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A STUDY ON RECRUITMENT AND SELECTION AT BHARATHI CEMENT PVT LIMITED

*C.N.V. Nanda Kishore ¹,** S.Sudheshna² ***

E-MAIL: ynb525682@gmail.com, segu644@gmail.com

Mobile No: 8125124559, 7032610300

Corresponding Author: S. Sudheshna

1. Student, Department of MBA, Chaitanya Bharathi Institute of Technology, Proddatur
2. Assistant Professor, Department of MBA, Chaitanya Bharathi Institute of Technology

ABSTRACT

A study on Recruitment and Selection at Bharathi Cement PVT LTD.

Recruitment and Selection plays an crucial role in the organization, recruitment is the process of attracting, identifying and encouraging qualified candidates to apply for a job opening and selection is the process of screening and choosing the best candidate from the pool of applicants. The goal is to select the most qualified candidate for the job requirements and company culture. The project report entitled to study on the recruitment and selection of Bharathi Cement PVT LTD. In this study to know various recruitment sources, and to identify the strengths and weakness of recruitment and selection in the organization. And the perception of the employees and employers about the efficiency of the recruitment process, the research design used in mixed method in nature. In this study sample size is taken 100 to analyze the data in order to find the effectiveness of recruitment & selection at Bharathi Cement Private Limited.

Key Words: Recruitment, Selection, Strength and Weakness, recruitment strategy, internal recruitment, external recruitment, recruitment sources, selection.

INTRODUCTION

OVERVIEW OF THE RECRUITMENT AND SELECTION:

Recruitment and selection are crucial to human resource processes that help organization to attract and hire the best talented people to meet their strategic goals. Recruitment begins with identifying job vacancies and analyzing the roles and responsibilities to develop clear job descriptions and candidate specifications. It involves sourcing candidates through various channels such as online job portals, social media, recruitment agencies, and campus recruitment and employee referrals. The main goal is to build a pool of qualified candidates from which the best individuals can be selected. Once candidates are attracted, the selection process begins



focusing on evaluating the applicants through screening, interviews, psychometric tests and assessments to determine their skills, qualification, experience and cultural fit with the organization. Selection also includes checking references and conducting background checks to verify the candidate's suitability. Throughout both processes, legal consideration, such as non discriminatory practices and the promotion of diversity and inclusion are important. An effective recruitment and selection strategy ensures that an organization hires individuals who not only meet the job recruitments but are also aligned with the company's values and culture, ultimately contributing to its long-term success.

DEFINITION

Recruitment is the process of identifying, attracting and encouraging qualified individuals to apply for job openings within an organization. It involves sourcing candidates through various channels and methods to build a pool of applicants for a specific position in the organization.

Selection is the process of evaluating and choosing the most suitable candidate from pool of applicants for a particular job. It involves assessing candidate's qualifications, skills, experience and cultural fit through interviews, references and tests checks to ensure the right candidate for the role and the organization.

IMPORTANCE OF RECRUITMENT AND SELECTION

- O Building a Competent Workforce
- O Enhancing Organizational Performance
- O Reducing Turnover
- O Ensuring Legal Compliance
- O Minimizing Hiring Costs
- O Promoting Diversity and Inclusion

RECRUITMENT AND SELECTION:

RECRUITMENT TYPES:

- O Internal Recruitment
- O External Recruitment

RECRUITMENT AND SELECTION PROCESSES:

- O **Job Analysis:** It is a process of collecting, analyzing, and interpreting data about the content and requirements of a job. It mainly defines the job requirements and responsibilities.



- O **Job Description:** Job description is a written statement that outlines the key responsibilities, duties, and requirements of a specific job.
- O **Job posting:** Advertise the job opening on the company website, social media, job boards and other channels.
- O **Application Receipt:** An application receipt is a document or emails that acknowledge the receipts of a job application from a candidate.
- O **Shortlisting:** It is the process of selecting a subset of candidates from a larger pool of applicants to move forward to the next stage.
- O **Interviews:** It is a crucial step in the recruitment process, allowing employers to assess a candidate's skills, experience, and fit for the job role.
- O **Assessments:** Standardized assessment reduces the impact of unconscious bias in the recruitment process.
- O **Reference checks and final interview:** Verify candidate references to confirm previous work experience and performance and conduct a final interview with top selected candidates.
- O **Job offers:** It is a formal proposal to a candidate to join an organization in a specific role.
- O **Onboarding:** Provide the new hire with necessary training, equipment and support.

Review of Literature:

A review literature is a comprehensive summary and evaluation of existing research theories and studies on a specific topic or a research question.

1. Mabingo (2021)

The study suggests that recruitment and selection practices are becoming increasingly digital and data-driven. The use of social media, AI, and online job platforms are essential in reaching a wider pool of candidates. Furthermore, organizations must focus on improving candidate experiences to retain top talent.

2. Ali (2020)

The review suggests that e-recruitment is the future of human resource management, emphasizing the cost-effectiveness and efficiency of digital platforms. However; it warns that the human element should not be lost and organizations must ensure they don't overlook personal interactions during the selection process.



3. Thomas&Ely (2020)

The review highlights that organizations are increasingly focusing on diversity in their recruitment processes. However, it concludes that achieving true diversity requires not only inclusive recruitment strategies by the internal organizational changes to support divestment once hired.

4. Siriwardena&Fernando (2021)

This systematic review concludes that digitalization in recruitment is revolutionizing traditional HR methods. Social media, online platforms and applicant tracking systems significantly improve candidate sourcing and selection. However, organizations need to balance technology with personalized candidate engagement.

5. Backhaus & Tikoo(2020)

The review concludes that a strong employer brand is critical for attracting high quality candidates. A positive reputation and brand image, communicated through recruitment channels, help create a competitive advantage. Employer branding must be aligned with the organization's values to be authentic and effective.

6. Bergmann & Erwin (2022)

The review concludes that psychometric tests are valuable tools in predicting job performance and assessing candidate's of using these tests in conjunction with other methods to ensure a comprehensive selection process.

NEED OF THE STUDY:

The purpose of recruitment and selection process is found out the possible person for each open position at each available opportunity.

If workers are content in their roles, they will approach their work with enthusiasm. Because of this, research has been conducted to evaluated staff members as part of the company's internal recruitment and selection procedure.

OBJECTIVES OF THE STUDY:

- O To study the present Recruitment and Selection procedure at Bharathi Cement.
- O To evaluate various Recruitment sources.
- O To know which method is followed by the organization for Recruitment & Selection.
- O To evaluate the efficiency of company's selection process.



RESEARCH METHODOLOGY:

Research Design :Mixed-method

Data Source : Primary Data & Secondary Data

Primary Data :The primary data is collected through surveys, interviews and Questionnaires.

Secondary Data :The secondary data is collected from company reports, social media.

Method :Stratified Random Sampling

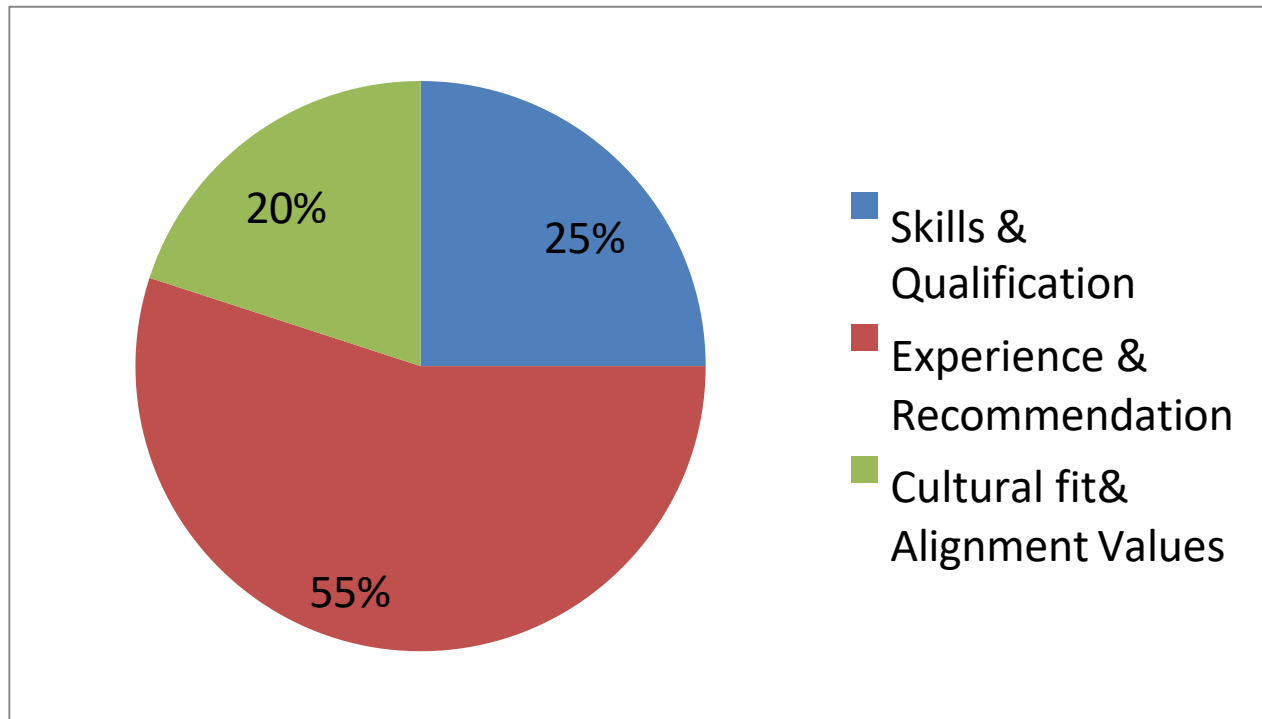
Sample Size 100



DATA ANALYSIS:

1. On What basis the organization will be recruiting?

Options	No. Of Respondents	Percentage
Skills & Qualification	25	25%
Experience Past experience	55	55%
Cultural fit & alignment values	20	20%



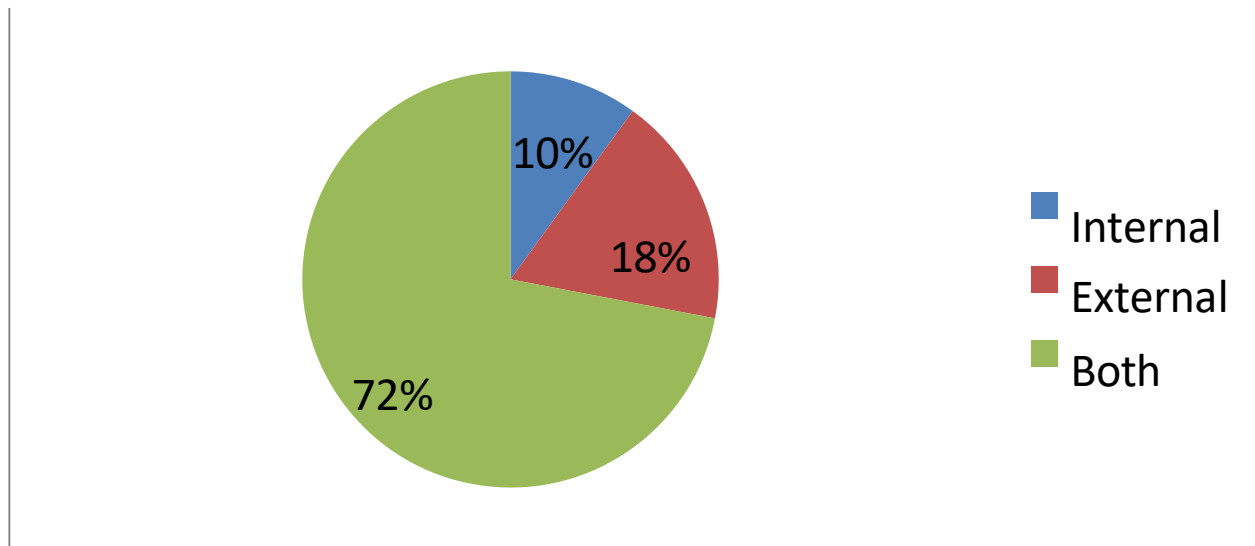
INTERPRETATION:

This chart shows that the Experience and Recommendation is the most important recruitment criterion, chosen by 55% of respondents, Skills and Qualification is the second most important factor, considered by 25% of respondents and Cultural fit and Alignment with values is also a factor, but it is less emphasized, with 20% of respondents selecting it.



2. Which type of recruitment sources does your organization primarily use?

Options	No. Of respondents	Percentage
Internal	10	10%
External	18	18%
Both	72	72%



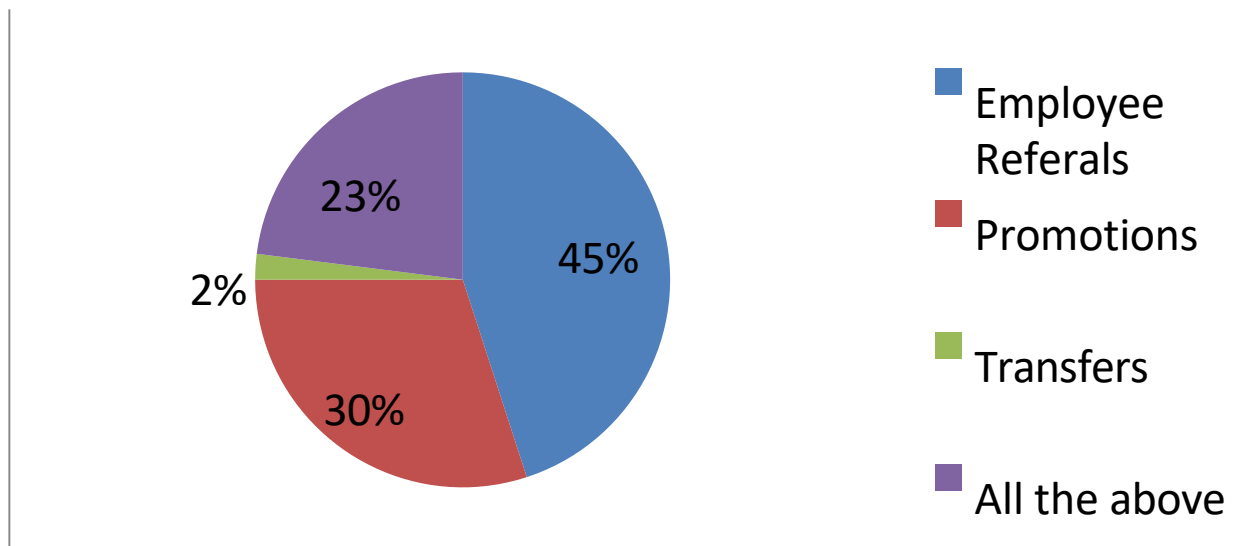
INTERPRETATION:

This chart represents that Both internal and external recruitment methods are the most commonly used, selected by 72% of the respondents, External recruitment is preferred by 18% of the respondents and Internal recruitment is the least used, with only 10% of respondents choosing it.



3. Which type of internal sources of recruitment is used by the company?

Options	No. Of Respondents	Percentage
Employee Referral	45	45%
Promotions	30	30%
Transfers	2	2%
All the above	23	23%



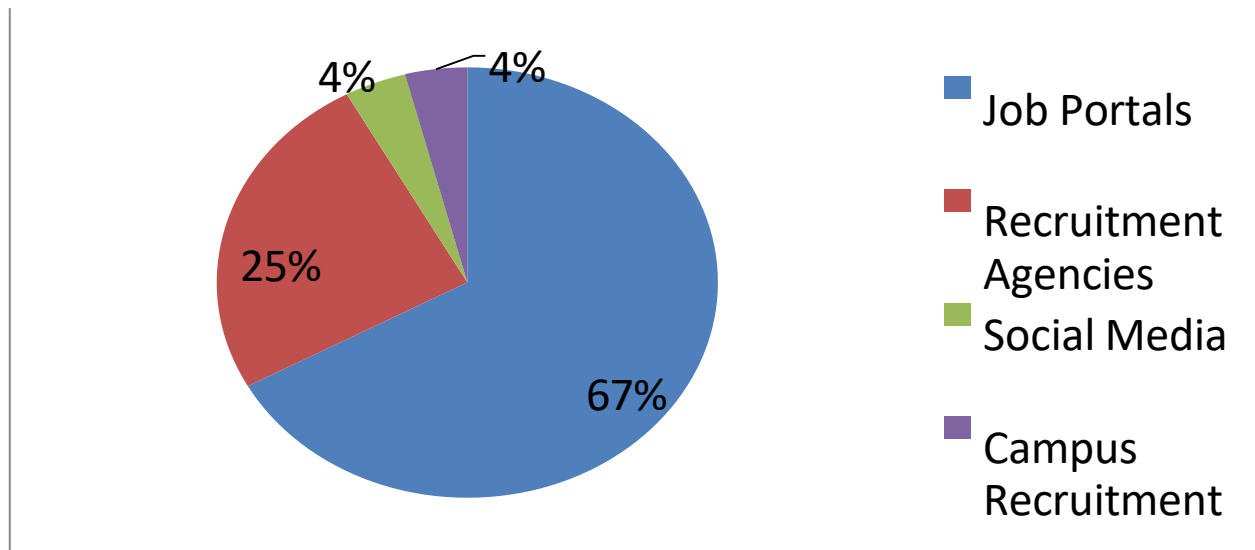
INTERPRETATION:

This chart explains that Employee Referral is the most commonly used internal recruitment method, chosen by 45% of the respondents, Promotions are the second most popular method, preferred by 30% of the respondents, Transfers are the least used method, with only 2% of respondents selecting it and All the above category, indicating a mix of all methods, is chosen by 23% of the respondents.



4. Which External source of recruitment is used by the company?

Options	No. Of Respondents	Percentage
Job Portals	67	67%
Recruitment Agencies	25	25%
Social Media	4	4%
Campus Recruitment	4	4%



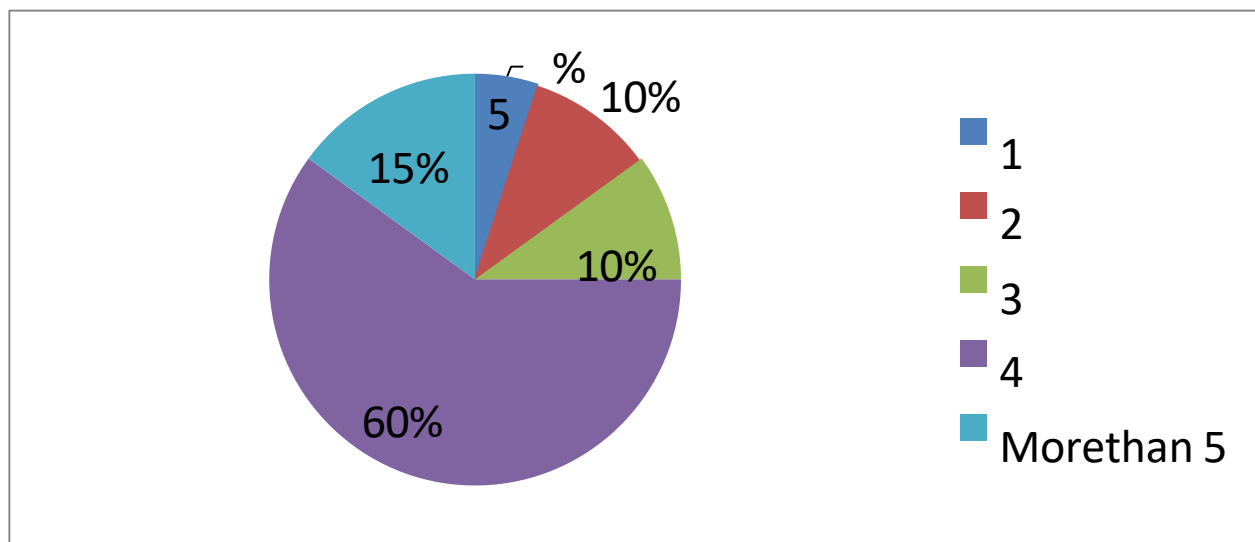
INTERPRETATION:

This chart shows that the job portals are the most preferred recruitment source, used by 67% of the respondents, Recruitment Agencies are the second most popular choice, preferred by 25% of respondents, Social Media and Campus Recruitment are the least preferred, each with only 4% of the respondents using them.



5. How many stages are involved in selecting a candidate?

Options	No. Of Respondents	Percentage
1	5	5%
2	10	10%
3	10	10%
4	60	60%
More than 5	15	15%



INTERPRETATION:

This chart represents that the majority (60%) of the respondents stated that the selection process involves four stages, 15% of the respondents mentioned that the process has more than five stages, 10% of the respondents indicated two or three stages and a small portion (5%) reported a single-stage selection process.



FINDINGS:

1. In this study majority of the respondents said that the company prefers both external & internal sources.
2. In this study I found that 55% of the respondents says that recruitment is based on the experience & past performance.
3. In the present study 75% of respondent's opinion about the internal sources of recruitment is through employee referrals, internal promotion etc.
4. In this study 92% respondents opinion about the external source of recruitment is through recruitment agencies & job portals.
5. 62% of the respondents agree that the recruitment process is transparent, free& fair.
6. It is found that 60% of the respondents are opinion that the present selection process is excellent.
7. 35% of the respondents preferred personal interview.

SUGGESTIONS:

1. Present recruitment and selection is based on experience. The company should consider the skills, qualification& knowledge of fresh candidates to encourage fresh blood.
2. The organization should recruitment low level employees through external recruitment and they should give first preference for recruitment middle and high-level employee's through internal recruitment like promotions etc.
3. The organization should post the job vacancies through social media platform to attract more candidates for the vacancies.
4. The company should use different categories of test to select the candidates based on their performance in the test like Technical test intelligent ability.
5. The company may should clear interview process for selecting a right candidate for right job.



CONCLUSION:

Most of the respondents said that the Recruitment and Selection process at Bharathi Cement Private Limited is good. The Company has to focus on Sources of recruitment, Tests conducting for selection and Interview process.

Hence the recruitment process is fair & effective one and it is based on the experience. In selection process they have to conduct the equal rounds and interview time without any bias.

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