

SUMMER INTERNSHIP REPORT

A STUDY OF HR PRACTICES AT SHINE PROJECTS

(AN EDTECH COMPANY)

Submitted by:

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Class: BBA (Sem V)

Enrolment no: A7006419049

Specialization: HUMAN RESOURCE (HR)

Under guidance of:

Industry Guides name: Sri Harsha

Faculty Guide: Mr. Samarth Pande

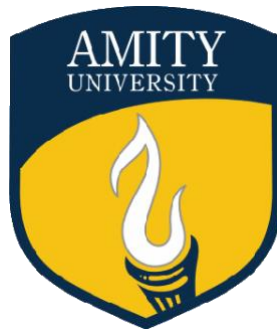
Designation: Joint MD

Designation: Assistant Professor

Organization: Shine Projects

ABS, Lucknow

(SUMMER INTERNSHIP REPORT SUBMITTED IN PARTIAL FULFILLMENT FOR THE AWARD OF FULL TIME DEGREE OF BACHELORS IN BUSINESS ADMINISTRATION (2019-22))



AMITY BUSINESS SCHOOL

AMITY UNIVERSITY UTTAR PRADESH LUCKNOW

INTERNSHIP PROGRAM AND CONFIDENTIALITY AGREEMENT

This AGREEMENT is between the office of the register Amity University Uttar Pradesh Lucknow Campus and MUSKAN AGARWAL a student presently studying at the AMITY UNIVERSITY UP. The student named above desires to undertake summer internship /training program as intern at Shine Projects as a part of her studies. The competent authority of the institute where the student is presently studying has officially recommended the student, confirming his antecedents, track record and good moral character. I have read and understand the above definition of “confidential information” “I agree that I will not at any time, both during and after my enrolment in University Internship, communicate or disclose confidential information to any person corporation or entity. It is understood that any breach of confidentiality will result immediate termination of the internship and that a report of the breach will be made by the concerned Head of Institution.

HAVE READ THE ABOVE CONFIDENTIALITY AGREEMENT AND AGREE TO ITS TERMS.

AGREED

Muskan Agarwal

A7006419049

AMITY UNIVERSITY, LUCKNOW.

DECLARATION

Title of project report –A Study Of HR Practices At Shine Projects

I understand what plagiarism is and am aware of the Amity University's policy in this regard

I declare that

- (a) The work submitted by me in partial fulfilment of the requirement for the award of degree BBA assessment in this Summer Internship is my own it has not previously been presented for another assessment.
- (b) I declare that Selecting Human Resource this is my original work. Wherever work form other source has been used, all debts (for words data, arguments, and ideas) have been appropriately acknowledged and referenced in accordance with the requirements of NTCC Regulations and Guidelines.
- (c) I have not used work previously produced by another student or any other person to submit it as my own.
- (d) I have not permitted, and will not permit, anybody to copy my work with the purpose of passing it off as his or her own work.
- (e) The work conforms to the guidelines for layout, content and style as set out in the Regulations and Guidelines.

Date:

Muskan Agarwal

A7006919049

BBA (2019-22

STATEMENT BY THE CANDIDATE

Certified that this report is prepared based on the summer internship project undertaken by me in on the topic A Study of HR Practices Shine Projects from 6th May 2021 to 20th June 2021. Under the able guidance of (Dr./Mr./Ms.) Sri Harsha (Industry Guide) & Mr. Samarth Pande (Faculty Guide). In partial fulfillment of the requirement for award of degree of Bachelor in Business Administration [BBA] from Amity University, Uttar Pradesh.

Date:

Muskan Agarwal

(Student Name)

Mr. Samarth Pande

(Faculty Guide)

Prof. (Dr). Rohit Kushwaha

Director (ABS)

FACULTY CERTIFICATE

Forwarded here with a summer internship report on “A Study of Human Resource Practice at Shine Projects” submitted by Muskan Agarwal Enrollment No.- A7006419049, student of BBA Vth Semester (2019-22).

This project work is impartial fulfillment of the requirement for the award of degree of Bachelors in Business Administration from Amity University Lucknow Campus, Uttar Pradesh.

Mr. Samarth Pande

Assistant Professor

Amity Business School

Amity University, Lucknow Campus

ACKNOWLEDGEMENT

It was a great pleasure for me to undertake this project entitled- A Study Of Human Resource Practices at Shine Practices on a broader aspect and Recruitment on a narrow down aspect. I sincerely express my sense of gratitude to Sri Harsha (Founder, MD & CEO of Shine Projects) Mr. Samarth Pande (Assistant Professor), Amity Business School, Amity University, Lucknow for invaluable guidance and supervision. This Summer Project Report is the result of their generous attitude.

I owe and respectfully offer my thanks to my noble parents for their constant moral support and affection which helped me to achieve success in every sphere of life and without their devotion this summer internship report would have been a sheer dream and not a hardwork.

I am also thankful to my siblings and classmates for their help in finding materials, discussions, and encouragement during this research work.

I sincerely acknowledge the efforts of all those who have directly or indirectly helped me in completing my summer internship report successfully.

I submit this summer internship report of mine with great and utmost regard.

TABLE OF CONTENTS

S.No.	Content
1.	Synopsis
2.	Objective of the study
3.	Executive Summary
4.	Chapter I: Introduction
	▪ Introduction
	▪ Literature Review
	▪ Background of the study
	▪ Significance of the report
5.	Chapter II: Organizational profile of the company
	▪ The Background
	▪ Market segmentation
	▪ Collaborations
	▪ Product Profile
	▪ Product Line
	▪ Features of the Product
	▪ Competitors/Alternatives
	▪ Achievement/Awards
	▪ Swot Analysis
	▪ Experience
6.	Chapter III: Data analysis and interpretations
	▪ Objective of the study
	• Research type
	• Data collection sources
	• Method of data collection
	• Primary research analysis
	• Secondary research analysis
	• Limitations
7.	Chapter IV: Findings and conclusion

	<ul style="list-style-type: none"> ▪ Findings
	<ul style="list-style-type: none"> ▪ Questionnaire
	<ul style="list-style-type: none"> ▪ Conclusion
8.	Annexure
9.	References

Synopsis for Summer Internship Programme

Student is required to provide the following information at the time of registration within a week of joining their course in the industry.

Student's Name -----Muskan Agarwal-----

Enrolment No -----A7006419049-----

Program -----BBA-----

Industry / Organization's name -----Shine Projects-----

Address (If applicable) Road 10, Muppas Panchavati Colony, Hyderabad

External Guide's Name Sri Harsha

Designation ----- Stock Market Analyst-----

Contact Details Ph (O): -----89726 71436-----

Mobile: -----78937 80465-----

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Email: info@shineprojects.in

OBJECTIVE OF THE STUDY

The paper is written as a REPORT, reflecting on my One and a half-month internship at Shine Projects as a Human Resource intern and a learner. Below mentioned are the objectives to study research and learn from this summer internship programme.

- To learn about how to distinguish and select apt profiles to suit the business necessities of Shine Projects in hiring specialists from the market.
- To research the trustworthiness of internet while looking for work seekers.
- To study and identify the expectations and needs of agent hired at Shine Projects and measure how satisfied they are.

EXECUTIVE SUMMARY

My internship topic is Study of HR function. I have completed my internship from Shine Project.

During my internship period my objective was to recruit some agents under my guidance to sell the courses provide by organization and answer their quires if any. At the same time I was asked to contact some institutes and colleges via mail to conduct a workshop by Shine Projects so that interested students can buy or register themselves for certified courses.

This study examines how HR Function such as recruitment is practiced under an online education and training company. So with this reference the research paper has been conducted, based on the primary and secondary research in Shine Projects.

CHAPTER I

INTRODUCTION

Online education is an electronically supported learning system, which relies on the Internet for interaction and distribution of course material between students and teachers. Online education sector is going through the period of high end expectations. Due to the pandemic it has received moderate level of acceptance. Still there is division between the groups that approve and disapprove of online education.

Charter schools, ONLINE ACADAMIES, vocational centres, and corporate educational support services are among the other components of a modern education system. Undergraduate, graduate, and postgraduate students are taught by lecturers and professors in colleges, universities, coachings and online educational institutes.

The development of this resource is heavily influenced by educational institutions. They're in charge of creating a talent pool for other businesses, which is crucial in today's global economy.

In this study we will mostly focus on the online education platform. Nowadays, People can learn new skills and increase their knowledge in a variety of methods these days, including traditional brick-and-mortar schools, online courses and certificates, and even social media video lessons.

HRM or Human resource management is the practice to manage employees and fulfil organizational requirements. Human resource management is an approach to meet one's requirements and motivate them to perform at their best. To classify, to plan, execute, and to monitor falls under various HR functions that broadly and minutely can classify as functions of human resources. Some of the HR functions are-

- Talent hiring
- Onboarding
- Training management
- Performance
- Workforce engagement
- Payroll management
- Compliance management

LITERATURE RIVIEW

A literature review is the most important step in the research process. It is an overview of the previously published works on a specific topic. The term can refer to a full scholarly paper or a section of a scholarly work such as a book, or an article. The purpose of a literature review is to gain an understanding of the existing research and debates relevant to a particular topic or area of study, and to present that knowledge in the form of a written report. Conducting a literature review helps you build your knowledge in your field.

Online Education is a type of distance learning taking courses with nonexistent physical classroom, flexible schedules and reduced personal interactions. Instead teachers and students, interact over internet.

✚ According to (**Judith B. Strother, 2002**). Online Education Sector or referred as E-learning has been used extensively not just for academic purposes for students but also for businesses and corporate employees to impart training on various upcoming industrial revisions.

Human: refers to the skilled workforce in an organization. Resource: refers to limited availability or scarce. Management: refers how to optimize and make best use of such limited or scarce resource so as to meet the organization goals and objectives.

✚ When organisations involve in innovation, they need creative and innovative people, who are flexible, risk taking, and tolerance of uncertainty and ambiguity (**Chen and Huang, 2007**).

✚ Recruitment is a part of HR Function **Hemant Rao (2007)** in his study he explained the role Human Resource Function in an organizational how important it is for HRM. He also said that an organization should work in such a way that they should treat the employees irrespective to cast, religion, gender etc. The productivity of the company is based on the quality of work done by the employees in the organization which is ensured through Human

Resource Functions.

✚ **Andries du Plessis, Andrew Hobbs, Rebecca Marshall and Sherrol Paalvast (June 2008)** “In 21st century it is necessary for organization that they should develop their competitive advantage and for this fulfilment of the goal this need that HR Functions and activities should assist the organization. For surviving in a global market and for meeting changing demand of costumer HRM should give stress on proper recruitment.

✚ **Are we there yet? What’s next for HR?** is a paper written **by Ulrich, Dave, Dulebohn, James H in June 2015**. This paper tells you about how HR have evolved during the past decades, how it has moved from being a lower-level management entity to being a core function of an organization.it talks about HR brief journey during the past decades and what’s next in its future. It also talks about HR is helping the top executives of an organization maintaining a subtle relationship between the upper and lower-level management.

The research paper takes a critical evaluation on e-recruitment relating the aspect to Shine Projects, a company which makes use of e-recruitment.

✚ According to **Hadji, (2015)**, defines e-recruitment as a process of using technology and electronic resources in order to attract, select as well as manage the recruitment of employees in a particular co-operation. The purpose of e-recruitment in this case is to identify as well as attract potential employees to the institution by use of electronic technology, the internet.

✚ **Stone, Dianna L., Deadrick, Diana L., Lukaszewski, Kimberly M., Johnson, Richard (2015)** has written a paper on “The influence of technology on the future of human resource management”. It talks about how the current technology has effects on human resource management. It tells us that how effectively technology is HR to achieve its organizational goals. It also talks about how the technology in the future will improve human resource management. In my opinion it is a great paper as it helps us in understanding the importance technology in HR.

✚ However, **El Ouiridi, Pais, Segers and El Ouiridi, (2016)**, e-recruitment refers to the use of the internet by companies and organizations as a form of finding new employees. According to the definition, e-recruitment involves the aspect of job advertisement in the internet and allowing for people to submit applications through the online platforms and employ them from that, there is possibly no direct contact before the employment.

The summer training programme is designed to give participants real-world experience in the business world. Summer training programmes are designed for vacations in which advanced theoretical knowledge needs to be supplemented with on-the-job experience. As a result, the future manager will need to be willing to take on new responsibilities. The focus of this research is on the recruitment procedure at "SHINE PROJECTS, LUCKNOW." The organization needs to be more attentive to shifting situations and current trends when it comes to recruitment and this case is to identify as well as attract potential employees to the institution by use of electronic technology, the internet.

Background of the study

Online learning in present time is playing a key role in putting India on global map. Online learning is one of the most important and required development patrons for the purpose of learning platforms. The online learning is playing an important role in changing India's image from a steady moving learner to a land of innovative learning processes and global player in providing world class technology solutions.

India has become second largest market for the purpose of E-learning after the US. The sector is to expect to reach US\$ 1.96 million by 2021 with around 9.5 million users. The Indian Education market is forecast to be worth US\$ 8.6 billion by 2026. Easy availability of the internet is the primary reason for the purpose of the growth of online education in India. Between 2019 and 2020 the number of internet users in India increased by 128million.

SIGNIFICANCE OF THE REPORT

The aim of this project is to highlight the importance of e-recruitment in online education sector. E-recruitment is mostly efficient regarding cost saving, followed by easy accessibility of large

candidates and time-saving. This paper helps in understanding the usefulness of the same as well as its downfalls or disadvantages.

CHAPTER II

ORGANIZATIONAL PROFILE OF THE COMPANY

➤ The Background

Shine Projects

At Shine Projects they started their undeniable online activities from T-Center, Hyderabad, Telangana in May 2020, resolving the issues identified with the availability of instruction during the Coronavirus pandemic, with the conviction to prevail in our victory of aiding understudies who were influenced by the lockdown. Fulfilling the requirements of our students by giving a great training in a reasonable way is the plan.

With a fitting business sector evaluation and a top class the management, they turned into the quickest developing instruction organization in India in a limited ability to focus time! The very much custom-made online courses have become significant and moderate impetuses in everybody's close to home and expert expertise advancement.

At Shine Projects they accept that the conventional method of tutelage is the best since it helps in powerful learning and helps in on the spot questions explanation. Thus, there significant courses consistently educated in a live strategy by means of Zoom stage.

They have effectively led a great many live study hall meetings and online classes and prepared over 50,000+ students. The organisation have likewise accomplished a remarkable rating of 4.7/5 with criticisms from over 3000+ up-and-comers on our Google page. Our linkedin, Instagram, twitter and youtube page are similarly essential.

Thus are right now working in India, center east and U.S.; while additionally planning other likely areas.

Shine Projects is a pioneer in conducting workshops for students and companies in India and abroad, to address the gaps and to take seekers to the next level.

The beginning of the Company is the knitted results of the Coronavirus lockdown and the Founder's passion for imparting affordable and high-quality practical education.

MARKET SEGMENTATION OF SHINE PROJECTS

- By Product – Content (Financial Market) and Services (Online Certification, Placement for part-time job)
- By Learning Type – Chat, Voice, Video, and Live Streaming, E-Material, e-mail, Discussion Boards, and Social Networking

COLLABORATIONS



IIM Amritsar



NMIMS



Gandhi Institute of Technology
and Management



Symbiosis International
University



IIT Delhi



IIT Roorkee



IIM Sirmaur



NMIMS



Indian Institute of Technology
Kanpur



Indian Institute of Technology
Hyderabad



Indian Institute of Technology
Guwahati



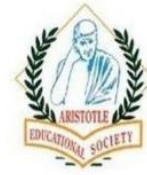
Indian Institute of Technology
Kharagpur



St. Clare College



Banaras Hindu University



ARISTOTLE PG COLLEGE



Vidya Jyothi Institute of
Technology



Spoorthy Women's Degree
College



S.M. Shetty College



VIMS - Vivekananda Institute
Of Management Studies



Christel House India

PRODUCT PORTFOLIO

Shine Projects is a pioneer in conducting workshops for students and companies in India and abroad also hire or provide Human Resource, Marketing and Business Development interns or internship across the globe.

The extensive range of unique courses offered by Shine includes Share Markets Basic and Advanced Module, Career Orientation Program, Personality Development Course, Banking Advanced Module, Life Insurance Advanced Module, and Mutual Funds Advanced Module. Apart from this, “Financial Markets Crash Course” is the flagship programme of Shine Projects, taught by the founder himself.

The crash course on the financial markets is a 7-day extraordinary course- teaching Share markets, Mutual funds, Insurance & Banking concepts– with over-the-top benefits. The Course is a package filled with numerous benefits that include course completion certificate, convenient time slots, lifetime subscription, premium study material with live teaching and live doubt clearing sessions– being their USP.

The inimitable feature is that, upon completion of the course, the student gets a personal LinkedIn recommendation from Mr. Harsha, this feature is currently available only with Shine

PRODUCT LINE

Shine Projects basically offers online courses with certifications which adds credits to our CV, helps in boosting it and improves our skills and knowledge in the required field. Thus, the product line listed under the organization comprises of the online courses offered by it which are as follows:

1. Financial Markets Triple Combo (Mutual Funds Advanced Module and Personality Development Included)
2. Stock Market Trading and F&O Trading Module
3. Personality Development Live Module
4. Organizational Skills
5. Qualitative Aptitude
6. Business Analyst Training Module
7. C and C++ Programming Module
8. Python Programming Module
9. Banking Advanced Module (Coming Soon)

10. Career Orientation Program (Coming Soon)
11. Share Markets Basic- Intermediate Level (Coming Soon)

FEATURES OF THE PRODUCT



The graphic is a promotional poster for a financial workshop and course. It has a dark blue top half and an orange bottom half. In the top right corner, there is a logo for 'SHINE PROJECTS' featuring a stylized star or flower icon. The main title 'FINANCIAL MARKETS WORKSHOP' is written in orange capital letters. Below it, the name 'Sri Harsha' is displayed in white, followed by a blue LinkedIn icon and the word 'LinkedIn' in white. Underneath, his credentials are listed in white: 'Stock Market Analyst | Guest Speaker' and 'Macro economics Expert | Article Writer'. To the right of this text is a photograph of Sri Harsha, a man with a beard wearing a maroon blazer, pointing upwards with his right hand. The bottom section, on an orange background, is titled 'FINANCIAL MARKETS TRIPLE COMBO COURSE' in dark blue. It lists five bullet points in white: '3 Certificates', '3 Courses', 'LinkedIn recommendation from Sri Harsha', 'Study Material', and 'Live Classes + Doubt Clearing'. To the right of the text is an illustration of a black graduation cap and a rolled-up diploma tied with a red ribbon.

SHINE PROJECTS

FINANCIAL MARKETS WORKSHOP

Sri Harsha
 [LinkedIn](#)

Stock Market Analyst | Guest Speaker
Macro economics Expert | Article Writer

FINANCIAL MARKETS TRIPLE COMBO COURSE

- 3 Certificates
- 3 Courses
- LinkedIn recommendation from Sri Harsha
- Study Material
- Live Classes + Doubt Clearing

WHAT ALL DO YOU GET FOR ₹2999 + GST

- Financial Markets 7 Days Live Teaching With Live Doubts Clearing
- Complementary 1 - Macroeconomics & Mutual Funds Advance Module
- Complementary 2 - Personality Development Module
- 100% Placement Guarantee For Work From Home Part Time Jobs
- Get A LinkedIn Recommendation From the Director.



Special Offer

[CLICK HERE](#)





OUR ACHIEVEMENTS



Best startup of the year by Business Connect 2020



Best company in focus by Prime Insights 2021



Attained membership at Thub



Approved by NSDC & Skill India as a Training & Education Company under ID TP070557





















ISO 9001:2015 Certified Education Company under ID QZ-VMZ2021081





Shine Projects Competitors & Alternatives

Competitor Name	Revenue	Number of Employees	Employee Growth
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#1	 St. Andrew's Co... 	\$11M	61	36%
#2	 University Inst... 	\$19.1M	106	31%
#3	 Shine Projects 	\$110.5M	614	3311%
#4	 Institute of En... 	\$11.7M	65	41%
#5	 IIDE - Indian L... 	\$24.5M	136	31%
#6	 LUCKNOW CHRISTL... 	\$7.4M	41	28%
#7	 Bansal Institut... 	\$15.3M	85	21%
#8	 Jagan Institute... 	\$10.4M	58	38%
#9	 SAI Internation... 	\$9.9M	55	38%
#10	 S G Balekundri ... 	\$9M	50	32%

ACHIEVEMENTS / AWARDS


 Awarded as best startup of the year 2020 by Business Connect

 Rated as the best company in focus by Prime Insights 2021

 Member at T-HUB supported by government of Telangana

 Recognised by GOI as Training and Education company under ID TPO70557

- Approved by National Skill Development Corporation (NSDC)
- Approved by Skill India

 ISO 9001:2015 certified education company under ID QZ-VMZ2021081

SWOT ANALYSIS

S

Strengths



W

Weaknesses



O

Opportunities



T

Threats



- Flexibility in learning schedule
- Serving many student in a short time
- Independent learning
- Established course
- Experienced tutor

- No adjustment of supply to the reality of needs and expectations
- Dependent on internet connectivity
- Requires self management and self-discipline learners

- New possibilities through mobility
- Widening participation
- New programmes
- Continuous updating of skills

- Personal lack of motivation in students
- Better quality provision from other providers

EXPERIENCE AT SHINE PROJECTS

I joined Shine Projects to do an internship for my summer program. My internship with the organization was six weeks long. I decided I wanted to pursue Human Resource Management as my internship area.

Since we were in the midst of COVID-19 pandemic it was an online internship. My working hours were flexible and there was not a lot of pressure. I gained working experience but as being an online internship it was not as helpful as on offline could have been.

CHAPTER III

RESEARCH METHODOLOGY

OBJECTIVE OF THE STUDY

The paper is written as a REPORT, reflecting on my One and a half-month internship at Shine Projects as a Human Resource intern and a learner. Below mentioned are the objectives to study research and learn from this summer internship programme.

- To learn about how to distinguish and select apt profiles to suit the business necessities of Shine Projects in hiring specialists from the market.
- To research the trustworthiness of internet while looking for work seekers.
- To study and identify the expectations and needs of agent hired at Shine Projects and measure how satisfied they are.

RESEARCH TYPE

For this study I have used descriptive research.

Descriptive Research- Descriptive research aims to accurately and systematically describe a situation. It can answer what, where, when and how questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

DATA COLLECTION SOURCES

There are mainly two sources which I have for collecting data. They are:

Primary Data: It is the raw data or primary data which is collected by the user himself. This data is received directly from the stakeholders with the help of surveys and observations are made with the help of responses. It is not subjected to any kind of alteration or manipulations.

Internal and external investigation was done.

Secondary Data: This kind of data is obtained by people other than the user. It is already available on some platform and it is analyzed by someone else. It can be obtained from books, magazines, newspapers and the web. This data is collected in this way as one might not have the necessary time or tools to collect primary data. Evaluation of best practices in the industry, peer comparison, comparison of websites.

Method of data collection

For this report a google form survey was created as well as some questions were asked via whatsapp to some agents.

Primary research analysis

Primary research began with the drafting of a survey/questionnaire form. The form was created to research how newly recruited agents or marketing interns think about e-recruiting process of Shine Projects. The survey helped me to capture the view of newly recruited members of Shine Projects. The collected data led to several recommendations and conclusion.

INTERPRETATION OF PRIMARY RESEARCH DATA

Views about the organization: Majority of customers have neutral impression about the firm i.e neither too good nor bad. This is because even though the job was accurately paid with some benefits the distribution of certificate was sometimes delayed after the completion of tenure.

According to the survey most people joined age between 18-25 through which we can interpret

either they are looking for a job for some experience in marketing, certificate provided or to make part-time money.

SECONDARY RESEARCH ANALYSIS

Secondary research began with collection of data through google, official websites, and material book provided by the organization itself.

LIMITATIONS

- Some agents and marketing interns might have given biased information when asked questions.
- There might be a mistake in interpreting and analyzing the information provided with the help of a questionnaire.
- As it was a one month internship the study was limited in extent.
- Due to Lock down in Lucknow, the resources were limited

CHAPTER IV

FINDINGS

- ❖ According to my finding based on this research paper the company is still in the phase of growth.
- ❖ The graph below which mentions about the employee matrix tells us that most people are recruited as an agent or marketing interns.
- ❖ For the past 2 years almost everyday atleast 2 people or more are being recruited in the organization.
- ❖ Not many have heard or are aware about Shine Projects.
- ❖ Since shine Projects started in 2020, thus it is not yet stabilized in terms of employee retention and new recruitments.
- ❖ Many agents that have been recruited either they are looking for a job for some experience in marketing, certificate provided or to make part-time money.
- ❖ People who have done online courses to obtain certifications are less than the number of people who had been or are existing interns at the company Shine Projects.
- ❖ Satisfaction of customers: Majority (80%) of the agents are satisfied with the services.20% are not satisfied.

TOTAL EMPLOYEE COUNT

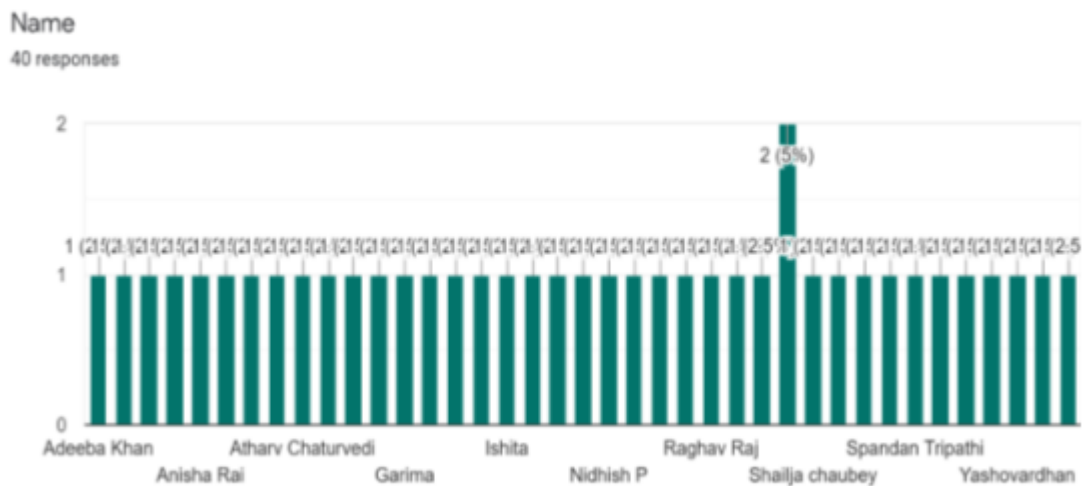


(Source Google)

EMPLOYEE RETENTION

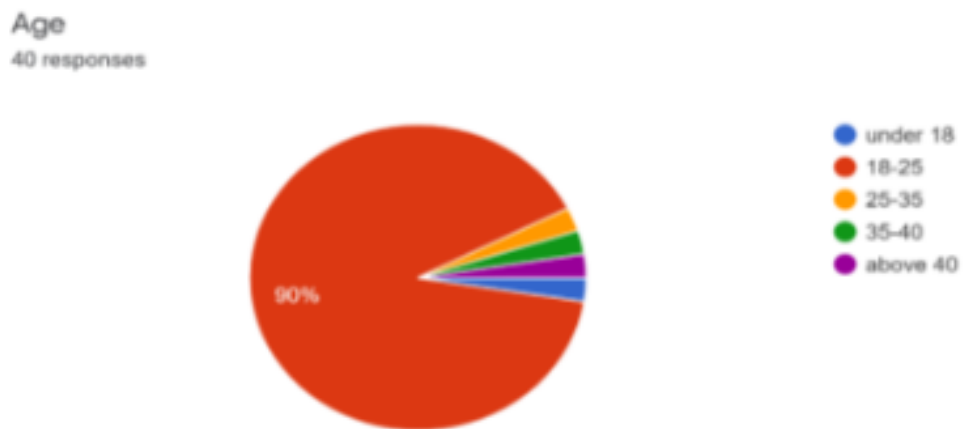


(Source Google)



(Source Google Form)

- ❖ According to the research atleast 40 no. of people already working as an intern or agent responded to the survey.



(Source Google Form)

- ❖ More than 90% of sample size lies in the age limit of 18-25 years.

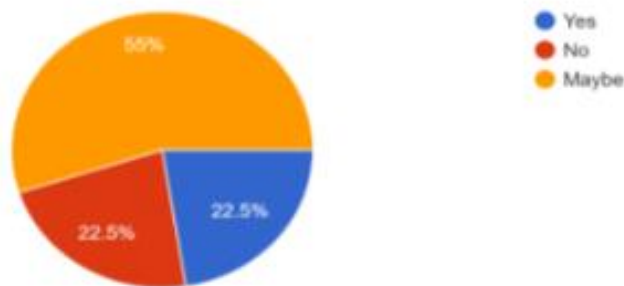
How was your experience with Shine Projects
25 responses



(Source Google Form)

- ❖ For the response regarding experience 44% agents or in tern had good experience while 12% had a bad experience.

Would like to continue your work or gain certifications from Shine Projects in the future?
40 responses



(Source Google Form)

- ❖ 55% of respondent are not sure that if they want to continue their work for the organization or not.

The goal of organization -

- To be a valuable and an affordable catalyst in everyone's personal and professional skill development.
- To work towards imparting practical knowledge to all our seekers in an affordable manner.
- To enhance world's current ed-tech scenario and assist students in attaining/improving the employability.
- To incubate experts in providing effective and efficient knowledge transfer through our courses & Internships.

Conclusions


HRM is a very vast and an elaborate section of overall management process in any organization.


Behind every success or failure HR practices are considered the ultimate deciding factor, same goes for Shine Projects. The basic and main strength of the organization is recruitment as the more agents or interns hired the more its product is being sell.

This internship has been an excellent and rewarding experience. I gained new knowledge and skills. I achieved many of my learning goals, however for some the conditions did not permit to achieve them as I wanted. I got insight into the work of an organization. Though I think it would have been more beneficial if we were able to attend and learn more practically instead of an online mode or e-internship but due to pandemic it was not possible.

ANNEXURE

AGENTS REGISTERED DURING INTERNSHIP AS AN HR

 **SHINE PROJECTS™**

 **Muskan Agarwal(HR)**

Dashboard

Offer Letter

Logout

Test for LOA

Mutual Funds Module

Mutual Funds Test

Personality Dev. **NEW**

Personality Dev. Test **NEW**

Logout

India's Fastest Growing Education Company

Agents

Registered Agents

S.No	Name	Mobile
1	Pratulya Jaiswal	8896147856
2	Yusuf Ali khan	8726324786
3	Edupulapati aruna	9550880611
4	Yadagiri sangeetha	9515007332
5	Janhvi Singh	9026680248
6	Shagun Srivastava	9580931717

Frequently Asked Questions (FAQs) after recruitment by agents

Q) How do we login and use our dashboard?

Ans) Interns have to login into their dashboard via <https://www.shineprojects.in/admin/login>.

Your User ID & Passwords were already sent via SMS.

You may follow the below steps: -

1. Login
2. Send the unique link to your prospective agents
3. Ask them to follow the steps mentioned in the link
4. And woah!! The agents will reflect under you!
5. Motivate your agents to start making enrolments for the <https://www.shineprojects.in/financial-markets-course>

Q) How will an agent get his/her offer letter?

Ans) Agents have to login into their dashboard via <https://www.shineprojects.in/agent/login> and look for their offer letters in the menu on top left corner.

Q) How will agents keep a track on the number of enrollments done by them and how much payment is due for them?

Ans) Agents have to login into their dashboard and there they can find all these details.

Q) If agent didn't get email/SMS after filling the form what should be done?

Ans) Manually send them their dashboard link (<https://www.shineprojects.in/agent/login>) and make them get added to the WhatsApp group according to their gender.

Male: <https://chat.whatsapp.com/JyXCYiBtNdM8SIZJcj4cmO>

Female: <https://chat.whatsapp.com/K9AfNTUv6oe0dCMWBqd3n4>

Q) What are the schemes of revenue for agents?

Ans) Agents can earn through

1. ₹250/- per enrolment/sale, which is paid the very next day of enrolment.

2. ₹10000 as an additional incentive on completing 100 enrollments/sales *

*Note: Additional incentives will be valid for the respective month only and the enrollments can't be carry forwarded to the next month.

Q) How will the company pay agent/consultant the stipend?

Ans) Payments are done via Razorpay. The payment links will be sent via SMS to you and your agents respectively. Open the link, enter bank or UPI details in it and payment will be credited in your account in no time.

Q) Will the agents receive any certificates?

Ans) Yes, agents will be provided with Experience Letter for the total tenure of their association with us, subject to a minimum association of 1 month at least and during that 1st month the agents must do at least 3 enrolments.

Q) Does my agent have any links/channel where he/she can get any training?

Ans Yes, the training resources are available below:

1.Checkout the YouTube channel we created just for your training!

<https://www.youtube.com/channel/UCeLwyi2BlGwIEuijdKxObXg/>

We have short video clips on: -

a) Introduction to the company & your job profile

b) How to explain the brochure to the client

c) How can you maximize the marketing & sales beyond contacts

2. <https://mtabrezz.cincopa.com/watch/AgLAGw-YN-C9>

3. <https://mtabrezz.cincopa.com/watch/A8AAqzO5Po9d\>

4. https://mtabrezz.cincopa.com/watch/AsGA-y-z7l_z

5. <https://mtabrezz.cincopa.com/watch/AkIAcyu6jygY>


Q) What enablers are offered by the company to the agents which might aid them in closing a greater number of sales?




Ans) The link of which is given in the dashboard

1. Free Trial Classes

2. Webinars.

OFFER LETTER

**SHINE PROJECTS**

Follow us on    @shineprojects

Ref.: 060510768 Date: 06/05/2021

Dear **Muskan Agarwal**

Greetings from www.shineprojects.in


You have been selected as a Human Resource Intern for duration of 4 weeks from **06/05/2021 - 06/06/2021**


Job Roles and Responsibilities:

1. Execute the necessity of satiating the inadequacies of Human Resources.
All their concerns should be listened to and efforts should be made to address them.
2. Undertake promotional activities such as endorsement in order to publicize and make known the recruitment campaigns which take place online.
3. Recruitment of business development agents from various platforms in order to facilitate the development of the business
4. Communicating about the induction and orientation process of new personnel.
5. Provide motivation and guidance to interns and set an example of a leader.
6. Maintain the provision of doubt clearance in case of the arising of queries.
7. Evaluate the performance of agents without bias.

Rewards:

1. You will be entitled for a fixed stipend payment of **Rs. 5,000** once all the agents under you will collectively perform 20 enrolments
2. You will also be entitled for a variable pay of **Rs. 150** per each and every enrolment performed by agents under you.
3. You will be offered permanent Work from home part-time employment with a starting salary of **Rs. 5,000** per month when over-all enrolments shall touch "100" during your internship tenure.
4. Certificate of completion & LOR would be provided once agent under you finishes "1" enrolment (any one agent doing 1 enrolment will suffice)


Sri Harsha
Joint MD, Shine Projects


Shine Projects
Member of t-hub

www.shineprojects.in

CV

Muskan Agarwal

walagar123@gmail.com
+91 7521960005
Lucknow

EDUCATION

Bachelor of Business Administration (B.B.A.)
Amity University Lucknow Campus
2019 - 2022

INTERSHIPS

Human Resources (HR)
Shine Projects, Virtual
May 2021 - Present

Human Resources (HR)
Jankalyan Multipurpose Education Society, Virtual
May 2021 - May 2021

TRAININGS

Human Resources (HR)
Internshala Trainings, Online
Apr 2021 - Present

SKILLS

English Proficiency (Spoken)
Intermediate

English Proficiency (Written)
Intermediate

MS-PowerPoint
Intermediate

MS-Word
Intermediate

MS-Excel
Beginner

ADDITIONAL DETAILS

Letter of Appreciation from Shine Projects

LOR of Jankalyan Multipurpose Education Society

Internship completion certificate of Jankalyan Multipurpose Education Society

REFERENCES

RESEARCH PAPER/BOOKS

- ❖ The HR Scorecard- Brian Becker, Mark Huselid, Dave Ulrich
- ❖ Recruitment is a part of HR Function Hemant Rao (2007)
- ❖ HRM Report outline by Murtaza Ali Published on Jan 26, 2010
- ❖ African Journal of Business Management – Role of HRM (Marwan M. Shammot) 2014
- ❖ HRM Practices at MATRIX Business Development Ltd. (MBDL) Research paper (Md.Ahsanul Hoque) 2014
- ❖ Ulrich, Dave, Dulebohn, James H on “Are we there yet? What’s next for HR?” in June 2015.
- ❖ Stone, Dianna L., Deadrick, Diana L., Lukaszewski, Kimberly M., Johnson, Richard (2015) on “Influence of technology on the future of human resource management”.
- ❖ Human Resource Management Practices in the Organizations. (L.M. Suhasini, Research Scholar, School of Management studies, VISTAS)

WEBSITES

https://growjo.com/company/Shine_Projects

<https://apollo.io/companies/Shine-Projects/5b138797a6da98dccddff2cb?chart=count>

My unique agent application link used to recruit agents

<https://www.shineprojects.in/agent/apply?r=50510768>

<https://core.ac.uk/download/pdf/61806062.pdf>

