A PROJECT REPORT
(18MBAPR407)

On the Topic

A Study on Effectiveness of Recruitment Using Social Media at RSM Astute Consulting Pvt. Ltd, Bengaluru

By

Ms. PUTTURI TRIVENI
USN: 1CR18MBA35
MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI In partial fulfillment of the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide	**External Guide**
Mr. Kathari Santhosh	**Mr. Punith Kumar**
Asst professor	**HR**
Department of Management Studies	**RSM Astute Consulting Pvt ltd**
CMR Institute of Technology	**Bangalore**
Bangalore	

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
CMR INSTITUTE OF TECHNOLOGY,
#132, AECS Layout, IT Park Road, Bangalore-560037

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INTERNAL GUIDE	EXTERNAL GUIDE
Mr. Kathari Santosh	**Mr. Punith Kumar**
Asst Professor, Dept of MBA	HR RSM Astute Consulting Pvt Ltd
CMRIT Bangalore	Bangalore

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
C M R INSTITUTE OF TECHNOLOGY
#132, AECS Layout, ITPL Main Road, Kundalahalli,
BENGALURU-560037
Batch 2018-20

CERTIFICATE BY THE INSTITUTION

CMRIT
CMR INSTITUTE OF TECHNOLOGY, BENGALURU.
ACCREDITED WITH A+ GRADE BY NAAC

CELEBRATING 25 YEARS

CERTIFICATE

This is to certify that **Ms. Putturi Triveni** bearing USN **1CR18MBA35** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON EFFECTIVENESS OF RECRUITMENT USING SOCIAL MEDIA AT RSM ASTUTE CONSULTING PVT LTD, BENGALURU"** is prepared by her under the guidance of **Mr Kathari Santosh,** Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Signature of Internal Guide

Signature of HoD

Head of the Department
Department of MBA
CM..IT-PG Studies
Bangalore-560 037

Sanjay Jain

Signature of Principal

Principal
CMR Institute of Technol.
Bangalore - 560037

Evaluators

1) Name of external evaluator

Signature with Date

2) Name of internal evaluator

CERTIFICATE BY THE COMPANY

RSM Astute Consulting
Connected for Success

Ref,

Date : 15.02.2020

TO WHOM IT MAY CONCERN

This is to certify that Ms. PUTTURI TRIVENI a student of Master of Business Administration of CMRIT bearing an USN 1CR18MBA35 , has successfully completed 6 weeks i.e from 02-01-2020 to 15-02-2020 internship programme at the organization. During the period of her internship programme with us she was found punctual, hardworking, discipline and inquisitive.

We wish her every success in her life.

RSM Astute Consulting

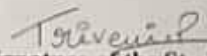Authorized Signature

DECLARATION

DECLARATION

I, **Ms. PUTTURI TRIVENI** bearing USN **1CR18MBA35** hereby declare that the project report on "A study on effectiveness of recruitment using social media At RSM Astute Consulting Bengaluru", is prepared by me under the guidance of **Mr. Kathari Santhosh Asst prof** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru and external assistance by **Mr. Punith Kumar, Human Resources ,** Bengaluru.

I also declare that this project work is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of six weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

Place: BENGALURU
Date: 26/06/2020

Signature of the Student
USN: 1CR18MBA35

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain,** Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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It gives me immense pleasure to record my thanks to my Internal Guide, **Mr. Kathari Santosh**, CMR Institute of Technology, Bangalore, for his valuable guidance and untiring support and cooperation in completing the project work.

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Ms. Putturi Triveni
USN: 1CR18MBA35

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EXECUTIVE SUMMARY

Student of final year **M.B.A**, in **CMRIT** Bangalore. As a part of the course I am undertaking project work on **"A STUDY ON EFFECTIVNESS ON RECUITMENT USING SOCIAL MEDIA AT RSM ASTUTE CONSULTANCY PVT LTD"**, Recruitment is to stimulate a potential candidates to be valid for the profession in the organisation and Social media recruitment web portals are Naukri, Monster online net workings. And candidates to post the cv's in the LinkedIn and twitter in this organization.

RSM industry program unites our customer and ability encounters in a manner that empowers us to have significant discussion with and carry bits of knowledge to our customers.

In the most recent year, the organization has upgraded the bits of knowledge RSM needs to bring to customers and commercial centre through the business all through administration.

RSM's in 2016 Manufacturing Monitor overviewed more than 1,000 centre market fabricating administrators on key issues confronting the business, including globalization, innovation and hazard.

The study report was enhanced with recordings and articles from RSM fabricating specialists featuring thoughts, bits of knowledge. and best practices in these territories consistently. RSM additionally brought a more profound plunge into car segment to get familiar with the issues and openings confronting these organizations.

RSM India including RSM Astute consulting group and subsidiaries is reliably positioned among India's best 6 duty, bookkeeping and counseling bunches (international accounting bulletin, august 2017). Nationwide nearness through workplaces in 11key urban communities across in India. Multi-disciplinary work force quality of more than 1400 skills in different fields.

It is necessary to understand the recruitment process which reflects the future of the organization. To study the different sources of recruitment this has followed by RSM Astute Consulting pvt ltd. In analysis and interpretation graphs and tables showing the responses of the employees. I found that the majority of employers agree that recruitment process is uniform at all levels in RSM Astute Consulting Pvt Ltd.

- The expanding significance of online life in HR
- SWOT analysis competitors analysis
- Role of online recruitment tools
- Future scope and advantages of online recruitment

Consequently, an examination will be taken see how the representative recruitment via web-based networking media happens successfully in the association and furthermore to understanding the fulfillment level of the worker towards enlistment process utilizing online life in an association.

83.5% of administration and consultancy are offered their input that they can effectively and emotionally contract the up-and-comer during common locales and 76.9% are emotion that enlisting during public destinations through LinkedIn resolve be increasingly full of feeling throughout the following not many years.

in its place of give advertisement in paper, information channel and occupation gateways or consultancy which prompts new costs.

This paper infers that a large portion of the administration, work consultancies an understudies from graduates just as post graduates know about social enlistment through different informal communication destinations like Facebook, twitter, and linkdin.

A work consultancy and hr chiefs are uncovered there feeling that enlisting through social locales will be gotten increasingly compelling in hr capacities and it will be ease of recruitment for the organization contrasted with other customary strategies for enlistment and furthermore they have felt that social destinations like linkdin will turn out to be progressively viable to look and competitors as it is the expert destinations and expert cooperation will be done. however they feel need to learn.

CHAPTER – 1

INTRODUCTION

1.1 TOPIC CHOSEN FOR THE STUDY

Viability on enrolment utilizing web-based social networking at RSM Astute Consulting Pvt. Ltd. Enrolment is a procedure of employing individuals. What's more, it is alluds to the common process of pull in small posting. choose and identification proper option for employments both permanent and brief in the organisation. Also, it is a positive procedure of scanning for planned representatives and finding the source from the where potential workers might be chosen.

1.2 INDUSTRY PROFILE:

RSM's industry program unites our customer and ability encounters in a manner that empowers us to have significant discussions with and carry bits of knowledge to our customers, fabricate coordinated arrangements over our lines of business and give our experts important information that will quicken their profession advancement.

ALLIGNMENT AND TRAINING

Each RSM experts at the supervisor level picks at least one enterprises in which to fabricate particular information notwithstanding their specialized abilities of review, charge and counselling. They get modified interchanges and preparing to help increment their industry mastery both on the web and through our national line of business gatherings.

CUSTOMER AND MARKET INSIGHTS

In the most recent year, the organization has upgraded the bits of knowledge RSM needs to bring to customers and commercial centre through the business all through administration.

RSM's in 2016 Manufacturing Monitor overviewed more than 1,000 centre market fabricating administrators on key issues confronting the business, including globalization, innovation and hazard. The study report was enhanced with recordings and articles from RSM fabricating specialists featuring thoughts, bits of knowledge and

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best practices in these territories consistently. RSM additionally brought a more profound plunge into car segment to get familiar with the issues and openings confronting these organizations.

RSM additionally upgraded all through administration in shopper items and land through gatherings and related video arrangement on points and issues imperative to these enterprises.

Our key differentiators:
- We offer an unmatched mix of worldwide ability and nearby information.
- Every customer can profit by the ability of our most senior pioneers.
- We can about our customers' matter of fact.

CONCENTRATED ON SURPASSING DESIRES

At RSM, we trust in giving customers more. Additional seeing, more ability, more certainty.

Cooperation universally and locally – the organization put stock in furnishing every one of our customers with a steady help that goes well beyond their desires, any place they are in world. That implies supporting you with important skill from a nearby point of view joined with the universal information and bits of knowledge of our worldwide experts. This double point of view enables you to confront the future with certainty.

Senior skill, thoughts and insights – the organization accept that all of our customers merits access to the significant information and industry astuteness of our most senior worldwide experts. Regardless of whether you are a SME or a worldwide, you can generally rely upon the most recent speculation from a portion of our industry's most regarded professionals. We are pleased to impart their skill to you, reacting with speed and nimbleness so you can address each new difficulty furnished with all the important information and experiences.

Understanding our customers – Our customer's connections depend on shared regard and coordinated effort. We will drench ourselves in your business to increase a more profound comprehension of what your identity is, the thing that you put stock in and what and what persuades you. We will take a 360 degree examination of your business

sectors, laws and customs empowering us to distinguish openings or difficulties before they emerge. By completely understanding your objectives and proportion of achievement, we can bolster and enable you consistently your latent capacity.

Difficulties Facing India's Technology Sector

The spike in joblessness in created financial aspects coming about because of the worldwide log jam depended mainstream views that off shoring irritate household work misfortunes.

This general observation has been excused by financial experts, who have shown that re-appropriating advertisers economies of scale and worldwide seriousness of re-appropriating organizations and lifts work in their nations of origin. All things considered, the apparent negative work showcase impacts of off shoring establish a significant test for India, which is additionally confronting mounting rivalry from lower cost local people like China, Philippines and Vietnam.

India's innovation area likewise experiences a scope of inside difficulties that compromise its worldwide authority position. This include: maintenance of ability in the midst of high wearing down rates; increasing swelling; reducing cost viability coming from expanded work costs; and the lapse of expense occasions for innovation driven fare situated organizations

1.3 FOCUS INDUSTRIES

- Manufacturing
- BFSI
- ITES-BPO and KPO
- Energy/Power
- Infrastructure
- Telecom and Media
- Consumer and Retail
- IT and computerized

1.4 COMPANY PROFILE-RSM IN INDIA

- RSM India (including RSM Astute Consulting Group and subsidiaries) is reliably positioned among India's best 6 duty, bookkeeping and counseling bunches [International Accounting Bulletin, August 2017]
- Nationwide nearness through workplaces in 11 key urban communities across in India
- Multi-disciplinary work force quality of more than 1,400

RSM AROUND THE GLOBE

- Sixth biggest review, charge and counseling system over the globe
- Annual consolidated charge pay of US $ 4.87 billion
- Combined staff of more than 800 workplaces across 120 nations
- RSM is the fifth biggest review, charge and counseling bunch in the USA

RSM INDIA – HIGHLIGHTS

- RSM Astute Consulting Group alongside Suresh Surana and Associates LLP (together alluded as RSM India), reliably positions among India's best 6 assessment, bookkeeping and counseling bunches [International Accounting Bulletin, August 2017]
- Indian individual from RSM International, the 6th biggest worldwide review, charge and counseling system with yearly joined expense salary of US$ 4.87 billion across 120 nations.
- Indian staff quality of more than 1,400 individuals having skill in differing fields.
- Nationwide nearness through workplaces in 11key urban communities across India viz, Mumbai, New Delhi-NCR, Chennai, Kolkata, Bangalore, Surat, Hyderabad, Pune and Jaipur.
- Multi-disciplinary group of experts involving Chartered Accountants, MBAs, Company Secretaries, ISA experts, Cost Accountants, Law Graduates and Engineers.
- RSM India has throughout the years fabricated a solid serious nearness in the entirety of its center areas. Our customers incorporate a few huge Indian gatherings, global organizations and first ages business people.

1.5 VISION, MISSION, QUALITY PROFILE:

VISION STATEMENT:

Our vision is to be the main decision counsellor to centre market pioneers comprehensively stays unaltered. We accept that centre market will proceed to extend, and we are focused on helping pioneers of these organizations through their chances and difficulties.

MISSION:

To join forces with our customers to encourage accomplishment of their vital goals through innovative arrangements that incorporates individuals, procedures and innovation.

QUALITY PROFILE:

RSM is devoted to quality and expert greatness. Our review, charge and counselling rehearses have set up arrangements and methods extraordinary to each line of business, to guarantee quality is kept up and hazard is relieved all through the firm.

1.6 SERVICE PROFILE:

- Internal review and hazard warning
- Corporate warning and organizing
- GST warning and consistence
- Operations counseling
- Transfer valuing
- International and Indian duty
- IT frameworks confirmation and IT arrangements
- Ind AS warning
- Financial process re-appropriating
- Company law and legitimate help

1.7 AREA OF OPERATION

AREA OF OPERATION	LOCATION
NATIONAL (INDIA)	BANGLORE, CHENNAI, MUMBAI, NEW DELHI, PUNE, SURAT.
GLOBAL (U.S)	EUROPE, ASIA PACIFIC, AFRICA, NORTH AMERICA.

1.8 INFRASTRUCTURE FACILITIES

RSM in India is extraordinary compared to other framework offices for the agents. The individual work place was made by the global guidelines cause the worker to feel great, glad, security and satisfied. In the Organization of MAC PCs and latest advancement contraptions to the representatives to make their work increasingly successful. In RSM in India have numerous offices like;

- Magazines and papers segments
- The organization related with significant medical clinics if there should arise an occurrence of the crisis.
- Drinking water offices
- Food court and Pantry offices
- Wash room offices
- Health care offices

1.9 SWOT ANALYSIS:

SRENGTHS

- Rich involvement with driving outcomes and advancements
- Excellent selling aptitudes and investigative capacities
- Staff with multi language ranges of abilities

WEAKNESS

- Staffs need fundamental expert manners.
- Lack of staff inspiration.

OPPURTUNITIES

- Diversification in comparative assistance profile
- Opportunity to pull in more customers in nearby and worldwide marker

THREATS

- Competition from neighborhood and worldwide contenders
- Fluctuating strategies from government.

1.10 COMPETETORS:

- The Boston Consulting Group Inc
- KPMG International
- Mc Kinsey and friends
- Bain and Company

1.11 FUTURE GROWTH AND PROSPECT

- RSM Astute Consulting Private Limited has a different extension designs in future inside the nation.
- RSM don't far off future association is a longing of extending its salary advancement up to 10%
- In the future development of the association wanting to give the more contention keep up Indian based association and endeavoring to place the best situation in the nation.

CHAPTER 2

HYPOTHETICAL BACKGROUND AND LITERATURE REVIEW

2.1 Theoretical foundation of the examination:

Recruitment is a procedure of procuring the representatives and it is an uplifting position of pursuing down fast approaching labourers and them to apply for occupations in the association. At the point when more people apply for the occupations and there will be extra space for choosing better people.

As indicated by Edwin B. Flippo, the creator of standards of work force the executives, enlistment is a system for looking through the imminent staff and animating and asking them to apply for the work in the association.

Recruitment process has 5 phases as clarified beneath:

1. Planning

First procedure of enlistment is arranging. Arranging is a consolidates clarification of the work openings and to data about the strategy for these occupation in a course of action of the objectives focuses on the decide of the number and the sort of the applicants have been orchestrated.

2. Strategy Development

Second procedure of enlistment is technique improvement

- Buy representatives
- Source of work (inner source and outer source)
- Technological apportionment of the unpredictability of enlistment gadgets
- Geographic apportionment on work advertise associated with work searchers

3. Searching

Third procedure of enlistment is looking. Looking is a source which happens whenever an occupation opportunity exists in an association. On the off chance that an association have arranged and very much improved a than normal showing up with the respects of the structure up sources just as interest methodologies, order rapidly draws out the flood the application.

4. Screening

Fourth procedure of enlistment is screening. Screening is motivation to push out the representatives' system at the beginning time, the applicants who are jobless. Effective screening can be extra a ton of time and cash. Brains has been drilled to the assurance conceivably great labourers are not to be lost.

5. Evaluation and control

Fifth kind of enlistment is assessment and control. Assessment and control is substantial noteworthy costs brought about by the business procedure. Measurably information is to be gathered and surveyed to know the appropriateness of the work.

Social media Recruitment

Social media Recruitment its name itself it is to enlisting the workers with the use of the social stages. Online life profiles and other web destinations of the guideline wellspring of to discover data of the competitors in the social selecting process.

Uses of social media

- Enables observing of the inner and outer assessment in the constant premise.
- Go into the hunt of the planned competitors
- Advance yourself on unprecedented
- Exposure on work openings
- Find candidates with the specialists ranges of abilities

- Engage with our present and foreseen representatives

Types of social media recruitment

Web Portal (Recruitment Specific)

1. Naukri: The main procedure of web based life enrolment is Naukri. Naukri is to be utilized distinguish and feature what you are to be contract for. Since people needs to contact the individuals what they think about, and to trust. Distribute limitless number of occupations in our profile. These employments remain a functioning length of you need and the people likewise can follow the you and your occupations. Empower quality up-and-comers of choice needs to address with you and close requests quicker in the naukri.

2. Monster: The second procedure of online networking enlistment is beast. Beast is the business site arranged in United States which is guaranteed and worked by the beast site.

Online Community (Chat gatherings)

1.Hiree: The third procedure of online life enrolment is contract. Hiree is turned out of an industry first selection representative application that can be supports by snappier continuous correspondence between the enrolment specialists and the competitors which can be using WhatsApp, SMS and other portable correspondence stages. This application gives the business opportunity to look through the parameters, channels and sort list items Records rate work searchers and securely team up the up-and-comers.

2. LinkedIn: The fourth procedure of web based life enrolment is LinkedIn. LinkedIn is a business and a work arranged long range informal communication administrations. Also, it works for the methods for locales and the portable applications. It is additionally for the most part used for the capable system. It additionally incorporates manager postings employments and occupation searchers posting their CVs in LinkedIn. It is an enormous part of association salary began from the pitching access of information in regards to their people to the enrolment specialists and deals experts. LinkedIn grants

the people both manager and workers to make the profiles and associated with one another in online informal communities represents the genuine expert connections.

3. Twitter: The fifth procedure of internet based life enrolment is twitter. Twitter is an online life organizing miniaturized scale blogging association webpage empowers to post content using 140 characters each time. The acquaintance is conveyed with have a lots of the supporters. You can achieve that creation excellent substance on your website a solid premise, for the occurrence sort of corporate blog, and taking after parts of interesting people who can therefore like wish to tail you back.

Advantages of selecting social media

Recruitment is a completely basic in the association in such a case that you planning to accomplish something in the association. There is a great deal of instruments an association needs to use to find the enrol the top gifts. It very well may be risky in an association to choose the reasonable recruitment devices to meet the specific needs to an association. The greater part will be source up-and-comers through occupation sheets, organizations, regular media stage, business capacities and tasks. Regardless association not yet to perceive accommodation to arrive at the online system. Utilizing online networking in selecting business achieves barely any preferences:

1. Access to aloof candidates:

The main favourable position of enlisting web based life is access to uninvolved candidates. The bit of leeway is to choosing web based systems administration in an ability to achieve standing separated of planned workers who are over the top pursuing down to business position. Most regular enrolment channels must be bombed in perceiving the ability hole of worker pursuing down. If there should arise an occurrence of web based systems administration engages association perceive and achieve potential candidates the correct capability not thought about moving the current occupations. Internet based life organizing makes included the applicant aware of new business openings may convince to think leaving the current spot work for the another better to be paid one.

2. Shorter time to enlist:

The second bit of leeway of selecting web based life is shorter time to enlist. Shorter time to enrol is to connect with probability to react the glimmer distinctive through online life stage along the lines of boss can fill void position snappier. These lessen an opportunity to foresee would enrol. At the point when the supervisors utilize web based systems administration to pass on and attract to the potential up-and-comers that make a not too bad relationship with the customers. There is high affirmation between the paces of the competitors. Opening rates have brought the association point in time and the assets.

3. Better and top notch labourers:

The third preferred position of enrolling online life is better and top notch labourers. Better and great labourers are to be that representative the strategy for electronic informal communication must be favoured progressively accommodating specialists over the association that uses other choosing programs. This can be result the method for the up-and-comer who are regularly to use web based systems administration be progressively imaginative and in fact proficient. To consider the making plans in business globe. The more noteworthy creative mind and adequacy in firm and it could be a like a way develop labourer models for constancy of those selected abilities that needs to coordinate the association needs. Association can use the web based systems administration stages to the screen up-and-comers. For models, Facebook, Naukri, LinkedIn, Shine and Twitter these will give an alternate segments and data about a potential candidate. It serves to affiliation handpicked best candidate. If there should arise an occurrence of the firm should take a note that can assist with opening itself in different legitimate perils in occasion of that clients internet organizing screen the up-and-comers. The law has a business to demand the endorsement the up-and-comers before playing out any pre-work watches out for them. A business has an evade legal perils by using gifted has HR boss getting a screening association in the better and top notch laborers.

4. Expanded deceivability and bigger reach:

The fourth favourable position of online life recruitment is extended deceivability and bigger reach. These is extended deceivability and bigger reach is information shows that 70% of web clients utilize the internet organizing on ordinary calendar. Doing the enlistment the web based systems administration is a business can come to more prominent and progressively extraordinary pool of the activity searchers. Online networking stages enable association to enlist gifts from networks and gathering of the business searchers. The way engages plausible specialists to join discussions networks when they sift through find through the openings of the work. A portion of the internet organizing local people engage directors to pass a channel and match employments depending for the capability, aptitude levels, pay run understanding and titles. Boss can draw the objective competitor and immense a gathering of spectators with right plan of abilities and capability for the activity in a basic at whatever time in the late memory.

5. Cost suitable:

The fifth bit of leeway of the internet based life enlistment is cost feasible. Cost practical is a sourcing of up-and-comers the methods for internet based life organizing stage is the unimaginably cost important difference of the customary recruitment technique. At the point when a record creation and publicizing the liberated from cost in the web based life, firm required to pay premium embrace to standard media channels like TV, Daily paper and Publication. Respect and positive of the electronic long range informal communication enlistment its expense along the resulting pace of gainfulness essentially better differentiated the extra enrolment programs.

6. Competitive preferred position:

The 6th preferred position of web based life enlisting is upper hand. Upper hand is an informal community and the web expected pieces of business capacities and tasks capacities. The internet organizing using the enlist illustrative of an association in a high development over a different kinds that are not used in web based systems administration. Online informal communication has been enrolled in a business educated and lively to make a wrapping the examples.

The expanding significance of online life in HR

The expanding of internet based life in HR is web based systems administration for the most part called a "web 2.0". it is a goal depend in the customer of speculation and customer delivered content. After a long range casual correspondence areas for example like LinkedIn, YouTube, Naukri, Facebook and Google. Media correspondence of the interface with the online through sharing of words, pictures, video and sounds. The virtual delineation of the customer and social affiliations and assortment of the extra individual and fit data. Structures end up with the more individual affiliations and increasingly various approaches to manage the spread and of the assemble data.

In a present audit, 80% of affiliation utilizing either or expecting to utilization of internet organizing local people picking the objectives in naukri, LinkedIn, undoubtedly, face book and twitter are to bending the clearly progressively key in the work. Building up the web based systems administration making a critical more board and the stronger open considering the HR and greatest group examining how the online networking makes a stage for an increasingly significant different levelled achievement

Prospect commitment, legitimate satisfactory and fabricate learning limit the privilege among the best focuses in internet organizing. One of the HR require to convincing the unmistakable purposes of intriguing ideas by the web based systems administration as a customer and brand situated arrangement on devices are settled. Electronic person to person communication is utilized for the thought more than the basically progressing and enlistening. Web based systems administration organizes for the outer brand character and the stage can improve courses which can be work, learn, give and lead.

Capacity getting the most obvious region the possibility of inside various affiliations the who handle online long range informal communication potential .done through the merge the resuscitating the whole enrolling the way toward demonstrating openings the wellspring of contenders, researching the CV's creation the idea on boarding and it an association of what we realize in the association and profitable enrolment procedure of motivation for the money and clarifying of HR powerfully about the ROI thoughts utilizing the electronic web based life systems administration of a selection arrange.

What's more, it gauges the deals of focusing on the development of another focal point of ROI joins the recognizing and making the estimating possibilities of the commitment.

Online person to person communication stages like naukri, LinkedIn, and twitter are more central confident in journey of occupation than whenever of late memory. Unmistakably HR uses that the selection of the growing the utilization of electronic person to person communication phases of the outfit of the making of within information sharing social capital end all the system of the internal purpose of restriction in regards to the different levelled of learning the slings of brand market and offers of the wonder and the feasibility of the reputation.

Challenges in social media recruitment

Boss ought to be alerts with what sorts of data they are getting to internet organizing, as finding a workable pace kind of data can genuinely prompt segregation cases.
Web based life profile doesn't all things considered give the best diagram of a potential up-and-comer, and you may choose a choice without endeavouring to get a look at the competitor's "more prominent picture". For a business that is endeavouring to make assessments between potential applicant with a specific explicit target to limited things enough down to choose an extreme end, overseeing web based systems administration to cause these connection to can be amazingly dull

On the off chance that your association needs more work this request framework can rapidly wind up gets comprehensive. Since there is a great deal of data open out there on the Internet, have the option to be irksome for bosses to refine their examine enough to get careful results. In case can be occupation to refine the particular range of abilities, and it's anything but a huge and by the more straight forward to use the web based life systems administration to find the best fit in our association opening.

Different sources of social media used by RSM Astute Consulting Pvt Ltd.,

- Naukri
- LinkedIn
- Hiree
- Shine.com
- Indeed
- Online work gateways

2.2 Literature review:

Ross Slovensky William H. Ross: The investigation behind the current paper is portray the organization and us authentic issues related the using long scope of the casual correspondence destinations for instance: SNWs, facebook for work power assurance. Director must consider the favorable circumstances and the stresses that are using such information presents.

Prof,Brijmohan Vyas Miss, Rohini MirjiProf,SanjayHanji

The explanation of these paper explains that association is finished enlistment handle by the using the electronic person to person communication sorting out the goals of the since quite a while ago rang of the relational correspondence local people are to be used to energize the improve the methodology of the enrollment technique of the HR organization. Long scope of the relational correspondence goals of the location necessities of the workers and the occupation searchers through the web on electronic stage likes monster.com, naukri.com, and LinkedIn.

Sherrie A. Madia (2011), The purpose of this article is to examine the how HR specialists can best use the electronic long range informal communication in their search for the ability. This article tells about the current state of the internet organizing for the enlistment and its has an association with occupation sheets, and to break down the best takes a shot at including through the online person to person communication.

Archana l, nivya v g, thankamsm

The inspiration driving this document is to argue the pre-technique proportion of the sum and the idea of the up-and-comers, with a specific focus on the web based life enrollment. Internet based life enrollment has a system to use the energize and upgrade human resources association. They address the prerequisites of the representatives and control of the searchers of internetworking which increase the pace of association, just as upgrade the idea of enrolment and administrations.

Robert D. Benford, David A. Snow

These article improvements the social exhibits the restricting systems need to come acknowledged close by the advantages planning and the political open entryway structures, as a middle active in accepting the nature and the path of the social advancements. This analysis looks the analytical value of the restricting composition for the kind internet based life advancement components. We at first review how total the movement traces have been conceptualized, together with their trademark and variable highlights. We after that to break down the composing related to the environmental factors components and the methods.

Debora Jeske, Kenneth SShultz

The article thinks about that contention have been made with regards to the internet based life screening just as issues that occur and may effectively erode the dependability and utility of such information for the businesses. First the creators consider dynamic lawful casing work and procedure are available in UK just as USA, and the accompanying good worries that emerge when bosses access and utilize the long range informal communication content for the business purposes.

Second, various contentions on the side of the utilization of long range informal communication content are made every one of which considered from a few points, including worries from feeling the executives, predisposition and injustice, information insurance and security.

Richard Rutter, Stuart Roper, FionaLettice

This article thinks about that pundits and scholastics presently allude to advanced education as a market and the language of the market outlines and portrays as the division. Broad rivalry for the understudies exists in the commercial center as the foundations seek the understudies. Colleges know about the noteworthiness of the notorieties, yet to what degree are they using marking movement to manage the serious dangers. This investigation gives the check from the examination into the internet based life enlistment.

Ralf Caers, VanessaCastelyns

This examination explores whether Belgian enlistment and determination (R&S) experts apply LinkedIn and face book in their R&S measures and to what degree. An aggregate of 398 and 353 respondents, separately, from a scope of parts and from the association of the an assortment of sizes, reacted to an online poll identifying with face book and LinkedIn. Expressive investigation demonstrates that both the informal organization locales have become additional apparatuses for selecting candidates, to discover extrain request about them. At long last it is demonstrated that while R&S experts guarantee outline pictures on face book don't give flags on character scope like enthusiastic solidness and benevolence, they do will in general recognize signs of extraversion and development.

Todd C Darnold, Sara LRynes

This part audits the degree account on representative enlistment and proposes headings for future research. More specifically the section surveys the how authoritative setting, enrollment exercises and practices, and enlistment forms identify with the activity searchers fascination in association, applications expectations, work decisions, and association level enlistment results. What's more, the section recommends that enlistment analysts start on to examine the utilization of web-based social networking and publicly supporting as methods for pulling in HR.

Sherrie AMaida

This article discussion on the here state of the network base life of employment and its link to job sheet, and look at top mechanism on, with impression of a web-based social networking enlistment technique plan, suitable property and the importance of the matter system and net base life strategy. The prescribed events depend on a wide-extending review of script united with watched accounts as of professionals and the writers involvement with making doing great internet based life systems.

CHAPTER 3

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

One of the primary elements of work force the board of each association is to focus or care for the representative enlistment via web-based networking media. Measures to be taken on using online life for enlistment. Consequently, an examination will be taken see how the representative recruitment via web-based networking media happens successfully in the association and furthermore to understanding the fulfillment level of the worker towards enlistment process utilizing online life in an association.

NEED FOR THE STUDY

The examination directed is valuable for the association for their viable recruitment strategies by utilizing web based life. Web-based social networking assists with pulling in top ability and moreover rising stages used by work searchers to organize and their arrangement their next vocation move.

80% of expert's selection representatives compose by internet organizing for the ability securing and the executives. In addition, half of representatives state an association's web based systems administration nearness was a piece of the explanation they picked their work environment. Naukri, LinkedIn and with the straightforwardness trademark in online life organizing, directors can get some answers concerning candidates like never before. In contrast to a resume, social stages can give a thorough image of whom you are contracting. For instance, naukri are helpful devices for enlisting and contract.

OBJECTIVE OF THE STUDY

- To study the current enlistment process at RSM.
- To know the degree of representative mindfulness as for internet based life as enlistment source.
- To dissect worker fulfillment with deference of online life as enlistment source.
- To comprehend the components that impacts successful enlistment through internet based life.
- To learn the result of online being on viability of enlistment.

SCOPE OF THE STUDY

This examination is confined to consider the powerful enrolment strategy utilizing web based life at RSM in India. The investigation did the Human Resources Department. Furthermore, followed inside the association whether work force are fulfilled through enlistment method?

Is the association is giving the reasonable system for enrolling work force? The authoritative investigation of RSM Astute Consulting Pvt Ltd was done by the investigation of recruitment.

RESEARCH METHODOLOGY

Research design: expressive study.

Source of data:

Primary data:

Primary data be collect by using a planned survey which was administer to the workers.

Secondary data:

Secondary data was composed by using the company website, journals, personnel manuals and reports.

Sampling techniques:

Convenience sampling: It is a specific kind of non-likelihood investigative approach that rest on data assembling from general public who are conveniently available to take an attention in the reviews.

Sampling unit: The employees of RSM ASTUTE CONSULTING PVT LTD BANGLORE were contacted with questionnaire.

Sampling size: Sample size of 100 has chosen for the study.

Research instruments: Structured questionnaire with closed ended questions.

Statistical representation: Percentage analysis

Statistical tool: Pie chart, Graphs

FORMULATION OF NULL HYPOTHESIS

H0: here is not important association among the social media and recruitment.

LIMITATIONS OF THE STUDY

1. The study is limited for recruitment through social media in RSM Astute Consulting Pvt Ltd.
2. The study is conducted with limited employees on RSM Astute Consulting Pvt Ltd.
3. The study limited to sample size of 100 only.

Due to the limited timeframe and resources detailed study is not possible

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1. Gender

Male	Female	Total
60	40	100
60%	40%	100%

Analysis:

since the above table it very well may be examined that 64% of the respondents are male and 36% of the respondents are female.

Interpretation:

From above investigation, it can induced that most of the workers are male than female representatives.

Table 4.2 : The age of the respondents

20-24	25-29	30-34	35-39	Total
20	20	30	30	100
20%	20%	30%	30%	100%

Analysis:

From above table we can say that 5% of the respondents are in the period gathering of 20-24 and 9% of the respondents are in period gathering of 25-29 and 43% of the respondents are in the age gathering of 30-34 and 43% of the respondents are in the age gathering of 35-39 and are likewise falling under the respondent gathering.

Interpretation:

From the above investigation the greater part of the respondents it tends to be construed most of the respondents are in the age gathering of 30-34 and 35-39 and it tends to be induced that are the most respondents are very much experienced in the zone of the mastery

Table 4.3: Martial status

Married	Unmarried	Total
45	55	100
45%	55%	100%

Analysis:

From the above explanation or table we can represents the conjugal status of the respondents among 70 respondents 64% of the workers are unmarried and 36% of the representatives are hitched in the association.

Interpretation:

From the above pie diagram shows most of the respondents working right now unmarried.

Table 4.4 : Qualification

Graduate	Post Graduate	Total
65	35	100
65%	35%	100%

Analysis:

From the above table we can outline that the capability of the respondents among 70 representatives are 69% are graduate and 31% of the respondents are post graduates in RSM PVT LTD.
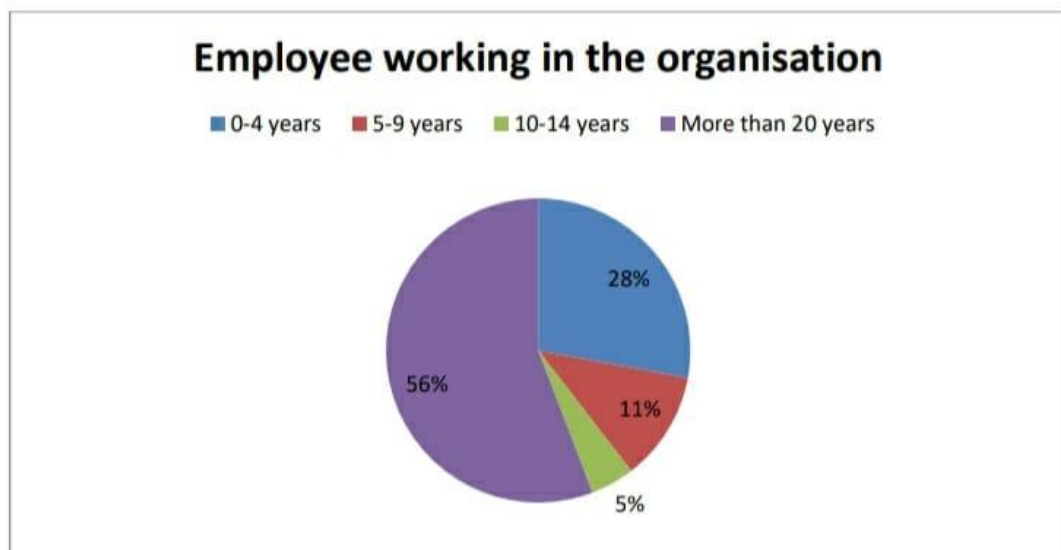
Interpretation:

From the above pie outline we can decipher most of the respondents are working in the association are Graduate.

Table 4.5: how many years the employees have been working in the organisation

0-4 years	5-9 years	10-14 years	More than 20 years	Total
60	25	10	5	100
60%	25%	10%	5%	100%

Graph 4.1

Analysis:

From the above table we can dissect for to what extent representatives are working in the association out of 70 respondents. 86% of the respondents are falling under the classification of 0-4 years and 7% of the respondents are falling under the class of 5-9 years and 0% of the respondents are falling under the classification of 10-14 years and again 0% of the respondents falling under the classification of over 20 years in the association.
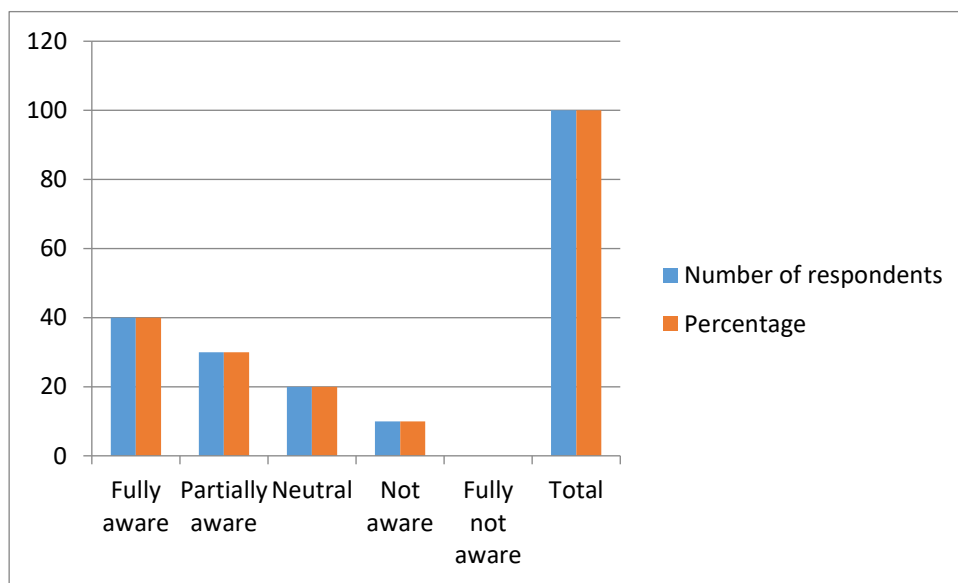
Interpretation:

From the above pie graph we can presume that most of the representatives in the association are working in the time of 0-4 years.

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Table 4.6: Level of awareness for walks in

Praticular	Number of repondents	Percentage
Fully aware	40	40
Partially aware	30	30
Neutral	20	20
Not aware	10	10
Fully not aware	0	0
Total	100	100

Graph: 4.2

Analysis:

From the above table shows that degree of consciousness of the enrollment of workers. Among 100 representatives 40% of the respondents are completely mindful of the walk INS strategy. 30% of the respondents are in part mindful, 20% of the respondents are impartial and 10% of the respondents don't know in the degree of mindfulness go selecting the workers.

Interpretation:

From the above it tends to be seen that most of the representatives know about the stroll in technique for enlistment and 10% respondents are just not mindful of the selecting of the stroll in strategy.

Table 4.7: Job Portal

Particulars	No of respondents	Percentage
Fully aware	60	60
Partially aware	25	25
Neutral	15	15
Not aware	0	0
Fully not aware	0	0
Total	100	100

Graph: 4.3
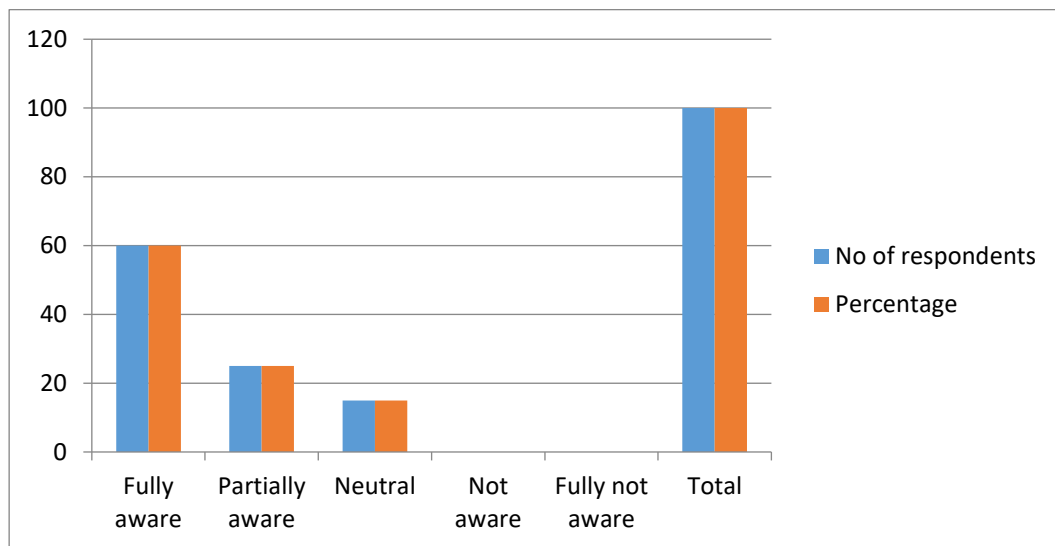
Analysis:

From the above table we can break down that the degree of the mindfulness for the activity gateways are 60% of the respondents are completely mindful of the activity entryways strategy, 25% of the respondents are in part mindful, 15% of the respondents are impartial about the activity entry technique and 0% of the respondents don't know and not completely mindful of the activity entryway technique.

Interpretation:

From the above table it very well may be gathered that most of the workers are in the organization are completely mindful of the activity entryway technique for enlistment and it tends to be induced that the vast majority of the respondents are dynamic clients of the online networking.

Table 4.8: Campus Recruitment

Particulars	No of respondents	Percentage
Fully aware	50	50
Partially aware	25	25
Neutral	20	20
Not aware	5	5
Fully not aware	0	0
Total	100	100

Graph: 4.4
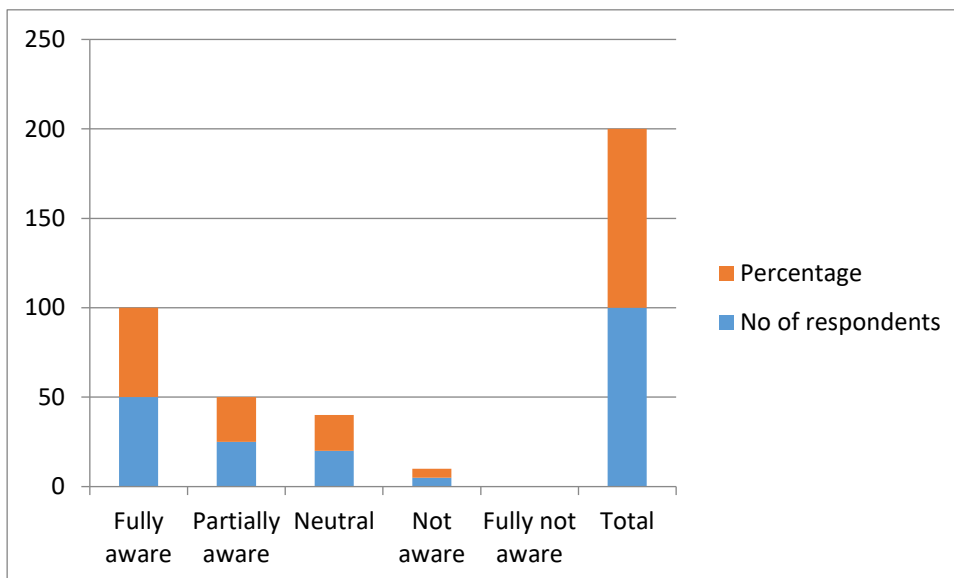
Analysis:

From the above figuring is utilized to break down the representatives reaction fair and square of attention to enrolment strategy about grounds enlistment. Among the 100 respondents half are completely mindful, 25% are halfway mindful, 20% are unbiased and 5% don't know and 0% are completely not mindful right now.
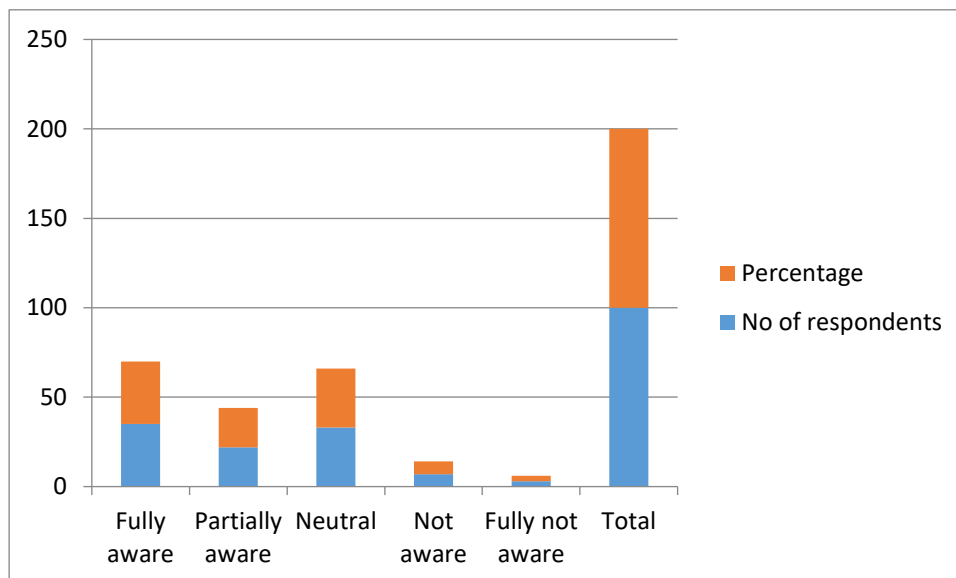
Interpretation:

From the top of chart we can understand that most of the respondents are think about the grounds enrolment.

Table: 4.9 Recruitment Agency

Particular	No of respondents	Percentage
Fully aware	35	35
Partially aware	22	22
Neutral	33	33
Not aware	7	7
Fully not aware	3	3
Total	100	100

Graph: 4.5

Analysis:

From the above table we can dissect that the degree of mindfulness for the enlistment office among the 100 respondents 35% are completely mindful, 22% are in part mindful, 33% are nonpartisan, 7% don't know and 3% are completely not mindful.
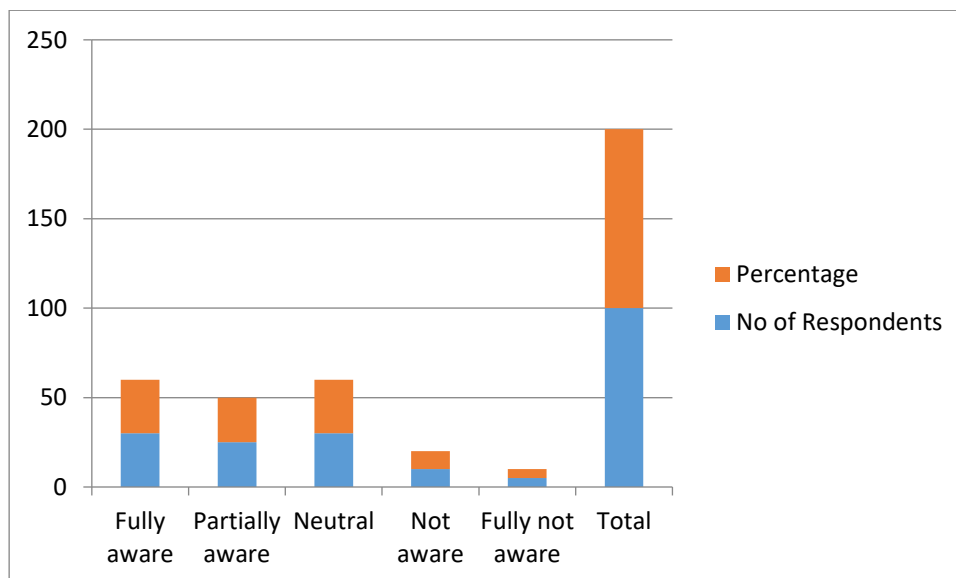
Interpretation:

From the above diagram we can decipher that the main scarcely any respondents are not completely mindful of the enrolment office.

Table: 4.10 Job ads

Particular	No of Respondents	Percentage
Fully aware	30	30
Partially aware	25	25
Neutral	30	30
Not aware	10	10
Fully not aware	5	5
Total	100	100

Graph 4.6

Analysis:

From the table demonstrates the respondents' reaction fair and square of mindfulness for the activity advertisements. Among the 100 representatives 30% of the respondents are completely mindful, 25% of the respondents are incompletely mindful, 30% of the respondents are impartial, 10% of the respondents don't know and 5% of the respondents are completely not mindful.
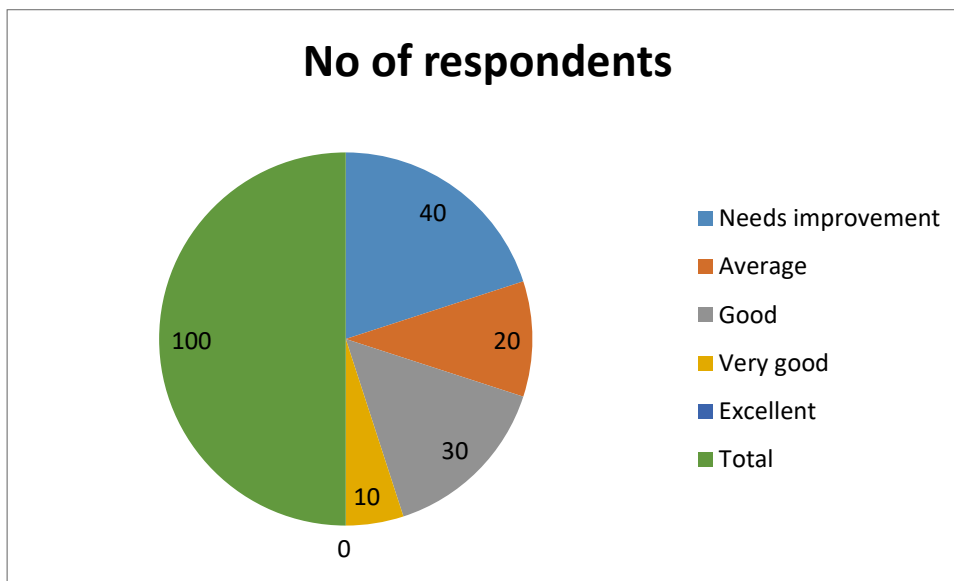
Interpretation:

From the above chart we can say that less just little level of the respondents don't know about the activity advertisements.

Table 4.11: Method of recruitment – walk-in

Particular	No of respondents	Percentage
Needs improvement	40	40
Average	20	20
Good	30	30
Very good	10	10
Excellent	0	0
Total	100	100

Graph: 4.7

Analysis:

From the above table, it very well may be dissected that the reaction of the representatives are stroll in strategy for the enrollment utilized by RSM and dependent on the positioning viability. Among 100 respondents 40% of the respondents feel needs improvement, 20% of the respondents feels normal, 30% of the respondents feels that great, 10% of the respondents feels generally excellent and 0% of the respondents feels that magnificent.
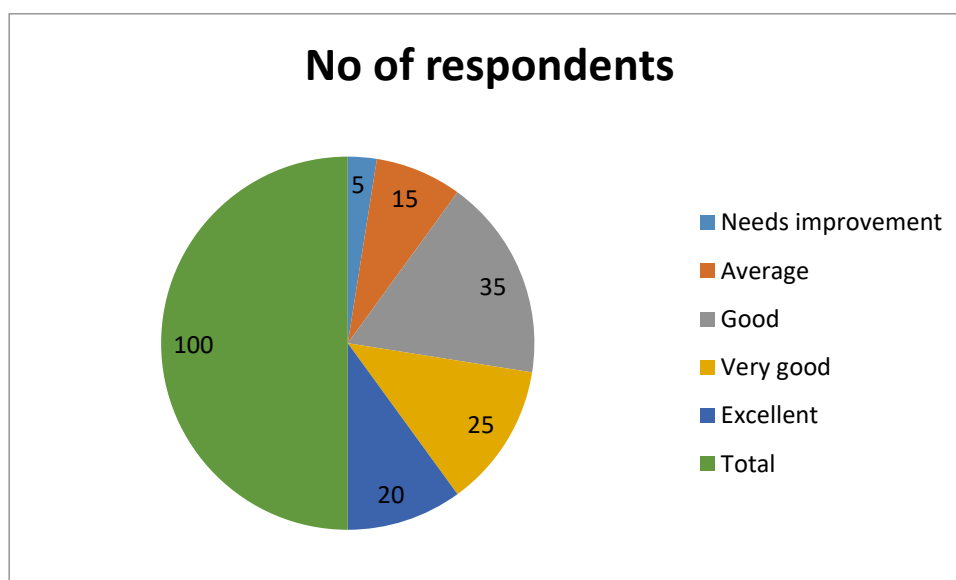
Interpretation:

From the above pie diagram, obviously 40% of the respondents feels that the stroll in techniques it needs improvement.

Table 4.12: Job Portals Method

Particular	No of respondents	Percentage
Needs improvement	5	5%
Average	15	15%
Good	35	35%
Very good	25	25%
Excellent	20	20%
Total	100	100%

Graph 4.8

Analysis:

From the above table it very well may be dissect that 20% of the respondents feels that activity entrances are amazing strategy for enrollment, 25% of the respondents feels that excellent and 35% of the respondents feels that great, 15% of the respondents feels that normal and 20% of the respondents has needs improvement in the association.

Interpretation:

From the above chart it tends to be seen that most of the representatives feels that activity entrances are awesome and acceptable technique for enrollment. That can be induced respondents feels work entries are the best technique in the enlistment.

Table 4.13: Campus Recruitment, Recruitment agency and Job ads methods

Particulars	No of respondents	Percentage
Needs improvement	35	35
Average	10	10
Good	25	25
Very good	30	30
Excellent	10	10
Total	100	100

Graph: 4.9
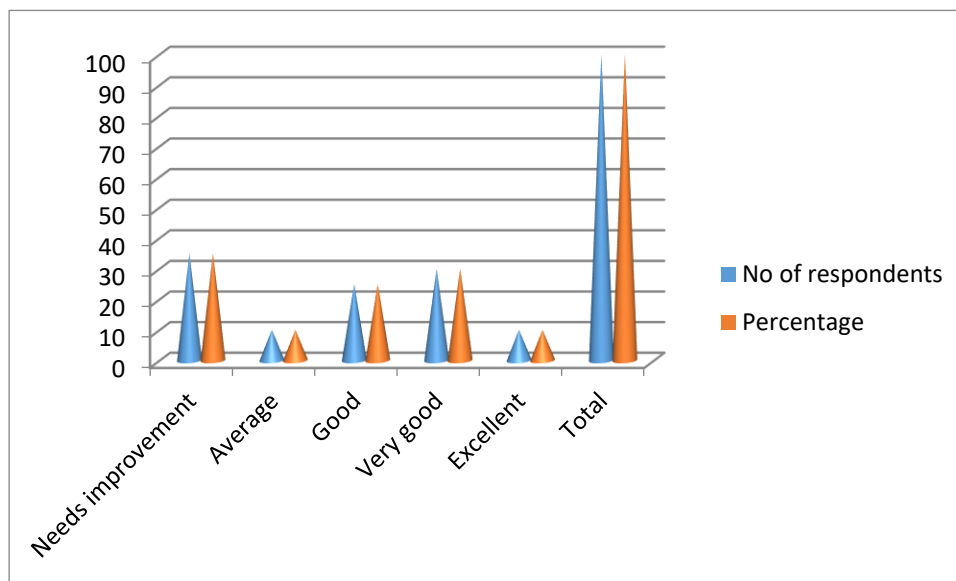
Analysis:

From the above table the grounds enlistment, enrollment office and employment advertisements are 35% of the respondents feels that it needs improvement, 10% of the respondents feels that it is normal, 25% of the respondents feels that it is acceptable, 30% of the respondents feels that it is awesome and 10% of the respondents feels that it is incredible.

Interpretation:

Understanding From the above diagram it very well may be induced that RSM PVT LTD just contract the experience competitors and they don't enlist fresher's. Furthermore, representatives feel that enrollment organization technique needs improvement and employment advertisements sites are viewed as phenomenal by the respondents.

Table 4.14: Job portals used by RSM Consulting Pvt Ltd

Particulars	No of respondents	Percentage
Naukri	60	60
LinkedIn	20	20
Monster	9	9
Hiree	6	6
Shine	5	5
Total	100	100

Graph: 4.10
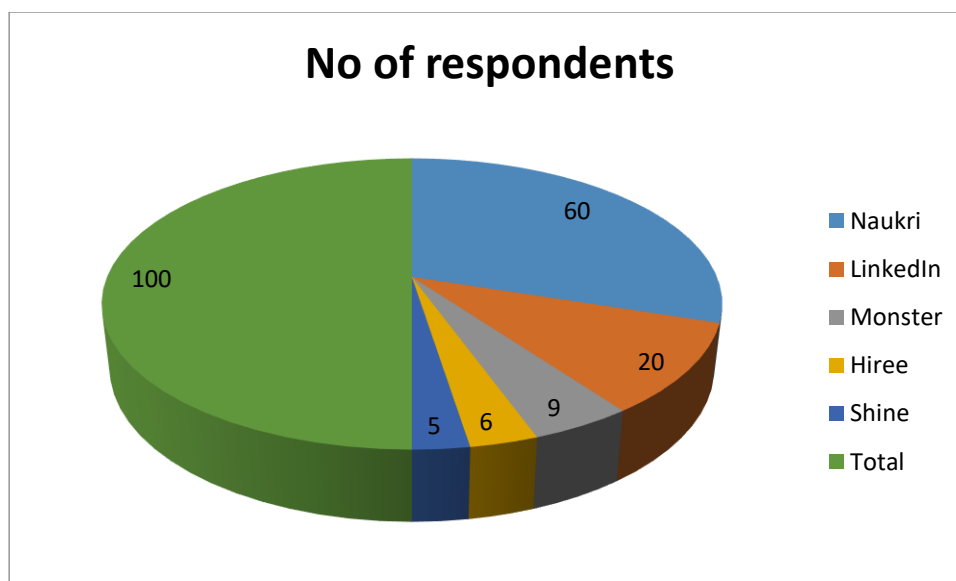
Analysis:

From the above diagram that demonstrates that the respondents towards work gateways utilized by RSM counseling Pvt Ltd. Among 100 respondents 60% of the respondents are utilizing Naukri work entries, 20% of the respondents utilizing LinkedIn, 9% of the respondents are utilizing Monster, 6% of the respondents are utilizing Hiree work gateways and 5% of the respondents are utilizing Shine.com work entryways in the association.

Interpretation:

From the above diagram perception it can showed that most of the respondents are utilizing Naukri.com work gateways in the association. Furthermore, it tends to be construed that RSM use Naukri.com the most in the association.

Table 4.15 Awareness about job opening at RSM CONSULTING PVT LTD

Particulars	No of respondents	Percentage
Social media platform	60	60
Newspapers	5	5
Company wedsite	35	35
Recruitment agency	0	0
Total	100	100

Graph: 4.11
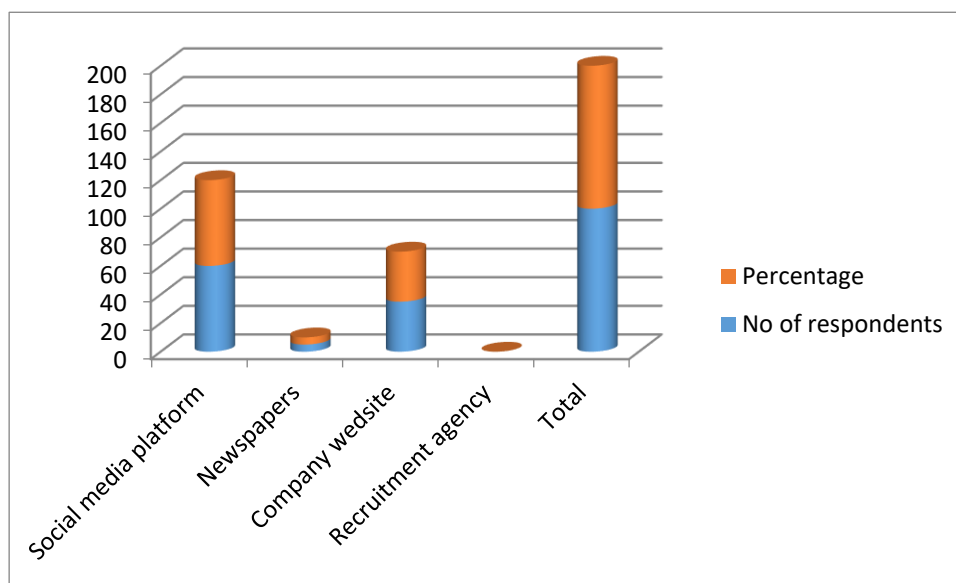
Analysis:

From the above chart, it very well may be construed as how respondents found a good pace employment opportunities at RSM. 60% of the respondents set apart for online life stages, 5% of the respondents set apart for Newspaper, 35% of the respondents set apart for Company sites.

Interpretation:

From the above table it very well may be surmised that the vast majority of the respondents set apart for internet based life stages were they found a good pace the employment opportunities at RSM PVT LTD.

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Table 4.16: Social media helps in selecting right employee

Particular	No of respondents	Percentage
Strongly agree	5	5
Agree	12	12
Neutral	35	35
Disagree	45	45
Strongly Disagree	3	3
Total	100	100

Graph: 4.12
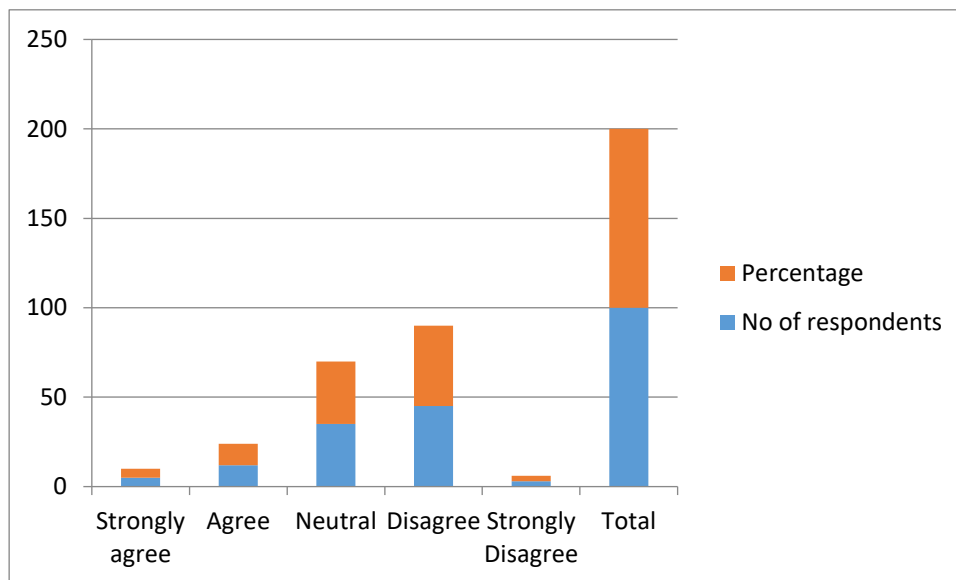
Analysis:

From the above diagram unmistakably the degree of choosing right representative through web-based social networking that affected that 5% of the respondents are emphatically concur, 12% of the respondents are concur, 35% of the respondents are nonpartisan, 45% of the respondents are differ and 3% of the respondents are unequivocally oppose this idea.

Interpretation:

From the above diagram most of the respondents feels that web based life organizing are differ and it is an adequacy technique for arrive at the base representatives.

Table 4.17: Brand factor influenced you to join RSM CONSULTING PVT LTD

Particulars	No of Respondents	Percentage
Strongly Agree	0	0
Agree	7	7
Neutral	55	55
Disagree	35	35
Strongly Disagree	3	3
Total	100	100

Analysis:

From the above table it was referenced that the degree of acknowledgment of workers that affected to join RSM PVT LTD brand factor. Among 100 respondents 7% of the respondents concur, 55% of the respondents are impartial, 35% of the respondents are differ and 3% of the respondents are unequivocally oppose this idea.
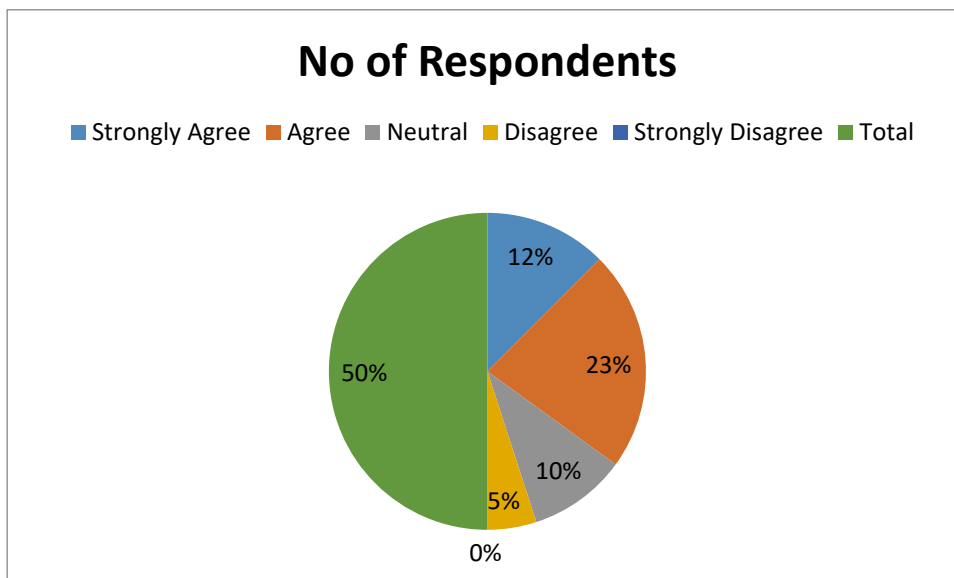
Interpretation:

From the above table it is obviously observe that brand factor is certifiably not a significant explanation behind joining RSM PVT LTD.

Table 4.18: Salary package influenced RSM PVT LTD

Particulars	No of Respondents	Percentage
Strongly Agree	25	25
Agree	45	45
Neutral	20	20
Disagree	10	10
Strongly Disagree	0	0
Total	100	100

Graph: 4.13

Analysis:

From the above diagram that we can induced that among 100 workers 25% of the respondents are emphatically concur, 45% of the respondents are concur, 20% of the respondents are impartial, and 10% of the respondents are differ about the compensation bundle as joining in RSM.
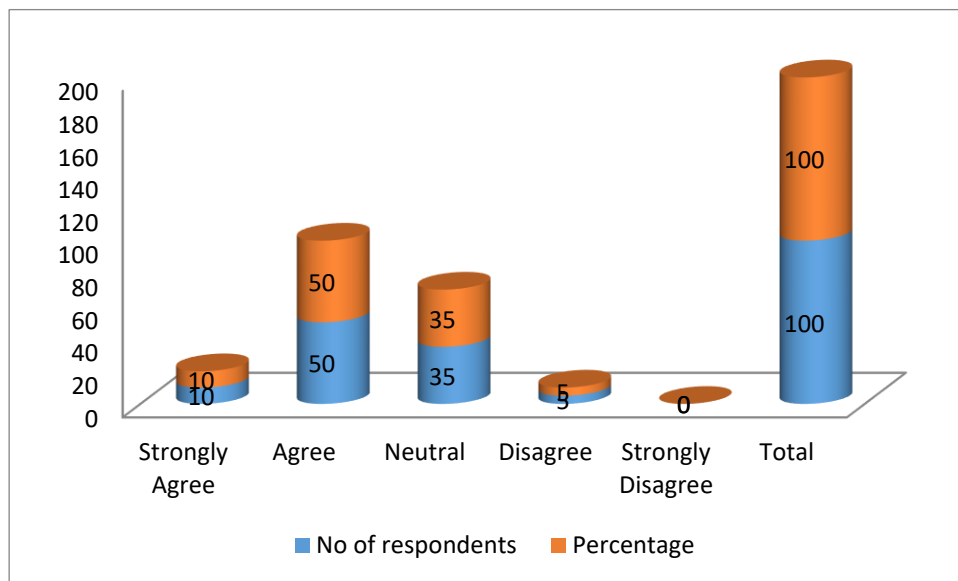
Interpretation:

From the above diagram the representatives in RSM there is a greater part of the workers joined RSM cause a decent compensation bundle.

Table 4.19: Career Growth

Particular	No of respondents	Percentage
Strongly Agree	10	10
Agree	50	50
Neutral	35	35
Disagree	5	5
Strongly Disagree	0	0
Total	100	100

Graph 4.14

Analysis:

The above table outlines that 10% of the respondents are firmly concur, half of the respondents are concur with vocation development to join in RSM, 35% of the respondents are impartial to join in RSM for profession development, 5% of the respondents are oppose this idea.

Interpretation:

From the above diagram it can surmised that the greater part of the respondents are concur with the profession development at RSM to joining element and not many of them are unbiased about the vocation development as joining factor

Table 4.20: Work Life Balance Factor

Particular	No of respondents	Percentage
Strongly agree	8	8
Agree	41	41
Neutral	39	39
Disagree	12	12
Strongly Disagree	0	0
Total	100	100

Graph: 4.15
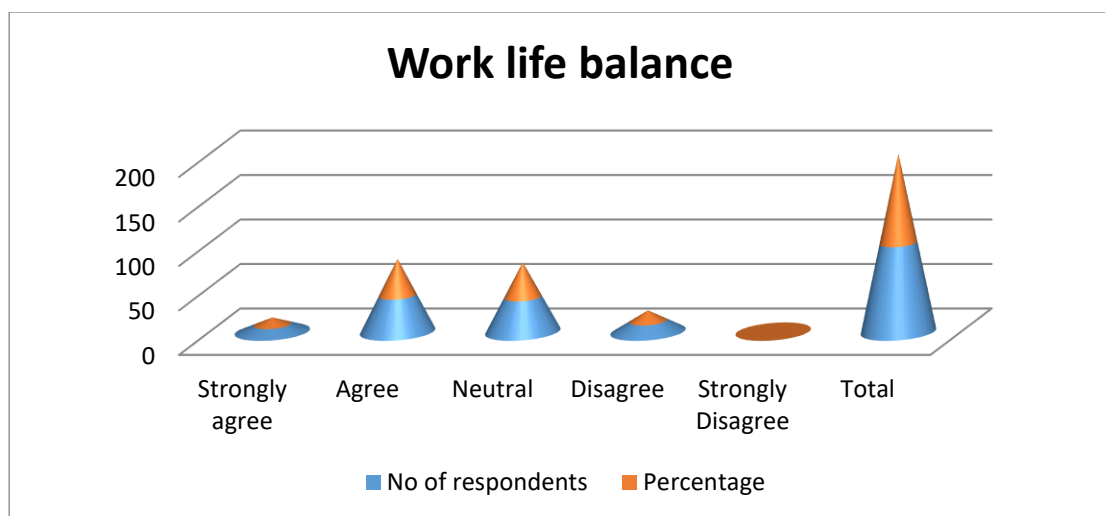
Analysis:

The above diagram that delineates the representatives work life balance as a factor to join RSM. Among 100 respondents 8% of the respondents are emphatically concur, 41% of the respondents are concur, 39% of the respondents are nonpartisan, 12% of the respondents are oppose this idea.

Interpretation:

From the above diagram examination that we can gathered that factor to join in RSM work life equalization of RSM is extraordinary and most of the representatives are concur for that.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- It is discovered most of the representatives are 40% female and 60% male in the organization.
- It is discovered most of the representatives in the association are hitched.
- Majority of the respondents are working in the association are CA and graduate.
- A high number of workers have understanding around of 0-10 years.
- Majority of the representatives in the association has a place with the age of 30-34 and 35-39 years.
- The dominant part of the workers are completely mindful of the representative referral technique.
- Majority of the respondents know about the grounds recruitment in the organization.
- The lion's share of the workers know about the stroll in technique for enlistment and just 10% respondents don't know about the stroll in strategy.
- Employees in the organization are completely mindful of the activity entries techniques for recruitment and it very well may be additionally derived the vast majority of the respondents are dynamic clients in web based life.

SUGGESTIONS

➢ Most of the understudies are fulfilled, some are fulfilled by applying work on social destinations, they feel it is exceptionally valuable to think about the occupations and organizations, additionally share that those locales are snappy in reacting

➢ Some occupations are jumped on LinkedIn yet because of some close to home issue they dint join.

➢ 83.5%of administration and consultancy are offered their input that they can effectively and emotionally contract the up-and-comer during public locales and 76.9% are reaction that enlisting during public destinations through LinkedIn will be increasingly full of feeling throughout the following not many years.

➢ Most of the organizations are as yet utilizing conventional method for enlisting up-and-comers, so organization ought to receive the cutting edge strategy for interpersonal interaction destinations for enrolments which is less expensive elective technique for contracting.

➢ As a replacement for of give advertisement in paper, news channels and occupation gateways or consultancy which prompts more costs.

CONCLUSION

This project infers that a large portion of the administration, work consultancies an understudies from graduates just as post graduates know about social enlistment through different informal communication destinations like facebook, twitter, and linkdin.

A portion of the understudies are useful the activity on these site, they are exceptionally fulfilled of looking through the occupations on public stages and they have additionally landed the position however because of some close to home issue they dint join the organization. work consultancy and hr chiefs are uncovered there feeling that enlisting through social locales will be gotten increasingly compelling in hr capacities and it will be ease of recruitment for the organization contrasted with other customary strategies for enlistment and furthermore they have felt that social destinations like linkdin will turn out to be progressively viable to look and competitors as it is the expert destinations and expert cooperation will be done. the board and consultancies are prepared to actualize this cutting edge technique however they feel need to learn.

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ACTIVITY CHART

SL No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, Culture and functions of the organization/identification of business problem from the Industry from the literature study	Week-1 03-01-2020 To 11-01-2020
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 13-01-2020 To 20-01-2020
3	Activity-3	Collection of data, editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 21-01-2020 To 27-01-2020
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 28-01-2020 To 08-02-2020
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 10-02-2020 To 15-02-2020

PUTTURI TRIVENI
Name and Signature of the Student

Triveni. P.