Compendium



# IASUPER 10

Season 2

Industry Partner



Confederation of Indian Industry

Academia Partner



# **About the Team**

taggd.



Taggd is a digital recruitment platform that provides 'Ready-to-Hire' talent to India Inc. Combining the power of human knowledge and data, Taggd has successfully fulfilled talent mandates of more than 100+ clients and ensured hiring managers' success for half a million jobs from over 14+ sectors. With a vision to fulfill 1 Million Jobs by 2025, the Taggd talent platform strives to connect people to people, people to companies, and people to opportunities, just right, every time. Taggd believes hiring right should be non-incidental. It's not just a belief but is Taggd's way of working. And the Taggd talent platform does that by democratising the art and science of hiring. Taggd is the knowledge partner for the India Skills

Report. With access to cutting-edge resources and intelligence, Taggd sheds light on the job and hiring landscape cross-nation, providing qualitative and quantitative data from industry experts.



Sunstone Eduversity is a leading higher education service provider that invests in up skilling students across the country. Sunstone incorporates a blend of practical and theoretical education to deliver job-ready skillsets. Sunstone offers its services in 22+ campuses spread across 18+ Indian cities, with industry aligned learning content designed for 7+ tailored programs that are leveraged to enhance employability. Sunstone's unique blend of the latest technology, hybrid learning pedagogy and unparalleled focus on personality development, provides students with a holistic educational experience.



Confederation of Indian Industry

The Confederation of Indian Industry (CII) is entrusted with sustaining development in India through partnering industries, government entities, civil societies, and organizations as an advisory and consultant. CII is a non-profit, non-government entity that is driven by industries and managed

responsible spearheadina oraanizations for various national development schemes. Founded in 1895, the premier association is made up of 9000+ members from private and public sectors, MNCs and SMEs across the nation. With more than 300,000 enterprise affiliations and memberships, the CII spans 291 regional and national industries and sectors. CII collaborates with industry leaders and the government to project sustainable development modules and policies. With a range of specialized services and a vast global reach, with its aim being boosting competitiveness & efficiency and creating opportunities for economic and social growth. CII is a renowned networking platform handling pressing issues pertinent to sustainable development with a growing affiliate body. It enables industries to identify and execute corporate citizenship initiatives. Various civil societies work with CII to instigate and incorporate reliable development opportunities across industries and sectors.



# About TA SUPER 10

Recruiting isn't just about finding good candidates, "Aplayers," or "rockstars." It's solving complex organizational problems and consulting companies on how to be more profitable.

Our business environment has changed and so has the world of recruitment. Firms never hired nearly as many people in the past, as they have today. Rapid technological disruption and the availability of a limited skilled talent pool has made hiring and retaining talent a top priority for businesses, particularly in 2021. As we move to the new year with new hopes, recruitment has become an essential function of modern businesses looking to create and facilitate a productive and fulfilling work culture for recruits.

In such a scenario, recruitment professionals are set to take on a more visible and strategic role within the business. Recruiters and talent acquisition professionals must lead the way by discovering new talent pools, mastering new metrics, and adopting new tools.

The TA Super10 is an initiative by talent leaders to reward and recognize the top talent acquisition specialists from across the nation, who's strategic role in the talent economy has yielded great results.

After a phenomenal response in the first year, Decoding Jobs - The TA Super10 is back with its 2nd edition for you to enjoy. A first-of-its-kind platform for recruitment professionals to showcase their efforts and achievements, TA Super10 highlights 10 profiles of top talent acquisition specialists who've earned their spot at the forefront of the industry.

While the market trends have been drastically changing, talent experts rose to the occasion with enthusiasm and determination. We intend to celebrate and recognize these individuals who have made a significant difference in hiring and have especially contributed to their organisations during the upheaval of this past year. The search for India's top recruitment and talent recruitment now comes to a close, with key takeaways highlighted in this year's edition.

This year we wanted to highlight and bring to front the outstanding work done by recruiters in 2021, amidst the 2nd wave of the global pandemic. We noticed that typically in the year 2021, these were the types of recruiters/talent acquisition professionals that remained vigilant and responded to changing market demands.





#### THIS YEAR'S TALENT ACQUISITION PERSONAS



Reinvented sourcing to deliver quality hires



Transformed a process change that led to cost efficiency or improved quality of hire



Drove high volume ramp-ups in a time crunch



Built a network or a circle of trust with engagement



Successfully drove multiple facets of talent acquisition to drive direct business impact



With over 200+ recruiters engaging over a month's time, the pilot edition was a massive success. 10 winners were announced during the Decoding Jobs Annual Conclave, with 10 diverse judges including CHROs, CEOs and Venture Capitalists assessing the various profiles. Last year's winners were ranged from 3 years of experience to 12 years of experience from across sectors including internet companies such as Healthkart, and manufacturing companies such as Siemens, Ultratech and JSW along with consulting such as Lowe's India and many firms from various regions. The winners were felicitated in the presence of 450+ live attendees during Taggd's flagship Decoding Jobs Annual Conclave, earmarking initiative that created waves in the industry.

As we close the second successful season - TA Super10 2022, we urge specialists and professionals in the recruitment industry to participate in our efforts to recognize the talent community's hard work. May you



# Message from the

# **President's Desk**



**Devashish Sharma** 

#### Founding Member and President, Taggd

During the year 2021, the hiring pattern across industries experienced sharp volatility. While the year kickstarted on a cautiously optimistic note, the second wave of COVID-19 quickly changed the job landscape of the country. The great resignation that followed the second wave disrupted the job market and organizations faced a challenge of retaining existing employees and meeting talent demand.

Talent acquisition specialists were at the forefront of this challenge. At Taggd, we decided to document the unique experiences and celebrate the tireless efforts of talent warriors nationwide through our flagship initiative – the TASuper10.

TASuper10 is a first of its kind platform to recognize and reward the talent acquisition specialists who

delivered extraordinary results even in uncertain times. The result was a melting pot of ideas that reflected resilience, innovation, and determination with TA professionals going above and beyond to assure value addition to their organization. We identified 10 outstanding talent acquisition professionals out of the 200+ entries received. These professionals were then recognized and awarded as TASuper10 – 2022 by an esteemed jury comprising of senior industry leaders. Each entry inspired the jury with a fresh perspective that set a benchmark.

The participants were asked to share their contributions under the 5 pre-defined categories:

- The Eagle Eye: someone who reinvented sourcing to deliver quality hires,
- The Scientist: the one who transformed a process change that led to cost efficiency or improved the quality of hire,
- The Flash: an induvial who drove high volume ramp-ups in a time crunch,
- The Influencer: the professional who built a network or a circle of trust with engagement,
- The Trailblazer: the star who successfully drove multiple facets of talent acquisition to directly catalyze business.

These categories best defined the success of talent acquisition professionals and their efforts, recognizing their pivotal role in business growth. Besides finally picking the best in the industry, the jury was treated with an array of reformative ideas that are now being deployed to tackle various challenges in the talent and recruitment space. TAs paraded their mantle by providing sustainable solutions to critical business challenges that came up in the wake of COVID-19 and during peak attrition times. Intrigued and inspired by the influx of ideas, the jury appreciated how recruiters adopted technology to deliver incisive intelligence and increased access to the talent market.



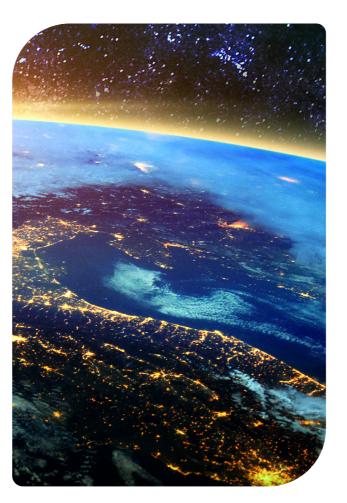
For instance, one of the TAs utilized WhatsApp to create an expansive network for hiring, while another used social media to hire for a key position. Remarkably, one of the TAs built and employed data scraping software to demonstrate large-scale market mapping for niche roles, using low code AI and API integrations. Yet again, another TA shared their story of cutting down the hiring costs by 50% to lead to a positive critical business impact during the talent war.

From redesigning sourcing methodologies for quality hires, to cost-efficient transformation initiatives and devoted networking, talent advisors are responsible for continuity amidst the evolving market conditions. While digital workplaces take off as the new way of working, technology awareness is altering the fabric of recruitment.

It was heartwarming to see and learn from these brilliant professionals. We honor the commitment shown by all the 200+ recruiters who shared their stories in the second edition of TASuper10. Their contributions and efforts are of great value to the industry.

I would like to express gratitude toward Abhijit Bhadhuri, our Jury Chair, who agreed collaborate with us for a second, consecutive season of TAsuper10. I also extend my heartfelt gratitude to all the jury members including Anuranjita Kumar,

Founder & CEO WE-ACE, Asha Krishnan, Founder & CEO WE-ACE, Dr. Nishant Chandra, Sr. Director-Data Products, VISA, Madhavi Lall, Managing Director, Head - HR, Deutsche Bank, India, Rajiv Bhalla, Managing Director, Head - HR, Deutsche Bank, India, Sakaar Anand, Managing Director, Head - HR, Deutsche Bank, India, and Samuel



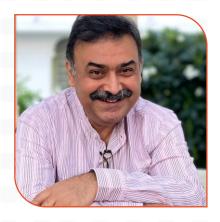
Pratap, President, Honeywell, who took out time from their busy schedules to help us identify and select the best TA minds. Having such tall leaders from across industries to join hands in this initiative brings us great joy and fulfillment.

We are also very grateful to our partner Sunstone Eduversity, who helped us further our reach in the recruiter and talent acquisition community.

I hope that this compendium will be a place for recruiter best practices and strategies that will be utilized to tackle the trials of the future with a commitment to improve. With industry specific insights on revolutionary recruitment processes and endeavors, this year's TA Super 10 are a clear reflection of how far we have come in such a short while. I urge you to imbibe the experiences shared through this exercise, and partake in the excitement of all participants, the jury and all stakeholders contributing to the success of this collective.

Lastly, a huge standing ovation for this year's TASuper10 winners whom we applaud with immense pride. For these stars, no challenge is too big, and no hire is out of reach, especially with their inspiring breakthrough stories and huge investment of heart in their roles.

# **About Jury Panel**



Abhijit Bhaduri,
Founder &
CEO Abhijit Bhaduri Associates

With a decade-long experience as a talent leader, Abhijit Bhaduri is a talent management expert and executive coach to the CXOS. He has worked with several multinational companies across sectors in India, SE Asia, and the US. He is one of the most followed talent leaders in the country and an author of three bestselling books.



Anuranjita Kumar, Founder & CEO WE-ACE

Anuranjita Kumar is a human resource veteran and a visionary who brings with her over 26 years of experience working across the globe managing various assignments, including senior human resource roles in Asia, North America, and Europe during her tenure at Citi, Royal Bank of Scotland, and P&G. She is now the Founder and CEO for WE- ACE, a global platform focused on engaging, enabling, and employing women across sectors. In just a short time, the forum has seen steep growth under her guidance. Anuranjita is also an accomplished author and start-up investor.



**Asha Krishnan,**Operating Director, General Atlantic

Asha, provides strategic support and advice to the firm's portfolio companies in India and Southeast Asia with a focus on human capital. Before joining General Atlantic in 2019, she was a Senior Vice President in IDFC First Bank, where she headed Talent Acquisition for the bank and HR for the Operations and Technology verticals. Prior to that, Asha worked with Tata Sons, where she rendered support to Boards and Nomination and Remuneration Committees of Tata companies. Asha also held roles in the HR consulting practice of Ernst & Young and has driven multiple engagements across the HR value chain for companies spanning multiple sectors.



**Devashish Sharma,**Founding Member & President, Taggd

Devashish brings in over 23 years of experience in managing the overall functioning of business process outsourcing (BPO). Before Taggd, Devashish has worked with companies like JustFares India, RDM Lufthansa, Modiluft Airlines, Microdata Labs and others. Devashish is a strong advocate of using technology and data driven decision making in HR. Under his leadership, PeopleStrong has not only been able to create digital success stories for 250+multinational and Indian customers but has also adopted cutting edge people practices for employees as well.



**Dr. Nishant Chandra,**Sr. Director-Data Products, VISA

A hands-on leader with eighteen years of global experience in data science, product development, strategy, and R&D. An avid puzzle champion who internationally represented India in the world puzzle championship at Stamford (CT), USA and the top 10 data scientists in India by Analytics. Nishant has been classified as an outstanding researcher by the department of homeland security, government of USA. He has an eye for data and text mining, speech and natural language. He has multiple feathers on his cap but to add on he is the Center head of science team at a fortune 30 company.



Madhavi Lall
Managing Director, Head - HR,
Deutsche Bank, India

Madhavi Lall has been the head HR at Deutsche Bank India since May 2015 and has more than 30 years of work experience primarily in Human Resources. She has also worked with companies like Accenture, Standard Charted Bank, ABN Amro bank, Colgate Palmolive and HCL Hewlett- Packard and GlaxoSmithKline. She is also a founding member of the HR Committee for FICCI. Madhavi is in the list of top 50 HR Influencers in ETHR World list for 2020.



**Rajiv Bhalla,**Managing Director, Barco India

Rajiv Bhalla is the Managing Director of Barco Electronic Systems Pvt. Ltd, a 100% owned subsidiary of BARCO NV Belgium. Rajiv spearheads the formulation and execution of business strategies, driving business for growth. An established thought leader and change agent, Rajiv has held key leadership positions with global technology majors like Intel, NEC, Microsoft, and Thomson Consumer Electronics. He has deep experience in building enterprise-wide capabilities across B2B and B2C domains and has designed and led transformational growth initiatives across diverse cultures and business verticals.



Sakaar Anand, Country Head - HR, BMC Software India

An industry veteran with 24 years of experience in IT, HR and operations. From outsourcing management to delivering business and IT solutions, a leader with the leading IT Integrations for global businesses. Sakaar brings in 10 years if experience in HR, leading an HR team to ensure a high level of service and 15 years of experience in software development working on domains like Enterprise Software, DevOps, Retail Banking, Credit Cards, Inventory Management, Portfolio/ Stock Management and After Sales Service along with leading IT Integrations for Global Businesses



**Samuel Pratap,**President, Honeywell

A leader with the purpose and with over 29 dedicated years in the IAF for developing and maintaining avionics software for the IAF aircraft. Currently leading Honeywell Technology Solutions as the President. Samuel, joined Honeywell in Jan 2005 and played leadership roles in FMS / CNS domains before taking over as Global HTS Aerospace leader based in Bangalore, India. Between 2016 and 2019 was based in KL, Malaysia and played the role of VP Commercial Excellence and Strategy and set up the Data Governance and Management practice for Honeywell Aerospace.

# **About the Winners**



Akshay Malaviya

With 14 years of overall experience, Aksshay is a seasoned TA professional. He brings with him experience in consultant hiring in tech, executive search across sectors, skills feedback mobile app creation, and has worked in non-tech hiring across levels in gaming sector.



**Debali Munshi** 

Deball currently working as a talent partner/advisor with MIQ Digital Pvt Ltd. Comes with close to 10 years of experience in the recruitment space starting from Telecom, Consulting. Retail and Digital Marketing/Adfech domain. When is she not talent hunting, you can find her gardening or dancing.



**Dhaval Upadhyay** 

A TA professional with 15 years' experience delivering game changing results with a compassionate 'can do' work ethic in Technology Product Engineering, FinTech domain. He comes with an experience in Technology Recruitment, Leadership hiring in India and overseas.



Nidhi Bajaj

Nidhi is a Talent Acquisition Partner with over 8+years of experience in seamlessly driving -Stakeholder, people Management. Recruitment strategy, leadership hiring and project Management Diversity & Inclusion. She has worked with a diverse range of brands such as Myntra and KocharTech.



**Rhythm Baniyal** 

Rhythm is an enthusiastic TA professional holding 2+ years of extensive experience in hiring for various lateral and CXO level positions for the manufacturing and logistics industry. He works with an aim to offer the best of his expertise to the stakeholders and is always looking out for ways to build his skills.



Sahul Mehrotra

Sahul is an experienced Talent Acquisition professional with a demonstrated history of working in the startup ecosystem. He is skilled in Talent Acquisition, Succession Planning, Talent Mapping, HR Process Design, Staffing, Acqui-hiring.



**Sankalp Sharma** 

Sankalp is a Talent Acquisition Specialist with a history of building teams in startups from scratch, being part of the expansion cycle is what excites him. Currently, he is building the 3rd best startup of his career span.



Seemanta Sarkar

Currently, Seemanta manages Distribution Talent Acquisition and HR Projects for PNB MetLife. Before joining PNB MetLife, he has worked with companies like Mahindra & Mahindra, Bharti AXA Life, Icici Prudential & Standard Pharmaceuticals, where he was able to contribute as a change agent and create some sustainable impacts.



**Shashwat Mittra** 

Having worked into Business Analysis, Sales, Strategy and Consulting, Shashwat's entrepreneurial journey steered my career towards Talent Acquisition. He has directly impacted 5000+ lives in the last 3 years; helping them bag a job offer or transition their career along with placement support to several B-Schools. He has also been working directly with 50+ Founders/CoFounders into helping them scale up their team.



**Shweta Pal** 

Shweta is an HR Professional with an expertise in Talent Acquisition for more than 7 years of experience in Retail, IT, Manufacturing, Big 4, FMCG, Banking,BPO/KPO, FMCG, Financial, E-Commerce industry. She takes pride in closing Mid to Senior level positions within TAT, working with Department Head and Line Managers.

# Methodology

2021 has been action packed for the recruitment industry considering the new ways of working induced by the pandemic which had entered its 2nd year. Broadly, we can map the past year by three distinct themes – Ramp-ups in hiring, The Great resignation, and a greater focus on employee retention.

We asked the professionals to share their success stories highlighting their outstanding work in the last year. In the second edition, TA Super 10 2022 received 170+ participations from 100+ organizations across 9 industries. Here's a breakdown of the methodology used to identify and assess the talent leadership of today.



TASuper10 recognises individuals for their outstanding contributions to their organisation during the upheaval of the last year. Individuals participated by submitting their entry at <a href="https://www.decodingjobs.taggd.in">www.decodingjobs.taggd.in</a>. This is an open forum where all practising talent acquisition professionals with experience ranging from 2 to 15 years were eligible. One could selfnominate or nominate a start player from their team. Multiple entries from the same establishment were also accepted since the TA Super 10 awards are individual recognitions.

As the first step of the process, participants were required to choose a category under which they would like to showcase their achievements.

In the second step, they were required to answer a set of questions that would clearly explain a unique challenge they faced in their job during the year, their approach to solve for it, and the outcome achieved as result of the solution implemented.



Once the participants completed filling out the nomination form, our rigorous evaluation process began. Taggd designed a quantifiable, well-structured evaluation parameter and criteria where the team checked all entries from a completion standpoint and connected with applicants wherever there was a gap of information. This ensured that all the participants get a fair playing field in an electrifying competition. In the next step of the screening process, the entries were shared with 3 independent Subject Matter Experts (SMEs) who were entrusted to review these profiles for the following key elements:

- · Check category entry fitment
- Check whether parameters (challenge, solution, result) are addressed in entries
- Profile verification
- Quality of entry/novelty
- Numbers shared in the entries should be at par or better than industry averages

Only the profiles which check all the above criteria boxes move ahead to the next stage of scoring.





The top 20 profiles that were shortlisted in the screening were then sent to our esteemed jury panel members comprising of Industry leaders across various sectors. For Jury member's ease and standardization, we identified three maturity levels for each parameter and listed the definitions in the score sheet sent to each Jury for their review. They could select each individual's maturity level for all parameters from the dropdown, scores were automatically calculated as per the maturity level selected.

Below are the 5 important parameters based on which the entries were evaluated:

# **Challenge**



Identification



**Complexity** 

# Creativity

# **Quality of Solution**



**Industry knowledge** 



**Effectiveness of solution** 



**Detail orientation** 

#### **Innovation**



**Leveraging Technology** 



Novelty

# **Impact**



**Brand Visibility** 



**Business** 

Each of the parameters above has an equal weightage in the scoring system used by the Jury. The reason for equal weightage is that a well-rounded TA professional is supposed to have all these qualities as they have one of the most important roles to play in the vision of their organization – Find the right talent who will drive the company to success.



Once the scoring was completed, jury panel sent back their updated sheets to the team, which were then compiled in a single pivot. These scores were analysed by calculating an average of all the scores given by each Jury member to the participant. The top 10 scoring candidates are then shortlisted based on the average score received.

As a second layer of reviewing the results were also analysed for the frequency of a candidate appearing in the top 10 list of all the Jury members. This second method was used in cases where there was a tie in average scores. This ensured that we have an air-tight process of coming up with our TA Super 10 of 2022.

Matching the influential factors of talent and recruitment practice to the skills and efforts of leading Talent Acquisition specialists, the TA Super 2022 features creative ideation and extensive knowledge in the changing economy of employment.

# Glimpses of the

Jury Meet



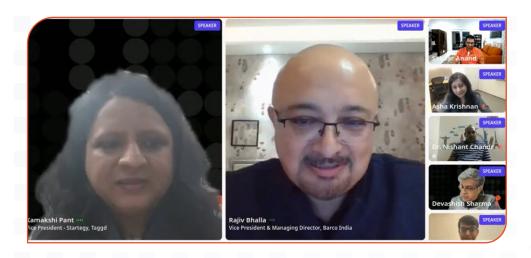


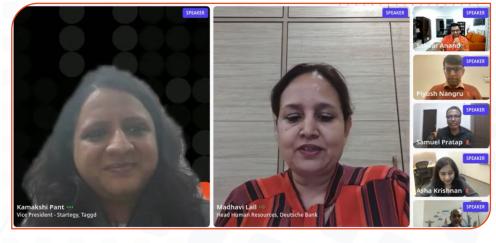


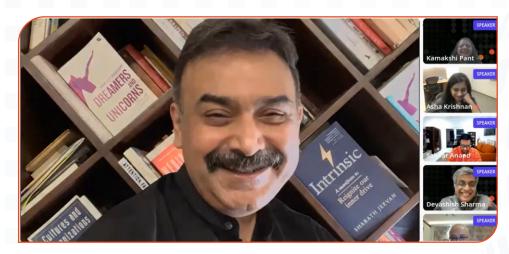


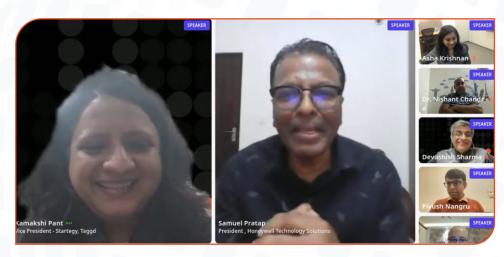
Media Partner

Academia Partner









# Summary of Top 10

# **Entries**



# Aksshay Malviya, Zupee

Displaying thorough understanding of the hiring requirement & industry context for each category, Aksshay defined the role must-haves or CTQs that are be met by a successful candidate, created a target list of companies across sectors, sourced via job search portals and platforms. He was aware of the conversion rates, approaching the initial sourcing numbers accordingly.

Apart from managing hiring of the above-mentioned requirement, Aksshay ensured he kept in touch with the potential candidates across all 4 touch points of the recruitment process in his organization. He also made sure to keep in touch with the incoming hires after they accepted an offer. This helped in reducing the offer dropouts significantly while also getting back some hires who had decided to join the competition.



# THE CHALLENGE

Generate interest from strong candidates in a hypercompetitive market and reduce offer-dropouts



## THE SOLUTION

- Thorough understanding of requirements and role
- Excellent candidate engagement



#### **RESULTS DELIVERED**

- Achieved closure of all roles before time
- Decrease in offer dropouts by nearly 30%
- Enhanced employer branding



# Sankalp Sharma, Zupee



Through market mapping, good understanding of role requirements and extensive reporting, Sankalp expanded the Tech and Functional team by 3X in a very short time. He made sure he analyzed all available data including industry report, competitor report, B-schools and related alumni group details. This exercise helped him identify newly launched or rarely used portals to create a pipeline of passive candidates. This also helped him strategize with hiring managers and close hiring of all positions in time. Moreover, he helped increase the referral funnel through candidate engagement by Identifying roadblocks of new hires which helped the candidates perform better.



# THE CHALLENGE

Meet the talent demand of a newly funded start up. The demand was for core roles and high in volume



## THE SOLUTION

- Able to tap into various networks in a fast turn around time
- Excellent project management skills to ensure no time leakage happens



#### **RESULTS DELIVERED**

By building strong relationships with candidates, hiring managers and key stakeholders:

- Brought joining ratio from 7:1 to 3:1
- Increased referral funnel



# Shweta Pai, Bright Life Care Pvt Ltd.

Shweta managed hiring of a new age job with specific skill level under strict timelines. She focused on building a pool of quality hires rather than numbers through an intensive marketing mapping exercise. She tapped alternate industries/companies that housed such candidates, spent time researching and creating a unique search query for the different job portals. The search queries were a combination of parameters that gave her quality candidates instead of a high volume of candidates. She also did R&D for the international market, studied the pattern and recruitment style, undertook numerous postings on International Job Boards, hired agencies and worked closely with different stakeholders, and International Sales Team to deliver the results.





# THE CHALLENGE

Identify pain-points of company hiring and employer branding to address them properly



#### THE SOLUTION

- Quality oriented search (including grit and pedigree)
- Did strong fundamental analysis of the markets, alternate companies



#### **RESULTS DELIVERED**

Closed 25 positions in a quarter



# **Rhythm Banyal, Acuity Knowledge Partners**



Just after the 2nd wave in 2021 Rhythm faced a unique challenge to find candidates for a creative requirement. It had become difficult to attract the right fit and ensure conversion. He explored sourcing through social media platforms instead of relying on the job portals. Even amongst the social profiles, LinkedIn and Instagram are two media that he focused on to attract the right fit. Sourcing at Instagram was an experiment. At first, it didn't go as expected, but with thorough research he improvised the search to deliver the results.



# THE CHALLENGE

Talent Attraction (techno-functional)



## THE SOLUTION

Used non-traditional sourcing methods and went to the source where candidates are likely to spend most time



# **RESULTS DELIVERED**

Closed the requisitions timely and reduced offer dropouts by 25%





# **SCIENTIST**



#### THE CHALLENGE

At PNB MetLife, we had following major challenges:

- · Hire in bulk
- Hire in shortest period of time
- · Increase quality of hire
- High Attrition Rate



## THE SOLUTION

Introduced the concept of 'Touchless Hiring' model which helped the business team to enhance the front-line sales productivity and reduce attrition significantly.



#### **RESULTS DELIVERED**

- 16% reduction in attrition
- 80% increase in productivity
- 30% saving in annual recruitment budget
- Improved the quality of hiring significantly across business channels

# Seemanta Sarkar, PNB Met Life

Conceptualized the touchless hiring model to have four stages of selection process as defined below:

- I. Evaluating CVs through 'Critical to Quality' (CTQ) Tool The CTQ tool has been developed internally to screen profiles based on the suitability for hiring assessment. The hiring manager rates candidate against each and every parameter with the help of a rating guideline given in the tool. Summation of the scores of all the parameters generate an overall score which is termed as 'Quality Score'. Selection process moves further with the benchmarked Quality Scores.
- **2. Cognitive Assessment -** This Assessment is conducted online with remote proctoring. This helps to determine a candidate's intellectual functioning vs. general thinking and reasoning abilities at a basic level.
- **3.** Al based Behavioral Assessment Assessment through asynchronous video interviews, leveraging Big 5 personality model. Moreover, the behavioral insights of previous hires get mapped against performance of those candidates and thus a correlation is established upon which an AI enabled assessment tool recommends a candidate for selection or rejection.
- 4. Live / Face to face video interview Live video interviews are conducted through mobile/laptop/desktop.
- **5. Creation of Hiring Scorecard** Weightage has been assigned to each stage and the score of each stage is multiplied by the respective candidate performances, giving us the final score. Sum of the final score of each stage provides an overall score which is termed as 'Hiring Score'. Hiring decisions are taken based on the hiring score as determined as the benchmark from time to time:

# SCIENTIST

# **Dhaval Upadhyay**

Dhaval hired for a niche leadership in cybersecurity domain with strict timelines and budget. For this he mapped the targeted market at scale by leveraging technology.

- Technique 1 Using Phantom buster API
- **Technique 2** Xray searching in google, then using Autopagerize extension and then Instant Data Scraper or Data miner to scrape the results at scale.
- **Technique 3** Use crosslinked python program to find employees of the companies and find their email ids also without using LinkedIn API.
- Technique 4 Automate connection requests using the Github repository.

He used Maltego software which researchers use to headhunt email id of a person (Email ID was not mentioned anywhere on the profile on Naukri or LinkedIn). He used deep web searches to headhunt email address. As a result he created a research page, he manages and updates this page for team members to stay updated in the on-going recruitment, sourcing trends which helps them recruit faster and smarter.



#### THE CHALLENGE

Niche leadership hiring in cybersecurity domain with strict timelines and budget



#### THE SOLUTION

- Sourced relevant candidate and details using building own OSINT page
- Creatively used technology to continuously enhance the OSINT page



#### **RESULTS DELIVERED**

- Achieved in-time closure of position
- Created tool that helps sourcing talent for entire organization



# Nidhi Bajaj, Lowe's India



Nidhi Mapped the target organizations with private label brands to hire for a Fashion designer lead. Considering that the creative pool is comparatively less active on the job portals, she reached out to independent freelance consultant designers and import/ export houses.

She deployed a combination of strategies such as to create referral programs and circulate comms amongst the related retail group in the organization, using an insights tool to map passive candidates, sponsoring jobs on social media platforms to attract talent and reach out for portfolios from designer websites. As a result, she filled the requisitions within 38 days with Dubai and India based designers.



# THE CHALLENGE

Find the right leads for a creative lead role in fashion.

Candidates for this are not active in usual career portals.



# THE SOLUTION

- Mapped the targeted organizations with Private labels to generate leads
- Reinvented sourcing and tapped paid Jobs ads on social media like FB, Instagram, since creative designers are more likely to be on these platforms



#### **RESULTS DELIVERED**

Reinvented sourcing channels, to deliver quality hires before time for niche roles. (TAT: 2 weeks lesser than industry avg)



# TRAILBLAZER

# Sahul Mehrotra, Mobile Premier League

Sahul did Industry Benchmarking via weekly review with stakeholders, devising different sourcing techniques to bring down TAT in providing relevant and diverse candidates. This eventually brought down the cost to hire by 50%. He also automated the HR process, improving the efficiency of the hiring system, and created a feedback form to bring uniformity and transparency. Sahul also improved candidate experience by implementing NPS system to get feedback from candidates.



#### THE CHALLENGE

Need to onboard candidates with niche skills in a short period but with current practices the cost was very high



# **THE SOLUTION**

- Industry benchmarking of roles and CTCs
- Bringing HR process design to efficiently screen candidates



#### **RESULTS DELIVERED**

Reduced cost per hire by 50% Hired 100+ for niche roles



# THE

# Debali Munshi, MiQ

Debali was entrusted to hire a team of 55 data scientist in a very short time. She leveraged a multi-channel sourcing strategy to achieve her target. In her approach, she combined unique ideas and best practices such as open house, diversity drives, referral happy hours, roundtables, partnerships with educational institutes, weekly drives, etc., in a very systematic manner. She also partnered with ZappyHire and InstaHyre to automate the interview process to expedite on the evaluation methodology and introduced the concept of 'Quick offer roll out' to lock a candidate.



#### THE CHALLENGE

Setup data science team for the company in four months with existing resources at limited expense



#### THE SOLUTION

- Focused on the combination of source mix ensuring all the parameters are maintained well
- Opted for innovative approaches like roundtable for hiring



#### **RESULTS DELIVERED**

- Closed 75% of the positions in the given timeline at min cost
- Taken no vendor support to ramp up the team



# Shashwat Mittra, Meesho



Shashwat found a simple yet powerful solution to a common problem across the recruitment function - seamless experience for organizations/candidates to find the right opportunity. He started an initiative by the name "MBA Job Seekers Group" which was driven via WhatsApp channel. This initiative got viral, and thousands of people joined in multiple groups segregated based on the location and domain of the jobs they are looking at. This became an instant hit in market, and within 3 months of starting the initiative his efforts started seeing success stories. In the last 2 years, this resulted in 1000+ success stories, even during the dreadful time of Covid-19. This led him to start a specialized recruitment consulting firm - The Seekers Inc. He partnered with around 200 organizations across India and abroad. His brand got a lot of momentum and he managed to work on more than 1500 positions and helped around 500+ candidates secure a job. Today, he is counselling more than 5000 candidates with their jobs, careers and helping them revamp their profile to land the right opportunity. He has also worked with more than 50 startups to help them expand their team.



# THE CHALLENGE

Identified a common problem across industry - seamless experience for candidate/organization both



# THE SOLUTION

- Capitalized on the power of building a community
- Incorporated a consulting firm to help organization/candidates



#### **RESULTS DELIVERED**

 Built a community and subsequent consulting firm helping 6500+ candidates meet the right opportunity



