

A Study on Recruitment & Selection With Reference to Amara Raja Batteries Limited

S. Pushpalatha

Sr.Asst.Professor Department of Management
Aurora's PG College, Ramanthapur Hyderabad.

Abstract

Better recruitment and selection strategies result in improved organizational outcomes. With reference to this context, the research paper entitled Recruitment and Selection has been prepared to put a light on Recruitment and Selection process. The main objective is to identify general practices that organizations use to recruit and select employees and, to determine how the recruitment and selection practices affect organizational outcomes . Successful recruitment and selection practices are key components at the entry point of human resources in any organization. The main objective of this paper is to identify general practices that organizations use to recruit and select employees .The study also focus its attention to determine the perception on the recruitment and selection practices that affect the organizational outcomes and provide some suggestions that can help. Data analysis has been done with statistical tools like percentage analysis and tables.

Keywords: Recruitment, Selection, Human Resources, Employees.

Introduction:

In the present scenario organizations cannot run without valuable sources called personnel. A pillar on which business organizations stands is human resource management. In a prevailing competitiveness, it becomes highly troublesome in selecting appropriate personnel for the functioning of the organization. When employees are positioned correctly, it furnishes an efficient functioning and also proposes remarkable potential for further growth and development. The process of recruitment begins with the identification of the vacant job positions within the organization by filling up the Manpower Requisition form which showcases the requirement for the number and type of people inclusive of qualifications, experience and competencies.

Review of Literature:

Ms.G.Karthiga¹, in her study specifies that it helps the organization to identify the area of problem and suggest way to improve the recruitment and selection process.This study focus on understanding recruitment and selection process this study helps to manage a manpower budget for the recruitment and selection process, this study helps to evaluate the time constrain for the recruitment process.

Neeraj Kumari², in her study emphasized that better recruitment and selection strategies result in improved organizational outcomes. The company considered portals as the most important medium of hiring employees. The employees working in the company consider the employee references are one of the most reliable source of hiring the new employees. Company always takes in consideration the cost-benefit ratio.

Syamala Devi Bhoganadam³, in his research, reviewed the literature for recruitment and selection procedures followed at organizations. He also analyzed the satisfactory level of the employees about Recruitment and Selection procedure of an organization.

Tong Li⁴, suggested in his research that employees are the company's most important asset, and it is also a key factor to the success or failure of company management. Recruitment management perfect helps to realize win-win organization and employees. Because of asymmetric information and other shortcomings recruitment itself, many companies are not satisfied with their employees to the company, therefore cause unnecessary losses. Therefore, it is important to research in human resources recruitment.

Statement of the Problem:

An effective recruitment and selection process reduces turnover. These processes match up the right person with the right job skills. Interviews and background checks ensure that employee a candidate who is

reliable and carries out the objectives planned for providing quality services and goods to your customers. Few studies are in existence with regard to the selection and recruitment processes as most of the organizations do not follow meticulously these procedures. Therefore, there is always a need for studies in this direction which may help the organization significantly to refine their methods of selection. The present study is aimed to know the method of recruitment and selection process in an organization AMARA RAJA BATTERIES LIMITED.

Objectives of the study:

1. To find out the various methods of Recruitment & Selection process at Amara Raja Batteries limited.
2. To find employee perception about the recruitment and selection process in the organization.

Methodology:

About 100 employees of the organization at random were taken out of 200 employees for the study. The data was collected with the help of well framed questionnaire and the information gathered through personal discussion with the employees of the Organization.

Recruitment and Selection Process at Amara Raja Batteries Ltd:

The important function of management is to attract/retain best personnel to manage the various functions in the organization by positioning the right person in the right job.

- The policy of the company is to employ always the best suited persons for all its manpower needs. The process of selection will be on the basis of merit, ability, competence, experience & potential.
- The company aims at fostering an organizational climate where the employees are able to achieve organizational excellence and competitive edge in all aspects, as also a conducive climate for development of people, enhancing their individual talents through sustained human resource development programmes.
- All recruitment of management staff will be initiated only when there is an approved/revalidated vacancy.
- Before any recruitment is initiated, HR function will examine along with the respective functional head whether the vacancy can be filled by regrouping of activities, by redeployment of internal personnel by transfer from another section within the division or from another division or grouping companies etc...

Sources of Manpower:

- 1) Internal candidates
- 2) Candidates already placed on wait-list following an interview
- 3) External databank
- 4) Newspaper advertisement
- 5) Internet based recruitment
- 6) Approved recruitment consultants
- 7) Campus recruitment

The HR function of the business will scan the internal and external sources for the possible candidates who may suit the requirements. It may seek the assistance of recruitment consultants/recruiting agencies or advertise for the post depending on the level and type of job. Advertisements in daily/magazine will be authorized by the head of HR and details of the company and group to be ascertained before releasing the advertisement.

Data Analysis and Interpretation.

Table:7.1 Source of Identification of the recruitment need

Options	No. of Respondents	Percentage(%)
Organizational Chart	17	17
Replacement position	3	3
Expansion of the Organization	5	5
All the Above	75	75
Total	100	100

Table: 7.2 Organization conducting timely recruitment and selection process.

Options	No. of Respondents	Percentage(%)
Yes	93	93
No	7	7
Total	100	100

Table: 7.3 Sources of hiring of Fresher's in the organization

Options	No. of Respondents	Percentage
Lateral Hiring	1	1
Campus placements	97	97
Walk- in	2	2
Total	100	100

Table: 7.4 Written test is Mandatory in the organization during selection process

Options	No. of Respondents	Percentage
Yes	86	86
No	14	14
Total	100	100

Table: 7.5 Sources of Organization to attract the external Candidates.

Options	No. of Respondents	Percentage
Advertisement	16	16
Present employee reference	11	11
Recommendation from various sources	2	2
All the Above	71	71
Total	100	100

Table: 7.6 Usage of most effective sources of recruitment in organization

Options	No. of respondents	Percentage
Job portal (Naukri, monster)	36	36
Consultancy	10	10
Employee referrals	33	33
others(campus, advertisements, job mela etc..)	21	21
Total	100	100

Table: 7.7 Source of Initial screening of applications

Options	No. of respondents	Percentage
Concerned HOD	13	13
Recruitment Executive(TAC)	75	75
HR manager	12	12
Total	100	100

Table: 7.8 Mode of interviews conducted in organization

Options	No. of respondents	Percentage
Telephonic	6	6
Video Conference	2	2
Personnel Interview	46	46
All	46	46
Total	100	100

Table: 7.9 Mode of selection of the candidates

Options	No. of Respondents	Percentage
Written test	39	39
Group Discussion	2	2
Personnel Interview	59	59
Total	100	100

Table: 7.10 Organization conducts plant visit as a part of induction

Options	No. of Respondents	Percentage
Yes	98	98
No	2	2
Total	100	100

Table: 7.11 Maximum time required for filling a vacant position

Options	No. of Respondents	Percentage
15 days	11	11
1 month	35	35
2 months	35	35
3 months	19	19
Total	100	100

Table: 7.12 Frequency of conducting recruitment and selection.

Options	No. of Respondents	Percentage
1 week	37	37%
2-3 weeks	10	10%
One month	28	28%
Basing on the need	25	25

Findings of the study

1. It is observed that 17% of the respondents have agreed that identification of the recruitment need in the organization is done through organisation chart, 3% of the respondents have opted for replacement position, 5% of the respondents have opted for expansion of the organisation and 75% of the respondents have opted for all the above. So it can be observed that most of the employees are opting for all the options
2. It is observed that most of the respondents 93% agreed that organisation is doing timely recruitment and selection process where as 7% of the respondents disagreed with the statement.
3. It can be observed that most of the respondents 97% agreed that hiring of fresher's in the organization is done by campus placements & 2% agreed for walk-in & remaining 1% agreed for lateral hiring. As most of the respondents have responded positively towards campus placements it clearly states that hiring of fresher's in the organization is done through campus placements
4. It can be observed that most of the respondents 86% agreed that written test is mandatory during selection process where as 14% of the respondents disagreed with the statement .As most of the respondents responded positively it clearly states that written test is mandatory during selection process.
5. It can be observed that most of the respondents 71% agreed towards all sources like advertisement, employee reference, recommendations from various sources for attracting the external candidates where as remaining 16% agreed with advertisement, 11% agreed with employee reference and very less 2% agreed with recommendations from various sources. As most of the respondents responded positively states that organization uses the above sources to attract the external candidates.
6. It can be observed that 36% of the respondents opted for job portal, 33% for employee referrals, 21% for other sources and 10% for consultancy as the most effective source of recruitment. As most of the respondents responded positively towards job portal, it clearly states that organization effectively uses job portal as an source of recruitment.
7. It can be observed that most of the respondents 75% agreed that initial screening of application is done through recruitment executive where as 13% for concerned hod and 12% for HR manager.As most of the respondents responded positively towards the recruitment executive it clearly states that initial screening of organization is done through recruitment executive.
8. It is observed that most of the respondents 46% opted for personnel interview and 46% for telephonic, video conference, personnel interview, 6% for telephonic & very less 2% opted for video conference. So it clearly states that organization conducts telephonic, personnel interview, videoconference methods for interview
9. It is observed that most of the respondents 59% agreed that selection of candidates is done through personnel interview, where as 39% agreed with written test & 2% agreed with group discussion. As most of the respondents responded positively towards personnel interview it clearly states that selection of candidates is done through personnel interview
10. It can be observed that most of the respondents 98% agreed that organization conducts plant visit as a part of induction where as 2% of the respondents disagreed with it. As most of the respondents responded positively towards the above statement it clearly states that organization conducts plant visit as a part of induction
11. The above table 12 shows that 11% of the respondents says that the time required for filling a vacant position is 15days, 35% equally says for 1month and 2months and 19% of respondents says 3months So from the above we can say that the maximum time required filling a vacant position in an organization is 1 to 2 months.

12. It is observed that 37% of respondents are opted for 1 week, 10% for 2-3 weeks, 28% for 1 month, and 25% basing on the need. As most of the respondents responded positively towards 1 week it clearly states that the recruitment and selection will be done with in 1 week.

Suggestions

1. While selecting the people out of a team GD can also be a part of the process. Conducting a GD will enable HR for better Candidate Assessment.
2. Advertisement through Social Media like creating an official Twitter Account and Face book official page in order to publish the current recruitments in Amara Raja.
3. Man power planning and organization charts should be done on time.
4. Good environment should be maintained so that the candidate attracted to the company which helps them to work with supportive environment.
5. In an organization the employees should be provided with job specification, job description.
6. By conducting psychometric test organization can easily find out of the stress level of employees.
7. By conducting background verification in between selection and date of joining candidate character will be known before the date of joining.
8. Job mela may be conducted so that choice of more applicants will be available.

Conclusion

The study was conducted among the workers of the Amara Raja Batteries, covering 100 respondents. The data was collected by means of questionnaire and the data was classified and analyzed carefully by all means. From the analysis, it has been found that the most of the employees in the companies were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company. Selection process is also good and the company's recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process.

References

- 1 .G.Karthiga, International Journal of Scientific and Research Publications, Volume 5, Issue 4, April 2015 1 ISSN 2250-3153
2. NeerajKumari ,A Study of the Recruitment and Selection process: SMC Global, Industrial Engineering Letters ,Vol 2, No.1, 2012.
3. Syamala Devi Bhoganadam, A Study On Recruitment And Selection Process Of Sai Global YarnTex (India) Private Limited, IJMRR/ October 2014/ Volume 4/Issue 10/Article No-5/996-1006.
4. Tong Li, Nestle Employee Recruitment Research, International Journal of Business and Social Science, Vol. 6, No. 4(1); April 2015.