

INTERNSHIP REPORT ON
“NOVOTREE MINDS CONSULTING PRIVATE LIMITED”

Submitted By

CHAYA SHETTY

USN: 4AL21BA113

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MS. HARSHITHA SHETTY

Assistant Professor

Department Of MBA

AIET, Mijar



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

2022-23

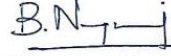


To Whom So Ever It May Concern

This is to certify that Ms. CHAYA SHETTY a student of Master of Business Administration from Department of Management Studies, Alva's Institute of Engineering & Technology, Moodbidri, has done her Summer Internship at NovoTree Minds Consulting Pvt. Ltd. She has completed her "Organization Study" at NovoTree Minds Consulting Pvt. Ltd." from 31st Oct 2022 to 23rd November 2022.

Ms. Chaya Shetty has shown considerable promise in her work and is a good team member, with strong commitment and dedication towards her work. We wish her all the very best for future endeavors.

Nagaraj B



Managing Director

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

DATE: 30/01/2023

CERTIFICATE

This is to certify that **CHAYA** bearing USN **4AL21BA113**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**NOVOTREE MINDS CONSULTANCY PRIVATE LTD., MOCDBIDRI**" is prepared by her under the guidance of **Mrs. Harshitha V Shetty**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Harshitha V Shetty
Internal Guide

Mrs. Priya Sequeira

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Dr. Peter Fernandes

Principal

Alva's Institute of Engg. & Technology,
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DECLARATION

I **Chaya shetty** bearing **USN 4AL21BA113** hereby declare that the internship report on Novotree Minds Consulting Private Limited has been prepared by me under the guidance of Ms. Harshitha Shetty faculty of MBA department, Alva's Institute of Engineering and Technology. I also declare that this internship work is towards the partial fulfilment of the university regulation for the award of degree of Master of business administration by VTU Belgaum, Karnataka. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.

Place: Mijar

Date: 10-05-2023



Signature of Student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this internship. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I wish to take this opportunity to express my expression of gratitude to my guide, Ms. Harshitha Shetty, Assistant Professor of MBA, Alva's Institute of Engineering and Technology, Mijar. I am privileged to thank our Ms. Priya Sequeira HOD of MBA, Alva's Institute of Engineering and Technology, Mijar. I am very much grateful to Dr. Peter Fernandes, Principal Alva's Institute of Engineering and Technology, Mijar.

I would like to extend my gratitude to Mr. Nagaraj B, (Managing director) Ms. Sahana Bhat (Executive director) and Ms. Jayashree Poojary (HR Consultant) and each and every individual who helped me in the completion of the internship directly or indirectly family and friends. I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

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EXECUTIVE SUMMARY

Novotree Minds Consulting Private Limited is a private incorporated on 25 May 2010, it is classified as non-govt company and is registered at registrar of companies, Bangalore. Its authorized share capital is rs.100,000 and its paid-up capital is Rs, 100,000. It is involved in business activities

Novotree Minds consulting private Limited's annual general meetings was last held on 29 November 2021 and as per records from ministry of corporate affairs (MCA), its balance sheet was filed on 31 march 2021.

Directors of Novotree Minds consulting Private limited are Nagaraj B and Sahana Bhat

Novotree Minds Consulting private Limited's corporate identification number is U74900KA2010PTC053762 and its registration number is 53762.

CHAPTER 1

INDUSTRY PROFILE

1.1 INDUSTRY Profile

According to a survey by the Executive Recruiters Association and Ernst & Young, the human resource industry in India has risen at a compound annual growth rate of 21% over the past four years and is estimated to be worth roughly Rs 22,800 crore. Newcomers, growing industries, and multinational corporations are leaving the market as it becomes more organized, and incumbent organizations' hiring practices are evolving to make room for HR firms rather than recommendations.

According to the "Human Resource Business Solutions Report 2012," the industry is growing and shifting from being fragmented to becoming more organized. Players in the market are divided into three categories: executive search, temporary staffing, and recruitment. According to the report, the perception of HR consultants has improved significantly from that of a vendor to that of a partner who is essential to the company's upward trajectory.

The search sector is predicted to have a market size of between Rs 600 crore and Rs 700 crore, whereas permanent recruiting in India is anticipated to be around Rs 3,000 crore. Foreign companies entering Indian markets and diversifying into new industries and locations provide the search sector a boost. Companies in the automotive, luxury, food, agriculture, and business sectors that have recently expanded into India have utilized search firms to do so.

1.1.1 Industry Structure

A consulting company helps businesses by offering products and services. According to the Executive Management Responsibilities E Management Library, these corporations frequently offer knowledge in a range of fields and industries as well as a tried-and-true process, plan, or item to enhance the operation of other businesses. A consulting firm's organizational structure frequently stems from the goods and services it offers.

Function of the Organizational Structure

Each position inside an organization has a reporting hierarchy thanks to the organizational structure, which also enables the organization to achieve its objectives. A consulting firm's organizational structure is frequently created such that each business unit can operate independently of other parts of the company. This structure frequently uses a one- or two-tier technique, which is subsequently broken down into business units.

Executive Management Responsibilities

A one-tier structure is used by smaller consulting businesses where one CEO is in charge of managing the complete team of consultants working in one or more business units. One senior executive typically oversees the operation for bigger consulting firms, and a second tier of managers typically oversees each business unit and its consultants. Usually, the organization's partner or owner is the top executive.

Different Business Units

Products and services can be separated into different business units, or if a business unit offers both, the two are combined in that business unit. Each business unit is accountable for boosting income and successfully delivering the unit's goods and services. Depending on the kind of consulting firm, some units might specialize. For instance, various departments may provide counselling in marketing, sales, production, or distribution. As a result, structures for consulting teams are developed.

Business-Development Operations

Most consulting firms are revenue-generating enterprises, and the structure of the organization as a whole is heavily influenced by financial objectives. Because these kinds of businesses are frequently impacted by various and particular economic conditions, they frequently adjust by introducing new services in order to carry on with operations and make money.

Talent Acquisition and Development

Consulting firms frequently have a method, strategy, or product that is well-established. According to eFinancialCareers, the business structure must permit employees opportunities for progression inside the company as they gain expertise in the business software or processes the consulting firm employs and offers to clients. Retaining employees can be crucial to a consulting firm's operations being successful.

The structure can be maintained while retaining valuable personnel by increasing employee responsibility and providing better remuneration packages. These workers, who are frequently referred to as senior consultants, eventually advance to management positions.

1.1.2 Competitive Environment

The internal staff of client businesses, big consulting firms, and other independent HR consultants are just a few examples of the sources of business rivalry for HR consultants. HR consultants can position their consultancy to target potential clients who have a need for the specific services the firm offers by analyzing what the competition has to offer in particular markets.

Direct and indirect competitors come in two different varieties. Other consultants or consulting firms that provide the same or very comparable services are direct rivals. Any additional products or services that the HR consultant is not directly offering are considered indirect competitors. For instance, a book on conflict management issues, a different source of information, could be an indirect rival for a consultant who specializes in conflict management.

1.1.3 Government Initiatives that Affect the Sector

HR policies' main goals are to boost employee productivity and guarantee the organization's smooth operation. Incorporating HR rules gives businesses a firm framework from which to manage and guide their personnel toward success and growth. In the event that any of the employees file a lawsuit, it also shields the business from having to comply with the law.

HR procedures

HR tactics are often referred to as the set of ideas and standards of conduct that govern how a corporation interacts with its workforce. Such a suggestion for a policy establishes guidelines for several job links within the company. The purpose and applicability of HR regulations are obvious. Every business need policy to encourage consistency in behavior and fairness in employee relations.

Wages paid to employees are covered by an employment contract, and the company's code of conduct, which includes its mission, vision, and other guiding principles

- Leave regulations
- Employee retirement plan
- Workplace sexual harassment policy; gratuity policy; paternity and maternity leave policy
- Policies for an adaptable workplace culture, employment terminations, and building relationships
- Taking care of the workforce

1.1.4 Growth Possibilities

By the end of 2021, human resources consulting services held a nearly 12% share of the worldwide management consulting market.

All business sizes have a high need for HR consulting services. Independent HR consultants might expect to find the biggest market among small firms.

1.1.5 Size and Trend of the Market

The market for human resources consulting services is anticipated to hit US\$ 82 billion by 2032 and reach a valuation of US\$ 49.4 billion in 2022.

By the end of 2021, human resources consulting services held a nearly 12% share of the worldwide management consulting market.

[The market for human resources consulting services saw a 3.8% CAGR from 2017 to 2021. According to a survey by Fact.MR, a supplier of market research and competitive information, the HR consulting market is anticipated to grow gradually between 2022 and 2032 at a CAGR of 5.2%.

With a compound annual growth rate (CAGR) of 7.2%, the global HR advisory market increased from \$81.45 billion in 2021 to \$87.34 billion in 2022. At least temporarily, the Russia-Ukraine conflict hampered the possibilities of a COVID-19 pandemic-related global economic rebound.

Trends:

establishing a hybrid work model for teamwork Working in the metaverse, change management, people analytics, and the shift from employee well-being to a healthy company are all examples of "human" leadership.

1.2 INTRODUCTION ABOUT INDUSTRY

Novo Tree Minds is a reliable partner for many in regards of manpower requirements in the areas of analytics, technology, and non-technology. Because of their capability to offer logical Recruitment answers to problems, their clientele favors them. Complicated hiring issues and give the finest outcomes on schedule. Together We Grow is the company's motto, and it guides everything they do, from giving clients process-driven solutions to taking a methodical internal approach to making sure everyone succeeds and develops together.

Their value-based consulting approach entails understanding client needs from the moment job descriptions are received, through team discussions, the selection of candidates from a variety of sources, MIS, follow-ups, engagement with the client partner, the offer of employment, and long-term engagement with both parties. According to them, qualitative consulting approaches lead to quantitative results. A decade-long journey with a dedicated team focused on becoming one of India's Best Consulting Firms. Women are succeeding at leading from the front to create opportunities to raise Novotree Minds to the next level. They are a group of Multitalented women who moved from small communities to cities are always learning how to run their businesses and expand them.

In 2010, Novotree Minds was founded with the goal of altering how businesses see hiring in India, with significant potential for HR consulting. It was the perfect time for

start-ups to enter the Indian market and look for the best recruitment partners. These start-ups had excellent business concepts; all they lacked were the appropriate personnel to carry them out. They had identified this gap in requirement. With the support of cutting-edge technology, a unique database, and an enthusiastic workforce, Novotree Minds quickly rose to prominence. They have been in business for over ten years and have partnered with some of India's best boutique start-up the top analytics consulting firm in existence, working with multinational corporations. They have an enthusiastic workforce and extensive expertise and experience in the fields of analytics, technology, and non-technical hiring going back a decade. Their team's years of tenacious effort have yielded their comprehensive database.

They are, after all, here to alter how HR is viewed by the public. It is far from the case that it is dull and serves merely as a support role. Novotree Minds has a culture that encourages daily learning and sharing of new information. We are one of the top HR consulting companies with a focus on senior level, specialized skill, and general hiring. We have a reputation for working with Fortune 500, Mid-sized, and Start-up businesses both inside and outside of India. We have had a big impact on technology and analytics experts. Professionals hiring from a strong network that has been created over 15 years. With our renowned client partners, we are dedicated to growing successful relationships.

Team members with a focus on delivering high-quality solutions, engaging effectively, and building lasting relationships with our clients Centre in Moodbidri, a district in Coastal Mangalore, with a headquarters in Bangalore

CHAPTER 2

ORGANIZATION PROFILE

ORGANIZATION PROFILE

2.1 BACKGROUND OF THE COMPANY

In 2010, Novotree Minds was founded with the goal of altering how businesses see hiring in India, with significant potential for HR consulting. It was the perfect time for start-ups to enter the Indian market and look for the best recruitment partners. These start-ups had excellent business concepts; all they lacked were the appropriate personnel to carry them out. We have the knowledge and skills necessary to fill this gap in the market for talent acquisition for firms in the analytics, technology, and non-technology sectors.

With the support of cutting-edge technology, a unique database, and an enthusiastic workforce, Novotree Minds quickly rose to prominence. We have been in business for over 12 years, and we work with some of India's best boutique start-ups. We have also seen and grown with some of today's top analytics consulting firms.

2.2 NATURE OF BUSINESS

Novotree Minds is here to alter how HR is viewed by the general public. It is far from the case that it is dull and serves merely as a support role. Novotree Minds has developed a culture that encourages daily learning while having fun, sharing joy, engaging with management frequently, and enhancing one's life with excitement.

One of the top HR consulting companies, Novotree Minds focuses on search, senior level, niche skill, and general hiring. Novotree Minds has a reputation for working with Fortune 500, Mid-sized, and Start-up businesses both inside and outside of India. With a strong network developed over a 15-year period, Novotree Minds has had a significant impact on the hiring of analytics specialists and technology workers. With their renowned client partners, Novotree Minds is dedicated to growing successful relationships.

Team members are focused on delivering high-quality outcomes, engaging their audience effectively, and building lasting relationships with their customers. Novotree Minds has its headquarters in Bangalore and a center in Moodbidri, which is in Coastal Mangalore.

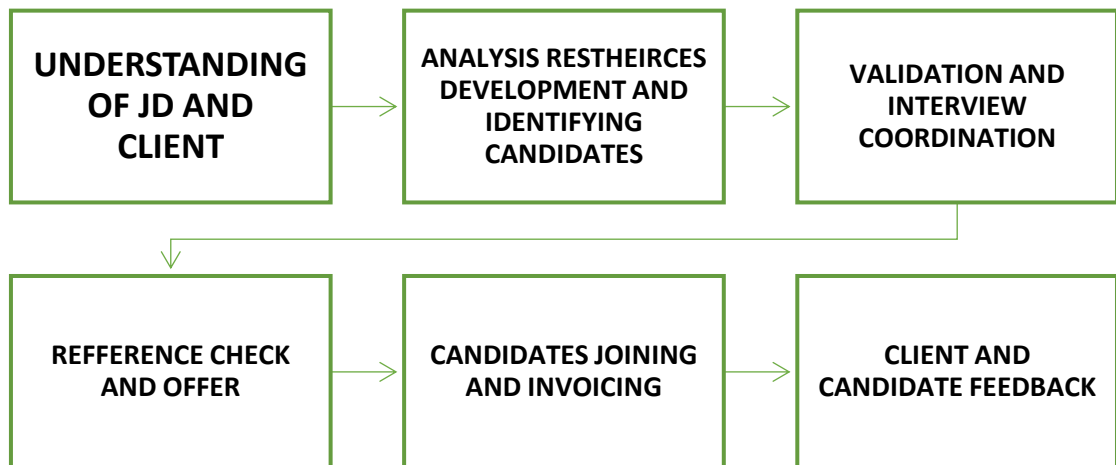
2.3 VISION MISSION QUALITY POLICY

“Creating a highly respected HR firm, providing quality service to their partners, incorporating methodologies for sustained growth.”

CORE VALUE

- integrity
- Accountability
- Commitment
- Perseverance
- Discipline

2.4. WORK FLOW MODEL



PROCESS

For each assignment, as described below, Novotree Minds uses a Novotree Minds tested recruitment procedure. At Novo Tree Minds Consulting Pvt. Ltd., a senior resource would handle each task. Each stage of the recruitment life cycle would involve ongoing communication with a team member to exchange information and developments. Based on the supplied activities below, Novotree Minds would be amenable to changing the procedures to more closely match their expectations and their capacity. Additionally, Novotree Minds guarantees complete secrecy during the whole hiring process.

ASSESSMENT OF JOB OPPORTUNITY

In order to fully grasp the work requirements, including the credentials, abilities required, reporting, and remuneration, Novotree Minds will have a lengthy talk with you. Along with other things, Novotree Minds would be aware of professional development, obstacles to achieving desired personality qualities in a role, and the interviewing process. They would record the information in an internal "Job summary" document.

RESEARCH & SOURCING

Research would be done by Novotree Minds to find the companies that might have such potential. Organizational study would concentrate on a variety of variables, such as skill availability, reputation of the general culture, size, and location. Through a network it has developed through time, Novotree Minds would find crucial people who might be qualified for the position. Their sources would include a database accumulated over time, Novotree Minds design for social networking, advertisements on their own portal, recommendations, etc. Novotree Minds would make sure that their company wasn't connected to any opportunity at any time.

VALIDATION

Following that, Novotree Minds interacts with prospects to ascertain whether they are considering changing employment. Before continuing with the assignment, Novotree Minds would obtain their profile if the answer was yes. If the candidate seemed like a good fit, Novotree Minds would set up a phone call or in-person interview to learn more about their qualifications. This would entail verifying important data that was included in the CV, such as education, job content and abilities, reporting connections, obstacles overcome, and triumphs. It would also include determining any reasons for a job move, general expectations, and the next role or company. Novotree Minds would then lay out the possibility to them if they were a general match for it, "selling" it to them by portraying their organization in the best possible light.

PRESENTATION

The appropriate fit profiles would then be presented to you by Novotree minds for review. you would also receive pertinent information from Novotree minds, such as their evaluation of the applicant and expectations. Every assignment typically has a pipeline of 3–5 possible applicants at any given time.

INTERVIEW PROCESS

After the interview process, Novotree Minds could provide suggestions for the amount and form of the pay to be offered. Novotree Minds would also follow up with the candidate to ask if they would like to accept the offer. Novotree Minds would negotiate with their team to make the candidate a fair offer of salary. Keep in touch with the candidate after the offer has been accepted until they join. Once the candidate joins, Novotree Minds will also examine references.

OFFER, ACCEPTANCE AND JOINING

Novotree Minds collaborates with you to plan the personal and professional interviews. Novotree Minds would keep themselves informed of opinions and input at every stage to allow for any alignment and selection improvements that could be required. Additionally, Novotree Minds advise having a backup candidate in case an offered candidate declines, rejects, or changes their mind after accepting the offer.

JOB PORTALS

Popular portal: LinkedIn, monster Naukri, indeed, shine.

Focus On New Job Portals:

Cut short: pre screenings questions, short notice, invite candidates, quality can be trusted but we get profiles only for specific skill, less drop out ratio

Shine: Immediate candidates, comment, limited database, quality cannot be trusted, invite candidates as well as schedules the call.

Top hire: fresh candidates, interview follow-ups

AngelList Talent: startups.

Indeed: mostly used for US recruitment.

Hirect: Start-ups

Difference Between Old and New Job Portals

- Database
- Specific skill
- Diversity candidates
- Active profiles
- Invite candidates
- Comment if someone has already viewed the profiles
- Pre-screening questionnaire
- Fresh candidates are only available

Job posting

- LinkedIn
- Hirect-Technology
- IIM jobs- analytics and non-tech
- Naukri
- WhatsApp
- Company website
- Indeed

Way of using portals to get profiles

- Do not put many key skills
- Make it easier, but also ensure that you are smart enough as well
- Similar industry
- Short notice candidates
- Active candidates, hide viewed profiles, diversity candidates
- Quality, roles and responsibilities
- Understanding and thinking ability on what changes can be made

Job portals makes recruitment process go smoothly and save time as well it helps us find the appropriate candidates, where we can also get the Information and verify easily. Also, can do market research and trends

Positive side of recruitment

- Change candidate's career
- Great development opportunities and career progression
- Improve growth of client's business
- Meet lot of new people
- Thrilling competition
- Learn lots of transferable
- Learn lots of transferable skills
- Opportunities to work across multiple industries
- Every day is different

Negative side of recruitment

- Too much noise in the market
- Hard to grab candidates' attention
- Brainy candidates often field for multiple offers at once
- Dealing with paucity of skills
- Managing picky hiring managers
- Trading with demanding candidates

Viable Methods to get conversion

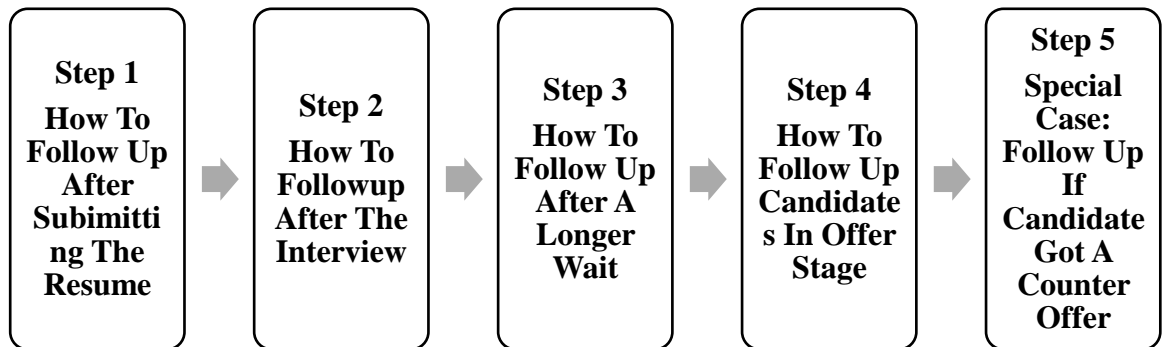
- Consequences of dropping out last minutes
- Elucidate a job description
- Maintain active communication with candidates
- Create a strong employer brand
- Bonus tips
- Engagement with candidates through WhatsApp, phone, LinkedIn
- Identification of clarity and quality candidates

Recruitment and selection are vital to the success of the organization when we love what we do the result will be always better, success depends on training and support preparation, careful implementation, review and evaluation, every job has its own pros

and cons but it's all depends on how we take that, good engagement with management, reporting manager, clients and candidates are very important for the better results

INTERVIEW FOLLOW UP CULTURE

Kinds Of Follow Ups



Follow up categories

- Client follow up
- Candidate follow up

Client follow up map

How long do we wait before following up?

- Connect regularly through call and meeting
- Give a specific call to action to the point
- Keep it shots and to the point
- Make it about their interest

Candidate follow up

Candidate follow up is being in touch with them throughout the whole process. This is typically done before and after the interview when you set up interview times, answer any questions related to the position, or inform them on whether or not they were hire.

Kinds of candidates follow up

- Immediate 30 days' notice period
- 60 days' notice period
- 90 days' notice period
- Offer follow-up

How to Follow-ups with candidates after till join

- Keep it brief. Section off the text into paragraphs.
- Do not misplace the item. Keep it in one spot or state the key point again.
- Check the message's specifics and names twice.

2.5. SERVICE PROFILE

CORNER OFFICE SEARCH

In Today's competitive environment, selection of the right Leaders to lead the organization becomes a critical factor every Board aspires for. It therefore becomes a challenge to identify the right individual with the right Competencies and Attitude.

These problems are addressed by their Corner Office Search service, which aids businesses in selecting the most capable Leaders from the talent pool.⁸

Novotree Minds uses a customized process to find the ideal candidate while keeping in mind the client's requirements and combining the finest techniques from around the world. In parallel, their advisors have continual conversations with Corner office candidates, whether or not they are looking for a job, and they are always offering Comprehensive Consultations on possible career routes. Their search consultants have the polished Novotree Minds abilities to communicate with senior people and comprehend their goals. They receive ongoing strategic inputs on Executive Search trends from Novotree Minds, such as CV profiling, interviewing trends, compensation benchmarking, etc.

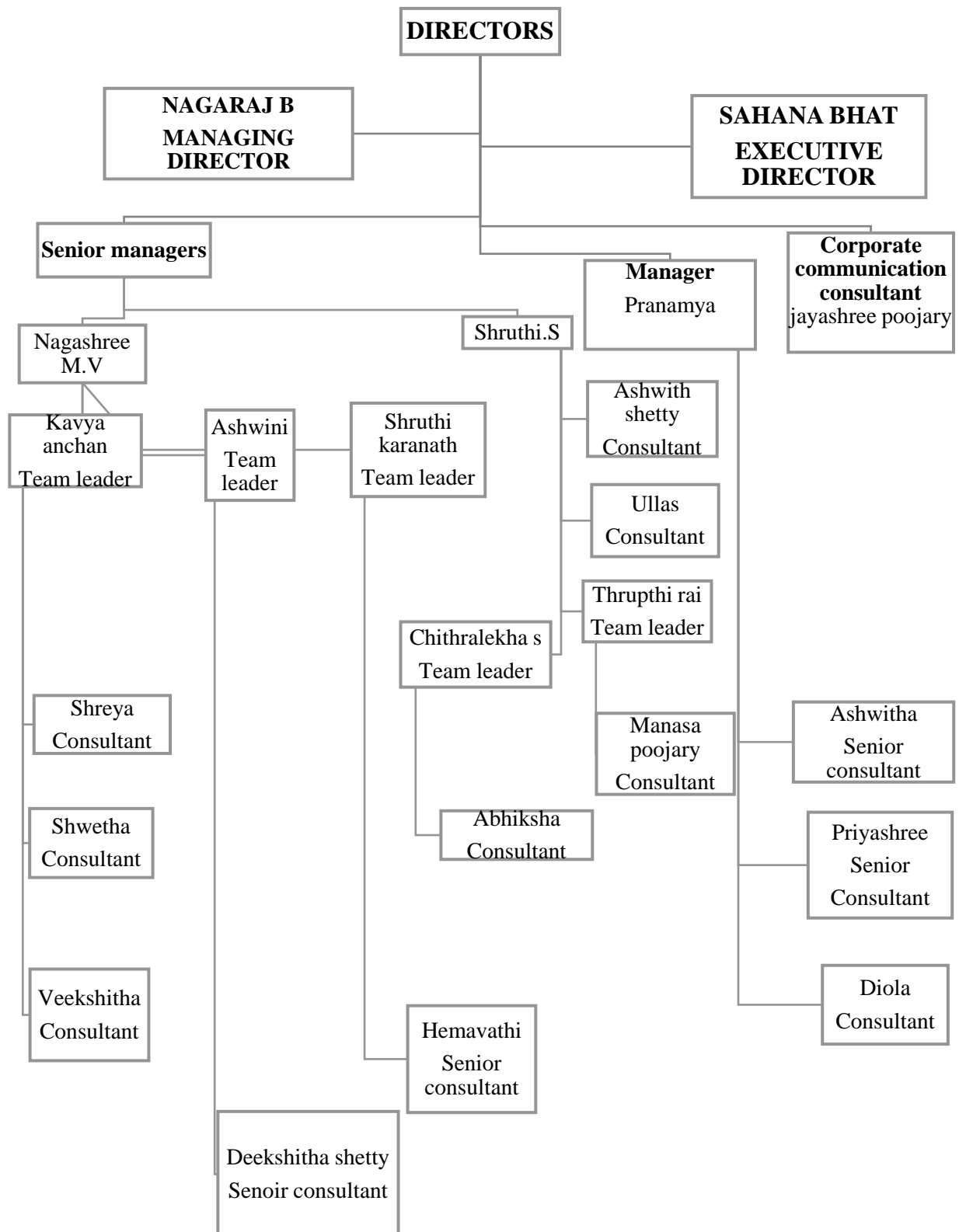
INTEGRATED HIRING

India's economy is one of the fastest-growing in the world, so it is important to foster and develop the next generation of leaders. To find and hire potential leaders (mid- and senior-level) as Novotree Minds as strategic recruits within the company, Novotree Minds collaborates with the leadership of client businesses. Because they take a customer-centered approach, Novotree Minds cater to the particular demands of the client without sacrificing the promised outputs. Additionally, Novotree Minds offers client firms assistance with staffing for new projects requiring a variety of talents, including manpower planning, hiring procedures, assessment centers run by Novotree Minds that benchmark salaries, reference checks, and other tasks.

TIME CHARTERED TALENT

This possibility opens the way to easing the impact of widespread layoffs brought on by the unexpected economic crisis, platform-based contractual employment in the most important labor market upheaval that NOVOTREE MINDS have wound up. This demonstrates that professionals who walk in, complete the task, and then leave are becoming more and more popular with both employers and employees. It's a precision-based strategy that pays a contractor more than they would receive in a permanent position while ultimately costing the business less money. Therefore, NOVOTREE MINDS has a history of receiving positive feedback from clients regarding contractual hirings, establishing company policies, and skill-based hiring; however, because of him, NOVOTREE MINDS has also introduced Recruitment Process Outsourcing models, gaining numerous references and feedback from their esteemed clients. Ten clients have used NOVOTREE MINDS' resource thus far, which has further thinned their cage.

2.6. OWNERSHIP PATTERN



NAGARAJ B (MANAGING DIRECTOR)

Nagaraj is the co-founder and managing director of Novotree Minds, which is based in Mangalore's Moodbidri-coastal district (Karnataka). He aims to improve the caliber of deliverables as a member of the management committee. He closely supervises team leaders inside the company to position and carry out a plan set by the directors to support the goals established for Novotree Minds. a leader and visionary who believes in the value of engaging people in the execution of plans to affect both top- and bottom-line results. driven by an intrinsic passion for leadership that is differentiated and value-based. He makes constructive adjustments and approaches problems in an original way. In order to generate a high-energy impact for business turnaround, he uses a brilliant combination of business leadership skills, including keen business acumen, trust in client partners for long-term partnerships, very sharp analytical & organization skills in project management, financial planning, and strategy formulation, and above all people management skills.

He is a homophile who enjoys eating various foods with family and friends, keeping up with managerial trends, and taking pictures to preserve unforgettable moments.

Experience

Having been in the system for more than 17 years, he is arched during the hiring process and has gained gracious strength against difficulties. He offers recruiting knowledge from several sectors, including technology, analytics, and non-technology. Over the years, his experience in hiring, client management, and team building contributed to the company's expansion to a far greater extent.

He held the position of Manager at PeopleSmart Consultants Ltd. before helping to shape Novotree Minds. He oversaw a group of knowledgeable consultants and managed client development for each customer. He was in charge of developing training sessions to foster relationships that may serve as a helpful link between clients and applicants, as well as sketching out constructive norms. Outstanding in terms of innovative programmed that foster employee engagement and interest by combining work and play. As a member of the quality and OD departments, I assisted the PSCL in developing new procedures, establishing teams, and organizing events for personal growth.

SAHANA BHAT (EXECUTIVE DIRECTOR)

Overview

Co-founding and serving as executive director of Novotree Minds is Sahana. She played a key role in managing outsourcing, setting up the financial services team for a Fortune 50 customer, and hiring the analytics professionals. In order to establish and expand Novotree Minds centers in Bangalore and Moodbidri, an expert practitioner is employing analytics professionals. She was involved in establishing HSBC's Analytics in India while serving in an earlier executive position.

She has played a key role in conceptualizing and assembling personnel, managing the recruiting of analytics and technology professionals, coaching the team, and overseeing delivery with day-to-day operations and plan implementation. I am currently connected with The Inner Wheel Club of Mangalore North in addition to being an ED at NOVOTREE MINDS. The first women's service group in Mangalore city is called Inner Wheel. In order to close the gender inequality gap and serve the community, Inner Wheel has dedicated itself to fostering women's feeling of self-worth, their freedom to make their own decisions, and their right to have an impact on social change for both themselves and others. She likes to travel with her family, watch a variety of movies, and read novels in her spare time.

Experience

She has been working in recruitment for more than 15 years, and she has a thorough awareness of the KPO sector as well as great client-engagement abilities. She is active in every step of the process, from planning the crucial distribution of the needs to boosting the spirit of the amazing employees. She oversees the client mapping process, provides staff with the proper direction to have a personalized approach in putting the strategy into practice, supervises employee engagement activities, serves as a recruiting troubleshooter, vets the conclusion to deliver wonderfully, etc.

2.7. ACHIEVEMENT /AWARDS

- 50+ Clients' Trusted partners Novo tree having more than 50 clients and also trusted partners they have been satisfying their needs and wants.
- 2000 + Closures 300 + Top Management positions fastened Own credibility of having long time relationship with many of their clients since their alliance with NOVOTREE MINDS RPO MODEL- Resource deployment with 10+ client partners
- Novotree Minds has been endured as one among TOP 3 vendors for 80% of their clients.

2.8. FUTURE GROWTH AND PROSPECTS

- Setting the hybrid work model for collaboration
- Human leadership
- Working in metaverse
- Change management
- People analytics
- The transition from employee well-being to healthy organization

CHAPTER 3

**MCKENSY'S 7S FRAMEWORK
AND PORTER'S FIVE FORCE
MODEL**

CHAPTER 3

MCKENSY'S 7S FRAMEWORK AND PORTER'S FIVE FORCE MODEL

MCKENSY'S 7S FRAMEWORK

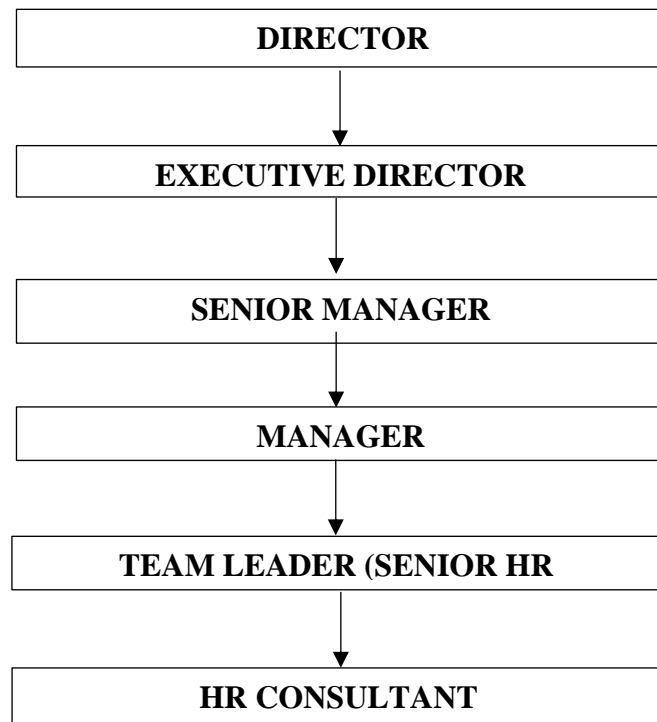
The McKinsey 7s model is a useful tool and framework for assessing the performance of managers and companies. For successful change management procedures and on-going performance improvements, a firm must handle and coordinate seven key variables, according to the McKinsey 7s model.

1.STRATEGY

Recruitment, learning and development, performance reviews, remuneration, succession planning, and employee development make up the strategy. developing procedures and guidelines that are intended to boost output, effectiveness, communication, and employee morale. Aids in implementing and providing coaching and training to the staff in order to assist them improve in particular areas. They interact with customers by remaining composed, hearing their worries, responding quickly, providing a solution, reviewing, and learning.

2.STRUCTURE

The managing director and executive director of the Novotree Minds are followed by senior manager and manager, who are followed by team leaders, and finally consultant. The senior management provides the manager with information regarding the client and the job description; the manager should then speak with the team leaders, who will then direct the consultant.



3.SYSTEM

Payroll administration, including check production, tax management, and managing of sick and vacation time. health benefits and cafeteria options for employees. HR management, which includes hiring, firing, and recruiting.

4.SHARED VALUES

They value diversity of ideas, perspectives, and life experiences. They Also value collaboration and teamwork in all of our endeavors. They uphold the highest values of integrity, honesty, and trust in both their personal and professional lives. They are accountable for keeping their promises to their partners, clients, employees, and other stakeholders and they must fully appreciate the urgency and accountability involved. To keep their customers' loyalty, they are dedicated to providing exceptional services with honesty, respect, and appreciation. They guarantee that we will add value to their client's organization while achieving great commercial results. Through innovation and leadership at all levels, they are given the freedom to deliver operational excellence.

They collaborate as a team and exchange knowledge to foster creativity, learning, and continual progress. They treat everyone with unwavering kindness, fairness, and respect. Additionally, they always value diversity and divergent viewpoints.

5.SYTLES

Novotree minds follows bureaucratic style of leadership where most of the decisions are taken by the upper level. Achieving business goals, envisioning modern production, integrating resources, enchasing productivity etc. is done by the leader of the company. Providing a positive work environment Although its duties vary across various organizations and industries, they often consist of hiring, paying and providing benefits, providing training and development, and managing employee relations.

Novotree minds consulting private Ltd friendly and supportive organizational culture encourages internal communication and cooperation among individuals, systems, teams, and departments.

6.STAFF

There are more than 25 employees working staff. mainly focuses on the 3 levels of people framework they are Culture, Capabilities and Capacity which mainly aims at building a high performance.

Novotree minds has a family-like environment where employees feel a strong sense of togetherness. also provides training for the most hiring managers in program. Focus on right staffing.

Work from home and flexible hours. sick leave, Maternity leave. All employees undergo on-the-job training to familiarize themselves with the organization and its goals. internal training is accessible to improve skill levels. The team of Novotree minds accepting and supporting diversity, and working together to achieve business goals.

Problem-solvers with talent include HR consultants. Therefore, businesses go to consultants for guidance on management, hiring practices, and other short-term human resources challenges. However, they also offer advice to businesses on developing

strong, long-term human resource capabilities. The most typical consultant tasks and responsibilities include helping the HR team carry out new job strategies and developing an employment programmed. Make strategies for research and survey execution to identify root causes. Give guidance on general management and employee management. Evaluate the company's adherence to legal requirements.

7.SKILLS

Organizing, negotiating, managing conflicts, multitasking in communication, and employee relations. On boarding. Software for Information on Human Resources. Performance supervision and Scheduling.

Great communication skills both in writing and speaking. Good people and customer service skills. Excellent attention to detail and organization. Excellent time management abilities and a track record of meeting deadlines strong problem-solving and analytical abilities. The capacity to assign work according to priority as necessary. Knowledgeable about a range of multimedia training platforms and techniques, knowledge of MS Word, Excel.

PORTER'S FIVE FORCE MODEL

Porter's Five Forces is a model that identifies and analyses five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy.

Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. The Five Forces model is named after Harvard Business School professor, Michael E. Porter.

1.COMPETITIVE RIVALRY

Competition from other consulting firms, High requirement of job positions by clients
Some negative relationship with clients and colleagues may affect the firm, does not contribute to business development, weaker company position, large capital requirement, government policies, not able to satisfy the candidates and clients, technology changes.

2.THREATS OF NEW ENTRY

Candidates will easily switch to other better offers by other consulting firm, if proper negotiation is not done there may be a chance of losing the candidates, too much noise in the market, hard to grab the candidates, candidates get multiple offers at once.

3.BARGAINING POWER OF CANDIDATE

Expecting higher CTC, bargains over other offers, prefer or only want remote work, demand on job positions. making demand while validating, making excuses while calling, not providing valid information demand while interview follow-up.

4.BARGAINING POWER OF CLIENT

Expecting highly skilled candidate, bargaining over the CTC and offer and invoicing, negotiating to influence.

5.THREATS OF NEW SUBSTITUTES

If the more substitute available the firm as to increase their prices, firms should satisfy the need and wants of right candidate to the client, difficult to full-fill the wants in specific time because of more demand

CHAPTER 4

SWOC ANALYSIS

CHAPTER 4

SWOC ANALYSIS

STRENGTHS

An expert HR consultant is well-versed in staff policies and initiatives. This means that regardless of the industry, they can provide considerably greater insights into HR policies. Comparatively, they can routinely outperform internal teams. One explanation is that they have been working on related projects for a while.

- Strong Compliance.
- Effective Candidate Screening.
- Loyal Customers.
- Highly trained consultant
- Excellent reputation
- Creative thinking.
- Thinking conceptually and practically.
- Problem-solving & team work
- Communicating clearly and empathetically.
- Collaboration with all job levels.
- Organization and time management.
- Employee's engagement is excellent.
- Client Credibility is amazing.
- Employee Inductions are well planned
- Talented consultant
- Organization, ethics, communication, problem-solving, and leadership are consulting strengths.

WEAKNESSES

Morale – When workers learn that upper management is hiring a consultant, they may assume that the system is changing. The result could be reduced income and job losses. Low employee morale can make them less productive since they are less motivated.

Lack of internal competence – There will be adjustments with a consultant on board. And with change comes a period of initial learning during which they will need to understand the inner workings of the organization, how things are done, what your objectives are, etc.

Top management or the business's owner must be prepared to draught a confidentiality agreement. The owner must also be ready to inform the staff of this agreement, as the job of an HR solutions consultancy firm entails knowing sensitive and secret information about the employees.

- Numerous Start-up clients.
- Limited Services.
- Congested Office space
- Personal Client Interaction is less.

OPPORTUNITIES

Employers frequently have the chance to add outside perspective to their current team members by hiring consultants to work for them. Consultants can aid businesses in streamlining operations, boosting output, increasing revenue, and improving overall organizational performance.

- New Industries.
- Training.
- Employee Development.
- New possible clients
- Outsourcing trend

CHALLENGES

Changing client behavior

Corporate consumers of professional services have raised their standards, rejecting ideas like billable hours and demanding fixed pricing and greater cost transparency. Clients now demand greater value, higher work quality, and quicker delivery of products and services in an environment that is becoming nimbler thanks to rapid digital innovation.

- Changing Laws.
- Larger Competitors.
- Less Demand in Certain Industries.
- Data breaches, unhappy clients, and income uncertainties
- Changing client behaviors
- Increasing client demand
- New skill requirement
- Project that based on results

CHAPTER 5
FINANCIAL STATEMENT
ANALYSIS

CHAPTER 5
FINANCIAL STATEMENT ANALYSIS

5.1 BALANCE SHEET

PARTICULAR	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018	MARCH 2017
EQUITIES AND LIABILITIES					
1)Shareholder's Fund					
a) Share Capital	100000	100000	100000	100000	100000
b) Reserve And Surplus	7726888	5394125	2370615	1978822	1804107
2)Non-Current Liabilities					
a) long term borrowings	1216626	415716	492702	-	-
b) long term provisions	768808	369461	276935	254010	181731
3) Current Liabilities					
a) Short term borrowings	-	-	600000	-	-
a) Other current liabilities	2939357	2200338	897408	1254452	885383
TOTAL	12751679	8479640	4737660	3587284	2971221
ASSETS					
1) Non-Current Asset					
a) Property, Plant and Equipment's (Tangible Assets)	2575116	1027383	1318953	501458	564407
b) Deferred Tax Asset	156172	79788	43842	62576	42806
2)Current Assets					
a) Work in process- unbilled revenue	-	-	-	430000	-
b) Trade Receivables	8134396	5865193	2146421	1125267	1536354
c) Cash And Cash Equivalents	1519899	1177759	135755	646783	34008
d) Short Term Loans and Advances	366097	329517	1092688	821198	793645
TOTAL	12751679	8479640	4737660	3587284	2971221

5.2 STATEMENT OF PROFIT AND LOSS ACCOUNT

PARTICULAR	MARCH 2021	MARCH 2020	MARCH 2019	MARCH 2018	MARCH 2017
INCOME					
Revenue From Operations	11911272	15802170	5688598	4326355	6156655
Other Income-Interest on IT Refund	-	41171	1467	6089	107734
Unbuild Revenue	-	-	-	430000	-
TOTAL	11911272	15843341	5690065	4762444	6264389
EXPENDITURE					
Work In Process – Opening	-	-	430000	-	528500
Employee Benefits	6760364	8429399	3302198	3257797	3158102
Finance Charges	137229	110617	-	-	-
Depreciation And Amortization	305451	291570	98813	62949	73704
Other Expenses	1583709	2922732	1313336	1206392	1691993
TOTAL	8786753	11754318	5144347	4527139	5452299
Profit Before Tax	3124519	4089023	545718	235305	812090
Less: Current Tax	868140	1101459	135189	80361	250573
Add: Deferred Tax	76384	35946	(18736)	19770	95951
Profit For the Year Carried to Balance Sheet	2332763	3023510	391793	174715	657498
Earning Per Equity Share of Face Value of Rs.10 Each Basic And diluted	233.28	302.35	39.18	17.47	65.75

5.3 RATIO ANALYSIS:

1.SHORT TERM SOLVENCY RATIO:

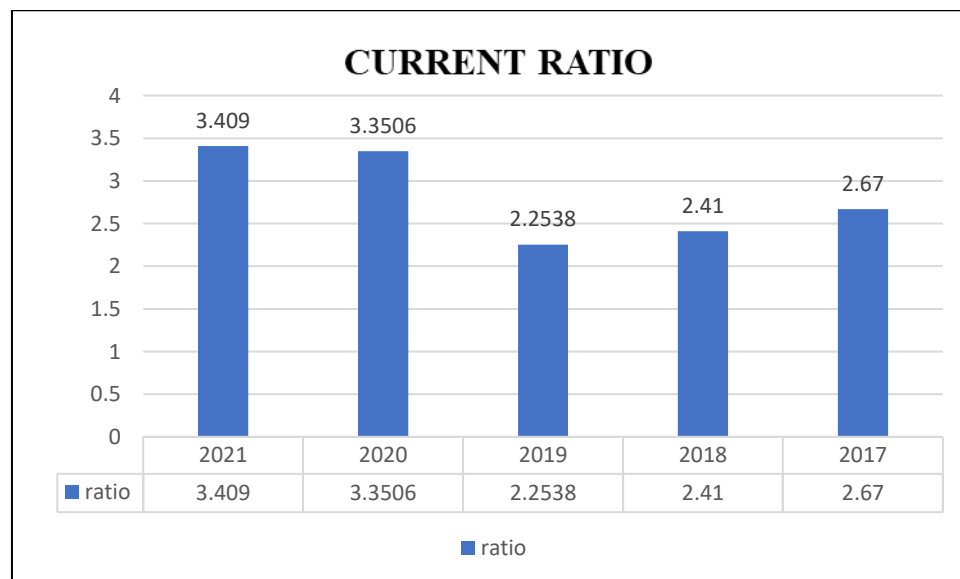
CURRENT RATIO:

Current Ratio =Current Assets / Current Liabilities

TABLE: 1

YEAR	2021	2020	2019	2018	2017
current asset	10020392	7372469	3374864	3023248	2364007
current liability	2939357	2200338	1497408	1254452	885383
ratio	3.4090	3.3506	2.2538	2.4100	2.6700

CHART :1



INTERPRETATION:

Current ratio varies from industry to industry but healthy business ratio will lie between 1.5 to 3. There has been increase in the current ratio from the year 2017 to the year 2021. There is increase from 2.67 to 3.409. In the year 2021 there is increase in the current assets. If ratio is below one point, then creditors will consider that company is in financial risk and it is not possible to pay short-term obligations

QUICK RATIO:

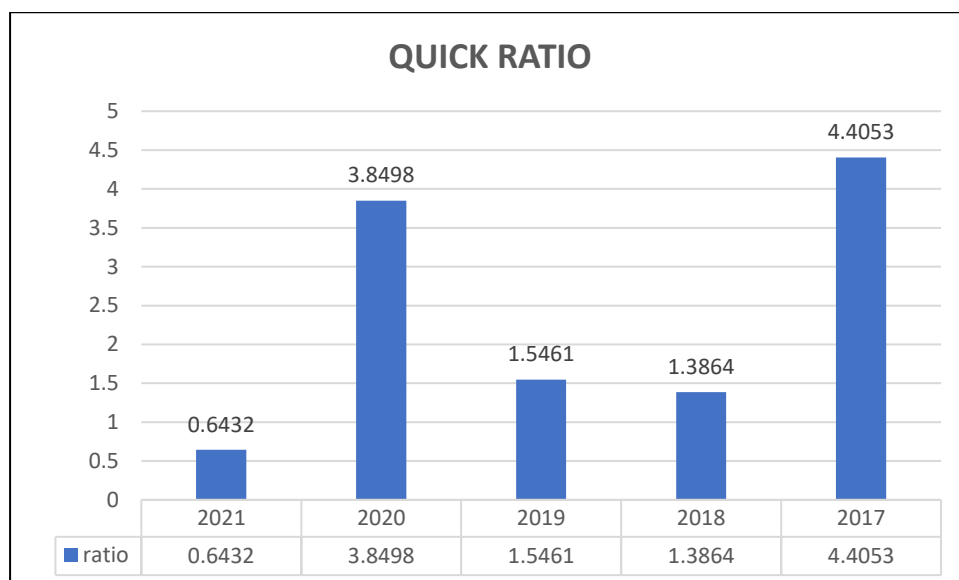
Quick Ratio: Quick Asset /Current Liability

Quick Asset: Current Asset -Inventory

TABLE 2:

YEAR	2021	2020	2019	2018	2017
Quick asset	1890880	8470872	2315201	1739196	3900382
current liability	2939357	2200338	1497408	1254452	885383
ratio	0.6432	3.8498	1.5461	1.3864	4.4053

CHART 2



INTERPRETATION:

There is continues Decrease in the quick ratio in 2017 to 2021. If company with 1.0 quick ratio this shows that company could pay off its current liabilities without selling long term assets. High quick ratio is more favorable to company it indicates there are more quick assets than current liability. The quick ratio has decreased when it is compared with 2021 that is 0.6432. if quick ratio increases it indicates that the assets can be easily converted into cash otherwise not.

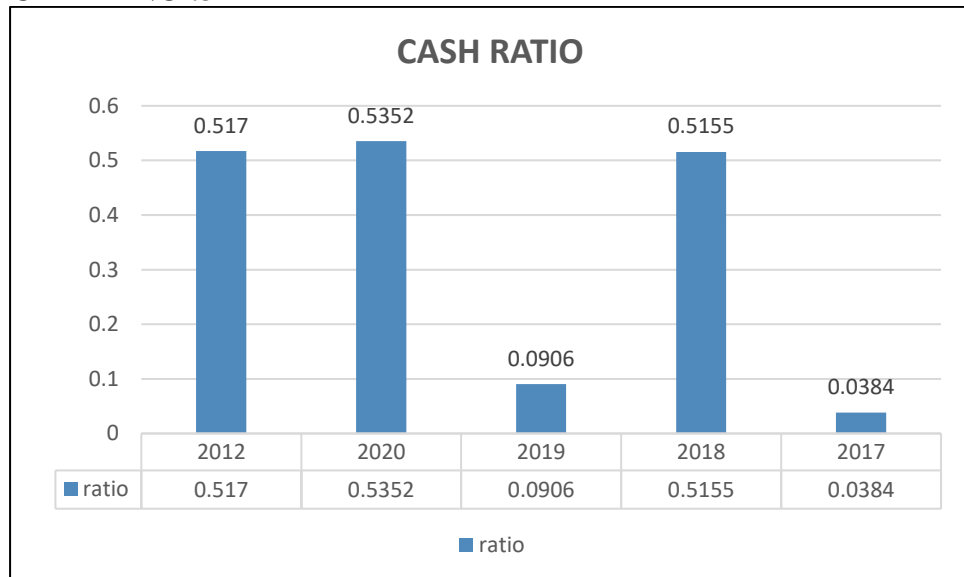
CASH RATIO:

Cash ratio = cash and cash equivalent /current liabilities

TABLE: 3

Year	2021	2020	2019	2018	2017
cash and cash equivalent	1519899	1177759	135755	646783	34,008
current liabilities	2939357	2200338	1497408	1254452	885383
ratio	0.5170	0.5352	0.0906	0.5155	0.0384

CHART NO :3



INTERPRETATION:

Cash ratio varies from industry to industry but healthy business ratio will lie between 1.5 to 3. There has been increase in the current ratio from the year 2017 to the year 2021. There is increase from 2.67 to 3.409. In the year 2021 there is increase in the current liability. If ratio is below one point, then creditors will consider that company is in financial risk and it is not possible to pay short-term obligations. Cash ratio was in 2021 it has by 0.517, this shows more liquidity and also easily fund to its debt.

2.LONG TERM SOLVENCY RATIO

DEBT EQUITY RATIO

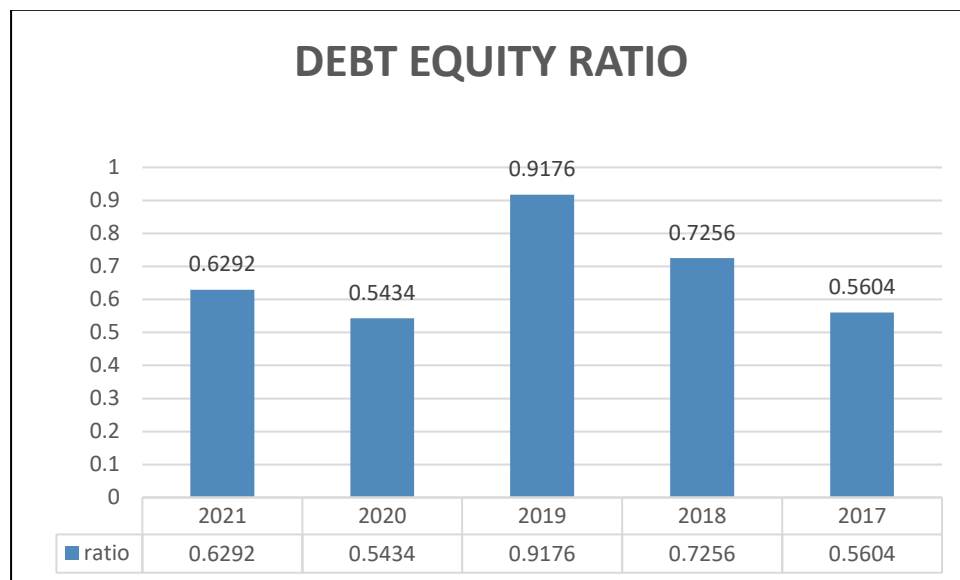
Debt equity ratio =total liability /shareholders

Shareholder equity: Total asset-total Liability

TABLE 4:

Year	2021	2020	2019	2018	2017
Total liability	4924791	2985515	2267045	1508462	1067114
Shareholder equity's	7826888	5494125	2470615	2078822	1904107
ratio	0.6292	0.5434	0.91760	0.7256	0.5604

CHART 4:



INTERPRETATION

Based on the data provided, it appears that the debt-to-equity ratio of the company has fluctuated over the past five years. This suggests that the company may have taken on more debt in 2018 and 2019, but then reduced its debt levels in 2020. However, the debt-to-equity ratio increased again in 2021, indicating that the company may have taken on more debt or reduced its equity levels during that year. Overall, a higher debt-to-equity ratio suggests that a company is relying more on debt financing rather than equity financing to fund its operations and growth.

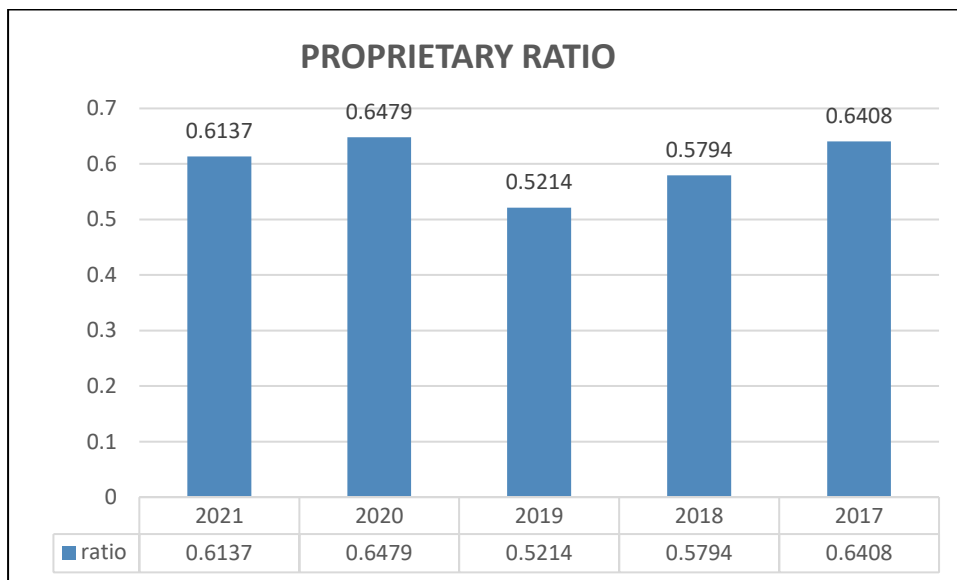
PROPRIETARY RATIO:

Proprietary Ratio=Share Capital / Total Asset

TABLE:5

year	2021	2020	2019	2018	2017
shareholder fund	7826888	5495125	2470615	2078822	1904107
total asset	12751679	8479640	4737660	3587284	2971221
ratio	0.6137	0.6479	0.5214	0.5794	0.6408

CHART NO: 5



INTERPRETATION:

Here in case of Proprietary ratio there is continuous increase from 2019 to 2021 that is from 0.5214 to 0.6137. In the year 2021 there is fall in the Proprietary Ratio to 0.6137. A high proprietary ratio suggests a strong financial position for corporation and more creditor security. A low ratio shows that the company's operations are already significantly dependent on debt.

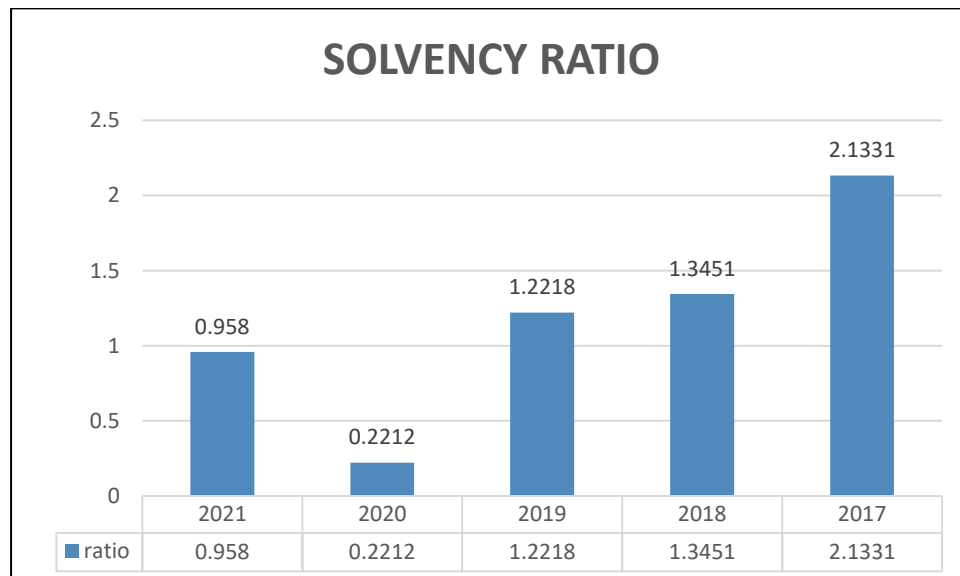
SOLVENCY RATIO

Solvency ratio = net income + depreciation / all liabilities

TABLE:6

year	2021	2020	2019	2018	2017
Net income + depreciation	12216723	1875904	5788878	4825393	6338093
total liability	12751679	8479640	4737660	3587284	2971221
ratio	0.9580	0.2212	1.2218	1.3451	2.1331

CHART NO:6



INTERPRETATION:

The highest solvency ratio was in the year 2020 but gradually decreases in the following days. It shows that in the future there might be a struggle in financial position. Solvency ratio varies from industry to industry but a healthy business ratio will lie between 1.5 to 3. There has been a decrease in the solvency ratio from the year 2018 to the year 2021. If the ratio is below one point, then creditors will consider that the company is in financial risk and it is not possible to pay short-term obligations.

3.PROFITABILITY RATIO

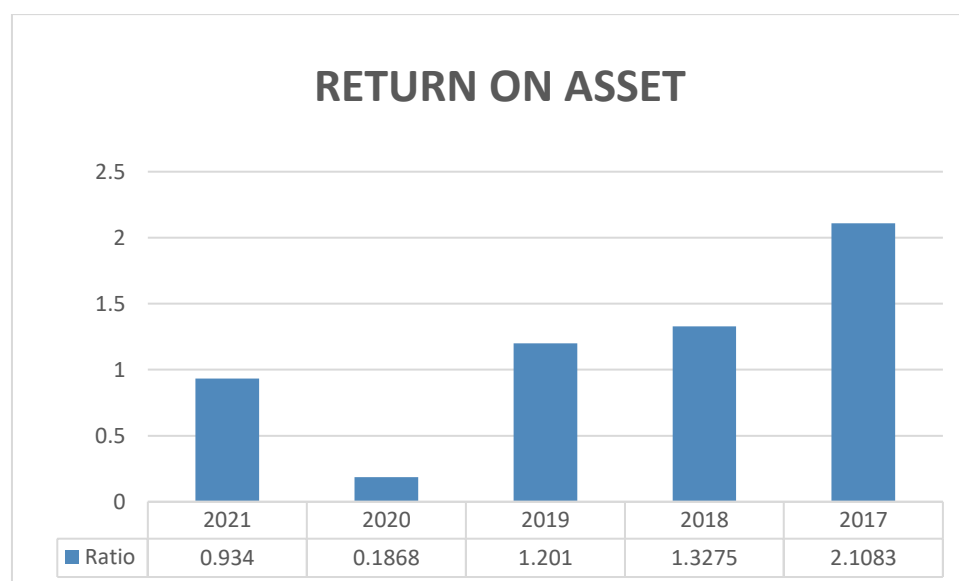
RETURN ON ASSET

ROA=net income/total asset

TABLE:7

Year	2021	2020	2019	2018	2017
Net Income	11911272	15843341	5690065	4762444	6264389
Total Asset	12751679	8479640	4737660	3587284	2971221
Ratio	0.9340	0.1868	1.2010	1.3275	2.1083

CHART NO :7



INTERPRETATION:

The Return on investment has been decreasing for past 5 years which means over investment in assets. Return in investment varies from industry to industry but healthy business ratio will lie between 1.5 to 3. There has been decrease in the return on investment from the year 2017 to the year 2021.

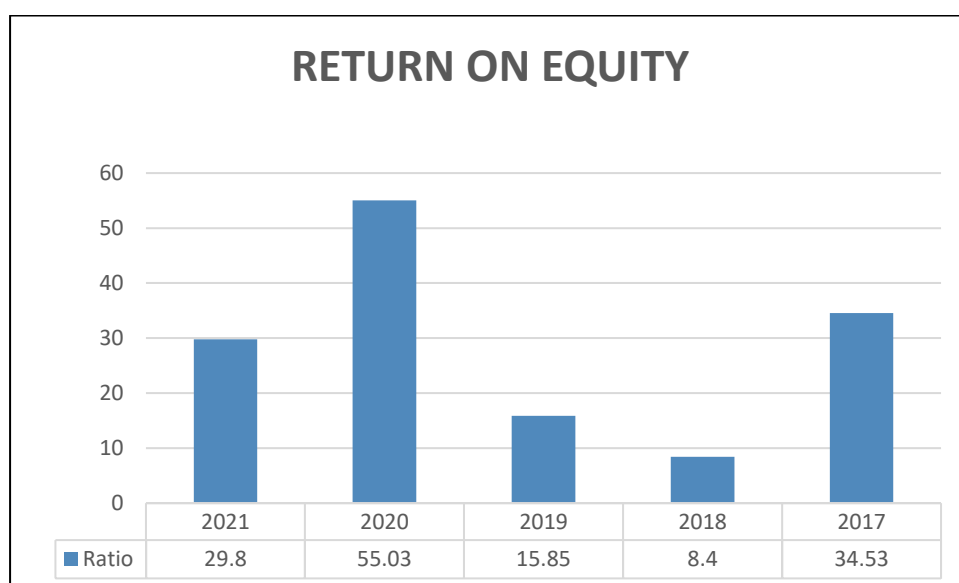
RETURN ON EQUITY

$$\text{ROE} = \text{Net profit} / \text{Equity} * 100$$

TABLE 8:

Year	2021	2020	2019	2018	2017
Net Profit	2332763	3023510	391793	174715	657498
Equity	7826888	5494125	2470615	2078822	19044107
Ratio	29.80	55.03	15.85	8.40	34.53

CHART 8:



INTERPRETATION:

Generally, ROEs of 15-20% are considered to be good. But in the 2018 the ROE was 8.4% which is not satisfactory due to the less in net profit during that year. In 2017 the ROE was satisfactory because the high net profit on that year. The return on equity is a measure of the profitability of a company in relation to the amount of shareholder equity it has. In this case, the company's ROE has been quite volatile over the past five years, with significant fluctuations between years. The company had a particularly high ROE in 2020, which may have been due to a number of factors, such as a one-time gain or a successful business strategy. However, the ROE decreased in 2021, suggesting that the company may not have been as profitable that year. It is important to consider the reasons behind the fluctuations in the ROE in order to understand the overall performance of the company.

CHAPTER 6

LEARNING EXPERIENCE

CHAPTER 6

LEARNING EXPERIENCE

This internship has allowed me to enlarge my knowledge, and gave me a platform to understand about the realistic HR consulting firm situations. The internship had a purpose of gaining experience in the realistic world, to get organizations detail knowledge on the job responsibilities, to compare with the real scenario with the lessons learnt in college, to fulfil the requirement of the MBA program.

Through internship, I got to experience a lot of new things as in how an organization function.

I also learnt about the working conditions, different problems that Occur and also how they tackle all problems.

I have learned about the entire process of HR consulting firm from understanding the job description to invoicing like receiving job description, research on company sourcing, validate /screening sharing job description with candidates and receive acknowledgement, preparing table of details to share with concerned person, interview follow-up, offer, joining, invoicing and 3 months assurance. how to negotiate with clients and candidates and keeping the good business relationship among them.

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ANNEXURE

BALANCE SHEET

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