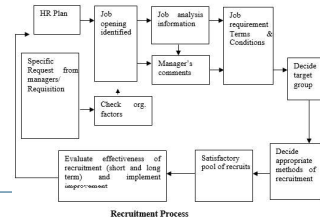


GIRNAR CARE PVT.LTD.

AN ANALYTICAL STUDY ON RECRUITMENT AND ONBOARDING PROCESS.



INTRODUCTION

Recruitment plays a foundational role in the success of any service-based organization—more so in the contact center industry where people are the core of every customer experience. Girnar Care Pvt. Ltd., an Indian outsourcing company providing services like telemarketing, lead generation, appointment setting, and customer support, operates in a fast-paced environment that demands a steady pipeline of skilled communicators and tech professionals.

Vision- To be the most trusted and efficient provider of business process outsourcing solutions, empowering clients through innovative talent acquisition and exceptional customer engagement services.

Mission- To deliver high-quality, client-focused outsourcing services by leveraging skilled professionals, technology-driven recruitment, and a culture of continuous improvement. We aim to build lasting relationships through efficient onboarding, seamless communication, and value-driven solutions.

OBJECTIVE

- To identify challenges faced by HR while recruiting for a fast-growing customer service company.
- To explore the recruitment strategies used at Girnar Care Pvt. Ltd.
- To understand and analyze the strategies adopted by Girnar Care Pvt. Ltd. for mass hiring, candidate shortlisting, and role-specific recruitment.
- To evaluate the effectiveness of recruitment sources such as job portals, walk-ins, referrals, and social media in attracting the right talent.
- To observe how the HR team manages onboarding, candidate communication, and documentation within limited timelines and high-pressure situations.
- To explore the impact of high attrition, communication barriers, and dropout rates, and suggest process improvements for better hiring outcomes.
- To bridge the gap between theoretical HR concepts learned in the classroom and their practical application in the real business world.

LEARNING

This internship gave me firsthand exposure to how HR works beyond theory—especially in a real-world business process outsourcing setup. I learned:

- How to screen resumes for specific job roles.
- How to coordinate interviews and interact with candidates professionally.
- The importance of communication, follow-ups, and attention to detail in recruitment.
- How recruitment is a balance of numbers and people—not just filling seats but ensuring the right fit.
- Realized the value of team coordination and time management, especially when working on multiple job openings at once.
- Improved communication skills, confidence, and gained exposure to how corporate HR departments actually function beyond classroom theory.

SWOT ANALYSIS

STRENGTHS

- Strong walk-in and referral pipelines
- Cost-effective hiring processes
- Quick hiring turnaround

WEAKNESSES

- High attrition in entry-level roles
- Lack of structured onboarding
- No formal candidate engagement program

OPPORTUNITIES

- Use of recruitment tools or ATS
- Employer branding via social platforms

THREATS

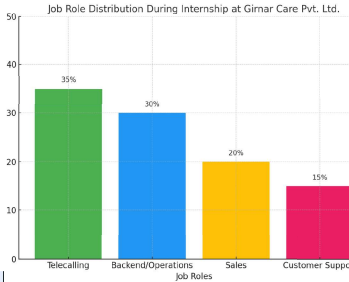
- Competition from other BPOs for same talent
- Dropouts due to better salary offers

TOWS MATRIX

SO Strategies - Use strong walk-in and referral pipeline to boost employer branding via social platforms. - Leverage quick hiring process and cost-effective hiring to tap into high-demand hiring platforms	ST Strategies - Utilize walk-in strength to manage dropouts and reduce hiring delays. - Compete with other BPOs by offering faster, smoother hiring experience
WO Strategies - Implement recruitment tools (ATS) to handle high attrition and poor tracking - Use digital platforms to build structured engagement before	WT Strategies - Develop structured onboarding programs to minimize early dropouts. - Improve candidate understanding through pre-interview sessions or job previews

CHALLENGE

- High Attrition Rate:** Many candidates, especially in entry-level roles, left the organization within a few months. The main reasons included better salary offers, long commute times, or lack of interest in the BPO sector.
- Last-Minute Dropouts:** Even after the offer letter was released, some candidates didn't show up on the joining date. This caused delays in filling critical positions and added extra pressure on the HR team to restart the hiring process.
- Lack of Role Awareness:** Several applicants had limited understanding of the job role they applied for. This created communication gaps during interviews and even after hiring, affecting performance and engagement.
- Time Pressure for Hiring:** Due to tight client deadlines and sudden bulk requirements, the HR team often had to speed up the hiring process. This limited the time available to deeply evaluate each candidate.
- Limited Use of Tools:** Most of the recruitment process was done manually or through spreadsheets.



Job Role-Wise Recruitment Distribution During Internship at Girnar Care Pvt. Ltd."

RESULT

Recruitment Strategies Observed

At Girnar Care, the following recruitment practices were actively used:

- Job Portals:** Naukri.com, Shine.com for mass hiring.
- Social Media Campaigns:** LinkedIn and WhatsApp groups were frequently used to spread job openings.
- Walk-in Interviews:** Conducted regularly due to the high demand for BPO executives.
- Employee Referrals:** A strong and cost-effective method of hiring recommended candidates.
- Internal Mobility:** Promotions and internal job postings were encouraged for performance-driven employees.

FINDINGS

- Recruitment at Girnar Care is fast-paced and hands-on, relying heavily on referrals, portals, and walk-ins.
- Despite resource constraints, the HR team maintains a consistent flow of candidates through creative sourcing.

Conclusion

- This study highlights that recruitment at Girnar Care Pvt. Ltd. is a fast-paced, people-centric process, built around cost-effective and practical strategies like walk-ins, referrals, and job portals.

- However, challenges like high attrition, last-minute dropouts, and the pressure to hire quickly reveal areas where structured onboarding, digital tracking tools, and stronger engagement can make a significant difference.

- As an HR intern, this research gave me a deeper understanding of real-world hiring, beyond classroom theory. It reinforced the idea that hiring is not just about filling vacancies—it's about building connections, understanding people, and aligning the right talent with the company's goals.