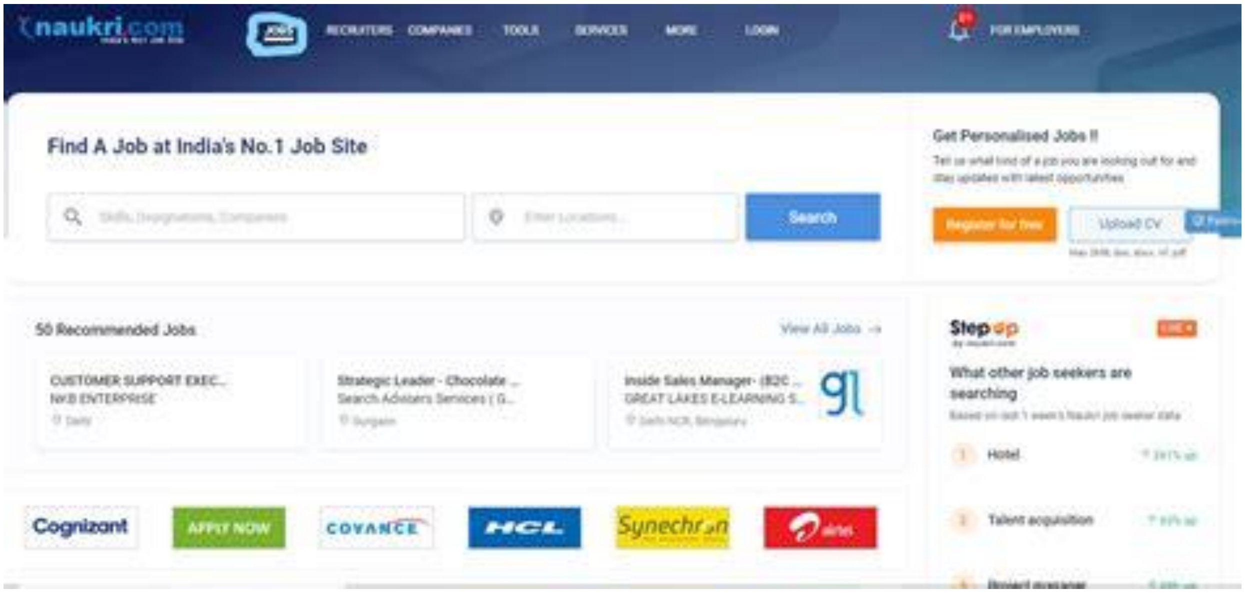

Naukri.com is India's leading online employment platform, offering a comprehensive suite of features tailored for job seekers, recruiters, and employers. Here's an in-depth look at its functionalities, underlying logic, and role management systems:

🔍 Core Features of Naukri.com

1. Job Search & Recommendations

- **Advanced Search Filters**: Users can filter job listings by industry, location, experience level, salary, and more.
- **AI-Powered Recommendations**: Leveraging over 500 machine learning and deep learning models, Naukri delivers personalized job suggestions based on user behavior and profile data (The Times of India).

2. Resume Database (Resdex)

- **Extensive Database**: Resdex hosts a vast collection of candidate profiles, enabling recruiters to search and filter resumes effectively.
- **AI-Enhanced Search**: The system understands over 50 lakh skill variants and 54 lakh designation variants, personalizing search results based on recruiters' preferences (The Times of India).

3. Job Posting & Employer Branding

- **Employer Dashboard**: Companies can post job openings, manage applications, and track recruitment metrics.

- **Branding Tools**: Features like Career Site Manager and Employer Branding Edge help companies enhance their visibility and attract top talent.

4. Subscription Plans

- **For Job Seekers**: Options like Naukri 360 Pro offer enhanced visibility and additional features.
- **For Recruiters**: Subscription plans provide access to advanced search tools, resume database, and analytics.

🤖 AI & Personalization Logic

Naukri.com employs AI to streamline the recruitment process:

- **Personalized Search Logic**: The platform tailors search results based on a company's unique hiring patterns and preferences, considering factors like past hiring data and recruiter behavior (recruiterzone.naukri.com).
- **AI-Powered Candidate Matching**: The system analyzes skills, designations, and other profile attributes to suggest the most relevant candidates.

👥 Role Management & Access Control

Naukri.com implements a structured role management system:

- **For Job Seekers**: Users can create and manage profiles, upload resumes, and apply for jobs.
- **For Recruiters**: Access to advanced search tools, resume database, and analytics is provided based on subscription plans.
- **For Employers**: Companies can manage job postings, track applications, and utilize branding tools to attract talent.

🔐 Security & Compliance

Naukri.com prioritizes data security:

- **Data Encryption**: Ensures that user data is protected from unauthorized access.
- **Network Protection**: Implements multiple layers of defense to block malicious attacks.

- **Compliance**: Adheres to industry standards and regulatory requirements to maintain customer trust (trust.naukri.com).

🧩 Naukri Talent Cloud

The Naukri Talent Cloud is an integrated ecosystem that combines various platforms under one umbrella:

- **Unified Access**: Single Sign-On (SSO) provides access to all subscribed platforms.
- **Cross-Platform Integration**: Facilitates candidate search and job posting across platforms like iimjobs, hirist, and Ambition Box.
- **AI-Powered Tools**: Offers AI-assisted job postings, candidate search, and shortlisting to enhance recruitment efficiency (recruiterzone.naukri.com).

⚠️ User Feedback & Considerations

While Naukri.com offers robust features, user experiences vary:

- **Relevance of Job Suggestions**: Some users report receiving job recommendations that don't align with their profiles, suggesting room for improvement in the AI matching algorithm.
- **Scams & Fraudulent Activities**: Instances of scam job offers have been reported, emphasizing the need for users to exercise caution and verify job opportunities independently (Reddit).

For more detailed information, you can visit Naukri.com's official blog and recruiter zone:

- Naukri Blog
- Recruiter Zone

If you have specific questions or need assistance with any feature, feel free to ask!

Business Logic

Business Logic of Naukri.com

1. User Segmentation & Roles

- **Job Seekers (Candidates)**
    - Create profiles and upload resumes.
    - Search and apply for jobs based on their preferences (location, skills, salary).
    - Receive personalized job recommendations.
    - Can upgrade to premium subscriptions for better visibility and additional features.
- **Recruiters & Employers**
    - Post job openings.
    - Search through the resume database (Resdex).
    - Filter and shortlist candidates using advanced search and AI tools.
    - Track applications and manage recruitment pipelines.
    - Use employer branding tools to attract candidates.
    - Purchase subscription plans for different levels of access to candidate data and advanced features.

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2. Job Posting and Application Workflow

- Employers post job openings with detailed criteria (skills, experience, location).
- Job postings are published and made searchable for candidates.
- Candidates apply to jobs; applications are tracked in employer dashboards.
- Employers shortlist candidates and initiate recruitment processes.
- Feedback loops and status updates allow candidates to track their application progress.

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3. Search & Matchmaking Logic

- **Search Filtering:** Candidates and recruiters use multiple filters — skills, location, experience, salary range, industry.
- **AI & Machine Learning:**
    - Analyze candidate profiles and job descriptions.
    - Match job seekers to relevant jobs based on historical behavior, skills, and preferences.
    - Recommend candidates to recruiters based on relevance scores.
- **Dynamic Ranking:** Search results are ranked dynamically to show the most relevant jobs or candidates first.
- **Skill & Designation Normalization:** The system recognizes multiple variants of skills and designations to improve matching accuracy.

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4. Subscription & Monetization Logic

- **Freemium Model:**
  - Basic job search and application is free for candidates.
  - Free job posting with limited reach for employers.
- **Paid Subscriptions:**
  - Job seekers can buy premium plans for better profile visibility and early access to jobs.
  - Recruiters pay for subscription tiers to access resume database, premium filters, AI search, and analytics.
  - Employers purchase branding tools and featured job postings to attract more candidates.

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5. Resume Database Management (Resdex)

- Collect resumes from job seekers.
- Index resumes with rich metadata on skills, experience, education.
- Enable recruiters to perform complex searches with Boolean and AI-based queries.
- Allow recruiters to save searches, contact candidates directly, and manage talent pools.

---

6. Security & Compliance Logic

- Authenticate users securely (passwords, OTPs, OAuth).
- Manage role-based access control — restrict recruiter and employer access based on subscription and roles.
- Protect candidate data privacy and comply with applicable data protection laws.
- Monitor for fraudulent job postings and scam activities; remove and blacklist offenders.

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7. Analytics & Reporting

- Track user engagement metrics (job views, applications, recruiter logins).
- Provide dashboards for employers to monitor hiring progress.
- Use data analytics to improve AI models for job and candidate recommendations.

Summary:

The **core business logic** of Naukri.com revolves around **matching job seekers to relevant job opportunities** and providing **employers with powerful tools to find the right talent**

efficiently. Revenue is generated primarily through subscriptions and premium services for both sides of the marketplace. AI and machine learning enhance matching and search effectiveness, while role-based access and security maintain platform integrity.

Logic Flow For Each Key

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1. Job Seeker Registration & Job Application Flow

Logic Flow:

- **Registration**
  - User signs up with email/mobile → verify via OTP/email.
  - Create profile: personal details, education, skills, experience.
  - Upload or build resume.
  - Optionally subscribe to premium plans for enhanced visibility.
- **Job Search**
  - User inputs search criteria (location, skills, salary, etc.).
  - System applies filters and AI matching to generate relevant job listings.
  - Job listings displayed with relevance scores, sorted by fit and recency.
- **Application**
  - User selects job → clicks "Apply".
  - System checks if profile/resume meets minimum criteria.
  - Application submitted; confirmation sent to candidate.
  - Candidate can track application status in dashboard.

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2. Recruiter Job Posting & Candidate Shortlisting

Logic Flow:

- **Job Posting**
  - Recruiter logs in → selects "Post Job".
  - Fills job details: title, description, required skills, experience, salary.

    - Chooses visibility options: free/basic or paid/featured.
    - Job posted → indexed and searchable for candidates.
- **Candidate Search**
    - Recruiter accesses resume database (Resdex).
    - Applies filters & keywords; AI suggests candidates based on job description.
    - Recruiter reviews candidate profiles, saves relevant ones.
- **Shortlisting**
    - Recruiter sends interview invites or messages via platform.
    - Updates candidate status (shortlisted, rejected, hired).
    - System tracks all actions and provides analytics.

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3. AI-Powered Job Recommendation System

Logic Flow:

- **Data Collection**
    - Gather user behavior data: searches, applications, clicks.
    - Analyze profile data: skills, designations, experience.
- **Model Processing**
    - Use ML models to identify patterns in job preferences.
    - Compute similarity scores between user profiles and jobs.
    - Continuously update models with fresh data.
- **Job Suggestions**
    - Present personalized job listings on user dashboard.
    - Prioritize jobs with higher predicted relevance and engagement likelihood.
    - Allow feedback (like/dislike) to refine recommendations.

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4. Resume Database Search by Recruiters

Logic Flow:

- **Resume Indexing**
    - Candidate resumes parsed and indexed with skill tags, experience, education.
    - Normalize variants of skills/designations for accurate matching.
- **Search Query**
    - Recruiter inputs complex Boolean queries and filters.
    - AI boosts resumes that match multiple criteria or recruiter preferences.
    - Results ranked by relevance score.
- **Candidate Interaction**
    - Recruiter views profile/contact info (based on subscription).

    - Saves profiles, sends messages.
    - System logs recruiter activity.

---

5. Subscription Purchase and Access Control

Logic Flow:

- **Plan Selection**
    - User selects subscription tier (job seeker or recruiter).
    - System presents pricing and feature list.
- **Payment Processing**
    - User enters payment details → payment gateway integration.
    - On success, subscription activated for defined duration.
- **Access Control**
    - System assigns role-based permissions tied to subscription.
    - Restrict or enable features like resume database access, job visibility.
    - Auto-renewal or expiry reminders sent.

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6. Employer Branding & Analytics Dashboard

Logic Flow:

- **Branding Setup**
    - Employer uploads logos, videos, testimonials.
    - Creates career site or branding pages via platform tools.
- **Campaign Management**
    - Selects jobs for promotion.
    - Chooses branding packages and schedules campaigns.
- **Analytics**
    - Dashboard tracks metrics: job views, applications, candidate demographics.
    - Reports generated for ROI and campaign effectiveness.
    - AI suggests optimization tips.

Summary Table

Feature	User Role	Key Steps
Job Seeker Registration & Application	Job Seeker	Signup → Profile → Search → Apply
Job Posting & Shortlisting	Recruiter/Employer	Post job → Search candidates → Shortl
AI Job Recommendation	Job Seeker	Analyze profile & behavior → Suggest
Resume Database Search	Recruiter	Query resumes → Filter → View
Subscription & Access Control	Job Seeker/Recruiter	Purchase plan → Payment → Permissio
Employer Branding & Analytics	Employer	Setup branding → Manage campaigns –

Great! Let's start with **detailed diagrams** (flowcharts) for each feature, followed by **pseudocode** for the core logic. I'll provide one feature at a time to keep it clear and digestible.

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1. Job Seeker Registration & Job Application Flow

Flowchart:

```
[Start]
   ↓
[User Sign-up] → [Email/Mobile Verification] → (If Verified?)
   ↓ Yes                                        ↓ No
[Create Profile]                              [Show Error & Retry]
   ↓
[Upload Resume / Build Resume]
   ↓
[Search Jobs with Filters]
   ↓
[Display Job List with AI Recommendations]
   ↓
[User Selects Job → Apply]
   ↓
[Check Eligibility Criteria]
   ↓
(Eligible?)
   ↓ Yes                 ↓ No
[Submit Application]   [Show Ineligible Message]
   ↓
[Send Confirmation Email]
   ↓
[Track Application Status in Dashboard]
```

```
   ↓
[End]
```

Pseudocode:

```
def register_user(user_details):
    if verify_contact(user_details.contact_info):
        profile = create_profile(user_details)
        return profile
    else:
        return "Verification Failed"

def upload_resume(user_id, resume):
    save_resume(user_id, resume)

def search_jobs(user_profile, filters):
    jobs = query_jobs(filters)
    recommended_jobs = ai_recommend(user_profile, jobs)
    return recommended_jobs

def apply_to_job(user_id, job_id):
    if check_eligibility(user_id, job_id):
        submit_application(user_id, job_id)
        send_confirmation(user_id, job_id)
        return "Application Submitted"
    else:
        return "Not Eligible for this Job"
```

Perfect! Let’s move on to the next:

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2. Recruiter Job Posting & Candidate Shortlisting Flow

Flowchart:

```
[Start]
   ↓
[Recruiter Login]
   ↓
[Select “Post Job”]
   ↓
[Enter Job Details (title, skills, exp, salary)]
   ↓
```

```
[Choose Posting Type (Free / Paid)]
   ↓
[Post Job → Job Published & Indexed]
   ↓
[Search Resume Database]
   ↓
[Apply Filters & AI Suggestions]
   ↓
[View Candidate Profiles]
   ↓
[Shortlist Candidates]
   ↓
[Send Interview Invites / Messages]
   ↓
[Update Candidate Status]
   ↓
[Generate Reports / Analytics]
   ↓
[End]
```

Pseudocode:

```
def recruiter_login(credentials):
    if authenticate(credentials):
        return "Login Successful"
    else:
        return "Invalid Credentials"

def post_job(recruiter_id, job_details, posting_type):
    job_id = save_job_to_db(recruiter_id, job_details, posting_type)
    index_job_for_search(job_id)
    return job_id

def search_candidates(job_id, search_filters):
    candidates = query_resume_database(search_filters)
    ranked_candidates = ai_rank_candidates(job_id, candidates)
    return ranked_candidates

def shortlist_candidate(recruiter_id, candidate_id, job_id):
    add_to_shortlist(recruiter_id, candidate_id, job_id)
    send_interview_invite(candidate_id)
    update_candidate_status(candidate_id, job_id, "Shortlisted")

def generate_report(recruiter_id):
    return get_hiring_analytics(recruiter_id)
```

Awesome! Here’s the detailed logic for the AI-Powered Job Recommendation System.

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3. AI-Powered Job Recommendation System

Flowchart:

```
[Start]
   ↓
[Collect User Data]
   ↓
[Analyze Profile (skills, experience, preferences)]
   ↓
[Track User Behavior (search history, applications, clicks)]
   ↓
[Input Data to ML Models]
   ↓
[Generate Candidate Job Matches with Relevance Scores]
   ↓
[Rank Jobs by Predicted Fit]
   ↓
[Display Personalized Job Recommendations]
   ↓
[Collect Feedback (likes/dislikes)]
   ↓
[Update Models with Feedback]
   ↓
[End]
```

Pseudocode:

```
def collect_user_data(user_id):
    profile = get_user_profile(user_id)
    behavior = get_user_behavior(user_id)
    return profile, behavior

def generate_job_recommendations(user_profile, user_behavior):
    # Combine profile and behavior features
    features = extract_features(user_profile, user_behavior)

    # Predict relevance scores using ML model
    job_list = get_all_active_jobs()
    scored_jobs = []
    for job in job_list:
        score = ml_model_predict(features, job)
        scored_jobs.append((job, score))

    # Sort jobs by score descending
    ranked_jobs = sorted(scored_jobs, key=lambda x: x[1], reverse=True)

    return [job for job, score in ranked_jobs[:top_n]]

def update_model_with_feedback(user_id, job_id, feedback):
    # feedback: like (1) or dislike (0)
    store_feedback(user_id, job_id, feedback)
```

```
retrain_model_if_necessary()
```
