

# Case Study

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NAPS



CIEL HR





## Background

One of the oldest and most technologically advanced automotive lighting manufacturers with its roots in Japan that have a vast variety of advanced lamps. They had a requirement for apprentices on an urgent basis to deliver their projects on time

## Challenge

During the peak pandemic time, this company was struggling to find Apprentices because of postponed exams and a completely out-of-ordinary college schedule. The students had to undergo semester exams during the time they were supposed to join an apprenticeship program.

Because of no transportation facilities, they also struggled to convince students to work in a company that was away from the college

## Solution

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CIEL was able to identify colleges in the near vicinity and was able to convince the college and students for an apprenticeship program. CIEL did this via effective advertising and word of mouth and clearly explained to students about the client's business and how training there would be beneficial for their career.

CIEL's team also helped the students to locate houses within 1km radius of the client's factory premise and guided them to occupy affordable houses at their own cost

## Business Benefits

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Client was able to find the candidates at the right time for the apprenticeship program and save huge costs. The close proximity of the college also helped save further transportation costs for the client company.

CIEL minimised expenditure for the client by ~25% and reduced the hiring time  
CIEL partnered with a multinational company in the manufacturing space and enhanced its brand image.

The client was able to hire immediate requirements with the help of CIEL and fulfill their unexpected talent demand for successful project completion in the stipulated time





## Illustrative List of Roles Filled:



- 127 Apprentices for roles in **Production, Quality** and **Assembly units**