



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

Summer Internship Report 2021



ORGANIZATION: Naapbooks Limited

INDUSTRY: Information Technology

JOB ROLE: HR Generalist

SUBMITTED BY

Hiral Vaishnav

201318

COMPANY MENTOR-

Ms. Swati Singh

Designation – Chief People Officer

FACULTY MENTOR-

Prof. Nityesh Bhatt

Internship Details	
Name	Hiral Vaishnav
Roll No.	201318
Institute	Institute of Management, Nirma University
Course	MBA (2020-22)
Company	Naapbooks Ltd.
Joining Date	May 1, 2021
Department	HR
Internship duration	2 Months
Project Title	Talent Acquisition and Employee Engagement
College Mentor	Prof. Nityesh Bhatt
Company Mentor	Ms. Swati Singh (Chief People Officer)
Company Coordinator	Harisiddhi Purohit Verma
Company address	Broadway Business Centre, 3rd Floor, Netaji Rd, Ellisbridge, Ahmedabad, Gujarat 380006
Website	https://www.naapbooks.com/

Acknowledgment

An effective venture can never be set up by the single exertion or the individual to whom undertaking is doled out, however it likewise requests the assistance and guardianship of some familiar individual who helps in the undersigned effectively or latently in the culmination of fruitful task.

I acknowledge my deep sense of gratitude to **Swati Singh** for providing me her valuable guidance and constant co-operation at every step of the project. Her significant suggestions and collaboration helped me to acquire an incentive and values from the internship program.

Lastly, I would like to express my sincere thanks to my faculty mentor, **Prof. Nityesh Bhatt** for providing me with the necessary guidance before the start of my internship as well during the course of internship.

Executive Summary:

This report details my two-month internship at Naapbooks Limited as an HR intern. I was tasked with a large project encompassing Talent Acquisition and other HR functions. Under this title, I was primarily in charge of the Recruitment Process. Because the company is new and expanding, it necessitates a significant number of employees. As a result, recruitment was a major focus. Besides, I was involved in programmes to increase employee engagement. My responsibilities included writing emails, creating social media posts, sorting mail, Documentation and Filing, and keeping the company's database. My internship learnings are listed below the project description.

Company Profile (Sectorial)

About Naapbooks Ltd

NaapBooks Limited (NBL) is well-known for its information technology skills. It believes that using computing technology to help businesses expand and enhance their operations is a good idea. NBL provides best-in-class software solutions through skilled teams of software engineers and management. It deploys cutting-edge technology to digitalize enterprise businesses across multiple industries. NBL ensures that data simplification leads to more intelligent analytics and better decision-making for our clients. Since the company's inception, the founders of NBL have recognised the need for automation in the digital environment, which is influencing the future of IT and business processes. It believes that by providing our youth with smart systems, it would be able to shape innovation and produce value. It tries to make greatness a habit, which leads to smooth and constant performance, which is something to strive for.

NBL represents efficiency, effectiveness, and elegance of client pleasure by giving the greatest solution available in the contemporary world, backed up by the proud industry expertise accumulated since 2015. In today's business world, new technologies and a creative approach provide them with an advantage in terms of technological breakthroughs and keeping up with the necessary speed. Deep industry knowledge, solid technological competence, and a single-window solution – all of these aspects have led to a diverse client base across industries and sectors.

Services Offered:

- Fintech App
- Cloud Consulting
- Blockchain App
- Mobile App
- Embedded (IOT) App
- Web App

Team:

At the moment, NBL has a team of more than 50 people. They have members of our team that are experts in a variety of technologies.

Top Management:

•ASHISH JAIN

CEO | Co-founder

Ashish has over eight years of experience working in the field of information technology.

He is the company's Development and Operations Director, as well as the company's primary issue solver and coder.

•ABHISHEK JAIN

Co-founder

A rank-holder Chartered Accountant, Abhishek has gained deep experience in Risk and Business Consulting.

He has been in the finance industry for the previous seven years and has extensive understanding. He integrates accounting concepts and processes into the system.

•YAMAN SALUJA

Co-founder

Yaman brings 6 years of marketing and advertising experience to the table.

He contributes to the company's marketing and sales initiatives. He was involved in the early stages of a few start-ups and products.

•SWATI SINGH

Chief People Office

Swati spent the last eight years of her career working for a variety of IT organisations before taking on the post of CPO in NaapBooks.

Her significant expertise in the sector, as well as her networking skills, qualify her for this position. Many SME's have profited from her growth industry techniques in terms of developing a fantastic workplace culture.

- **SUNIL GOHEL**

Chief Technical Officer

Sunil has more than 13 years of experience in a variety of IT sectors, including Web Technology and Windows Services. He has overseen the IT wing of NaapBooks since its inception, after serving in a variety of firms.

Culture:

The company has an employee-friendly culture in which employees are encouraged to express their difficulties with their boss, resulting in a high degree of job satisfaction. The firm employs a varied collection of individuals with a range of ages and professional backgrounds. The firm's youngest employee is 17 years old. The company adopts a casual dress code to let its employees feel at ease at work. Employees are encouraged to express their thoughts and opinions with their bosses. The company also celebrates other holidays in the office, which provides employees a sense of connection among their coworkers and helps them become better team players.

Mr. Ashish Jain, the firm's CEO, believes that his company's culture aids them in delighting their clients and providing high-quality services. They want to add value to all of their stakeholders and work toward their goal.

Covid 19 and IT industry:

COVID19 has been a significant disruptor. It has had a huge impact on organisations and people all around the world. This impact has been varied and far-reaching across industries. Most organisations in the IT Services market, where Infosys mostly works, have clients all over the world and staff all over the world. Infosys (revenues of 12.8 billion USD in FY20) employs around 240,000 workers across its group firms in 46 countries. On average, around 30% of the workforce in the industry works abroad. The majority of the 70% who work in India are in their early careers, with 1–5 years in their initial employment. They must come to offices to work in most situations since they work on desktop computers, and the clients for whom they work have rigorous security measures based on the nature of the work, primarily via physical demarcation of work areas as 'Offshore Development Centres' with restricted access.

As COVID19 advanced inexorably and fears grew, most organizations in the IT Services industry began allowing employees to work from home, which meant that we needed to ship desktops to homes and equip them with WiFi adapters, power backup sources, and broadband connections for a large number of people at lower levels of the organizations. A big number of employees took their computers home with them. As many as 35000 assets were relocated to employee households, allowing around 93 percent of employees to work successfully from home. To meet the increase in concurrently connected remote users, our remote access infrastructure was enlarged 10x for virtual private network bandwidth and backend capacity was scaled by 4x.

As they began to work from home, the emphasis moved to people's well-being and meeting delivery obligations, so managers and the human resources team established various types of connection with employees, learning the principles of 'virtual engagement' on the fly. A crucial observation from this period is how teams immediately came together in this situation, frequently gathering information from different regions of the world, reviewing government updates, speaking with clients, and making key choices that needed to be communicated quickly. Some legislative and system modifications were to be implemented in order to allow people to work from home and have access to essential technologies.

As the lockdown is gradually lifted, the focus has turned to two critical regions in the short term. The first step was to gradually return people to work safely, which meant developing

protocols for a new way of working in offices (including how they travel to work, entry points, cafeterias, and so on), as well as identifying relevant people to come to work given the business need as well as their personal situation. Communication was crucial at this period since there was a need to instil confidence and optimism among personnel. The need of communication on new workplace hygiene standards, statements from leaders, and photographs and videos to provide clarity on safety actions was underlined.

Second, this is an important time for management to look at the business's challenges and opportunities in the short to medium term, identifying areas for restructuring and cost optimization, including people efficiencies, looking for pockets of new business opportunities and shifting resources to those, and improving client engagement. With some impact from project deferrals and a softening of discretionary spends, it is expected that margins would be squeezed in the short term. In response to these new predicted demand patterns, the industry is trying to improve the cost structure and operational rigor to ensure operational excellence. Reducing capital expenditures other than committed or nondiscretionary expenditures, and accelerating operational cost optimization initiatives such as automation, employee pyramid rationalization, controlling onsite offshore ratios, optimizing subcontractor and travel costs, deferring employee compensation revisions and promotions, and delaying hiring of new employees are some of the activities initiated.

Creating teams to lead major projects in this area, as well as guaranteeing swift decision making, aided in keeping things focused on shortterm initiatives. The ease with which a team can function remotely varies by industry and top leadership culture. IT Services organisations were accustomed to leaders being geographically dispersed, which influenced the attitude toward remote working and the acceptance that productivity would not be an issue.

There are also concerns about managerial and leadership styles that may be more acceptable and appropriate for a mostly remote working business. While teams that worked closely with reasonable physical proximity before transitioning to working remotely, what would happen if onboarding new employees to a remote team? Another major concern the industry has is how it will reinforce organization's culture and principles. Physical events and symbols were crucial to establishing a culture in the old world, which was bolstered by visible leader behavior and role modelling. How does the industry create a culture in a 'remote' setting? The industry is developing a playbook for individuals to work remotely, as well as a new tool to

boost virtual engagement, a stronger focus on health and wellness, and more virtual communication by top leaders.

Market and Competition:

Multiview ERP

Multiview Financial Software developed, sold, implemented, and supported a modular and completely integrated enterprise resource planning financials suite designed for accountants. Multiview is a fully scalable ERP system based on Core Accounting, with the option to incorporate native Multiview business processes. This comprises, GL, AP, AR, Reporting, Workflows, Budgeting & Forecasting, and Fixed Assets.

Multiview provides an open API and can integrate with existing outside systems to adapt to existing corporate procedures while streamlining accounting work and increasing efficiencies. India.

Sage Intacct:

Sage Intacct is a well-regarded cloud financial management solution for developing, mid-sized organizations. It incorporates cutting-edge technology, sophisticated automation, and a modern cloud architecture to assist enterprises in scaling. Sage Intacct includes general ledger, accounts payable, accounts receivable, cash management, and order management. It also has built-in reporting and dashboards, as well as time and expense management, project accounting, revenue management, and other features.

Lake Financial Services:

Lake Financial Systems is a software company situated in the United Kingdom that was created in 1992 and offers the Infor SunSystems software package. Infor SunSystems provides training through webinars, live online sessions, and in-person workshops. Management consulting. Infor SunSystems is accounting software that includes features such as accounts payable, accounts receivable, bank reconciliation, billing & invoicing, cash management, Roll-Up, CPA firms, expense tracking, fixed asset management, fund accounting, general ledger, government, Multi-Currency, project accounting, purchasing, tax management, trust accounting, nonprofits, and purchase orders. Infor SunSystems provides online help as well as support during office hours. Infor SunSystems is accessible as software

as a service (SaaS). Mr Accounting, Finance360, and Synchro Financials are some alternatives to Infor SunSystems.

Talent Acquisition:

The most successful companies see talent acquisition as a strategic endeavour, not just a means of filling unfilled positions. Organizations that take a holistic approach to talent and focus on all aspects are better equipped to manage skill shortages and accomplish company growth goals.

Strategic talent acquisition incorporates the full pre-hire stages of the employee life cycle, from job requisition creation to new hire onboarding, in a way that engages candidates and produces business outcomes.

Talent acquisition is more than simply posting a demand and making an offer. Personnel acquisition is a deliberate method to discovering, acquiring, and onboarding outstanding talent in order to satisfy evolving business needs efficiently and effectively.

➤ **Elements of Talent Acquisition:**

1. Talent Acquisition Planning and Strategy:

This component assures business alignment, reviews force plans, necessitates an awareness of labour markets, and takes global thinking into account.

During the pandemic, there was an increased demand for the products offered by the company and so there was a need for additional manpower. A plan was made to fulfill those needs and a strategy was designed as to how the organisation will address the need. A team of 3 was assigned this task. The team consisted of a reporting authority and two interns including me.

2. Workforce Segmentation:

This necessitates an awareness of the various workforce statements. Employees can be classified according to any relevant criteria, jobs within the segments, and the abilities, competencies, and experiences required for success.

After assessing the need for recruitment, a formal segmentation was done on the basis of profile, experience and skills.

The segmentation can be explained as follows:

- IOS developer
Experience- 1 to 3 years
CTC offered- 25000 to 30000 (per month basis)
- Dot net developer
Experience- 1 to 3, 3 to 5 and 5 years above
CTC offered- 25000 to 30000, 45000 to 50000 and 60000 to 75000 (per month basis)
- Android developer:
Skills- React native, React JS, Flutter
Experience- Intern, 0 to 3, 4 to 5 and 5 years above
CTC offered- No stipend, 15000 to 20000, 45000 to 50000 and 60000 to 75000 (per month basis)

3. Employment Branding:

This covers activities that aid in the discovery, expression, and definition of a company's image, organisational culture, key differentiators, reputation, and products and services. Employment branding can assist organisations develop their market position, attract quality workers, and demonstrate what it is genuinely like to work for the organisation.

For employment branding, continuous posts and blogs were posted on website, LinkedIn, Facebook and Instagram handle. Posts related to work life balance, culture and engagement activities at the company were updated. LinkedIn connections were made and emails were floated for better reach of the company.

4. Candidate Audience:

This necessitates recognising and comprehending the audiences from which an organisation needs to source specific roles. Different sourcing tactics should be used depending on the understanding of the occupations and where the audiences would come from to fill them.

Major sources that were identified for recruitment were competitor firm's employee's exodus. The firms that were identified were Hyperlink, Manektech and Silvertouch. Other sources were LinkedIn connections, Facebooks posts, Insta posts, Job portals and past database of the company. For interns, college students were approached. For

senior position, references were asked and authentic connections were made or connections were made with specific group pertaining to that profile.

5. Candidate Relationship Management:

This includes creating a positive candidate experience, managing candidate communities, and keeping in touch with candidates who were not chosen.

A formal mail or message was drafted when the application was received then calls were made to assess the candidate's skills and behavior with the eligibility criteria.

After the decision was made, a mail and call was made for further intimation of process or status of the application. If there were no suitable opportunities for the candidate in the company then his profile were sent to the companies in search for those type of candidates.

6. Metrics and analytics:

This is the continual tracking and application of critical indicators to create continuous improvement in order to make better recruitment decisions, which will ultimately increase hire quality.

The database of the candidates were continuously analyzed to draw some common trends. One of the trends that were prominent were common past firms of the candidate who is applying. Other was the seniority of experience and their expectation of work and salary.

Blue print of the process for Talent Acquisition:

A process structured was followed in order to get the desired result and strategic breakdown of the same is as follows:

1. Telephone Interaction, which includes:

- Confirming the profile for which the candidate applied.
- Confirming their interest in the work based on the job description.
- Sending the job description to qualified applicants and requesting revised resumes.

2. Sourcing of candidates:

- Sourcing candidates via LinkedIn connections and intimating them about the opportunities at the organisation.
- Job Posting on LinkedIn, Facebook jobs, Instagram and job portals.
- Sourcing fresher from campus and other groups on LinkedIn, Facebook and Instagrams.

3. Databasing, which includes entering the following details:

- Name of the Candidate
- Contact Number
- E-mail ID
- Current Company
- Total experience
- Current and expected CTC
- Reason of changing the job
- Status- Interested/ Not interested.

4. Screening Process:

- After obtaining resumes, the next step is to review the resumes of interested applicants and screen them in accordance with the job description.
- Choose the applicants whose experience corresponds to the requirements.

5. Scheduling Interviews:

- Following the selection of resumes based on the criteria, the next move is to arrange the candidate's interview with the technical team.
- Confirming the professional team's readiness to perform the interview.
- Communicating with the applicant via mail and phone about the interview schedule.

6. Follow Up:

- After the scheduling, a follow up of the candidate was taken regarding the queries if any.
- A reminder was given for the scheduled interview and links were given which can help them to get additional information about the company.

- **Employee Engagement:**

Employee engagement is a broad concept that encompasses practically all aspects of human resource management that we are familiar with. Employees fail to fully participate in their jobs in reaction to such mismanagement if every aspect of human resources is not managed in an effective manner. Employee engagement is built on prior notions such as work satisfaction, employee commitment, and organisational citizenship behaviour. Employee engagement is broader in scope than these notions, despite the fact that it is related to and covers them. When compared to the three previous constructs: job satisfaction, employee commitment, and organisational citizenship behaviour, employee engagement is a greater predictor of positive organisational performance, thus demonstrating the two-way link between employer and employee. Employees that are emotionally attached to their organisation and strongly invested in their job with a tremendous excitement for their employer's success will go above and beyond the employment contractual agreement.

- **Activities conducted as a part of employee engagement:**

- 1. Celebrating Yoga Day:**

Celebrating festivals and days bring warmth and help employees to break the mundane. Seeking towards the mental peace and healthy life has become a major concern. With the view to above observations, employees were engaged in chair yoga and meditation. This enabled to bring the positivity in their minds and helped them to learn how to stretch while working on the chairs itself. This was an insightful session where with practical observation, employees learned how to stretch within the vicinity of the company and at their own desk.

- 2. Online Games:**

During the peak of the pandemic, the office operated on a work from home basis. As a part of engagement, the employees were encouraged to participate in the online games designed for them. This helped them to break the ice with the new employees joining and to learn how to work in teams in online mode. This enabled them to learn about

new platforms for arranging the meet and learn about the same. A Bollywood trivia was organized as a part of online games.

3. Offline team games:

Team and individual games were designed for the employees. This brought a new perspective in the mind of employees by connecting with each other while keeping the covid protocols in place. Prizes were distributed to the winners at the end of each round and game. The games were designed in order to develop communication, leadership and teambuilding skills.

4. Pot Lunch:

A one day pot lunch was organized where all the employees volunteered to bring different ingredients to make one meal. In my case we planned for preparing bhel. A list was made and employees updated the list by noting which ingredients they will bring. On the day, some were responsible to make chutneys, some were for chopping, some for serving and some for preparing. This brought a feeling of family and oneness among the employees and the seniors. Seniors and subordinates had equal roles while preparing the meal and seniors ate the meal along with their subordinates.

5. Celebrating Birthdays

Birthdays are celebrated by posting a birthday greeting in the office prescient as well on LinkedIn. The celebration is followed by cake cutting and all employees including seniors and subordinates wishing the employee. This enables a positive feeling among the employees and the company. Also it helps to build the company image as employee centric.

Current HR trends in IT industry and approach of the company:

1. Remote Working:

Remote working was the need of hour during the pandemic. But gradually company and employees have realized that for some cases it's not necessary to come to workplace and work. This has been fruitful to both the parties in some cases i.e. employer side and employee side. Mostly such facility is more convenient for IT employees, finance employees and upto some extent various other employees. At Naapbooks, some employees were permitted WFH even after the relaxations to open workspace by the government. But for majority of the employees, they stressed on working at work place.

2. Remote Learning:

The term "e-learning" or "remote learning" is become more popular in recent years. Employees can learn new skills by using virtual classrooms, video lectures, and virtual tests. These virtual platforms provide engaging, interactive lessons on a wide range of topics. Remote learning has provided a plethora of alternatives for employees to work, as well as a focus on their weak areas.

The company had no such offering and facility for employees to learn.

3. Upskilling:

According to a recent Udemy survey, demand for upskilling has increased by more than 38% in the last year! That is a significant amount, and it demonstrates the need for upskilling. We live in a technologically advanced era, where the demand for qualified experts significantly outnumbers the supply. Some companies retain the existing workforce by upskilling them and training them.

Unfortunately, company had no programs and procedure to upskill their existing manpower or train them for upcoming trends.

4. Digital Tracking:

HR is tasked with the monumental responsibility of digitally tracking staff.

Traditionally, an employee would come to their office, scan their ID card, and be recorded as present. The employee would then connect in to their computer, and IT would be able to monitor their activity and timings. Companies in the WFH trend must increasingly rely on virtual timesheets, virtual attendance, and virtual performance management.

The company had their own HRIS system and app called Vizman for digital tracking of the employees.

5. Virtual Employee Engagement:

The remote working trend has had a domino effect, causing various other traditional HR operations to collapse. Hiring and terminating employees, onboarding, and training have all relied on in-person talks. HR is faced with the issue of doing all of these functions electronically. Recent HR advances in HRM have concentrated on organising an employee's virtual experience.

Here at Naapbooks has begun "virtual fun meetings," in which staff cooperate and share their innovative ideas. Also I along with my team designed online games, virtual karaoke, virtual treasure hunts, etc. This helps employees feel comfortable, collaborate better, and enhance their work quality.

6. Mobile Friendly Recruitment:

Technology has evolved. Companies and HR departments that are continuously on the lookout for top talent must transition to a mobile-friendly recruitment procedure.

Essentially, HRM must create a method in which everyone with a smartphone may apply for and attend a job interview. Mobile-friendly recruitment enhances the employee experience while reducing difficulties. It is also a less expensive and more efficient approach for your firm. Some new HRM trends include phone video interviews, competence testing, and digital reference checks.

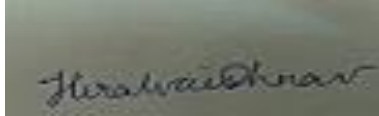
During my internship, I scheduled video interviews, online competence and aptitude test

Learnings:

- As my project was limited to Talent acquisition and Employee engagement, I learned more about those aspects. I am aware about the full end to end recruitment cycle and importance of employee engagement.
- Employee engagement came as a boon for me which enabled me to interact with many of my peers and the employees at the same time and getting to know them better.
- While designing the employee engagement activities, I learnt how to engage employees into meaningful lessons while having fun.
- I also learnt about small aspects of HRIS used in the company. I learnt how to keep record of the temperatures of the employees while arriving and leaving the office, how to schedule online test for the candidates, tracking the attendance and the leave system of the company.
- I learnt how to assess the communication pattern and the behavior patterns of the candidates on the basis of questions asked while sourcing and filling the data base sheet.
- Based on the data collected, I learned how to analyze the data keeping in view the needs of the recruitment. In the process, I observed about the employees leaving the particular firm which later become the organization's major source of recruitment.
- I also learnt about how references and connections enable you to reach a larger pool of audience.
- I learnt about the importance of formal communication, presentation, tactics of employer branding and also the precision of communication and Job Description.
- I also learnt the value of disclosure of certain employee bond conditions and how to convey them effectively without sounding intimidating.
- I am now well versed with the candidate relationship management as to how to draft mails which otherwise not dishearten the rejected or not selected candidate.

Declaration

I, Hiral Vaishnav, hereby declare that this report is my original work and is not copied from anyone/anywhere. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by, the institute.

A rectangular box containing a handwritten signature in black ink that reads "Hiral Vaishnav".

Name: Hiral Vaishnav

Roll No.: 201318

Section: C

Batch: MBA – FT (2020-2022)

Date: 5th June 2021

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