



# Hiring Solution for FMCG

The Dharampal Satyapal Group is a rapidly growing, multi-diversified conglomerate with presence in diverse industry sectors. The Group has focused on growth & diversification with an undeterred belief in high standard product, reliability and transparency. The product portfolio DS Group has evolved magnetically over the years and today, it has a strong presence in high growth sectors such as F&B which includes spices and beverages, confectionary, Dairy, Mouth fresheners, hospitality, Tobacco, packaging, and Agro forestry. DS Group has employee strength of more than 2000 working in different verticals.

## Challenge

The main hiring challenge for the company was to timely close the sales positions for Mouth-Fresher division. The existing recruitment agencies could not source enough matching profiles which was resulting in fewer interview walk-ins. This was a serious business issue as it had started affecting their revenue in states like Bihar, UP etc.

## Solution

Youth4work has assessment-based standardized hiring process which worked well to pitch the candidates. Youth4work added value to the recruitment drive of DS Group in the state of Bihar. Youth4work has:

- Effective segregated database that could help in finding the matching profiles
- Experienced FMCG Recruiters to meet the client's need
- A focused approach towards the achievement of goal.

Youth4work faced a lot of obstacles but the strategies helped to overcome them.

Some of the addressed challenges:

- There were rumors about the mouth fresher's division environment in the market.
- Low Turn-up ratio
- Selected candidates were reluctant to join.

## HIGHLIGHTS

- Shortlisted Profile sharing- 2000+
- Walk ins- 1500+
- Interviewed Candidates- 950+
- Closing- 600+ in different verticals (Sales Officer, Sr. Sales Officer, GSM, RSM, ASM)
- Sales- 400+
- Other- 200+
- Period- 2017 (Bihar only) to present (10 states)

## BENEFITS

- An Effective Process with expertise team of FMCG.
- End to End Recruitment
- Ready to use lead magnet of more than 50,000,00 pre-assessed active job seekers across Pan India.
- Specialized locations- All India
- Saved time, money and resources
- Responses from relevant candidates only who could join in real.

## ABOUT YOUTH4WORK

Youth4work is digital largest platforms helping organizations from past 10 years to recruit, measure, track, analyze candidates across multiple skills. Youth4work is a destination that offers assessment-based hiring. Youth4work hold a record of helping companies in its talent acquisition processes for lateral as well as Entry level positions.

Youth4work is specialized in three verticals: FMCG, IT, Ed. Tech.

Youth4work's technology and database of proven talents enables them to source faster.

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*"It was difficult for us to conduct a successful recruitment drive in Bihar, we contacted many agencies and youth4work was one of them. They did the task with so much perfection that we extend all our recruitment drives through Youth4work's hiring and assessment solutions"* ~ **Shailesh Tiwari, HR Executive, DS Group**

