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Industry Sector Profile

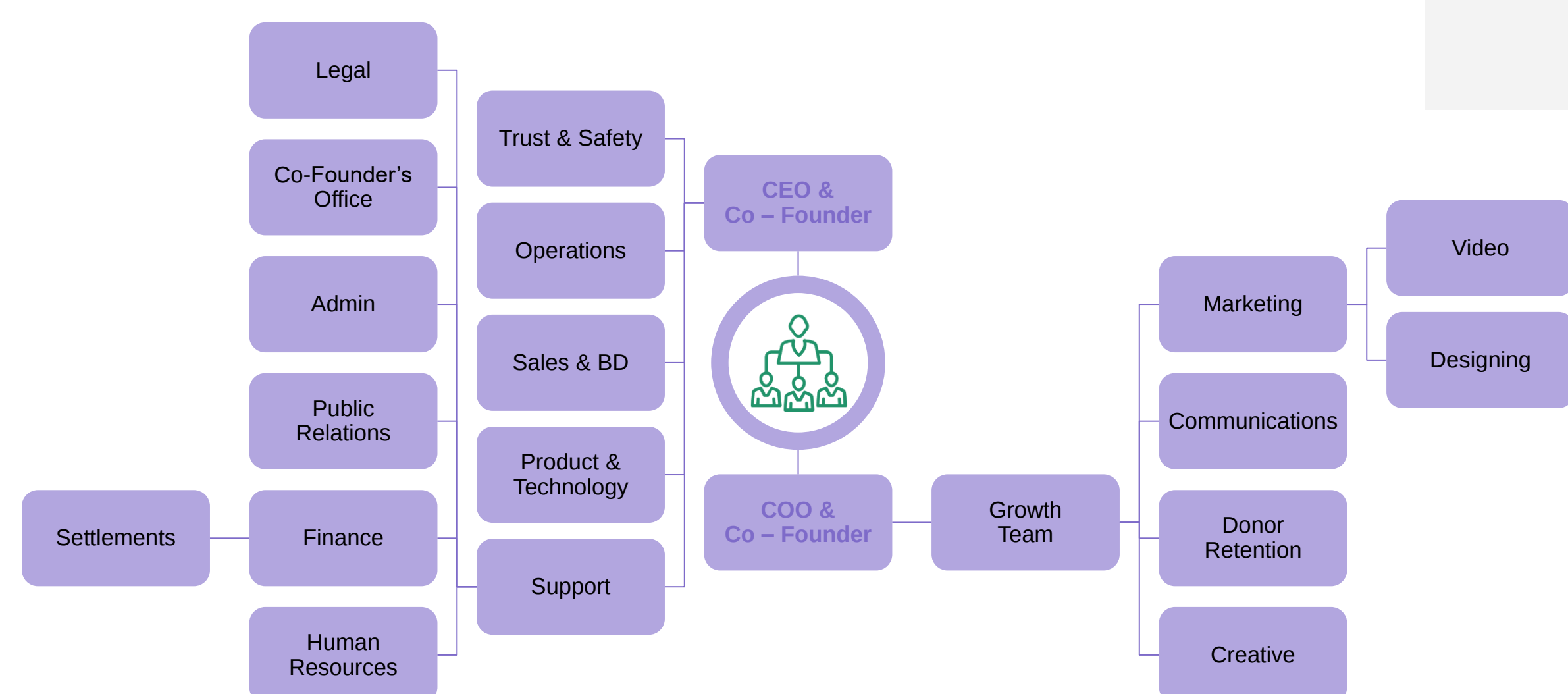
Brief History

Impact Guru was incubated at Harvard Innovation Lab's Venture Initiation Program in 2014 and PACT at Impact Hub in Singapore in the year 2015. Impact Guru was founded by Piyush Jain, a graduate of the Wharton Business School and Khushboo Jain, an alumnus of Welingkar Institute of Management.

Organization Vision and Mission

- We believe in your power to make someone smile, to save someone's life, to foster brilliant ideas, to make a social change and to be the impact you want to make in the world.
- An Impact Guru is someone who envisions change, who finds solutions to social problems, who steps up to support another change-maker, who makes kindness a habit, who dares to follow his/her dream, or who simply helps out a friend in need.
- We believe that each individual holds the power to effect great change and given the right tools and the right backing, can become an Impact Guru himself/herself. We've built an easy-to-use platform to transform individuals into Impact Gurus, who will lead the world to goodness. We offer the best online tools to mobilize the crowd towards great ideas and projects and get good things done fast.

Organization Structure



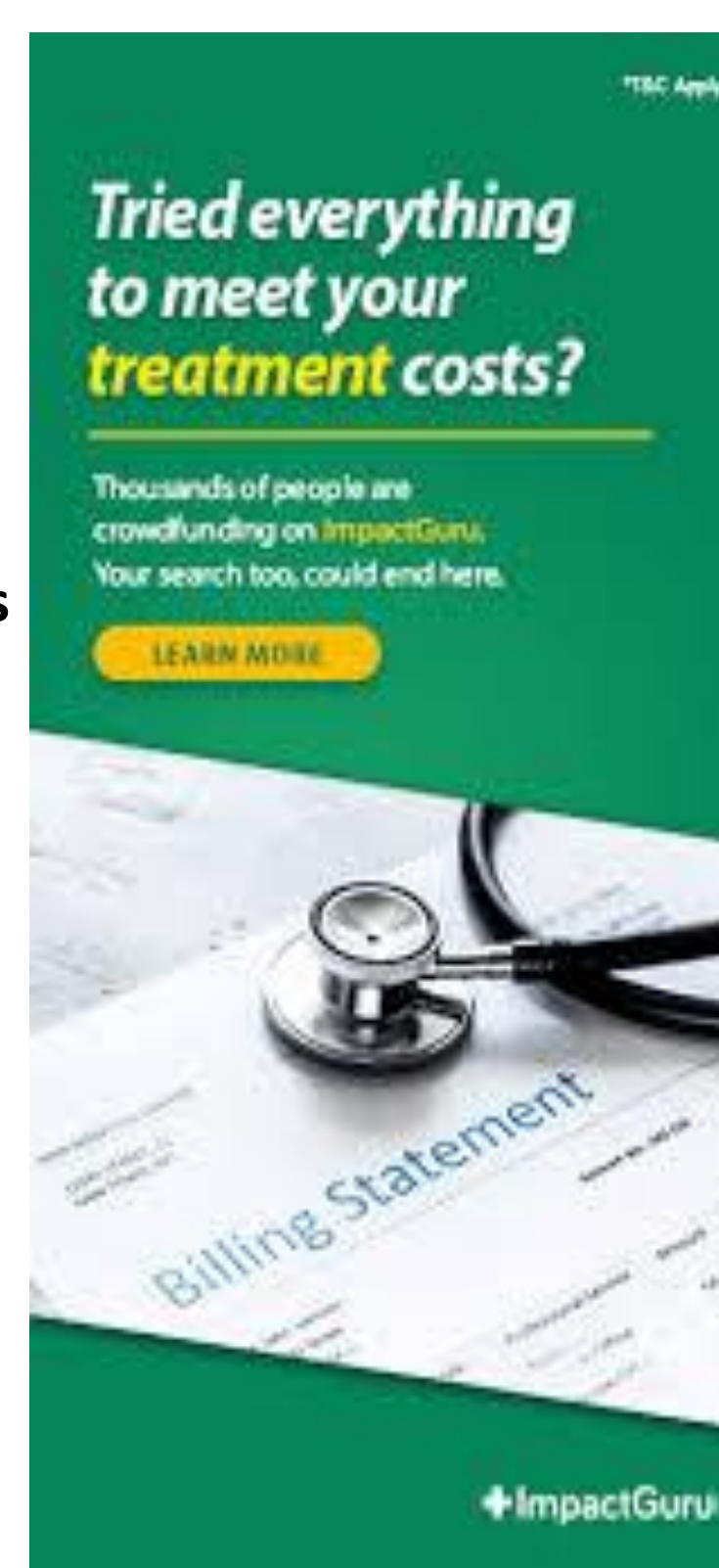
Description

Impact Guru is a donation based crowdfunding platform that offers global Crowdfunding solutions for NGO's, social enterprises, startups and individuals. It was launched by Maneka Gandhi, Union Cabinet Minister for Women & Child Development, Government of India in September, 2015. Impact Guru has mobilized Rs 150 crore (US\$ 20 million) for various NGOs and Social enterprises in more than 15 countries.

Learning and Value Additions

Learnings from Internship

- I was getting my training under the Human Resource-Talent Acquisition team. Talent Acquisition Refers to the process employers use for recruiting, tracking and interviewing job candidates, and Onboarding and training new employees. It is usually the function of Human Resource department.
- I was explained the Employee Life Cycle which consist of 6 main steps:
 - Attraction- In order to succeed in the employee attraction stage, there are several key tips to follow:
 - Raise Brand Awareness
 - Be known to have a great culture
 - Offer attractive benefits and compensation
 - Recruitment- In order to succeed in recruiting the right talent, there were tips:
 - Ask for referrals from your existing team
 - Try out various recruitment platforms
 - Be specific in who and what you are looking for
 - Involve your employees
 - Onboarding- Key strategies:
 - Have a job description
 - Discuss the company's vision and values
 - Outline your expectations clearly
 - Do follow ups regularly
 - Development- Key tips:
 - Encourage external learning
 - Assess knowledge and skills together
 - Encourage your team members to be responsible for their own development
 - Reward the employees who learn in their own time
 - Retention- Essential tips:
 - Hire the right people
 - Cultivate great relationships
 - Openly communicate about organization's mission and aspirations
 - Seek out employee feedback to measure team morale
 - Employee motivation
 - Separation- under this:
 - Understand the reasoning behind resignation
 - Ask for honest feedback
- I coordinated with the ATS/HRMA software (Zoho)- An Applicant Tracking System/HRMA is software for recruiters and employers to track candidates throughout the recruiting and hiring process. It helped in sourcing and Attracting qualified candidates, increase candidate engagement, improve efficiency and lower costs and Optimize the onboarding process.
- Was involved in employee engagement activities.
- Full and Final settlement- it was done when an employee resigned from the organization. At that time employee Undergo the process including tax deductions, bonus earnings and payment for last working month.
- I learned head hunting on linkedin platform by researching, job descriptions, employer branding, referrals, Workshops/seminars and emailing on the official ID.



Difference B/W Practical Knowledge and Theoretical work

The difference I felt between the practical and theoretical understanding was that theory was developing my knowledge about the subject and practical application was about how the knowledge has to be implemented. I got a deeper understanding of the concept through the act of personal experience. It built my confidence while approaching candidates. I got the opportunity to meet new people which helped in increasing my professional network, handling tasks enhanced my skills and knowledge in my domain.

SWOT Analysis

Strengths

- Good work culture
- Good incentives
- Transparency in organization
- Employee-friendly environment
- The organization helps in fundraising not only for medical treatments but also for funerals, family care, children education and airlifting the deceased to their hometown.
- Quick approvals are given while starting a fundraiser.
- 0% platform fees is introduced recently to help users get maximum of amount they raise.
- No strict eligibility requirement.
- Impact Guru offers 80G tax benefits on selected fundraisers. After a successful donation, you receive an email with a link to claim your tax benefit. Donors on Impact Guru also have their own personalized dashboard that makes the entire process quicker & easier.
- Instant Disbursement.
- Mobile-friendly platform
- The organization is open to ideas from its employees.

Weaknesses

- Quantity over quality is more taken care of during hiring.
- Manual work is more and usage of technology is less.
- Communication gap during hiring
- Frequent shifting of employees into other department without relevant knowledge or specific background which makes it difficult to fill the gaps.

Opportunities

- Subscribe to automation softwares like salesforce, slack, etc
- Recruit relevant profiles
- Create a better user experience for the beneficiaries.
- Build relationship with influencers
- Tapping on rural or backward areas will open opportunities for growth.

Threats

- Impact Guru's competitor Ketto has culture and value rating 0.7 higher as per employees rating
- Ketto employees rated their % recommend to a friend 39% higher than Impact Guru employees rated theirs.
- Higher attrition rates
- Recruiting people with no domain relevance
- The crowdfunding platforms approach super-speciality hospitals to tell them about crowdfunding. Milaap has a network of 278 hospitals in 35 cities, Ketto has 122 hospitals in 12 cities and Impact Guru has 70 hospitals in 15 cities.

Challenges faced during internship

- Faced difficulty in completing tasks and targets before deadlines because colleges were not responding also this was not the internship or placement timeline for most of the colleges so getting a revert was difficult.
- Due to lack of automation, had to do work manually more.
- Change in departments from operations team to HR team created a lot of confusion.
- Filtering the data for campus recruitments was a difficult task since most of the contact details mentioned in the sheet were not verified.

Usefulness of Internship

- I got opportunity to learn about both the positions business development and talent acquisition team.
- Helped in building self-confidence.
- Helped in developing communication and soft skills
- Helped in handling situations and problem solving and coordinating with people.
- Team work learning
- Built leadership qualities
- Built networks
- Access to a variety of tasks and departments

Suggestions

- According to me, the organization requires a proper division of departments in the work space.
- Assets like laptops and phones provided should be in good working conditions as I saw employees using old broken laptops.
- Most of the interns were not assigned works so it should be taken care of.
- Most of the work done by HR team i.e. sourcing, recruiting, training is done manually both for campus placement and lateral hiring. I would suggest them to use Superset for campus recruitment.

