

IN-focus

Internship in Focus
Industry Experienced Series



ADITYA BIRLA

**DIGITAL
VENTURES**

Aishwarya Mathew

MBA - Infrastructure Development and Management 2024-2026



My internship centered around building a campus hiring and engagement program. I conducted research on recruitment practices, designed engagement initiatives, and coordinated with Training & Placement Officers (TPOs) for smooth execution. Alongside, I worked on attrition analysis and onboarding. Balancing research with real-world interactions gave me a hands-on view of recruitment and made the experience dynamic and rewarding.

I became more confident with tools like Excel and Canva - using them for data analysis, storytelling, and engagement design. Beyond technical skills, the internship sharpened my problem-solving, communication, and creative thinking abilities, helping me translate research into actionable ideas that could genuinely shape hiring outcomes.

I learned the importance of keeping stakeholders continuously aligned—whether TPOs, candidates, or internal teams—as collaboration is the key to smooth execution. The internship also gave me a complete view of campus recruitment, from research and engagement to outreach and onboarding. Most importantly, it taught me that adaptability is essential to handle dynamic challenges with confidence.

Be curious and proactive - don't wait for tasks to come to you, take initiative. Engage with stakeholders, ask thoughtful questions, and observe how processes work in practice. Use the internship as a lab to test ideas, even if they don't always succeed. Remember, it's not just about results but also about building confidence, skills, and networks for the future.