**DECATHLON SPORTS INDIA PRIVATE LIMITED**

**RAMEE MALL, ANNA SALAI, TEYNAMPET**

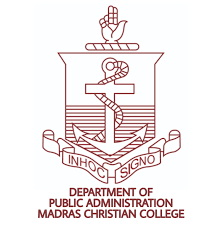
**INTERNSHIP REPORT**



**INTERNSHIP DURATION: 4/9/2023 TO 12/9/2023**

**SUBMITTED BY:**

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1. **INTRODUCTION**

Human Resource Management (HRM) constitutes a strategic framework for fostering employee growth and cultivating a harmonious workplace atmosphere. Its multifaceted responsibilities exhibit variability in alignment with the distinctive demands of diverse sectors and enterprises. However, the fundamental pillars of HRM commonly encompass talent acquisition, compensation structures, developmental programs, and the cultivation of fruitful employee relationships.

My internship journey took place from 4/9/2023 to 12/9/2023, where I had the privilege of gaining hands-on experience at Decathlon Sports India, a prominent name in the sports retail industry. My focus during this internship was primarily on the dynamic field of Human Resource Management within Decathlon, where I had the opportunity to explore the organization's approach to recruitment, training and development, compensation and benefits, and employee relations. In addition to my HR-related experiences, I also gained valuable insights into the production unit's role in collecting, processing, testing, packing, and distributing sports equipment and apparel. These experiences have given me a unique perspective on HR practices in the context of a vibrant and fast-paced sports retail environment.

1. **DECATHLON SPORTS INDIA: COMPANY OVERVIEW**

**2.1 Company Background**

Decathlon Sports India is a subsidiary of Decathlon Group, a global sports retail giant founded in France in 1976 by Michel Leclercq. Since its inception, Decathlon has rapidly expanded and established its presence in over 70 countries, becoming a prominent name in the sporting goods industry.

**2.2 Mission and Values**

At the core of Decathlon's mission is the commitment to "Make sport accessible to the many." This mission drives the company's unwavering dedication to offering a wide range of high-quality sports products, making it easier for individuals of all ages and skill levels to engage in sporting activities. Decathlon's values encompass a customer-centric approach, innovation, and sustainable practices.

**2.3 Product Range**

Decathlon Sports India is renowned for its extensive and diverse product range, catering to a broad spectrum of sports and outdoor activities. Their product categories include:

**Sports Equipment:** A comprehensive selection of equipment for sports such as football, cricket, tennis, cycling, and more.

**Apparel:** Sport-specific clothing, footwear, and accessories designed for men, women, and children.

**Outdoor and Adventure**: Gear for camping, trekking, hiking, and various outdoor pursuits.

**Fitness and Wellness:** Products for fitness training, yoga, and general well-being.

**Water Sports:** Equipment and accessories for swimming, snorkeling, and water-based activities.

**Team Sports:** Offering gear for sports teams, including uniforms, footwear, and equipment.

**2.4 Innovation and Sustainability**

Decathlon places significant emphasis on innovation and sustainability. They actively invest in research and development to create innovative products that enhance the sporting experience while minimizing the environmental impact of their operations. Initiatives include reducing waste, promoting the use of sustainable materials, and developing eco-friendly manufacturing processes.

**2.5 Global Presence**

Decathlon Sports India has rapidly expanded its operations across the country, with a network of retail stores and a strong online presence. The company's products are easily accessible to sports enthusiasts across India, reflecting their commitment to making sport accessible to all.

1. **HUMAN RESOURCES AT DECATHLON SPORTS INDIA**

**3.1 HR Philosophy**

Decathlon Sports India holds a human-centric approach at the heart of its operations. The company's HR philosophy is grounded in the belief that people are the driving force behind its success. Key principles that underpin the company's HR philosophy include:

**Inclusivity and Diversity:** Decathlon recognizes the value of diversity and strives to create an inclusive workplace where employees from various backgrounds and cultures can thrive. Their goal is to represent the diverse communities they serve.

**Learning and Development:** Continuous learning and personal development are highly encouraged. Decathlon offers comprehensive training and development programs to enhance the skills and knowledge of its employees, fostering a culture of continuous improvement.

**Employee Well-being:** Decathlon prioritizes employee well-being. The company promotes a supportive work environment that ensures the physical and mental health of its workforce. Employee well-being initiatives include health and wellness programs and stress management resources.

**Empowerment:** Decathlon empowers employees to take ownership of their work and decision-making, fostering a sense of responsibility and accountability. This empowerment extends to both individual roles and broader team collaboration.

**3.2 Recruitment and Onboarding**

Decathlon Sports India places a significant emphasis on hiring the right talent to support its mission. Their recruitment and onboarding processes are designed to ensure a smooth transition for new employees:

**Job Postings:** Job vacancies are posted on Decathlon's website and other relevant platforms, allowing candidates to apply online.

**Multi-stage Interviews:** A comprehensive interview process is employed to assess candidates' skills, experience, and cultural fit with Decathlon.

**Assessment Centers:** For certain roles, candidates may be required to participate in assessment centers to evaluate their problem-solving and team collaboration abilities, ensuring alignment with Decathlon's values.

**Structured Onboarding:** Once hired, new employees undergo a structured onboarding process, which includes an introduction to the company's culture, values, and work environment. This ensures that they are well-prepared to contribute effectively from day one.

**3.3 Employee Development**

Decathlon is committed to investing in the growth and development of its employees:

**Training Programs:** They offer a wide range of training programs, both online and in-person, to enhance employees' skills and knowledge. These programs are designed to support career advancement and promote continuous learning.

**Career Pathing:** Decathlon encourages employees to set and work toward their career goals. Clear career paths are defined, and employees are supported in their growth journey through mentorship and ongoing development opportunities.

**Performance Appraisal**s: Regular performance evaluations are conducted, allowing employees to understand their strengths and areas for improvement. These appraisals are essential for career development, goal setting, and alignment with the company's objectives.

**3.4 Employee Well-being**

Decathlon prioritizes employee well-being as a critical component of its HR practices:

**Health and Wellness:** The company offers comprehensive health and wellness programs, including fitness benefits, counseling services, and access to health resources to support employees in maintaining their well-being.

**Work-Life Balance:** Decathlon promotes work-life balance through flexible work arrangements and family-friendly policies, ensuring that employees can effectively manage their professional and personal lives.

**Employee Assistance Programs:** Resources are available to help employees navigate personal challenges, whether they are related to stress, financial concerns, or work-related issues.

**3.5 Corporate Social Responsibility (CSR)**

Decathlon Sports India actively engages in corporate social responsibility initiatives:

**Environmental Initiatives:** The company is committed to minimizing its ecological footprint by using eco-friendly materials, reducing waste, and optimizing logistics. Sustainable practices are integrated into its product design and manufacturing processes.

**Social Responsibility:** Decathlon is involved in community engagement and social initiatives, contributing to the well-being of society at large. This includes programs focused on education, sports development, and community welfare.

**Ethical Practices:** The company upholds high ethical standards in all aspects of its business, ensuring fair and responsible practices in its dealings with customers, suppliers, and employees.

1. **EXPERIENTIAL LEARNING: INSIGHTS FROM MY HR INTERNSHIP**

During my internship at Decathlon Sports India, I had the privilege of actively participating in a range of HR activities and gaining valuable insights into the practical application of human resource management in a dynamic sports retail setting. This section will provide an overview of the key areas I was involved in and the observations and takeaways from my internship:

**4.1 Recruitment and Talent Acquisition**

One of the highlights of my internship was my exposure to the intricacies of the recruitment process at Decathlon Sports India. I had the opportunity to work closely with the HR team in posting job vacancies, screening resumes, and conducting initial candidate assessments. It was enlightening to see how the company strategically aligned its recruitment efforts with its mission to make sport accessible to the many. The emphasis on hiring individuals who are not only skilled but also passionate about sports and fitness was evident.

***Key Takeaway****: The recruitment process at Decathlon is meticulous and places strong emphasis on cultural fit and passion for sports, aligning with the company's mission.*

**4.2 Employee Training and Development**

I was fortunate to be part of the planning and execution of several training programs aimed at employee development. These programs covered a wide range of topics, from customer service and product knowledge to leadership and team collaboration. Decathlon's commitment to fostering continuous learning and personal growth among its employees was clearly evident.

***Key Takeaway:*** *The focus on comprehensive training programs is instrumental in enhancing the skills and knowledge of employees, leading to better customer service and a more fulfilling employee experience.*

**4.3 Employee Relations and Well-being**

I actively participated in activities related to employee well-being and engagement. Decathlon's approach to employee relations is built on a foundation of inclusivity, empowerment, and support. This philosophy was evident in the well-being initiatives, including fitness benefits, counseling services, and stress management resources offered to employees.

***Key Takeaway:*** *A workplace that values employee well-being and fosters a positive environment results in a motivated and satisfied workforce.*

**4.4 Innovation and Sustainability**

My internship experience also exposed me to Decathlon's commitment to innovation and sustainability in product development and manufacturing. The emphasis on eco-friendly materials, waste reduction, and sustainable practices left a lasting impression. I witnessed how innovation and sustainability can coexist and be integral to a company's DNA.

***Key Takeaway:*** *Sustainability is not just a buzzword; it's a tangible commitment at Decathlon, and innovation is harnessed for the betterment of the environment and the business.*

**4.5 Corporate Social Responsibility (CSR)**

During my internship, I had the opportunity to understand Decathlon's involvement in CSR initiatives. The company actively engaged in community development and welfare, emphasizing the importance of giving back to society. This experience underscored the significance of businesses playing a role in improving the well-being of the communities they serve.

***Key Takeaway:*** *Businesses have a social responsibility to contribute positively to the communities in which they operate, and Decathlon's CSR initiatives exemplify this commitment.*

1. **COLLABORATION AND TEAMWORK: THE HEART OF HR AT DECATHLON SPORTS INDIA**

A standout feature of my internship experience at Decathlon Sports India was the central role played by collaboration and teamwork in the success of HR practices. In this section, I will delve into the significance of these elements:

**5.1 Team Dynamics in HR**

Decathlon's HR department operates as a cohesive and harmonious unit. Key observations include:

**Cross-Functional Collaboration:** HR professionals collaborate closely with other departments, recognizing the interdependence of HR practices with the broader organization.

**Supportive Environment:** Team members work in an environment where support, open communication, and knowledge sharing are actively encouraged, fostering a sense of unity.

**Task Delegation:** Delegation and task-sharing are vital in ensuring the efficient execution of HR functions. This approach helps in distributing responsibilities and sharing expertise.

**5.2 Inclusive Decision-Making**

Decathlon values the input and ideas of its employees at all levels. This is evident in:

**Idea Generation:** Employees, including interns like myself, are encouraged to contribute ideas and suggestions for process improvement and innovation within the HR department.

**Brainstorming Sessions:** Collaborative brainstorming sessions and team meetings are held regularly, enabling collective problem-solving and the exchange of diverse perspectives.

**Inclusive Culture:** Decathlon fosters an inclusive decision-making culture, where employees feel that their voices are heard and their insights are valued.

**5.3 Project Collaboration**

Cross-functional project teams provide opportunities for HR professionals to collaborate with other departments. I had the privilege of working with employees from different areas of the organization on various projects.

**Interdepartmental Projects:** These projects encourage employees to collaborate with colleagues from different backgrounds, enhancing their appreciation of the organization's diverse talents and perspectives.

**Knowledge Sharing:** Cross-functional projects promote knowledge sharing, allowing HR professionals to gain insights into the challenges and successes of other departments.

**5.4 Team Building and Employee Engagement**

Decathlon's HR team actively promotes team building and employee engagement activities, creating a positive and productive work environment:

**Team Building Activities:** Periodic team-building activities and events contribute to a sense of camaraderie and unity among HR professionals.

**Employee Engagement Surveys:** Regular surveys are conducted to gather feedback and insights, ensuring that employees feel engaged and valued within the organization.

**Collaborative Events**: Collaborative events that bring employees from different departments together for a common cause foster teamwork and a shared sense of purpose.

The role of collaboration and teamwork within Decathlon's HR department extends beyond mere cooperation; it is at the core of the organization's culture and success. The collective effort of HR professionals and their collaboration with other departments ensure that HR practices are not just implemented but are aligned with the organization's mission and values.

1. **INNOVATION AND TECHNOLOGY: CATALYSTS OF HR EXCELLENCE AT DECATHLON SPORTS INDIA**

In my internship at Decathlon Sports India, I witnessed how innovation and technology play a pivotal role in shaping HR practices and enhancing the overall employee experience. This section will delve into the innovative initiatives and technological tools employed by the HR department:

**6.1 Digital Recruitment Solutions**

Decathlon has embraced technology to streamline the recruitment process:

**Applicant Tracking System (ATS):** The adoption of an ATS has significantly improved the efficiency of resume screening and candidate management, reducing manual tasks and allowing HR professionals to focus on strategic aspects of recruitment.

**Online Interviews:** Digital interview platforms have become a standard practice, enabling remote interviews and assessments. This approach expands the pool of potential candidates by accommodating those located outside the immediate vicinity of the organization.

**6.2 Learning Management Systems (LMS)**

Decathlon invests in digital learning solutions to enhance employee development:

**Online Training Modules:** The introduction of online training modules allows employees to access training resources at their convenience. This flexible approach to learning has proven invaluable in fostering continuous skill development.

**Tracking and Analytics:** LMS platforms provide data and analytics to track employee progress, identify areas of improvement, and align training programs with business objectives.

**6.3 Employee Engagement Apps**

To maintain high levels of employee engagement, Decathlon has introduced employee engagement apps:

**Recognition and Rewards:** These apps enable employees to recognize and reward colleagues for their contributions, fostering a culture of appreciation and motivation.

**Feedback and Surveys:** Employee feedback and engagement surveys are conducted through digital platforms, making it easier for employees to share their insights and concerns.

**6.4 Virtual Onboarding**

Decathlon's HR department utilizes technology to create an engaging virtual onboarding experience:

**Digital Orientation:** New employees are introduced to the organization through digital orientations, offering an interactive and informative onboarding process.

**E-Documentation:** Employees complete necessary paperwork and compliance procedures digitally, simplifying the onboarding process and reducing paperwork.

**6.5 Data-Driven Decision-Making**

Data analytics plays a critical role in HR practices at Decathlon:

**Performance Metrics:** Decathlon collects and analyzes performance data, enabling HR professionals to gain insights into employee performance and align HR practices with the company's objectives.

**Predictive Analytics:** The HR department utilizes predictive analytics to forecast trends and identify areas for improvement, ultimately contributing to strategic decision-making.

In conclusion, Decathlon's embrace of innovation and technology in HR practices not only enhances operational efficiency but also enriches the employee experience. These tools and initiatives reflect the organization's commitment to remaining at the forefront of HR excellence, ensuring that HR practices are not just implemented but evolve to meet the ever-changing needs of the workforce.

1. **CHALLENGES AND RECOMMENDATIONS**

My HR internship at Decathlon Sports India provided me with valuable insights into the company's HR practices and the sports retail industry. While I gained a deep understanding of the organization's strengths, I also encountered some challenges and identified areas for potential improvement. This section will outline the key challenges I observed and provide recommendations for addressing them:

**7.1 Challenges**

**Recruitment Efficiency:** While Decathlon's recruitment process is comprehensive, it can be time-consuming. Streamlining the initial screening and assessment stages could help expedite the hiring process without compromising quality.

**Diversity and Inclusion:** Decathlon emphasizes inclusivity, but there is room for further diversification of the workforce. Encouraging diversity in leadership roles and implementing specific diversity and inclusion initiatives could enhance the company's culture.

**Employee Training:** While Decathlon offers a range of training programs, ensuring that they remain current and align with emerging industry trends is essential. Regularly updating training content and incorporating e-learning methods could enhance the effectiveness of training initiatives.

**7.2 Recommendations**

**Streamlined Recruitment Process:** Implement an applicant tracking system (ATS) to automate resume screening and enhance the efficiency of the initial recruitment stages. This would reduce the time spent on administrative tasks and allow HR professionals to focus more on strategic aspects of recruitment.

**Diversity and Inclusion Initiatives:** Develop and implement diversity and inclusion programs that actively promote diversity at all levels of the organization. These initiatives could include mentorship programs, diversity training, and targeted recruitment efforts to attract candidates from underrepresented groups.

**Continuous Training Updates:** Establish a process for continuously updating training materials and methods to keep them relevant and aligned with industry developments. Consider incorporating online learning platforms and making training resources accessible to employees at their convenience.

1. **CONCLUSION**

My HR internship at Decathlon Sports India was a transformative experience that provided valuable insights into the dynamic world of Human Resource Management within the context of a sports retail organization. Throughout the internship, I had the privilege of actively participating in various HR initiatives and projects, gaining practical experience, and contributing to the company's HR practices.

**Key takeaways from my internship include:**

The meticulous and strategic nature of the recruitment process, emphasizing cultural fit and passion for sports.

The importance of effective onboarding in helping new employees transition smoothly into their roles and the company culture.

The critical role of employee engagement in maintaining a motivated and satisfied workforce.

The significance of training and development in enhancing employee skills and knowledge, leading to improved performance.

The impact of corporate social responsibility initiatives in contributing to community development and environmental conservation.

I also identified several challenges and recommended strategies to address them, aiming to enhance HR practices within the organization. These recommendations encompass areas such as streamlining the recruitment process, promoting diversity and inclusion, and continuously updating training materials to remain aligned with industry trends.

My internship at Decathlon Sports India was a unique and enriching experience that not only deepened my understanding of HR practices but also allowed me to witness the impact of effective HR management on employee well-being and the overall success of the organization. The insights gained from this internship will undoubtedly guide my future endeavors in the field of HR and contribute positively to the success of organizations and the well-being of their employees.

I am deeply grateful for the opportunity to be a part of Decathlon's mission to make sport accessible to the many and for the support and guidance provided by the HR team throughout my internship. I look forward to applying the knowledge and experiences gained during this internship to continue to make a positive impact on the field of Human Resource Management.