



**INSTITUTE OF MANAGEMENT,
NIRMA UNIVERSITY**

MBA-FT (2020-22)

Final Report

Company Name: - Times Internet



Submitted by: - Karangiya Ketankumar Maldebhai (201121)

Date: - 12/07/2021

Company Mentor:

Mr. Shalabh Jain

(Manager)

Faculty Mentor:

Praneti Shah

❖ Acknowledgement:

It has been an immensely educating and overwhelming experience working at **Times Internet**. My internship at Times Internet has not only given a thrust to my Career but also helped me enhance my skills at a personal level.

I extend my heartfelt gratitude to **Mr. Shuva Ghosh, Zonal manager** who has guided me in selecting the project for study and has been an immense source of support and inspiration throughout the internship period.

I express my deepest thanks to **Mr. Shalabh Jain, Manager** and team for helping me immensely during the project and guiding me in conducting the various timely activities. I choose this moment to acknowledge their contribution gratefully.

I also sincerely thank my Mentor, **Praneti Shah, Professor**, Institute of Management, Nirma University for helping me throughout my study. Last but not the least; I owe my gratitude to all the faculty members of Institute of Management, Nirma University for making me capable of undertaking the tough task at Times Internet of delivering a quality output.

❖ Executive Summary:

This is an attempt to understand how the theories we learn in class can be used in real-life situations. As an MBA student, you will be required to do a summer project at a good firm as part of your studies. As a result, I was given the opportunity to do summer internship at Times Internet.

I did my internship at Times Internet for 2 months, from May 1st to June 30th, 2021. Times Internet is a digital products company that operates, owns, and invests in various Internet-led products, technology, and services. The company creates high-end digital devices that improve and simplify people's daily lives. This internship assignment is part of my two-year master's Programme at Institute of management, Nirma University.

I worked on an assignment to study and analyse the impact of Covid-19 on several job portals. The project's major goal is to establish open lines of contact with various firms in order to determine the impact of Covid-19 on their hiring efforts and to learn about the tactics that companies are implementing to retain their important resources during this COVID-19 pandemic.

This study also taught me about new trends in HR, recruitment, and company culture as a result of the epidemic. I not only gained a lot of knowledge from the project, but I also got a great opportunity to improve my professional abilities. It also assisted me in developing communication and negotiation skills while communicating with prospective clients.

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❖ *Introduction of IT Sector in India:*

The IT-ITeS (Information Technology and Information Technology Enabled Services) industry is altering Indian business standards. This industry includes software creation, consulting, software management, internet services, and business process outsourcing (BPO). According to a Times of India report, India's liberalisation was possible because of IT industry. The industry started in the 1990s with about \$100 million in exports and 5,000 employees. It is today a successful international industry, with over \$70 billion in IT exports and 2.8 million people employed in the business. According to the article, the IT sector is now one of the country's top two industries.

India has earned a well-deserved place in the global information technology sector, thanks to hard work and an unrivalled fascination with technology. IT-BPM has played a big part in India's socio-economic progress, accounting for a considerable share of GDP in financial year 2020, to the point that numerous corporate and financial leaders feel it is the future driver of modern India.

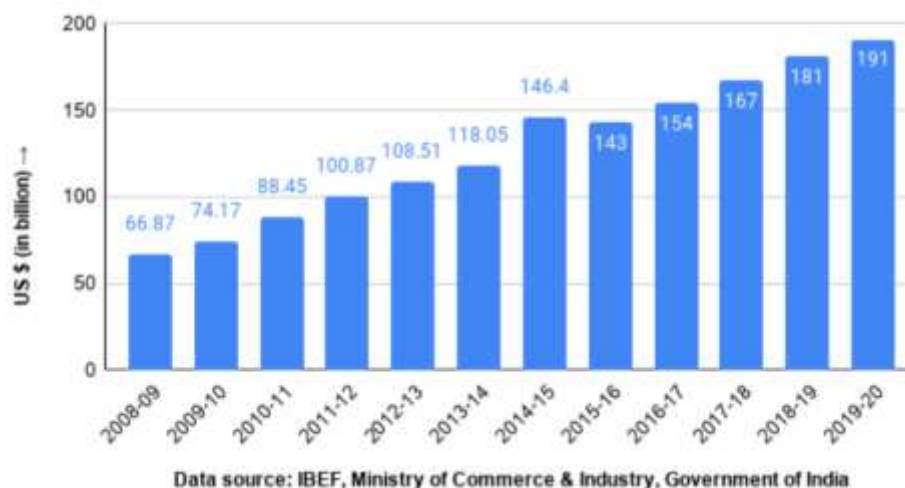


Fig 1: Market size of IT Industry in India

India accounted for 18% of worldwide IT spending. The country, on the other hand, had the smallest start in the field. Due to a lack of adequate infrastructure for software development, the government created a new software policy that encouraged greater involvement and simplified trade procedures. As a result, the sector has experienced rapid expansion, particularly during the 1990s economic liberalisation. India generated almost \$136 billion in export income in 2019.

Many consider IT to be the epitome of the technological revolution, and it is frequently likened to the industrial revolution in terms of its impact on jobs and skill development. Technology has

infiltrated practically every part of society, resulting in disruptive changes and the creation of millions of jobs in the India.

India's capacity to deliver high-quality IT outsourcing services is one of its strong capabilities. India is appropriately referred to as an IT outsourcing hub because it caters to the demands of the bulk of IT companies in Europe and North America. The Indian IT industry's export market was more than \$135 billion dollars, five times its national market. IT services and IT-enabled services were the most demanding in the global markets.

In India's financial year 2019, IT services accounting for over half of the IT industry's export income. While India's IT business is growing in terms of income and jobs, it is not without its problems. With evolving technology and stiff competition from neighbouring nations, India's capacity to adapt to new technologies and changing global regulations is going to be put to the test.

The potential for employment generation is one of the most significant benefits of the computer and information technology industry in India. Two further benefits are exports and foreign direct investments (FDI). New businesses have formed in the Middle East, Africa, Eastern Europe, and South and Southeast Asia. IT outsourcing has long been popular in India. There are numerous IT employment opportunities in India. Indeed, India is expected to overtake the US as the country with the most software developers in 2018. (52 lakh vs. 42 lakhs in the United States).

Tata Consultancy Services (TCS), Wipro Technologies, Cognizant, Yahoo!, Google, Tech Mahindra, Infosys Technologies, HP, Capgemini, iGATE Patni, Accenture, L&T, EY, Convergys, MphasiS, Genpact, HCL Technologies, and Godrej Infotech are among the IT businesses in India that offer jobs in this IT sector. Thanks to the presence of these major IT businesses, cities like Delhi, Noida, Bengaluru, Gurgaon, Mumbai, Hyderabad, Chennai, and Cochin have emerged into potential IT centres for the country.

❖ *About the Times Internet:*



Times Internet is an Indian Internet technology company based in Gurugram that owns, operates, and invests in a wide range of Internet-related products, services, and technology. It is the digital arm of India's largest multinational corporation, the Times Group. Times Internet now owns and operates a suite of transaction-driven market-places in the areas of real estate, personal finance, education, jobs, table reservations,

and more, as well as 39 digital products in the areas of news, sports, music, video, trivia, spirituality, and a suite of transaction-driven market-places in the areas of real estate, personal finance, education, jobs, and more.

Times Internet has invested in over 50 digital start-ups through its venture capital arm TVentures, including logistics service Delhivery, bus aggregation site Shuttl, ed-tech platform Byju's, and gaming platform MPL, among others. The Times Internet has about 450 million monthly visitors who spend over 13 billion minutes on the site's numerous goods and services.

The product that we've been working on for our summer internship is timesjob.com. Timesjob.com is one of the top three job portals in India, along with Naukri.com and Monster.com, and is owned by The Times Group. They provide a comprehensive range of products and services in the areas of career enrichment, talent management, and recruitment. Over the years, their e-recruitment tools have made recruiters pleased by supplying qualified candidates for every open position. They want to make hiring more efficient, effective, cost-effective, and convenient.

❖ *Products and Services:*

- **Grade up-** Exam preparation app
- **Whats hot-** Local guide to your city
- **Times prime-** Digital subscriptions platform
- **Times job-** Job listing portal
- **Times card-** Lifestyle focused credit cards
- **Techgig-** Technology platform and community
- **MensXp-** Men's lifestyle portal
- **MagicBricks-** Real estate listings & information portal
- **iDiva-** Women's lifestyle portal
- **Gaana-** Music streaming platform
- **Dineout-** Table reservation service
- **CouponDunia-** Deal discovery platform
- **CricBuzz-** Cricket infotainment platform
- **BaaziNow-** Live video and gaming platform
- **Times of India-** News portal in English
- **IndiaTimes-** News and infotainment platform

- **ETimes-** Entertainment news portal
- **Nav Gujarat Samay-** News portal in Gujarati
- **NavBharat Times-** News portal in Hindi
- **Databack-** Data saving services

And many more...

❖ *About the TimesJobs.com:*



Timesjob.com is a TBSL'S (Time Business Solutions) flagship business and has been in existence since the year 2004. Timesjob.com was born with a mission to reach out to all Indians in the country and also abroad and provided them with the best career opportunity possible. Its focus is to ensure that the skills of the candidates are showcased and matched suitably with the HR's requirement of employers from different industries.

TimesJobs is an Employment Website that provides various kinds of employment solutions to clients both domestically and in a few other countries, it is owned by Times Business Solution Ltd. which is a unit of Times Internet Ltd. also known as "Life Interactive" arm of Times Group. The prime focus of the platform is to provide the companies registered in the platform with relevant candidates that are suitable for the job offerings depending upon the scenario in the most cost effective and time saving manner, it is done in various ways depending upon what service/package the customer has opted for, the company also ensures that all the resumes are crosschecked and verified if the company requires, the company currently has more than 28 million active users.

➤ **Services offered by Timesjobs:**

- **Job Posting:** - Wherein clients can post about any job openings that they have in their respective companies along with various details such as location, job description and other relevant details.

- **Bulk SMS:** - Wherein SMS containing brief information are sent to various people all around the country that have been registered in the portal while also having the facility to time the postings, analyzing the performance.
- **Database Access:** - Wherein the CVs of all the relevant candidates registered on the portal is provided to the client who has subscribed for the service.
- **Xpress Jobsite:** - Wherein the career website of TimesJobs gets synced with the company's website such that whenever an interested candidate clicks on "Careers" he/she is redirected to the platform where each job posting is visible to the candidate.
- **Brand Visibility Services:** - Wherein the interested company's visibility would be increased by providing services like "banners" in the homepage, "exclusive logo space" at an attention-grabbing spot-on website etc.

Apart from this there are various other achievements and services that the company has achieved/provided such as being the only firm to have tied up with the armed forces further the platform has a separate website for retiring officers wherein, they can find jobs that they might prefer doing afterwards. The platform also organizes offline Job Fairs around the country to help candidates in securing jobs.

❖ *Business Model*

Because it is active in both B2B and B2C and operates as a broker, TimesJobs.com is virtually a cross between a brokerage and an advertising business. It's a channel where employees and executives shake hands, and both parties are consumers. It is a website that offers information and services as well as advertising messages.

From the start, TimesJobs.com has had a defined revenue plan. For the services provided to consumers, there is a direct flow of income.

TimesJobs.com isn't just in the business of 'online recruitment advertising,' it's also in the business of connecting job seekers (seeking for a career) with employers (searching for the appropriate candidate) through a 'online medium.' As a result, TimesJobs.com is in the 'recruitment advertising' sector.

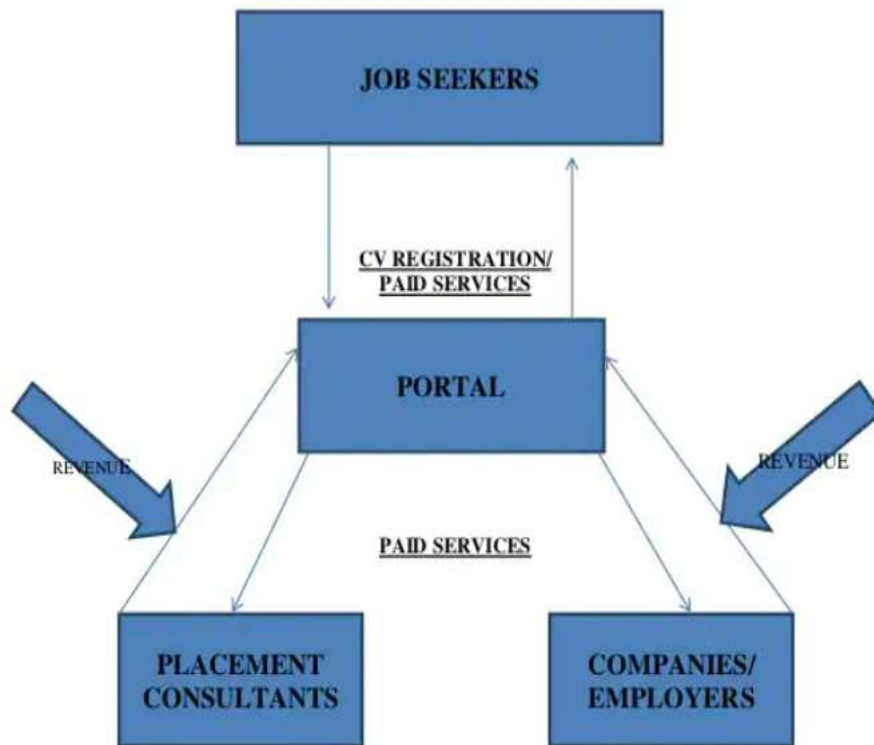


Fig 2: Business model of Timesjobs

The revenue is earned in three following ways:

Job seekers: They pay for services like upgradation of CVs and alike services

Consultants: They pay for buying database for any specific job profile

Employers: They pay for buying database of candidates or for posting a job and other services like SMS subscription packs and refreshing the jobs.

❖ *Swot Analysis*

SWOT Analysis is a strategic planning approach for assessing the Strengths, Weaknesses, Opportunities, and Threats that a project or commercial endeavour may face. S.W.O.T is usually categorized into External and Internal Factors. Opportunities and Threats are examples of external variables, whereas Strengths and Weaknesses are examples of internal factors.

Let's evaluate the internal & external factors of Timesjob.com:

➤ STRENGTHS:

- Huge market potential – one of the world's fastest growing E-recruitment marketplaces Low recruiting costs
- Easily manage possible candidate responses.
- In terms of contact and reaction, there is a faster turnaround time.
- For organisation, there are head search features accessible.
- Online branding is possible.

➤ WEAKNESSES:

- Limited internet availability resulted in a large number of garbage CVs being accessed.
- Scarcity of certain profiles
- Because a lot of garbage gets accessible, short listing takes time.
- CVs aren't kept up to date, and there aren't many experienced applicants in the database.

➤ OPPORTUNITIES:

- In India, there is a lot of foreign investment, thus these companies need to hire people. As a result, there is a chance to tab new arrivals from other countries in India.
- All of the current portals are focused on large cities, but the manufacturing sector, which has a large number of SME's (small and medium businesses), is still untapped.
- Regional demand is increasing.
- The number of BPOs is growing.

➤ THREATS:

- E-recruitment sites are becoming increasingly competitive.
- Local consulting agencies.
- Newspapers and other free posting sites

❖ *Pest analysis*

- **Political:** Politically Timesjob.com is trying to preserve competition by maintaining political stability in the management and also keeping its board satisfied with the internal working conditions.

- **Economic:** Timesjob.com is restoring to many cost cutting measures in order to keep it agile and profitable in the current market scenario. They help the corporates in recruitment policies at a very reasonable amount.
- **Social:** The company has gained a lot of reputation with time and is attracting people from various fields.
- **Technical:** Timesjob.com has integrated electronic, print, telecom and internet media with a hist of initiatives. In 2006, a mobile interface was launched which allows the candidates to search and view different jobs by SmSing.

❖ Competitive Analysis

From 1997 until 2001, Nuakri.com was the first portal in India to enter the employment portal industry, giving it a competitive advantage. In the year 2001, Monster.com, an internationally recognised employment platform, planned to expand into India. Timesjob.com first entered the job site business in 2005.

➤ Top Competitors:

- **Naukri.com:** Naukri.com is one of the biggest successful job portal sites. It now maintains a database of around 49.5 million registered job seekers. On the Naukri platform, recruiters from tiny startups to large multinational corporations may be found. It is simple to use and has a user-friendly interface.
- **Monster.com:** Monster India is one of the internet's oldest job portal engine. The platform now has 43.8 million users and is rapidly expanding in terms of resumes. As ranked by Alexa, it was one of the most popular job sites in the United States.
- **Shine.com:** Shine.com was launched in the year 2008. It has crossed over 3.86 crore candidate landmark and has 80 lakhs plus active candidates.
- **Indeed:** Indeed, is a global job search engine based in the United States. It's currently available in more than 60 countries and 28 languages. Indeed.com surpassed Monster.com as the most popular employment website in the United States in 2010.

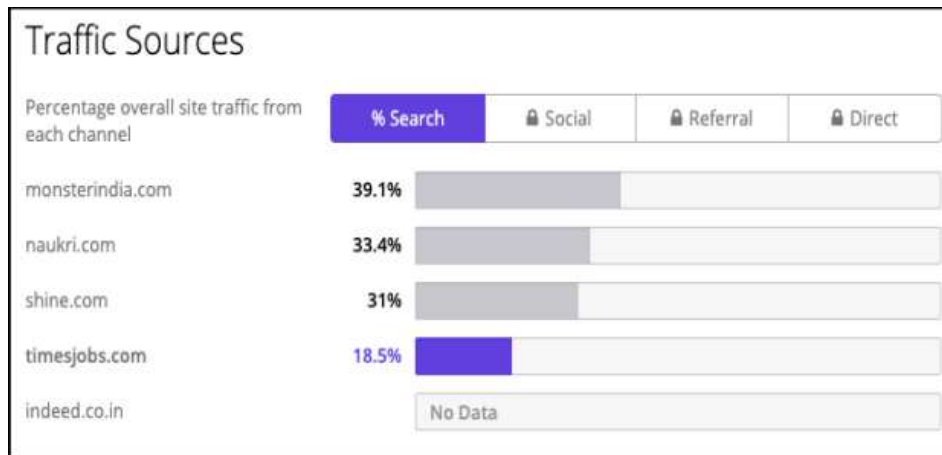


Fig 3: Competitive Market Share

❖ *Title of the project:*

Competition analysis of job portal and taking customer feedback for Timesjobs.

❖ *Project Description:*

Many people's livelihoods have been impacted by the COVID-19 problem, and its consequences are expected to last for a long time. There have been dramatic drops in economic activity and labour market disruptions as a result of such major health consequences. During this period, the speed and granularity offered by the various job portals is critical for tracking the quick growth of the Covid-19 crisis and providing critical up-to-date data to various organisations, which is required for policy planning and successful recovery promotion.

❖ *Project Objectives:*

- To learn how to communicate formally with the professionals.
- To get an insight into how the sourcing is done in organizations.
- Market research about how corporates recruit in the current COVID-19 scenario.
- Generating proper database.

❖ *Project Deliverables:*

- To generate leads of corporates that are currently in requirement of candidates that Times Jobs can sell their services.
- Providing Times Jobs with the market research on how corporates recruit in the current scenario so that they can come up with competitive offers.

❖ *Project Methodology*

Due to the outbreak of the COVID-19 virus and a lockdown implemented due to the second wave, the internship program was conducted virtually. The session started with giving us brief knowledge about their job portal and how it works.

The entire internship project was divided into three stages

Stage 1: Stage one required us to gather comprehensive information and data of the HRs of different organizations.

Stage 2: In stage 2, we were supposed to call the potential HR's and have a conversation with them. Every day we were supposed to make a minimum of 30 calls.

Stage 3: For stage 3, we were supposed to send an email proposal to the potential organizations and also conduct demo session for those that were very much interested.

- We had to find the contact information of HRs of different organizations that were located in the metropolitan cities like Mumbai, Chandigarh, Delhi, Pune, Ahmedabad etc. We were mostly involved in working with the small companies and startups. Moreover, as a company we used to formulate different strategies to deal with the potential organizations.
- After finding the contact number of the HR, we were supposed to prepare an excel sheet which will have the date, name of the organization, name of the HR, HRs phone no., Email address and Remarks. This excel sheet had to be filled on a daily basis.

	A	B	C	D	E	F	G	H	I
	Date	Sr. No.	Company Name	Contact Person	Designation	Contact No. (Mob)	Email ID	Employee Strength (Total / HR)	Remarks
1	4 May 2021	1	DSHMAN CARBON AMOS LIMITED	Vijay Adhary	Senior Executive Talent Acquisition	982099411			NA 2
2	4 May 2021	2	Manit Tech Pvt. Ltd.	S. Manish Gupta (HR)	Company Recruiter	987916185	manishg@manittech.com		called, asked to mail the details
3	4 May 2021	3	Universal Software	Manish Patel	HR Executive	982011456			They are using Naukri, Indeed, quora, hiring only level and in india only, no additional tools required
4	4 May 2021	4	Multitech International Private Ltd.	Pratik Patel (Head HR)	HR Executive	987111112			through recruitment, no consultants, direct
5	4 May 2021	5	HealthTech India	Vijay Pandya	Recruitment Administrator	989020818			already using our services
6	4 May 2021	6	Infra-Cell Solutions Pvt. Ltd.			912511619	info@infacell.com		email proposal sent
7	4 May 2021	7	YPM MACHINERY PVT LTD	HIREN BHASKAR	HR & ADMIN EXECUTIVE	937224644			not using any job portals, no hiring plans, don't want to discuss other information
8	4 May 2021	8	Lecole Pharmaceuticals Ltd.	Vijay (HR)	Talent Acquisition	9754187809			NA 2
9	4 May 2021	9	TAHAT CONSULTANCY LLP	Vijay (HR)	Senior HR Recruiter	9105591337			NA 2
10	4 May 2021	10	INDIAPRINT TECHNOLOGIES PVT LTD	Vijay Vignesh	Jr HR	7886914832			switched off
11	4 May 2021	11	Synergy Technologies Pvt Ltd	Chaitanya	Jr HR	9824929718			using naukri.com, have about naukri.com, don't want to give much info
12	4 May 2021	12	Moov Technologies Pvt. Ltd.	Hemant	Human Resource Manager	989925712		1085 HR	don't want to discuss much info

Fig 4: Data entry in Excel sheet

- So, once we are done with data mining, we start with cold calling every organization individually to know how they have been affected due to the pandemic and what measures they are taking because of the same.

This is the questioner that we used to ask to the HR person to collect information

1. What resources are been used in your organization to source talents?
2. What are different tools... (Job Portals like Naukri, Monster, Shine, print advt., LinkedIn that is being used in your organization?)
3. What is your existing team size, & what are your hiring plans in coming 6 months - 1 year.
4. What are your major hiring levels (Entry level / Mid-Level / Senior to Top Management)?
5. Are the hiring's limited to specific regions OR spread across the country.

- After the above conversation, if the particular organization seemed interested in our services, we used to ask them the following questions.
6. Is your company looking for any additional tools for hiring candidates OR plan to have some candidate engagement / Evaluation tools for your company?
 7. (If client is looking for sourcing new tools) You can share details for Resume Access & Job Posting services (Highlight Divine IT for IT company's)
 8. (If a client is looking for candidate engagement / evaluation tools, you can check for what type of activities he/ she plans to introduce in his/her organization.
- Also, we send an email proposal to the potential organizations. and feed all this gathered data in the excel sheet and submit the same to our mentor on a daily basis.
 - If someone seemed interested in taking our services, then we conduct a demo session for the potential organizations.
 - We also make customers aware about the new offers. Below is the sample of the offer.



Fig 5: Sample of offer

Job Posting Product Catalogue			
S.No.	Product Specifications	Price (in Rs.)*	Select
1.	WizJobs --- 1 Unit Valid For 30 Days	1180.0	<input type="radio"/>
2.	WizJobs --- 5 Units Valid For 30 Days	4720.0	<input type="radio"/>
3.	WizJobs --- 2 Unit Valid For 30 Days	1800.0	<input type="radio"/>
4.	WizJobs --- 10 Units Valid For 30 Days	5075.0	<input type="radio"/>
5.	WizJobs --- 50 Units Valid For 30 Days	5900.0	<input type="radio"/>
6.	WizJobs - Ull - -1 Month	38940.0	<input type="radio"/>
7.	WizJobs --- 500 Units Valid For 30 Days	9559.0	<input type="radio"/>
8.	WizJobs --- 250 Units valid for 30 Days	8379.0	<input type="radio"/>
9.	WizJobs --- 10 Units Valid For 90 Days	5370.0	<input type="radio"/>
10.	WizJobs --- 50 Units Valid For 90 Days	6372.0	<input type="radio"/>
	WizJobs --- 500 Units Valid For 90 Days	10384.0	<input type="radio"/>

Fig 6: Job posting Plans of Timesjobs

❖ **Task Completed:**

- **Business Research:**

Business research is a process of acquiring detailed information of all the areas of business and using such information in maximizing the sales and profit of the business. So, for the business research, we are using different online job portals such as Naukri.com, Shine.com, Monster.com, LinkedIn etc. to know about the firm who are currently looking for the candidates to hire and acquire the details of those companies to create an information base.

Mostly we are using interviews and survey techniques to do a business research about current scenario of job portal industries and recruitment process.

- **Competition Mapping:**

Identify all the possible gaps that we can find in other competitors offering is also an important task that we are assigned such that we can target them accordingly. The portal has various benefits above other leading portals such as life of job posting, apt CV database, questionnaire in the job posting itself so that the company can get answers to few common questions prior to contacting them etc.

We were given the task to identify companies that are hiring by using other platforms available in the industry, the sole aim of doing this is to target the gaps that exist in their products which TimesJobs does better comparatively.

- **Generating Leads for the Business:**

For the lead generation we call the potential company's HR and promote Timesjobs and its services by telling them the benefits that they will get by using Timesjobs portal. And also, we use Email proposals to approach the clients.

In the process I have identified 10+ prospective clients for the Timesjobs.com.

- **Using LinkedIn for Lead Generation:**

In our tasks we make the most optimum use of LinkedIn. We use this site in order to track down HRs of companies which are looking for candidates, these companies can be our potential customer so we try to contact them with use of LinkedIn. This also help me build more connections on the LinkedIn.

- **Making Sales Pitch:**

During selling your product it is most important that how you approach your potential client and that's why Sales pitch is important.

So, at the beginning of the conversation, we asked them about their company's recruitment method and resources that they are using for talent sourcing. Then we tell them about the Timesjobs and its services, and tell them about the benefit that they will get through this portal. Interested parties are mailed with details and a demo session is organized where they are briefed about the process and its benefits.

- **Creating Information Base:**

From the different job portals as mentioned above, we collect the data of those potential companies who are currently in need of candidates. Then we create a database in the form of Excel sheet which includes company name, HR person with their phone number and Email id, the profile they are hiring for and Job location.

Till date I have collected more than 700 companies' information, which includes the HR person name, contact details (contact number and Email address), Their job location, their employee strength and

Number of HR in the team and Remarks that includes the interview points which we got after the telephonic communication with them.

- **Pricing and Promotion Techniques:**

Once the customer is interested in the products and asks for pricing details, we are supposed to pricing quotation of the product inquired for. We also provide different types of discounts and other offers in order to promote our services. For e.g., we provide free listing for a few days in case as promotional offer for potential clients.

- **Email Marketing:**

Email Marketing gives the businesses a direct channel to communicate with prospects and clients for brand promotion. In this task we have to form a personalised mail for every IT firm that we contacted before to make them aware about the new service, TG Pro which is pre assessed and pre verified skill base profile developer, that Timesjobs have recently launched.

- **Target Achieved:**

We have daily target of 25 to 30 connects with the companies. So as of now I have completed 750+ connect with the companies. And Got 10+ prospective clients. On the basis of that connects I have created the information data base of those 750+ companies.

❖ *Observations:*

- Based on my observations, I concluded that the pandemic had a significant impact on most organizations, as most of them were experiencing financial difficulties. They couldn't afford to keep some of their employees, and they weren't employing many new ones either.
- Many firms already used Timesjobs, but some were dissatisfied with their services and complained that their database was outdated.
- I saw that many businesses were hesitant to share personal information with other businesses, and that these businesses were primarily startups.
- Some of the organizations expressed interest in a demo session, but requested that it be scheduled once things had returned to normal.
- Organizations in the IT industry seemed to be more interested in our services, as we have a page dedicated to IT job searchers and providers on our portal.
- I've seen that most corporations, particularly IT and BPO firms, that are looking to hire a large number of people are more interested in job portals than newspaper ads.
- The project's greatest big obstacle was the COVID-19 scenario, which caused numerous organizations to refuse to even listen to us.

❖ *Recommendations:*

- Timesjob.com has a great presence both in India and abroad. After completing my internship as per my understanding, I believe that there are a few minor areas where the company should focus more in order to expand its consumer base.
- More effort should be made into promotions, as when people think of employment portals, nakuri.com is the first that comes to mind. Also, candidate data is old and not updated regularly as told by the previous users of the TimesJobs.

❖ *Key Learnings:*

The Internship in TimesJobs.com for 2 months helped me a lot in learning various activities of the organizations. The key learning's from the internship are as follows:

- How to value each individual both inside and outside the company. How to assign activities, follow up on them, and complete them on the given time.
- How to work together across departments to get job done.
- How the recruitment process is done in different companies and what was the effect of the pandemic on the job portal industries.
- How to apply marketing tactics in the real world to have a better understanding of markets.
- How to coordinate the marketing and sales teams so that they can work together.
- How to use promotional tools while launching the new products.
- How to approach the appropriate customers at the right moment and utilise psychology to avoid wasting time.
- How to keep existing clients and approach new ones.
- How to present any new information using presentation abilities. It also taught me how to put my academic knowledge into practise.

❖ *Conclusion:*

The project is primarily focused on analysing TimesJobs' present market situation and comprehending various firms' recruitment methods. It aids me in understanding the inner workings of the organisation as well as the company's competitive strategy. It has aided me in understanding their recruitment strategy.

As a result, in conclusion, I'd like to mention that this internship with Times Internet was a once-in-a-lifetime opportunity for me to gain a true understanding of the real market while also honing my talents and abilities.

❖ **Certificate of completion:**



S.No: TIL/TBS/HR/AH40/IE00091

July 01, 2021

To whomsoever it may concern

This is to certify that **Mr. Karangiya Ketankumar Maldebhai** has done internship with our organization from **May 01, 2021** to **June 30, 2021**. He has completed his internship successfully in our **Timesjobs** department under the guidance of **Mr. Shuva Ghosh, Zonal Manager** and his project title was **"Competition analysis of job portal and taking customer feedback for Timesjobs"**

We wish Karangiya Ketankumar Maldebhai a bright future ahead.

Yours sincerely,

For Times Business Solutions- A Division of Times Internet Ltd.

Zulekha
Head - Human Resources

TIMES INTERNET LIMITED

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Branch Office: Times Center, FC-6, Sector-16A, Film City, Noida-201301, U.P., India. Tel: +91-120-6776999. Fax: +91-120-6198113
Registered Office: Express Building, 9-10 Bahadurshah Zafar Marg, New Delhi-110002 Tel: +91-11-23302000/49372000
CIN: U74999DL1999PLC135531

❖ *References:*

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