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Establishment of Talent Acquisition at Startups

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Abstract: The study focused on how one should recruit in a startup. Startup is a revolution in India. India is the world's 3rd in terms of no. of startups, 4200. Every day India watches birth of 3-4 startups. Total worth of investment in 2015 was $5billion. Bangalore is a hub for such startups. Study focused around startups of Bangalore area.For a management services it is important to meet the client's expectations. Also, there are issues to be handled within the organisation. Here, HR policies were made to ensure that the employees follow them and the problems were highlighted in case of violation of those policies during the course of the internship. Through this project, we first need to understand the client's requirement, followed by posting advertisements on their behalf on various job portals such as LinkedIn, Quickr and Naukri. After recruitment, selection of appropriate candidates was done. Suitable candidates were successful in getting job offers. In today's time, companies need to maintain an ever dynamic environment in the business line. The report also highlights the challenges faced in the business and at workplace. Startups provides Value Added Services to prestigious organizations and supports in day to day Business so as to carry on the organizational work smoothly and achieve the desired goals and objectives.

Keywords: Startups, LinkedIn, Quickr, Naukri

INTRODUCTION

XYZ is a new start-up firm in the field of HR management services. It was set up in Sept 2013, and is growing at a good rate providing services to clients and expanding its base in Southern India. XYZ is diversified in the type of HR services that it provides. It is a platform for the youth to learn about HR practices and help the company's growth in the market. The customers of XYZ are the companies requiring support and advice regarding HR solutions in their organisations. XYZ provides services in the field of HR. The company follows a very flexible approach. The clientele of the company range in size from high net-worth individuals and small family-owned businesses to large listed companies with cross-border interests.

OBJECTIVES

- To get an insight into the functioning of startups
- To define and design the talent acquisition in a new organization.

Limitations

- Lack of Diversity- Lack of gender and cultural diversity
- All the Client locations do not have an equal strategic location. Requirements differ from client to client and different days of the week.
- The study is limited to Bangalore only

Review of Literature

Rubrix Solutions (2013) is an organization in the field of HR services. Rubrix Solutions is a start up in the field of management consulting. They provide services to their clients which enables them to make strategic decisions so that client can operate efficiently. Rubrix solutions provide their clients with database of potential candidates, which client can utilise according to their needs and deliver excellent results. Rubrix solutions provide services in Liaison & Public Relations, Human Resources & Industrial Relations, Legal Aid & Audit, Corporate Social Responsibility, Market Survey & Research, Facility Management, Office Administration, and Financial & Accounting Outsourcing.

Young Current (2014) is a Current Affairs News Resource for Students (ages 8-16) published Daily. Young Current Serves News based on the Reading Ability of the student. The focus is on helping students Learn, Practice and assess their English Vocabulary skills.

Tookitaki (2013) is building an intelligent decision support system (DSS) to help businesses take smarter decisions. Built on an effective AI system, DSS intends to transform the way organizations do predictive modelling. Most businesses globally use consultants, build ad hoc predictive models on sample data and take decisions. The current process offers neither efficiency nor scale - rather becomes obsolete in the world of big data. Their DSS will empower businesses go beyond the barriers

of existing statistical packages creating one-off solutions by offering production-ready, automated predictive modelling. Clients can call REST API for live feedback and take actions accordingly.

Codelearn (2012) Teaching technology via app development (Codecademy + Heroku) : Teaching new technology through app development. The course consists of lessons followed by tasks. Each task takes the app to the next level. Execute tasks in the browser (Codelearn Playground) - no setting up the environment..

Venturesity (2013) A new age online university: They are building a new age online university to solve the global talent crunch. They are creating a talent pool by leveraging distributed faculty and a standard curriculum. Their product is a Learning Management System (LMS) + Video Delivery platform which enables users to learn sitting at home.

GrexIt(2012) turns Gmail into a Simple, Powerful collaboration tool: GrexIt turns your Gmail into a simple, powerful collaboration tool. Their two core features are: Shared Gmail Labels - Lets teams share Gmail labels to share emails, assign tasks and track status. Shared Notes - To communication around email conversations.

RESEARCH METHODOLOGY

A quantitative research was conducted in order to gather the information about the talent acquisition followed in start-up XYZ. The research was based on the use of questionnaire and observation. There were two questionnaires for HR and employees. Face-to-face interviews were conducted between the researcher and the employees working in XYZ to gain further insights. The researcher also worked as a team member in XYZ to get real time information.

Findings

The talent acquisition process followed in XYZ is as follows:

a. Manpower Planning

As a first stage of talent acquisition, manpower planning is done. Client meeting is scheduled and job details are gathered from client. Complete database is maintained over excel, about what numbers are required.

Steps in manpower planning
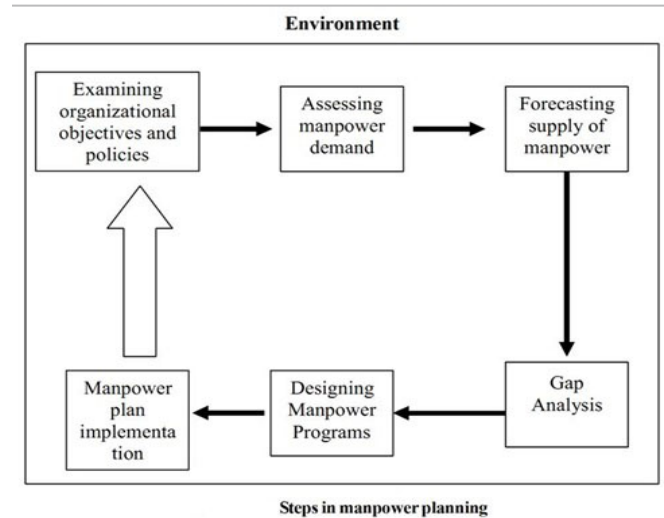
b. Advertisement of jobs

Through knowledge of jobs is required so that we can post jobs efficiently. For the smooth process we conduct various meetings with clients.

After receiving complete details from the company, we posted ads on various job portals such as Naukri.com, quickr.com, timesjobs.com, and company's own website. Site is selected based on client's budget. Job posting must be crisp and short, still should give as muchinformation as possible about job. This job posts take the complete details about position such as job description, location, role, salary, company name.
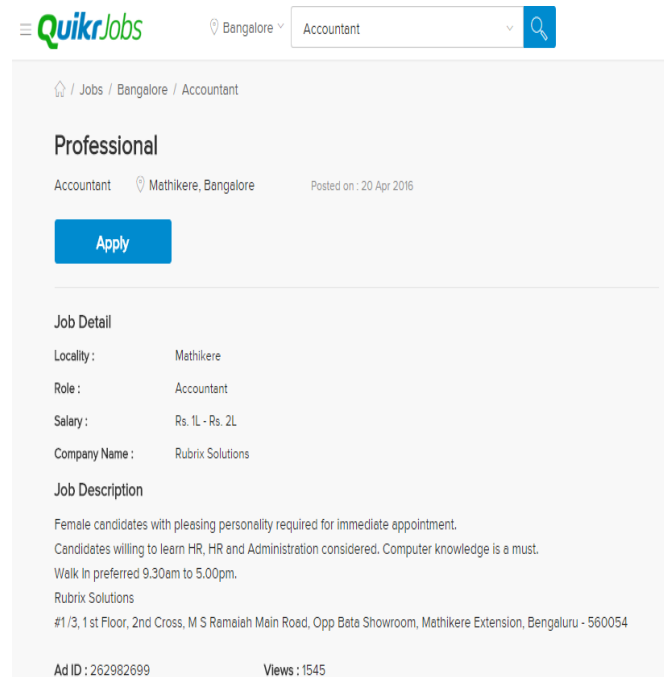
c. Screening

Screening is an important part of selection process. It reduces the number of applicants called for interview process.

In response to the above advertisements, we get numerous applications. These applications are carefully shortlisted based on client's requirements. Shortlisting of candidates is done by recruitment team by selecting resumes from a vast database.

d. Selection and Interview

Selected candidates are called for interview at XYZ office. Prior to commencement of selection and interview, a department is allocated for the interview process. Necessary changes are done in office setup.

Interview 1- HR interview

First is HR interview, wherein various aspects of personality are checked. Suitability of candidate to the job is checked.

Interview 2- Technical interview

Technical interview is conducted by Sr. Consultant, based on the job profile. Through subject knowledge is checked and rated on a scale of 10.

Results of both the rounds were collated together and final decision was made.

e. Offer

After rigorous interview process, technical knowledge and HR skills are mapped together in the form of results. Candidate is informed over call about the selection. Later on mail communication and joining formalities are done at XYZ office. Final offer letter sent over mail.
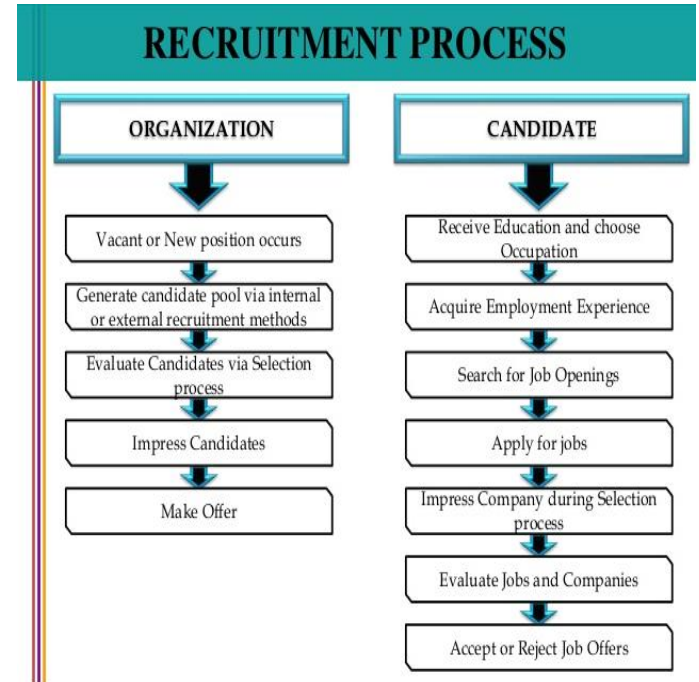
CONCLUSIONS AND RECOMMENDATIONS

- 90% of the surveyed people believed that recruitment process is professional and systematic.

- Highly supportive was the response for recruitment process by most interviewed candidates

- Recruitment manager is quite educated and carried out the recruitment process quite well

- Candidates gave a high rating to the recruitment process

- A GD round could be included in selection process

- Number of facilities provided to the employees should be increased such as canteen, recreation facilities

- Paid leave, maternity leave, paternity leave, casual leave should be a part of the HR policies

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