

Porter's five forces help us to analyze how these five forces impact the industry. Following are the five forces:

1. Competitive Rivalry
2. The threat of New Entrants
3. Bargaining Power of Supplier
4. Bargaining Power of Buyers
5. Threat from Substitute Products

Porter Five Forces analysis will help: Digisol System Ltd to build a sustainable competitive advantage in Networking Hardware Industry. This analysis will also help to develop a strategic position in Networking Hardware Industry and explore profitable opportunities.

1. COMPETITIVE RIVALRY

Competition is one of the major threats in the networking industry. In the past year, technology has grown so much which resulted in changes in the networking hardware industry. The networking Hardware Industry consists of various players hence every company wants to attain market share. There are a lot of companies like Cisco Systems, TP-Link, D-Link, Tenda, etc. which means the more the companies the more intense the competition. The intense competition in the industry results in driving down the prices and decreasing the overall profitability.

Digisol System Ltd operates in a very competitive Networking Hardware Industry. Digisol is coming up with innovative and differentiated products with diversifying range this will help to retain a huge customer base. Digisol is also building on the scale to reduce cost so that it can compete better in the market.

2. THE THREAT OF NEW ENTRANTS

New Entrants in the Networking Hardware Industry mean a new way of doing things through various strategies like lower pricing, cost reduction, new value proposition, etc. The threat of new entrants can pose a huge challenge in front of the companies. The threat of entrants is low because due to the intensive capital and technological requirements. Digisol is trying to build a loyal customer base which means lower switching costs by providing affordable and innovative products. Digisol is also building a robust network of distribution with a high focus on R&D. The Digisol Company products have world-class quality and are backed by Synegra and Telesmart's manufacturing facility. The company is trying to be better than the competitors which in turn makes it difficult for the new entrants to enter and compete in the networking hardware industry.

3. BARGAINING POWER OF SUPPLIERS

Higher Bargaining Power of Supplier can put pressure on Networking Hardware Industry which results in reducing profits, increasing pricing, lowering quality, etc. Most of the companies operating in the networking hardware industries buy raw materials from multiple vendors or suppliers which mean the bargaining power of supplier is low. Digisol has numerous suppliers from International and Domestic where it can acquire raw materials. This means the low bargaining power of suppliers. They can easily switch across multiple suppliers. Thus, maintaining a good supply and profits.

4. BARGAINING POWER OF BUYERS

A buyer can put pressure on companies when the bargaining power of the buyer is high which results in demanding better-quality products at lower prices.

This means the company has to incur extra costs. Due to intense competition and switching costs being high which means the customer can easily switch between brands that offer better and more affordable products there is high power of customers towards the companies. To deal with this Digisol is building a large customer base. The company is focusing on higher channels of distribution of the products as this will make the product accessible to the consumer which in turn increases the customer base. The company is also trying to provide new and innovative products to reduce the defection of existing customers.

5. THREAT FROM THE SUBSTITUTE PRODUCTS

The threat of substitutes means that the product can be replaced by the other product from other industries in which the company operates. The substitute products offer similar benefits to the customers. Higher availability of substitute products means the consumer can easily switch between brands and profit decreases for the company.

The threat for the substitute increases when:

- A cheaper substitute product is available in the market
- Substitute products offer superior or same quality products

The threat for the substitute for Digisol is moderate as another company is also offering the same product.

Digisol reduces the threat of substitutes by:

- o Offering quality products to customers
- o Offering good service to the customer
- o Proving better experience and high value for money
- o Provide a wide variety of products to meet the customer needs

PEST ANALYSIS

Pest analysis is used to evaluate the external environment in which the business is operating.

1. POLITICAL FACTOR:

Digisol is one of the leading Indian-based Networking brands. So, political factors have an impact on a firm's profitability. Political instability could severely impact the supply chain of the company as the company acquires raw materials from other countries mainly Taiwan and China. So, the political stability of both countries is a major concern. Changing political relations can leave the brand with major impacts.

2. ECONOMICAL FACTOR:

The variation in currency rates and raw material costs could affect the company and its business. The overall charges that are paid to acquire raw materials must be reasonable as it keeps fluctuating. This variation impacts the cost of the product which may not be liked by the customers. This could reduce the sales and profitability of the business. Inflation, taxes, and interest rates can also affect the company.

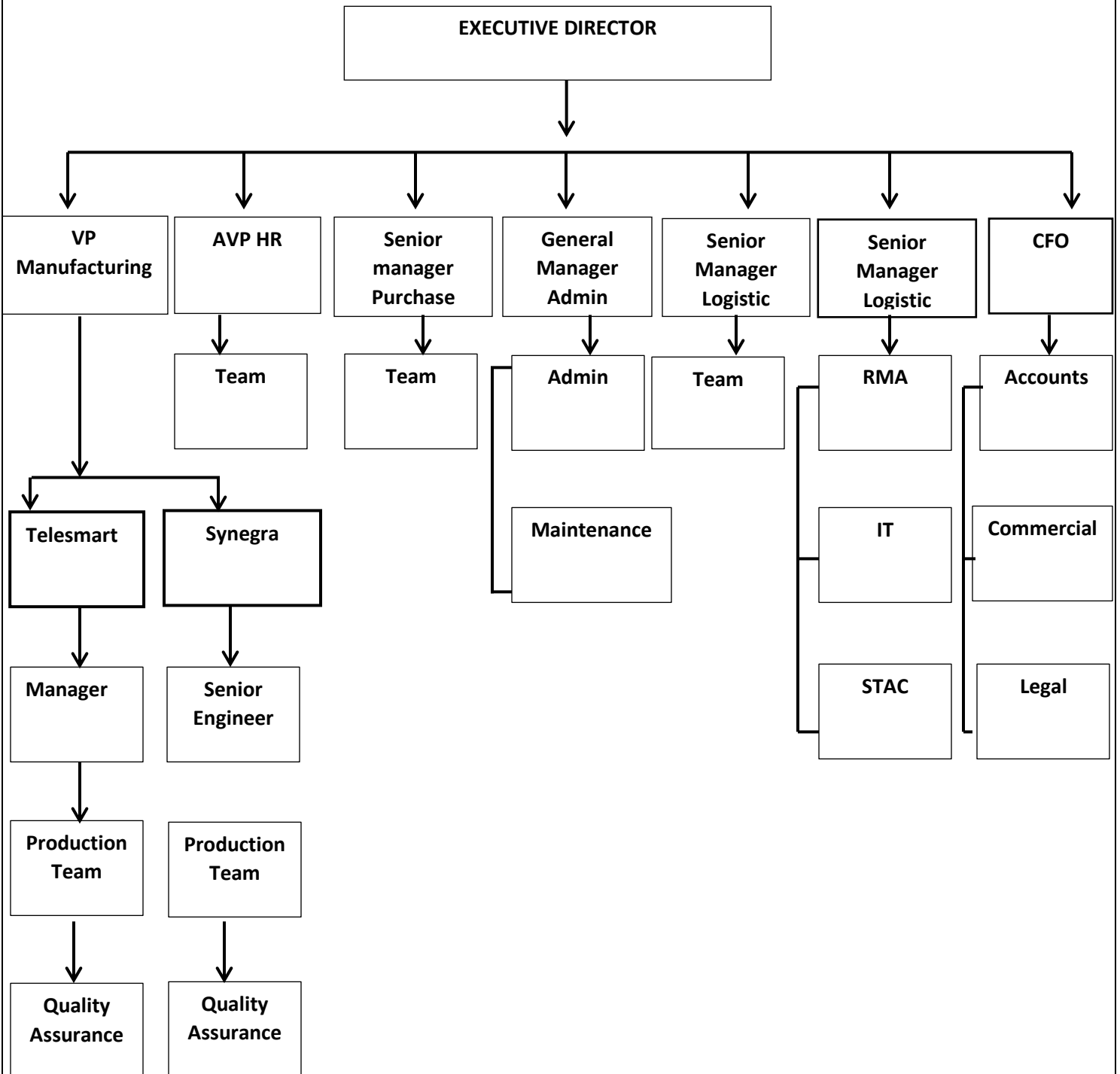
3. SOCIETAL FACTORS:

A high portion of the young population is important for Digisol as it promises Digisol a more skilled and educated human resource by adding to the talent pool. Higher education in the population means people will be more aware of their purchases which will result in a positive advantage for the Digisol brand. Understanding consumer behavior is important for the company as this will help the company to assess the potential market and cater to the needs of the consumers.

4. TECHNOLOGICAL FACTORS:

To keep up with the competition the company is constantly investing in the new and latest technology. This is because the latest technology makes production efficient. By doing so the company will be able to deliver a good quality of products and able to fulfill the demand. Not doing so can put the brand at risk of losing customers and market share.

ORGANISATIONAL STRUCTURE

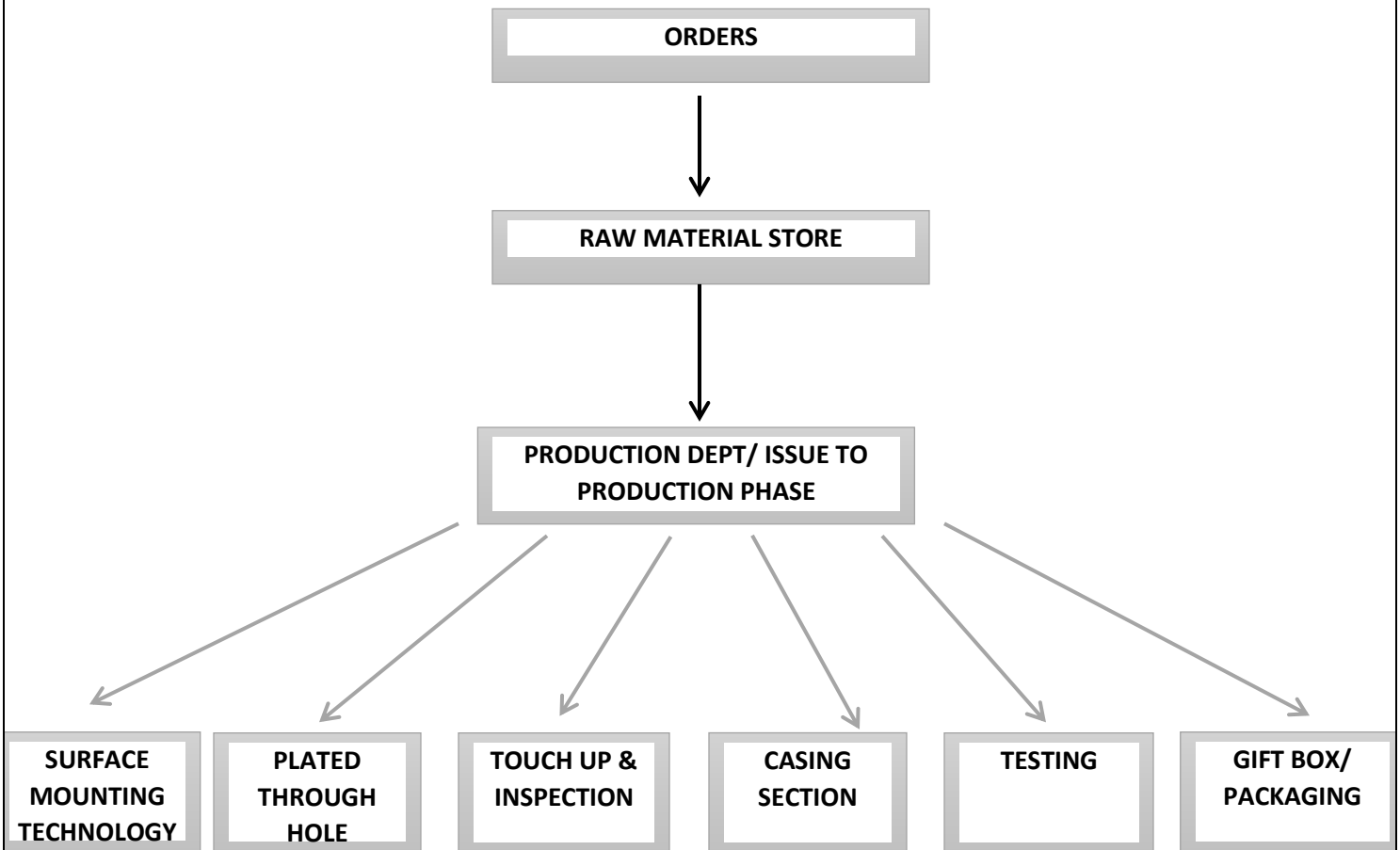


DEPARTMENTAL ANALYSIS

PRODUCTION DEPARTMENT

The manufacturing facility at Synegra is responsible for the manufacturing of Active Networking products for Digisol (Brand Company) as well as the other brand companies.

MANUFACTURING PROCESS:



ORDERS FROM THE COMPANY:

The Stage begins with Digisol giving a purchase order from the purchasing department to Synegra. Then Synegra will place the order that is to import the raw material from Taiwan and China in a kit (bulk). In a kit, around 10,000 or 20000 raw materials are depending upon the requirement of the company.

RAW MATERIAL STORE:

RM Store Department must make sure all the items are checked and are in place against the BOM (Bill of Material) which means all materials are available against the description and quantity which is mentioned in the list given. Once the Quality check is done on Raw Materials it is then issued to Production Department. Requisition Slip to stores to issue material to production.

PRODUCTION PHASE:

1. SMT (SURFACE MOUNTED TECHNOLOGY):

The Production phase begins with SMT. This is the main technology that is used so in this all the SMD devices are directly mounted on the surface of the printed circuit boards using different machines. Each stage has a different SMT machine and software installed.



- i. **Screen Printer Machine:** This is the Machine that is used for the application of solder paste on the PCB (Printed Circuit Board)
- ii. **IC Placer Machine:** This is the Machine that is used for Placing ICs or Chips and mounting different components on PCB (Printed Circuit Board)
- iii. **Reflow Oven:** Here the soldering will take place after the components are mounted. The mounted PCBs will move through a conveyor belt moving horizontally at a uniform velocity. The Reflowing Oven has temperature zones. An increase in temperature results in the paste of solder melts and decrease in temperature creates a cooling zone where the solder pastes sets.
- iv. **AOI (Automatic Optical Inspection):** This is the final stage where Inspection will be done for checking if all the components are mounted properly and also to check the solderability. The AOI will show the 3D scanning so if any possible defect is there will be shown on the screen. If any defect is found the PCB will be picked out. At this stage, PCB is 100% checked.
- v. **Barcoding:** Barcode stickers are put on the PCB to make sure each PCB has a tag and is identifiable/traceable this provides essential information that improves operational efficiency.
- vi. **Quality Assurance:** Quality control in PCB is done on a sampling basis since it is already 100% checked in the previous phase. But to maintain the highest level of manufacturing quality and to minimize the undetected flaw it is checked on a

random sampling basis. If it meets all criteria, it will be offered to the next section, or if any discrepancies are found the whole lot will be rejected.

2. PTH (Plated Through Hole):

Some components cannot be mounted or soldered on SMT Assembly Line so in this the PCB is transferred to PTH. It is the manual process in which all the connectors and components will be manually mounted on the same PCB (Printed Circuit Board). After all the components are manually mounted, they will be soldered using a Wave soldering machine.



3. TOUCHUP AND VISUAL INSPECTION:

It is the process of inspecting the components which are manually mounted and soldered. After wave soldering there can be small defects like soldering holes or extra tin on board or Dust on PCB, so the technician will fix this by a method called Touch up.



4. CASING SECTION:

At this stage of production, the PCB will be placed in a Plastic or Metal casing as per the product requirement by the company and then it will be handed over to the testing section.



5. TESTING SECTION:

In this stage, each product will be going through a process which is called Testing. Testing is usually done to check the functionality of the products manufactured. Each product will have to fulfil certain parameters to pass the test. The steps of testing will differ from product to product.

Later again quality checks will be done to maintain the highest level of quality and prevent flaws. This will be done on sampling/ random bases.

The Product which fails the testing process will go to Debugging section where the product will be repaired.

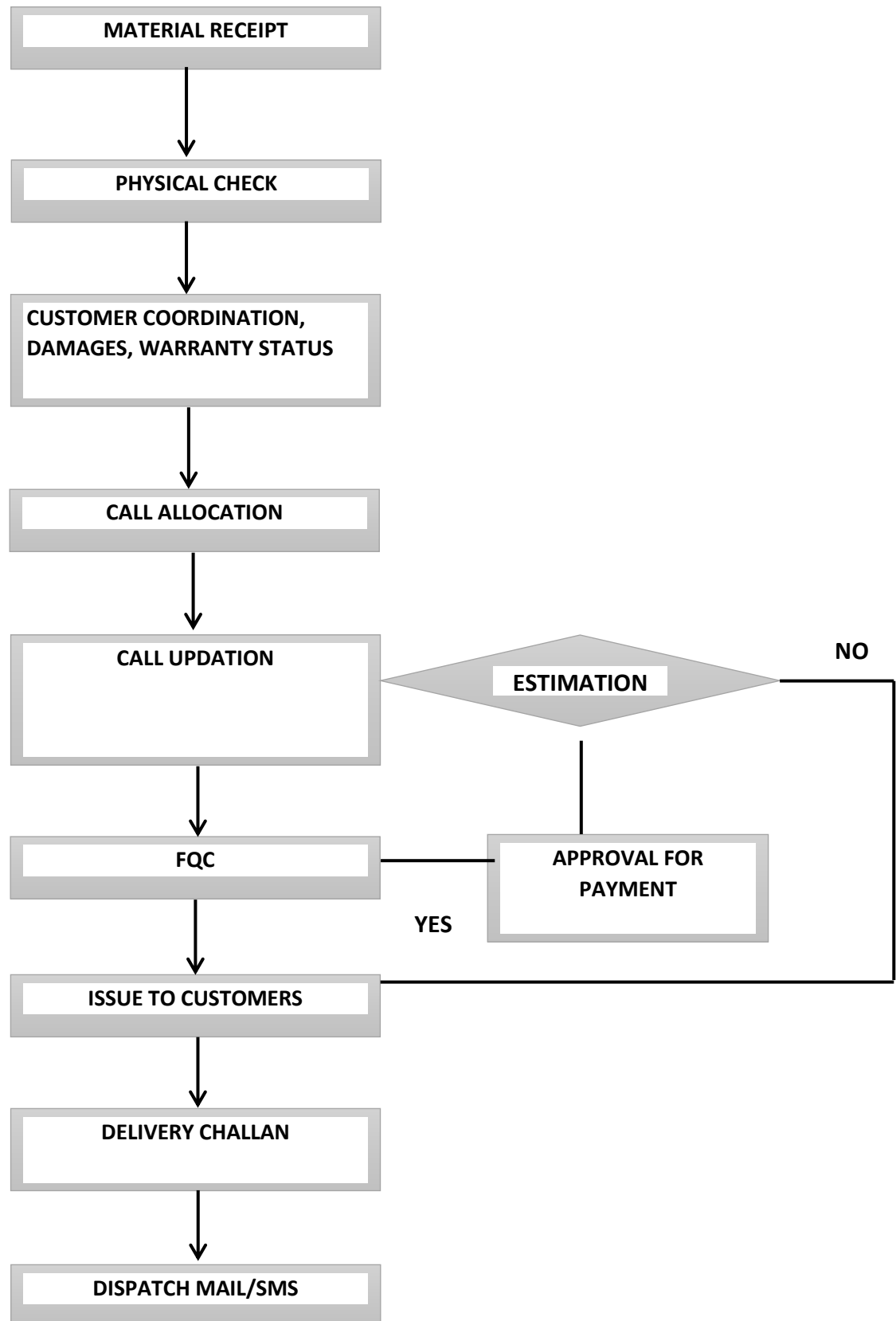


6. PACKAGING:

This is the final stage of the Process where the products which pass the functional test will be packed that is in a gift box (Digisol Brand Box). The same will be placed on the carton box ready to dispatch or deliver.



RMA PROCESS FLOW



RMA DEPARTMENT

RMA is the service department of Digisol products which is responsible for after-sale services.

FUNCTION/PROCESS:

- o The stage starts with **the Material Receipt** which contains all the details of the products.
- o The second step is the **Physical Check** of the product that is done that is outside and inside of the product to find the defect or problem in the product.
- o The customer (**Customer Coordination**) will be informed about the product status. If the product can be repaired and is under the warranty and the damage details of the products. The warranty of each product will be different from the time of manufacturing the product to when the customer purchases the product.

RMA department will have a CRM software named “**SmartSys**” all the procedures and updating must be going through this software Ex: Including all detail of the product, Serial number, Name, Address, etc. once all details have been inserted in the software the transaction is saved.

- o After saving the transaction a particular **Call Id** will be generated for that product. As per the product defect/damage **Call Allocation** is done which is assigning of engineer to repair the product.
- o **Call Updation** is done to inform the customer about the damage and estimate the cost. At this point, the customer will tell whether he/she wants to repair the product or not. If the customer approves, then it will move to the next step. Otherwise, the stage end there, and the product is sent back to the customers.
- o Based on the requirement the engineer will put **MRS for Spares** (requests made through the system for components). The engineer will rework the product and then repair the product. Product testing will be done to ensure the product is functioning well.

Once the unit is repaired proper appropriate technique is used for cleaning the unit.

- First is removing unwanted stickers from the unit
- Use the correct quantity of alcohol and min cream to clean the unit
- Take safety measures like using hand gloves, masks, and goggles.
- Once the cleaning is finished put it into a bubble pack bag and put it into the respective box.
- Printing label mentioning correct serial number, model name, etc. and putting on the outer box
- Also sticking label “**NOT FOR SALE**” for a refurbished unit.
- o **Final Quality Check** will again check the unit if the product is properly and not faulty.

If a product passes the FQC update in the system and is later dispatched the product (**issuing of product to the customers**).

- o **Delivery Chalan** will be issued which will contain information like name, address, product details, product status (repaired), etc.
- o Once the product is **Dispatched Update/ Inform** the customer about the product.

QUALITY ASSURANCE

All the activities and tasks that must be undertaken to maintain a desired level of quality.

FUNCTIONS: -

- o They do quality assurance tests.
- o It plans measures, analyses, and quality reports.
- o In case there is any lack in the quality then make assure and improve the quality of products
- o If any fault occurs in the product, then they will send it to debug center.
- o Inspections are done.

DEPARTMENT PROCESS:

- o The quality Assurance department is the main department at Digisol. In the quality assurance department incoming quality checks of imported finished products and packaging material. These Imported products are very high-end products that are imported from vendors directly.
- o Each product has work instructions as to how to check products.
- o Goods Inward Note which is the internal documents that will be issued after inspecting delivery of proof as the goods entered the factory. This is issued by the store department and will pass by the Quality Assurance department after the products are checked by the QA department.
- o To make the process systematic and smooth flowing ERP (Enterprise Resource Planning) system is used named “**Microsoft Dynamic**”. All the transactions must be carried out through this system.
- o A sampling plan is followed which is prepared by HOD. Quality Assurance is done on a sampling basis. If a product is found faulty will be rejected immediately. The product will either be locally repaired or will be sent back.
- o Before launching a product sample from multiple vendors will be tested that is checking the design, quality, and functionality. Packaging will also be checked to see if the packaging material used is of good quality, or if the packaging is made as per the design. Once everything is checked later to mass-produce it is given to Synegra and Telesmart.
- o To make sure products are safe and high quality it is ISO certified. **ISO 9001** for quality, **ISO 14001** for environmental. Auditing is done once a year by external faculty to check if the process is properly and to check if the quality is maintained well.
- o For safety purposes of products. All the Passive Products are **UL (Underwriter Laboratories)** certified. UL recognized means products meet the standard for safety and are free from danger. For the Performance purpose of products. All the Passive Products are **ETL certified (Intertek Electrical Testing Labs)**. Auditing is done quarterly.

LOGISTICS DEPARTMENT

The logistic department handles the delivery of goods from the point of origin to the point of consumption to meet customer requirements.

FUNCTIONS: -

- o Delivery of items at the right place and right time.
- o Determining the order and deliveries.
- o Determining routes for deliveries.
- o Negotiating with the outlets regarding timing.
- o Arrangements of vehicles for special deliveries.

DEPARTMENT PROCESS:

- o Purchase order: The first step starts with a purchase order through the distributor or salesperson.
- o There are two types of products Active and Passive. Each product has a different code that is assigned to them.
- o The next step is approval for Pricing is done. Once prices are approved later it goes to processing.
- o **Processing: (Freight charges):**
 - For Active Products: Distributors must bear the cost (TO PAY). **Ex Works**
 - For passive Products: Company must bear the cost (TO BE PAID). **CIF (Cost, Insurance, and Freight)**
- o Credit Period is given of 30, 45, or 60 days to pay the money for the goods ordered.
- o 95% of the goods are usually transported by road or some time through the air if there is urgency for the goods to be transported as soon as possible.
- o Everything is managed through ERP software called **Navision**. All the transaction has been carried by this software from the time of order till the goods are delivered.
- o Pick Slip will be generated after price hold & finance hold are removed. (Means if there are any backlogs of payment held by the Distributor or customer, he/she must pay that first to move forward with the next order)
- o Invoice will be generated: (Invoice is given to the buyer from the seller to collect the payment. Invoice will contain all details of the product, cost of the product, term of the payment, etc.)
- o Once the invoice is generated goods are dispatched to the respective location.
- o Goods are transported through Blue Dart Express, Gati, etc.
- o **Sales Return:** This is where the customer returns the product to the seller now; this could be for several reasons.
 - The return of goods could be due to the product delivered is found defective.
 - A return could be due to the wrong product being delivered to the customers.
 - A return of the product could be also if the customer did not like the product

HUMAN RESOURCE DEPARTMENT

RESPONSIBILITIES OF HRM

HR Manager is responsible for the complete employee lifecycle.

- o HR Manager is responsible for manpower planning or Human resource planning which means putting the right people in right place.
- o HR Manager is responsible to analyse the current manpower, forecasting future manpower requirements, developing employment programs, designing a training program, and evaluating the performance.

FUNCTIONS:

RECRUITMENT:

The recruitment process at Digisol Systems Ltd is all about finding and attracting potential candidates to fill vacant positions in an organization. The HR department must identify the job vacancies, analyses the job requirement, review the application, shortlist, and select the right candidate.

SELECTION:

Selection is all about selecting the right candidate with the right qualifications and capabilities to fill the vacant job. The selection process is lengthy as the candidates will be going through various steps before they are hired.

The selection process comprises of following steps:

1. Screening of Applications
2. Employment Tests (Test will differ from the job role)
3. Interview
4. Reference checking
5. Final selection

PLACEMENT:

After the employees are hired on the job, He/she must be placed in the right job. Employee Placement means allocating the right people to the right job. Employee job placement will be based on the requirement of a job that matches the employee's skills, capabilities, qualifications, etc.

EMPLOYEE INDUCTION:

It is a process used by the HR manager to introduce new employees to the organization and prepare them for their new job roles. It helps the employees get familiarized with the organization. Example of Induction Criteria at Digisol System Ltd: Organization Overview, Generally Applicable rules, Benefits, Fun activities, Roles and Responsibility and Health, Environment and Safety.

PROBATION PERIOD:

A probation period of 3 months or 6 months depending upon the experience of the newly hired employee in the company. During which the organization determines whether its employee is suitable for the organizational and the job role and is performing as per the expected lines. During this period the HR manager can remove an employee who is not performing well at their job.

TRAINING AND DEVELOPMENT:

There are Three Quadrants:

1. Trained Employees: Here the employees are already trained they don't require much training. They know what the job is and what must be done.
2. Train the employees: Here the employees need to train to do the job. Supervision is required
3. The third quadrant consists of employees who require less training usually 1 week or less for example Security guards. The growth in this quadrant is less.

Employees are trained according to their job profile to prepare them for future changes in the market. E.g., Seminars, Group discussions, Behavioural Training, Technical Training, assessment centers, etc. As per the needs of the organization and the job, requirement employees have trained accordingly.

EMPLOYEE DATA AND RECORDS:

The employee's data such as an address, telephone number, the previous company worked, etc. is recorded in the system.

ATTENDANCE MANAGEMENT:

It is important to have attendance management to have control over employees' time to minimize employee absenteeism in the company. An organization's good attendance record is reflected in a good employee work culture. Attendance record is maintained through a biometric system or online app attendance system and attendance register.

PERFORMANCE APPRAISAL:

Reviewing an employee's job performance on regular bases and overall contribution to the organization. It helps to evaluate an employee's skills, achievements, and growth.

Example: ZingHR software is used

BENEFITS:

Various benefits are offered to employees in addition to their salary. E.g., Health care benefits, paid leaves, vacations, bonuses, sick leaves, salary increase, Food facility, etc.

RETIREMENT:

It is when an employment agreement is finished in his/her current organization. It is the job of the HR manager to predict the date of an employee's retirement to recruit a new employee for the vacant job. It is the responsibility of the HR manager to give suitable retirement benefits to the employees

RESIGNATION:

Voluntary exit from the current working organization. The employee has to inform well in advance before his/her resignation and has to submit his/her resignation letter to HR so that the process can be further carried out.

EXIT INTERVIEW:

An exit interview is an interview which will be carried by the HR to know the reason behind an employee leaving the organisation. Also, to know the feedback toward the organisation and current job. Once the procedure is completed experience certificate is given to the exiting employee.

○ HUMAN RESOURCE PROCEDURE:

BEFORE

- When there are vacancies, advertisements are put on brochures, newspapers, and references from present employees.
- Online sites- Company websites/ other apps like Naukri, Indeed, and Monster.
- Then there is the interview process (personal, telephonic, skype/ video call)
- Candidates are given the MRF (Manpower Requisition Form).
- An offer letter is prepared and given to the candidates for their acceptance; after they accept the offer letter the joining date is finalized.

AFTER JOINING

- After joining employee is introduced to the other staff, to the organization, and to the working environment.
- They are given suitable training about the job profile.
- Create an attendance/ biometric account and update the employee's name in the attendance register and the online system.
- HR has to coordinate with the bank to open the employee salary account.
- The employee is kept on a probation period of 3 to 6 months when he joins the company to check whether he is worthy of the job.
- The employee is entitled to ESIC if his monthly salary is not more than Rs. 21,000/-
- The employee is also entitled to Provident Fund.
- Both ESIC and PF are being deducted from employees' salaries.
- During the probation period employee is not allowed to take personal leaves, if so, then that day's payment is deducted from the salary, however in the 3 to 6 months' time they are allowed to take sick leaves (only in the case of serious and medical problems) and a medical certificate has to be taken from the doctor.
- After completion (i.e., the probation period) the employee is given his confirmation letter.

AT THE TIME OF LEAVING

- The employee has to inform the authorities about his resignation.
- He/She should give a one-month notice to the organization /HR; failing which his/her settlements cannot be processed.
- The employee is only relieved from his services only if the HOD (Head of Department) accepts the resignation.
- Within the notice period time, all the exit formalities have to be completed and, in the meantime, a new person has to be hired for the vacant post.
- The employee has to do an exit interview/fill out the exit interview form.
- No dues /clearance certificate has to be given by HR to the resigning employee.
- All data of the employee has to be furnished to HOD (leave records etc.)
- The final settlement of the employee has to be given.
- Experience certificate will be given to the employee.

PRODUCT MANAGEMENT

The product management department is responsible for overall product success. It includes planning, developing, launching, and managing product.

FUNCTIONS:

- Based on sales and marketing department requirements (Sales and Marketing Dept. will do the market research, understand the need of consumers, customer feedback, surveys, etc.) the same will be forwarded to the Product management department. **(Sales and Marketing Department/ team operates from Mumbai).**
- Finalization of the pricing is also done by the Product management department.
- Vendor management is done by the Product Management Department. That is managing the supplier, selecting the suppliers, preparing the list, etc.
- All products have a certain cycle that it goes through. The product management department will look after the Product life cycle of the products.
- The product management Department is also responsible for providing support to the salespeople if specific queries are not solved.
- The product management team is also responsible for supporting the Marketing Teams for EDM (Electronic Direct Mail) Marketing (Specification or details are all approved by the Product management Team).

SALES & MARKETING

BRAND BUILDING: A KEY TO SUCCESS

Brand Building has always remained the top priority of the company. It is very important to provide top-quality products to consumers but how a consumer will perceive the Digisol brand is equally important for the company.

Digisol is constantly educating the community which comprises channel partners, system integrators, and Electricians/installers because these are the people who interact with end consumers thus playing a very important and strong role in brand building.

The company is building its brand by participating in various events, expos, in-shop branding, and trade show. The company is active on social media platforms with strong content marketing like Facebook, Instagram, LinkedIn, Twitter, and YouTube. The company also has an engaging website www.digisol.com.

To ensure an extensive reach of the product throughout the country the company has a unique distribution system that includes distributors. The company products are also sold on e-commerce websites like Amazon, Flipkart, Tata Cliq, and Snapdeal.

PURCHASE DEPARTMENT

The purchase department is responsible for the procurement of quality raw materials and finished goods from vendors at the best price and on time.

FUNCTIONS:

- First sales forecast planning is done. The sales forecast plan is prepared by the Product Management team and will be forwarded to the purchasing department.
- Based on this planning will be done by the purchasing team based on the parameters like material in stock, WIP, etc.
- After reviewing and approval purchase requisition will be converted into purchase orders on approved suppliers.
- The purchase order will be sent to the supplier via email with terms and conditions.

BASIC PROCEDURE FOR PROCUREMENT OF RAW MATERIAL

LOCAL:

- Sources will be identified with the help of the existing approved supplier list.
- Inquires will be sent to the supplier
- Details shall be updated in the supply master
- Once the quotation is submitted by suppliers
- The quotation will be analyzed based on the rates, delivery periods and negotiation will be done, and orders will be placed accordingly.

IMPORTED:

- Sources will be identified with the help of the existing approved supplier list.
- Inquires will be sent to the supplier
- Vendors' registration is done in the system after communication with top management.
- Details shall be updated in the supply master
- Once the quotation is submitted by suppliers
- The quotation will be analyzed and approved through the mail.
- The freight forwarder will be appointed who will take responsibility for the shipment
- When shipment will be shipped supplier will be sent the shipping documents by email.
- Above will also be coordinated with the approved freight forwarder for shipping documents i.e., House airway bill or bill of lading for air and sea respectively.
- Imported Shipments will be cleared by paying all the duties etc. and brought to the warehouse for further processing.

FINANCE & ACCOUNTS DEPARTMENT

The main function of the finance department is the management of the funds of the company, making sure that there are sufficient funds and leading the company to a profitable year.

FUNCTIONS:

- o The finance department is responsible for employee payroll, maintaining payroll records, and ensuring data compliance.
- o **Preparations of financial statements** which include trading A/C, Profit and loss A/c, and balance sheet. (Annual Reports)
- o Keeping the entire accounts statements ready for auditing. So, that the auditor can examine the financial statement.
- o **Bills Payable:** The finance department will handle the payment which is to be made to the suppliers. **For advance payments:** Once the Approved PO (Purchase Order) copy is received from the purchase dept. for releasing advance payment. Based on the above remittances are done.

Accounts Dept. runs aged accounts payable reports every week before payments are processed. Payment is made which are automatically identified on the system.

- o **Foreign currency payments:** Import payments are monitored manually by maintaining **an Excel file**, as foreign currency rates fluctuate on daily basis.

For Import purchase, credit days starts from the Invoice date. Hence Accounts Dept. maintains a separate Excel file with supplier Invoice/BOE details, and calculates the due date based on Actual payment terms. The payment process involves submitting Vendor details/vendor bank details/ Invoice details along with vendor invoice and BOE copy, to the bank. **The authorization is based on Board resolutions submitted to the bank.** Foreign remittance advice is received from the bank which confirms the transfer. Based on this advice bank payment entry is accounted for in the system.

ACCOMPLISHMENTS AND LEARNINGS

My internship at Digisol Systems Ltd provided me an excellent exposure to learn and adapt to the working environment of the organization. Learning is a continuous process and there are so many things we can learn from the organization. I got to know about the company and the industry in which it operates and how all the departments are interdependent.

During my internship at Digisol Systems Limited, I was assigned the task of Induction Training Feedback Form. I had to change the form as per the HOD requirement. This was about analyzing the information and then redesigning the format. This helped to know about the induction training provided to the employee. As an intern, I accomplished the task which was assigned to me.

Through this project, I got a chance to meet the Head of department which gave me so many insights about the organization and the functions of each department.

I also got an opportunity to visit the manufacturing unit wherein I observed the production closely and that helped me to understand the complete process. The production stages were new to me, and I am glad that I got to learn about new things.

The internship has added a new dimension to my knowledge before we just have theoretical knowledge however internship helped in filling that gap. So, some of the other learnings from the organization:

- We should always have the curiosity to learn.
- Communication skills improve
- Always be flexible to adapt to changes
- Maintain discipline and understand the importance of time management.

It was a great experience learning so much unique stuff with Mr. Prashant Nayak and the HODs of the Departments. It was indeed an enriching experience.

CONCLUSION

Digisol Systems Ltd is a very good company. The reputation of the company is also good in the market. The customers are happy with the product and services that they get from the company. The organization's staff is very supportive and friendly always ready to attend to the queries of the interns.

It was a wonderful learning experience at Digisol Systems Ltd. The internship which was carried out at Digisol System Ltd was successful in achieving the objectives. This internship gave me a lot of knowledge and exposure to the organization. It also helped me to get familiarised with the different departments of the organizations.

This internship also helped me to understand the production process carried out in the plant. From the study, we can understand that the company is focusing on the quality of its products and service. The company is constantly innovating to meet the needs of the customers through continuous R&D (Research and Development).

Finally, I would like to thank everyone who gave me this opportunity to intern and for their support, guidance, and encouragement to learn and grow my knowledge. It was an enjoyable and pleasing experience at Digisol Systems Ltd Verna Industrial Estate -Goa. I hope this experience will help me in my future and career.

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