**NMO- HR Solution**

**BCS Solution Summary**:

SELCO India is a rural energy service company, with its headquarters in Bangalore, Karnataka, India. To work for an consulting which produces energy we have made certain strategies for different department. We have to provide SELCO, a business plan so that they can expand and three parameters on which we have to expand our business are

* Product Line Expansion
* Sales Network Expansion
* Energy Service Centres Expansion.

**Solution:**

1. Product Line Expansion:

SELCO wants to expand it’s product line so that there should be more supply of solar panels in the Rural areas. Here, we will try to modify the existing products and we will also launch our new products.

For that, as an HR Department we will be needing more Skilled Manpower to Manufacture these

 Solar Pannels. We will also be needing 2 Product Managers to ensure the effectiveness of work done by Skilled Manpower.

Salaries For-

Product Managers- 4.75 lakhs per annum

Skilled Labour - 20k per month

Job Description for Product Manager-

* Familiarize yourself with the product line’s components and it’s potential impact on the market as a whole.
* Practice discretion when discussing the production roll out and maintain Confidently.
* Oversee the product line’s life cycle and anticipate any problem.
* Evaluate market competition and position the product line so that it appeals to Consumer.
* Prepare launch events to coincide with consumer’s buying pattern.
* Write a go-to-market Summary and introduce it to the rest of the department.
* Create mission Statement for launch product and forecast performance in Individuals channels.

Qualifications and skills required:

* 2+ years product development experience in a supervisory capacity.
* Knowledge of the market and industry.
* Bachelor’s degree in engineering and Marketing in post graduation required.
* Excellent Networking skills, especially with regard to distribution channels and social media.
* Strong motivational skills, especially when it comes to leading a team.
1. Sales Network Expansion: As SELCO is working in rural areas, for that we need to focus on Sales Promotion Activities, the programs will be conducted more to educate people about solar panels and and their importance as it is a new concept for most of the people.

Here, we will be needing Marketing executives who can advertise to the people and motivate them to buy our product, as an HR department we need to hire that skill sets of people who can perform effectively.

Salary for Marketing Executive- 5.5 lakhs per annum+ high pay incentives

JOB DESCRIPTION FOR MARKETING EXECUTIVES:

Duties and Responsibilities-

* Contributing Ideas to Marketing Campagins
* Conducting Research and Analyzing data to identify and define audience
* Compiling, distributing and presenting ideas, information and Strategies.
* Coordinating promotional activities and events.
* Managing Production and Performance of Multimedia Content.
* Managing Social Media Campagins
* Monitoring Budgets

 Skills and Qualifications Required-

* Excellent communication skills and ability to network.
* Teamworking Skills
* Strong Attention to detail
* Good organizational and planning Skills
* Creativity, writing and planning skills
* Commercial Awareness
* Post graduate in Marketing.
1. Energy Service Centre Expansion: As we are expanding to more products it will also require more Service Centres and it will more financially feasible to open in Rural Areas.

As an HR Department, we will be providing more traing to the skilled and unskilled manpower which will include the training of communication and Technical Skills that will help us to grow.

CONCLUSION-

Human Resource is an important asset of the organization. The flexible practices of Human Resource helps to achieve the goals of the organization effectively and efficiently. To make the SELCO expansion project successful, we have made certain policies for Human Resource which will help it to achieve its goals. As we have increased our manpower i.e, Skilled and Unskilled both and according to their positions we have decided their Salaries.

As Salary is an important element to motivate and Retain the employees, we have tried to make it according to the expectations of individual or even more.

Also, we will be organizing Regular training and development sessions for our employees which will boost their skills and they will able to devote more in our organization.