



## Talent Recruitment Initiatives (Part of HR Manual)

### **CORPORATE OFFICE:**

Vakrangee Corporate House

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## 1. Initiatives for talent recruitment

Vakrangee Limited is committed to become a truly diverse and inclusive company. We at Vakrangee Limited actively seek to foster greater levels of diversity in our workforce and in our pipeline of future leaders. We are always looking for the best and brightest talent and pride ourselves on our individuality.

Vakrangee works to identify the best possible talent from all backgrounds. To develop future generations of talent, we are committed to holistic strategies. We intent to employ the best talent across the country from diverse cultures and races. We are an equal opportunity employer and all decisions are based on merit and business needs.

Due to our field presence across the country in 30 states and union territories, so we give equal opportunity to employees from diverse backgrounds and ethnic culture, work together towards achieving our organizational objectives.

We prohibit discrimination in our business operations on the basis of an individual's race, color, religion, disability, gender, national origin, sexual orientation, age, genetic information or any other legally protected status.

Our Selection criteria is based on the below parameters of the candidate:

- Aptitude
- Competency Mapping
- Skill Set Bench Marking
- Ability

The selection is not biased with respect to culture, race, ethnicity, age, gender, sexual orientation, physical or mental ability, and work-life situations.

## 2. Recruitment Initiatives

### 2.1 Campus Recruitment Drives

Our HR Recruitment team visit State wise & Region wise Educational Institutions: We focus on recruiting from diverse colleges and Regional universities, women's colleges, and tribal colleges in Rural Part of the country. As more than 80% of our Outlets are in Rural India primarily Tier 5 & Tier 6 locations, therefore the field team to monitor these franchisees need to be well versed with the local community and local environment. At the same time, it helps us to generate local employment and talent development opportunities.

Further, hiring people right after their graduation is our opportunity to welcome onboard people who will easily be committed, engaged, and dedicated to us. Campus recruitment helps us to engage with this emerging talent. Being present at the university provides us with the opportunity to tell students about the benefits & services and career growth opportunities that our company offers.

### **2.1.1 Host Internship program & Offer pre-placement Opportunities**

Bringing college students to our corporate & State offices for Internship programs helps the students to get exposure to real time business situations as well as learning on the field opportunity.

We further strive to provide pre-placement opportunity for these students who have successfully completed the Internship program.

## **2.2 Source from the open market.**

### **2.2.1 Field Recruitment Drive**

We have an Employee Hierarchy right till the Block level in Rural locations. For field level recruitments, we prefer hiring people who are natives to the local district. This helps us create employment at the rural location, thus discouraging their reverse migration to the cities.

The HR team makes trips to rural towns and cities for recruitment of field officers. Arrival dates and the time and venue of interview are advertised and notified in regional newspaper and company website well in advance.

We also Host hiring fairs at regional block wise locations and specifically within underrepresented communities in these regions.

We also focus on creating opportunities for people with disabilities to find success at our organization and provide priority for Ex-Army or Retired Army officers for recruitment.

Exploring new ways to encourage more inclusion and diversity of populations of employees, such as our policy of at least one women employee for all our Company owned (COCO) outlets in India, which opened employment to women in an area where they were not applying for traditional roles.

Candidates are also sourced from the open market using the social media platforms.

### 2.2.2 Conclaves, Hiring and Networking events

We attract candidates and create networking opportunities which have been an effective way in hiring high-level employees for us.

### 2.2.3 Walk-ins Camps

We schedule and conduct bulk hiring of sales representatives across the country at local regional level to ensure equal opportunity to all and social inclusion. These scheduled walk-ins are a consolidated event from the recruitment sources like local regional news advertisement, references from job portals, events and through various job adverts etc.

### 2.2.4 Customized Email Campaigns

Email campaigns have been an effective tool of communicating our requirements to the most deserving candidates in the industry.

## 2.3 Various Job Portals

Job opportunities at our organization are posted on numerous third-party job portals, as well as the Vakrangee.in career site, which is optimized for organic search results allowing job seekers to find our current openings.

## 2.4 Lateral Hiring

We give our employee an opportunity to move from one department to another, to enhance the professional growth of the individual. The process is carried out through Internal Job Posting. **Internal Job Posting** is important for continuous skill acquisition and it creates a fair opportunity for employees to apply for the open positions at zero

cost. Internal Job Postings help us to promote internal recruitment within the organization and recruit internal employees within the ranks.

### **1. We also have Managerial/ Leadership development training Program**

We believe that successful Leaders result in a successful organization. The transition from an employee to a leader can be a tough task to accomplish. We believe that our employees should be well equipped with the required skills to become a leader and these skills can be acquired through leadership development programs.

### **2. Managerial and leadership skills are developed to serve two purposes.**


- a. To offer employees a clear pathway for taking up managerial roles
- b. To help existing leaders hone their skills. Seminars and events are regularly conducted with an aim to promote knowledge sharing and more engagement amongst employees

We undertake training programs across the organization to improve the knowledge base of our employees. Also, we encourage all our business heads to attend various industry seminars to enhance their skills.

## **2.5 Internal Referral Scheme**

We believe that networking and building strong alliances is of critical importance. Employees that demonstrate skills, behaviors and attitude which already make a great fit will likely know other people with similar profile. To capitalize on this, we have our internal referral program which give the referrals lucrative cash rewards.

We believe that employees are motivated by monetary gains, so we incentivize them to bring the right talent to us. The referral amount is based on the open position and level in the hierarchy referred.



**Thank You**

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