

PRAXZINE

a fortnightly newsletter by Praxeis, Alliance University



INTERNSHIP EDITION

This edition is for the upcoming minds of our college to understand and refer from our experiences of interning with different companies from different specializations. Amalgamation of industry exposure and skills will help our juniors understand what is in store for them in terms of their future internship programs.

RIITVIK MANGLA'S

HIRMI

INTERNSHIP

ORGANISATION NAME - NEERU CREATION

LOCATION - ROHINI, DELHI, INDIA

Neeru Creation, a sole-proprietary firm rooted from rich experience, design expertise and an eye for exquisite craftsmanship, has steadily paved the path towards the renowned and distinct identity. The steppingstones were laid on 12th May' 2013. A brand that not only offers exclusive women's ethnic wear designs but also makes its legacy of imbining Indian prestigious heritage with latest techniques and traditional and contemporary styles. It extends out-of-the box and unique design innovations, R&D, combining the best international trends and rich traditional techniques that makes each creation a sheer personification of elegance, simplicity, royalty, style and elan. In-stored for you is exquisitely crafted ensembles - truly contemporary classics that acknowledge the timeless beauty of the women of today and tomorrow.

SCOPE

Analyzing the current HR workforce trends (2017-2020) catering to COVID-19 scenario using statistical-analytical tools like SPSS, MS-Excel and comparing pre and post COVID-19 sales and, customer- purchase trend using HR strategies.

WORK

Work assigned during the internship term revolves around the elements that bind HR, OB, and Analytics domain together. In a nutshell, experience on practical application of tools and techniques along with theoretical knowledge on various aspects.

1. HR (HUMAN RESOURCES)

RECRUITMENT

Framework for recruitment of new personnel for the vacancies in the firm.

PAYROLL

Keeping and maintaining record of employee's salary, reconciling data, reporting taxes to the HR head.

EMPLOYEE RELATIONS AND CUSTOMER RELATIONS

Ensuring cordial relations among employees and firm. Addressing queries and issues raised by employees. Ensuring cordial relations among the customers and firm.

TRAINING AND DEVELOPMENT

Skill upliftment measures to ensure effective and efficient training and development of employees thereby improved productivity.

2. OB (ORGANISATIONAL BEHAVIOUR)**ORGANISATIONAL CULTURE**

Organizational structure overview and recommendations for improvement and restructuring considering the industry trends.

MOTIVATION

Frameworks to ensure employees are motivated towards their work, and addressing issues related to lack of motivation among them with prescribed frameworks.

ATTITUDE AND JOB SATISFACTION

Ensuring optimistic attitude of employees, job satisfaction keeping in regard the work environment.

3. HR ANALYTICS**EXCEL**

Analyzing workforce trends, comparing pre and post COVID-19 sales and, customer- purchase trend with graphical presentation.

SPSS

Analyzing workforce trends, comparing pre and post COVID-19 sales and, customer- purchase trend using descriptive statistics, correlation, and regression for the same.

CONCLUSION

The detailed study yields return to the sole – proprietorship firm under following apt pointers,

- recruitment and retention
- training and development
- management of conflicts
- enhanced productivity with profitability
- improvised grievance handling mechanism
- labor laws being in regard
- cordial relations both internally and externally
- scope and opportunities in future



**Organization Name: Amazon
Transportation Services Pvt.LTD**

Location: Electronic City, Bangalore

Amazon.com, Inc. is a US-based multinational electronic commerce company headquartered in Seattle, Washington. Jeff Bezos founded Amazon.com, Inc. in the year 1994 and launched it online in 1995. Amazon.com started as an online bookstore, but soon diversified, selling DVDs, CDs, MP3 downloads, computer software, video games, electronics, apparel, furniture, food and toys. Amazon has established separate websites in Canada, The United Kingdom, Germany, France, Italy, Japan and China. Today, as a market leader in online retail, Amazon product lines include Amazon.com, A9.com, IMDb, Kindle, AmazonWebServices, Alexa.com, Audible.com, A2Z Development, Alexa Internet and Endless.com.

Amazon has great opportunities to pursue a career as a leader in Operation Management. They know that learning through experiences is what transforms talented people into great leaders. Their roles are designed to accelerate the growth of leaders through challenging field experiences that stretch individual capability. Their operations environment presents the candidate with great challenges in dealing with front line management and driving scalable and continuous improvements across their Fulfillment Centers, Supply Chain & transportation execution.

SCOPE

The intent of the study or the whole internship at the Amazon Last Mile delivery station as the Team Lead [intern] was to gain an understanding of the functioning of a delivery hub which requires strenuous amount of work and involves delivering of shipments with the help of people under the roof as well as on the road. The expectation from the assigned work is to increase the productivity of the delivery hub and maintain the quality delivery standards through time and cost efficient practices.

WORK

The key tasks that are performed by a team lead,

- Vendor Management
- Team Management
- Drive Operational Plans in the hub.

The company expects to improve the performance of the station to up to 96.5%. The expected learning is to gain knowledge about defining, building, executing the delivery process from delivery station to customer address and to learn about the obstacles encountered at each station during this whole last mile delivery process.

It also aims to continuously improve the delivery process and attain a sustained level of delivery performance, through process and training improvements, initiates improvements to enhance quality standards, reduce waste and eliminate unnecessary work.

Apart from learning the operations on the floor, working on NL Scorecard (Network Losses) made me learn how strenuous the work is to maintain a NL Scorecard and what are the afflictions a last mile delivery hub faces while achieving the same.

It made me to focus on various other buckets on which the NL scorecard works and helps me to deep dive in various other processes associated to it. It verily engages individuals in developing people skills and to work with data oriented approach.

CONCLUSION

Every experience makes you grow. Experience being the only source of knowledge, what can be a better option for an operation management student to get her first experience in the field of operations at Amazon. Being ardent about knowing the work process at ground level - what else would I want. Amazon has its own world for its employees as it uses its own versions of tools and platforms. The working of a delivery station is not just a rote of tasks to be performed in sequence it is also about managing people and adapting a data oriented approach.

It is said, **“No one can whistle a symphony. It takes a whole orchestra to play it”**, so is the case here in the Amazon.

Here in the Last Mile Delivery station, there is no work that can be achieved single handedly.

It requires lots of team work and coordination to move forward towards their goal of Customer Obsession.

It made me abler to work with large pool of associates, engage and motivate them to do better, to have a keen eye on data and to be able to deduce where the misses could have been possible and then devising a mechanism in order to avoid those misses. This also made my decision making capabilities much more profound and helped me in working on my tenterhooks with more precision and accuracy. Working here as a Team lead intern made me more aware of the processes that one needs to go through from managing a team to motivating them.

In this stint, I have developed my professional skills, knowledge, communication skills and most importantly my confidence and also this has made me to laud the smallest of things.

In a nutshell interning at amazon has been a great and life time experience for me. Today I'm a much stronger individual.

As said in Amazon,

“It's always Day 1”

UPAMA DATTA'S
FINANCE
INTERNSHIP

Organization Name: Vardhan Consultancy Engineers

Location: Vardhan House, Anand Bazar, Danapur Cantonment, Patna, Bihar.

Vardhan Consulting Engineers (VCE) is a pioneer organization to fulfill the current generation needs of students and companies. We offer engineering and management consultancy services for infrastructure projects. VCE is founded by group of engineers who have strong academic background with decades of management experience while working in companies all across the globe. VCE is providing solutions to the complex engineering, management and financial issues of clients. Vardhan Consulting Engineers is established on 10th June 2018.

SCOPE

A client of Vardhan Consulting Engineers wants to build a 10 MW solar photovoltaic power plant in the city of Porbandar, Gujrat India. The client would like to opt for a project finance loan. He wanted me to prepare a financial model that will be reviewed by the financial institutions for granting loan. Basically, I had to prepare a financial model stating the value of the project so that he can get a loan.

WORK

I had to work under **four modules** like,

- Under the first module, there was a basic revision of the various topics of Finance.
- Under second module, I learned the areas covering Project Finance.
- Under third module, I learnt how to calculate the revenue sheet of the financial modelling for different cases that included Residential Building, Solar PV Project, Manufacturing Unit, PPP based Airport Development Project, PPP based Expressway Project. It is explained how we should calculate the revenue making many assumptions. Then, how to show the breakup of various OpEx. Finflow sheets are supposed to be prepared separately with some additions and subtractions.

- Under fourth module, 6 case studies were given among which we were supposed to choose one and build a financial model on that.

CONCLUSION

Working with VCE helped me to gain a lot of practical exposure. It covered areas like Project Financing & its various components.

It is very essential to learn the basics of finance before proceeding with the advance level of financial modelling.

To move on with building of financial model we need to make certain assumptions for our ease of work. We need to prepare a cost sheet, a revenue sheet, a finflow sheet and a debt sheet. It increased my knowledge about financial modelling as it gave hands-on- experience. It helped me to brush up my excel skills as well, since the model was prepared in excel.

It also helped me to gain experience about infrastructure projects and how to work on it.

It actually made me realize that Finance in theory is very different from Finance in practical.

RAHUL JAIN'S
MARKETING
 INTERNSHIP

WORK

**Organization Name - Amazon
 Transportation Service Pvt. Ltd
 Location - Bangalore, Karnataka**

Amazon is the largest online retailer within the world and operates a business model in many moving parts. First and foremost, the corporate sells goods directly. Apart from this, a percentage of products are offered to buyers by Amazon's online storefront with a little markup and inventory is kept within the company's large network of warehouses.

SCOPE

Amazon.in serves great opportunities to pursue a career in Operations Management. They believe that learning through experience is what transforms talented people into great leaders. Their roles are designed to accelerate the expansion of leaders through challenging field experiences that stretch individual capability. Their operations (First Mile, Middle Mile and Last Mile) environment presents great challenges in dealing with front line management and driving scalable and continuous improvements across their Fulfilment Centres, Sortation Centres, Delivery Stations, Supply Chain & Transportation execution teams.

Last Mile Operations refers to the last step of the delivery process when a product is delivered to a personal residential/commercial address or retail store. This is the foremost critical step within the delivery process, and therefore the one that companies want to make sure is as quick and efficient as possible. This is to stay up with the continually increasing consumer demand for quick shipping. It also happens to be the most expensive leg of the journey that goods fancy reach their ultimate destination.

The city of Bangalore has more than 60 delivery stations. I was Team Lead (Intern) at BLR48 delivery station which delivers up to 5000-7000 packages daily. For the deliveries of the packages assigned at the station, Amazon relies on 600 Amflex (Amazon Delivery Associates), 7 Delivery Service Partners (DSP) who provide 17 vans and 60 bike associates and 62 Stores.

The work mostly consists of functions like ensuring peak time delivery management engaging closely with delivery team & maintaining a highly motivated performance driven team, attaining a sustained level of delivery performance through process improvement & ensuring daily targets are met for different processes,

analyzing the data reports for delivery processes to identify employee performance & solving problems related to these issues, and maintaining daily audits.

CONCLUSION

The learning outcome from this internship was very positive. Apart from my daily roles and responsibilities, I worked on a process improvement project in which my task was to streamline the process 100% ground level. The internship strengthened my leadership, team work and communication skills which have greatly widened my perspective required according the standards of a corporate sector as i got to work with the logistics of a worldwide pioneer e-commerce retail business.

It was a very unique experience to see how the delivery system of Amazon runs intertwined with other third party agencies to fulfil their ever growing business needs and customer service. This opportunity experience will definitely benefit me in the coming future as I will be able to transfer these learnings and skills in a corporate environment.

RUSHABH PANCHAMIA'S



INTERNSHIP

Organization Name - Outlook Publishing India Private Limited
Location - Bengaluru (Virtual Mode)

Outlook is one of India's leading publishing houses. Having published its first issue in 1995, the brand has come a long way in the last 25+ years. Currently Outlook is the one of the market leaders in each of the 5 different magazine titles it offers (Outlook Weekly, Outlook Traveller, Outlook Business, Outlook Money and Outlook Hindi).

The magazines are known for their great content. The company publishes in English and Hindi languages and provides the same content digitally to its readers. The main headquarters of the company is situated in New Delhi and Ruben Banerjee is the current editor in chief. The company currently has about 500 employees.

SCOPE

I worked in the Outlook Group as an intern in the operations department. During these 2 months, I learnt the various aspects of Outlook's operations, through a series of tasks that were assigned to me. Some of the learnings from each of the tasks are as follows,

- **Product Learning** - Understanding the product thoroughly and the product mix, opportunities and challenges associated with the product itself.
- **Amalgamation of Operation with Marketing and Sales** - Learning how operation plays a role in boosting marketing and sales. How operations plays a role in deciding marketing strategies.
- **Supply Chain Analytics** - How the 5 Vs of the Big Data impact the supply chain. Optimizing the network in a practical scenario. Understanding the practical aspects of aggregate planning in a supply chain. Implementation of the network design.
- **Operation Strategy and Decision Making** - Understanding the aspects of monitoring and control. Identifying risks and managing the risks in an operation.
- **Operation of Services** - Understanding the implementation of service process matrix and the customer contact model. Understanding the environmental strategies aligned with the operation decision.
- **Inventory Management** - Learning about the practical application of inventory management theories and concepts in the Print Media industry. Through the learnings of these tasks, I aim gained good knowledge and understanding of the daily operations of the company

WORK

Each task performed had its own area of learning and all the tasks were different from one another. There were tasks through which I learnt about the practical application of the various concepts we learnt in the classes during the first and second semester.

The following are the methods mentioned for performing of each of the tasks assigned to me.

- **Task 1** - This was a product learning task that was designed to make the interns understand the end product which the Outlook Group was offering to its customers. It was done via a sales activity wherein the interns were required to secure leads and pitch the products to them.

- **Task 2** – This task was a compilation of 3 questions regarding operations strategy. The interns were required to analyze and for some questions, research on the topic of the questions, and come up with solutions.
- **Task 3** – Aggregate Planning was the focus of this task. I was to come up with an appropriate strategy for the given scenario based on the numerical data provided and by applying the concepts learnt in the class.
- **Task 4** – This task was related to Logistics and Supply Chain Strategy. Like the second task, this was also a compilation of a few questions related to some theoretical topics which were to be applied to the Outlook Group's scenario.
- **Task 5** – Inventory Management was the focus of this task. The interns were to come up with apt solutions for inventory management requirements, based on the data given by the company and by performing quantitative analysis on the same. All the tasks assigned were usually for a duration of 1-2 weeks.

A report was to be created for each of the tasks completed (except for the product learning task). This was submitted to the company at the end of the internship

CONCLUSION

In the Outlook Group's two-month summer internship, I was able to learn about various topics via the variety of tasks provided to me.

Through one of the tasks, I was able to learn a great deal about online sales. Having never done a sales related job before, I was able to experience the actual process of persuading the customers to buy the products.

Through other tasks, I was also able to apply many of the theoretical concepts into practical scenarios and visualize how the operations were carried out in the real world.

It was a new experience while getting to know about the supply chain of a Print Media company. I have never known about the daily operations of a Print Media company, nor have I had the opportunity to explore and know about an actual supply chain of a company and interact with its employees to learn about it.

I had the opportunity to understand the practical application of Aggregate Planning, Inventory Management and Logistics and Supply Chain Strategies. Before this, I had only known of the theoretical aspects of these from lectures in the classrooms.

Also, I was able to come up with ideas and suggest inputs on enhancing a supply chain operation in one of the tasks.

I had suggested the use of Information Technology in various stages of the supply chain, which would result in effective communication among the various stakeholders and would ultimately improve the efficiency as well.

ANJANLI NIRANIWAL'S
FINANCE
 INTERNSHIP

Organization Name - The Money Roller

Location- Mumbai, Maharashtra

The Money Roller is a Financial Research and Analytics company. Their goal is to develop a culture of authentic, independent and fact-based research and analysis. There's an enormous scarcity of excellent researchers due to false researching values and faulty research methodologies. TMR believes in creating their own genuine research, their analysts deep dive into the factual aspects to bring out the important picture and within the process, they become experts in their domain.

SCOPE

Working in a company like The Money Roller, under the guidance of individuals with superior experience in this industry will really give the exposure required in this field of **'Equity Research'**.

The company expects the employees to analyze & make all the monetary expressions to carry out the equity research, to create a report as per industry requirement & professional standards and also will have detailed insights of knowledge about various sectors.

WORK

The work at The Money Roller includes identification of opportunities and concepts that are investible and preparing an in-depth research on the niche sector allotted using top-down research approach.

The work in the company includes equity (Cash & FNO), currencies, cross currencies and commodity markets and combining these with Inter-market Analysis and mentoring budding traders & analysts in the financial markets with their scientifically designed approach provided by their experienced traders and faculty.

They also are involved in corporate training and canopy various contemporary financial assets and analysis like equity, derivatives, advance derivatives, currency, commodity, rate of interest etc.

CONCLUSION

The overall internship experience at the 'The Money Roller' was positive. At TMR, I learned the perks of working as a Financial Analyst.

The mentors are highly experienced. I was assigned 2 research projects for analysis of '**Electrical Equipment Sector**' and '**Select Energy Systems Ltd**'.

The final goal of these projects were to do financial market research and analysis on global and national level and forecast the financial statements for the company and conclude the same.

The work strengthened my analytics skills, research skills, decision making, attention to details required for a financial analyst according to the industry standards.

This will definitely benefit me in the coming future when I will be working professionally in the industry.

I had the opportunity to understand the practical application of Aggregate Planning, Inventory Management and Logistics and Supply Chain Strategies. Before this, I had only known of the theoretical aspects of these from lectures in the classrooms.

Also, I was able to come up with ideas and suggest inputs on enhancing a supply chain operation in one of the tasks. I had suggested the use of Information Technology in various stages of the supply chain, which would result in effective communication among the various stakeholders and would ultimately improve the efficiency as well.

Amazon.com.Inc. is a US-based multinational e-commerce company. Amazon.com started as an online bookstore, but soon diversified into selling almost everything online.

Today, as a market leader in online retail.

In Amazon it is believed, learning through experiences is what transforms talented people into great leaders.

The roles are designed to accelerate the growth of leaders through challenging field experiences that stretch individual capability.

The environment presents the candidate with great challenges in dealing with front line management and driving scalable and continuous improvements across their Fulfilment Centers, Supply Chain & transportation execution.

Y R A M Y A ' S

MARKETING

I N T E R N S H I P

Organization - **Amazon
Transportation Service Pvt. Ltd**

Location - **BLT2 Electronic city,
Bangalore.**

SCOPE

Here, in the Last Mile Delivery station **TEAM WORK** plays the main role.

My contribution to this organization was in various ways some of them are listed below,

- Assisted in increasing the productivity of the delivery hub and continue the quality delivery standards through time and cost-efficient practices.

- Worked closely with the delivery team including associates, developing, and maintaining a highly motivated and performance driven team.

- I had the opportunity to understand the practical application of Aggregate Planning, Inventory Management and Logistics and Supply Chain Strategies. Before this, I had only known of the theoretical aspects of these from lectures in the classrooms.
- Also, I was able to come up with ideas and suggest inputs on enhancing a supply chain operation in one of the tasks. I had suggested the use of Information Technology in various stages of the supply chain, which would result in effective communication among the various stakeholders and would ultimately improve the efficiency as well.
- Obligated with the analysis of the data reports to identify performance bottlenecks and improve performance.
- For smooth-running of DA Scorecard systematic monitoring and regular follow ups were made. Which in turn made the scorecard more consistent and stable.
- The daily monitoring template of DA also helps as the backup of data in emergency when data in ISRO link is not updated on time for reference.
- In these precarious times of the pandemic helped in maintaining the station hygiene and the covid protocols

WORK

The functioning of a delivery hub requires strenuous amount of work which involves delivering of shipments with the help of people under the roof as well as out on road associates . Together these people make last mile delivery a success which is the second last step in the life cycle of a product. Here, the role of the team lead plays a vital role in each step. These steps below help us understand the flow of work which is done in the warehouse.

Inbound→ Perform Yard Management System process→ Induct→ Sorting→ Run ZBRI→ Stowing→ Picking→ Departure of Parcels→ Delivery

The expectation from the assigned work is to increase the productivity of the delivery hub and maintain the quality delivery standards through time and cost efficient practices.

These tasks allow one to grow as a team lead and learn the key tasks that are performed by them,

- Vendor Management
- Team Management
- Time Management according to the deliveries that are assigned to the station.
- Maintain good performance
- Having 0 packages at station

- Maintain the Promised Delivery date (PDD) to the customer
- Premium packages needs to be delivered on the same day

The expected learning is to gain knowledge about defining, building, executing the delivery process from delivery stations like handling the reject packages, incorrect address and miss sort packages and to learn about the obstacles encountered at each station during this whole last mile delivery process.

It also aims to continuously improve the delivery process and attain a sustained level of delivery performance, through process and training improvements, initiates improvements to enhance quality standards, reduce waste, and eliminate unnecessary work.

The assigned work also allows us to keep a check on the ageing of the packages. Ageing is defined as the shelf life of a package in an expedited manner.

The work expects us to bring the count of ageing packages to 0.

It also expects to minimize the number of side-lined packages and also bring down the count of parcels at stations to 0 and try to attain 100% efficiency

CONCLUSION

Every experience makes you grow. The working of a delivery station is not just a order of tasks to be performed in sequence, it is also about managing people and adapting a data oriented approach. It helped me work with a large pool of associates, engage and motivate them and also to have a keen eye on data and to be able to deduce where the misses could have been possible and then devising a mechanism to avoid those misses. This also made my decision making capabilities much more profound and helped me in working on my tenterhooks with more precision and accuracy.

It's always day 1, no end for learning.

RONIT RAJ'S
FINANCE
 INTERNSHIP

Name of Organization: Vardhan Consulting Engineers

Location - Head office - Bangkok, Thailand

Management office: Patna , Bihar

Vardhan Consulting engineers is an Indian origin management consulting company, which is founded by a group of management experts and Engineers.

VCE is a consulting company founded by group of engineers who have strong academic background with decades of management experience while working in companies all across the globe.

VCE is providing solutions to the complex engineering, management and financial issues of clients.

They provide consulting services for engineering and project management to energy, solar energy, infrastructure projects.

WORK AND SCOPE

Their varied range of work and services include,

- Feasibility Analysis, Detailed Project Report, Financial Analysis (IM).
- Financial Closure through Debt or Private Equity for Project Finance.
- On-site and Off-site Project Management and EPC-Management Services.
- Documentation and Transaction Services for Sale of Project.
- Project Development and Transfer of Rights at NTP.

Their expertise in this industry of consulting is of more than 10 years' experience in energy sector in India, Philippines, UK, Cambodia and Thailand. We are specialist in Solar PV projects.

VCE have different business horizons and revenue sources such as,

- Engineering and Management Consulting.
- Importing and Branding Pearl Jewellery.
- Stock Market and Cross-Currency Trading.
- Insurance and Investment Advisory.

WORK

The main and the foremost work was to make us understand the meaning and procedure of the Project Financing and also help make the better analytic report for the given projects to make the client understand the areas of concerns for the smooth functioning of the project, my project on which I was working was **Project Finance : Modelling and analysis for Hyderabad Expressway** , basically it was a 20 year infrastructure project on which I was asked to make a detailed report of its feasibility, of its revenue, of its cost and expenditure and what we had to suggest was the optimal mix of the funds that will help this project move smoothly and what will be the profitability.

We will have to assist and make a detailed report on the given case with the given inputs and with the outcomes we will assist or give an analysis which will help understand the client that what should be the things that need to be adjusted and how the project should be kept going to make it successful.

Overall the internship was divided into 4 modules which covered all the aspects of the internship starting from the theory to the practice which started from a theoretical module and then there was sample finance modelling module which was to make us aware of the techniques that are used in making a finance model,

the risk management and analysis started, to know the main aspects of modelling and what should be brought into the report and what are the cause and effect of the given areas that are to be brought to the table In front of the client and then were allotted the actual project - the Data. With the given data we had to prepare a complete finance model and it's detailed analytic report. There was no specific time duration in a day, working hours were at our discretion yet we faced deadlines for everything that was to be followed under any circumstances.

CONCLUSION

Over all, the experience of internship was great. As I got to learn a lot about the core of finance - that is finance modelling and the analysis that will make me a better finance professional with time and practice.

My industry guide

Mr. ASHISH Kumar also helped me a lot as the internship was virtual.

The Internship was successfully done in the most rewarding way as I received a letter of recommendation for the work. And was appreciated by the seniors of the company.