A STUDY ON THE RECRUITMENT AND SELECTION PROCESS WITH SPECIAL REFERENCE TO TOP ANIL MAARKETING COMPANY, DINDIGUL

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1. INTRODUCTION :

Acquiring and Retaining high-quality talent is critical to an organization's success. As the job market becomes Increasingly competitive and the available skills grow more diverse, recruiter need to be more selective in their choices, since poor recruiting decisions can produce long-term negative effects, among them high training and development costs to minimize the incidence of poor performance and high turnover which, in turn, impact staff morale, the production of high quality goods and services and there tension of organizational memory. At worst, the organization can fail to achieve its objectives there by losing its competitive edge and its share of the market Human resource department plays a crucial role in this process. The backbone of any Successful company is the HR department, and without a talented group of people to hire, culture, and inform employees, the company is doomed for failure.

A well planned and well managed recruitment will result in high quality applicants for the company. The recruitment process should inform qualified individuals about employment opportunities, create a positive image of the company, provide enough information of the jobs so that applicants can make comparison with their qualifications and interests and generate enthusiasm among the best candidates so that they will apply for vacant positions.

What distinguishes a successful company from unsuccessful one is the quality of manpower. The role of management is to optimize the use of resource available to it. The role of HR is to incorporate the planning and control of manpower resource into the corporate level plans so thatall resources are used together in the best possible combination. Managing people at work and control of human activities in employment is a function that must be performed in all societies. It is essential in every type of employment for every occupation andevery type of employed manpower. Manpower management is essential in government as well asprivate employment under socialism or

communication in small business and in large.

Human resource is most valuable assets in the organization. Profitability of the organization depends on its utilization. If the utilization is done properly will make profit otherwise it will make loss. To procure right man at right place in right time, some information regarding job and job doer is highly essential. Recruitment and selection process is an searching for and obtaining a pool of potential candidates with the desired knowledge, skills and experience to allow an organization to select the most appropriate people To fill job vacancies against defined position descriptions and specifications. Recruitment and selection process are tracking applicants and applications and Reviewing resumes. Applicant tracking systems (ATS) are becoming extremely helpful to Employers, and this technology aids in the management of job vacancies and applications for Every open position.

1.1 STATEMENT OF THE PROBLEM:

A Solid Recruitment and Selection process can help convince Top Management candidates that reduces Turnover and Absenteeism and Selection process improve the employee engagement and my study on recruiting and selection in TOP ANIL MAARKETING COMPANY give me to scope to know in detail about the different techniques and method adopted by TOP ANIL MAARKETING COMPANY to train their employees very effectively.

In Many Problems regarding their employees that recruiting and selection process are fail to hiring the employees for their organization and they are not bring any progress with themselves and not stay longer in their organisation. Rapidly hiring practice is very costly.

1.2 OBJECTIVE OF THE STUDY:

Primary Objectives:

- To Study the Recruitment and Selection Process in the FMCG Industry

Secondary Objectives:

- To Investigate and Analyze the Effectiveness of the Recruitment and selection process in TOP ANIL MARKETING COMPANY
- To Understand the Recruitment Strategies Followed by the TOP ANIL MARKETING COMPANY
- To Identify the Types of Interviews Conducted by Top Anil Marketing Company

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- To Understand the Steps of Recruitment Procedure followed by Top Anil Marketing Company

- Investigating the Impact of Technology and Digital Tools On Recruitment and Selection Process.

- To analyze the Application of Statistical and Predictive Analysis to the Recruitment Process

1.3 NEED OF THE STUDY:

Selecting the right employee is an important goal for the recruitment team and establishing the correct process can enhance the experience of the Candidate, Interviewer, Hiring Manager and the HR Department. It can also help increase the effectiveness of your business.

- The Study enables the company use all the recruitment strategies effectively in an organization

- To increase the effectiveness of different sources source for all types job in an organization.

- To obtain the employee that can be solved in order to help organizational goals.

- The study of the project is important which is need for recruiting and selection procedure followed by the organization

- To identifies the company recruited efficient & qualitative candidates in an organization.

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

The Survey of the Project Has Been Done by Collecting the Data from the Employees of Top Anil Marketing Company, In order to achieve the scope of the Project. Thus those Collected data Were Analyzed with Statistical Tools and Interpreted.

Data analysis is the process of systematically applying statistical or logical techniques to describe and illustrate, condense and recap, and evaluate data.

4.1.1 INTREPRETATION:

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

4.2 STATISTICAL TOOLS USED:

The statistical tools used in the project for Data Analysis is

- Percentage Analysis
- Chi- Square
- Correlation

4.2.1 PERCENTAGE ANALYSIS

Percentage method refers to a special kind of ration. Percentage is used in matching comparison between two or more series of data. Percentage can also use to compare relative terms, the distribution of two or more series of data.

Formula:

$$\text{Percentage of respondents} = \frac{(\text{No. of. Respondents} * 100)}{\text{Total No. of. Respondents}}$$

4.2.2 CHI- SQUARE

A chi-square test is statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables being studied.

$$X^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

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4.2.3 CORRELATION:

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel. A negative correlation indicates the extent to which one variable increases as the other decreases.
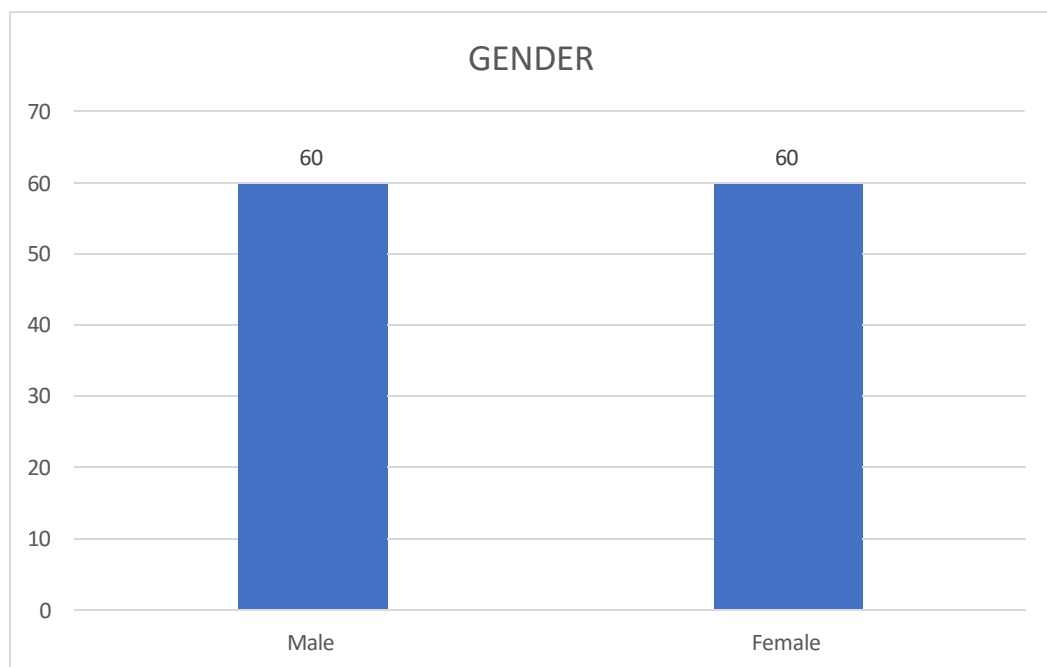
$$r = \frac{\sum (\bar{x}i-x)\,(\bar{y}i-y)}{\sqrt{\sum(xi-\bar{x})^2 \sum(yi-\bar{y})^2}}$$

INTERPRETATION

It is inferred the above table shows 50 percentage of the respondents are male, 50 percentage are female
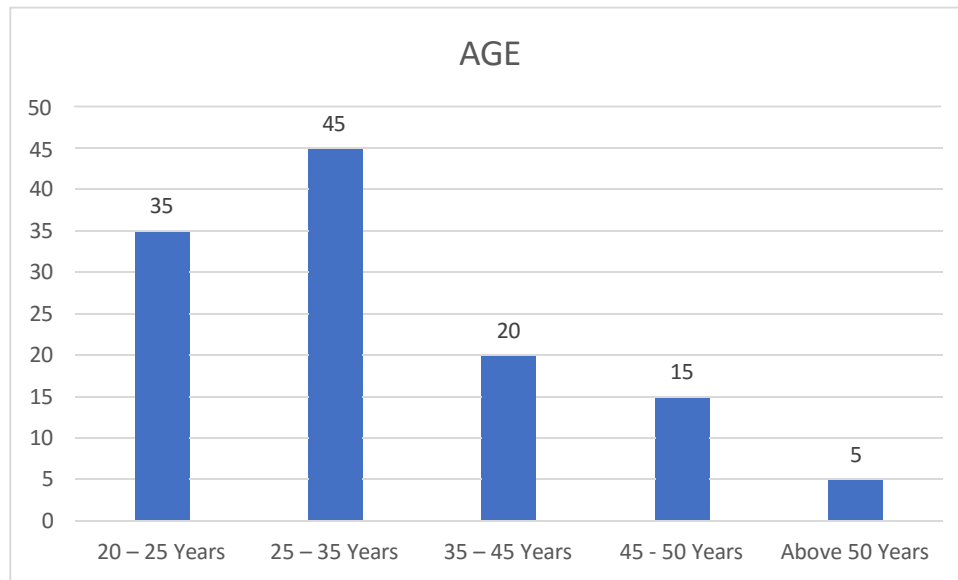
Chart 4.2.1.1

Gender of the Respondents

INTERPRETATION

It is inferred the above table shows majority of 37.5 % of the respondents are age group 25-35 years, 29.17 % are age group of 20 – 25 years, 16.67 % are age group of 35 - 45 years, and 12.5 % are age group of 45 – 50 years and remaining 4.17 % are age group of Above 50 years.

Chart 4.2.1.2

Age Group of the Respondents

Table 4.2.1.3

Marital Status of the Respondents

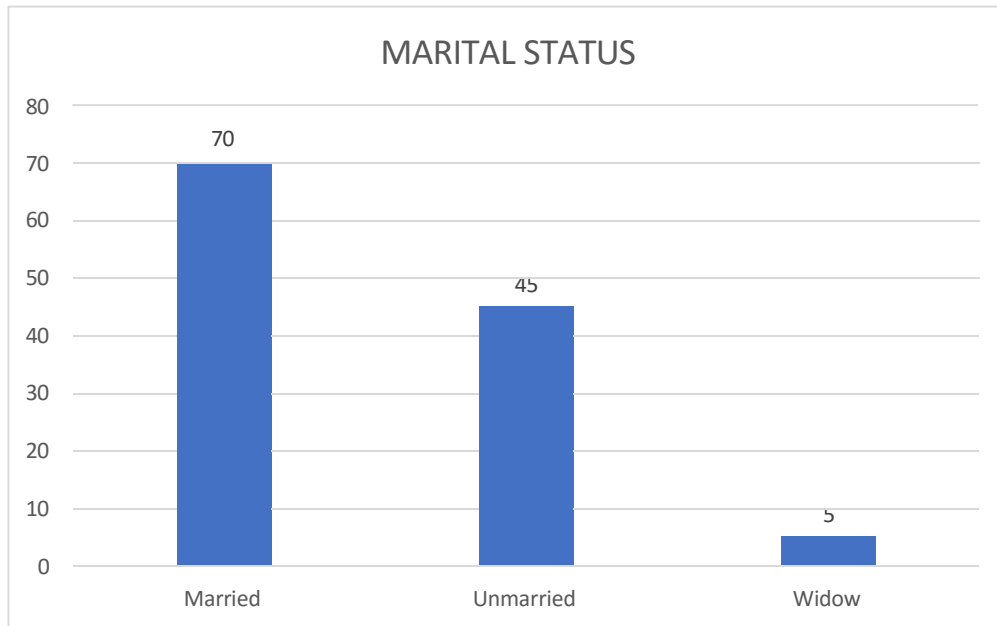| S.No	Marital Status	No of Respondents	Percentage
1	Married	70	58.33
2	Unmarried	45	37.5
3	Widow	5	4.2
	TOTAL	**120**	**100**

[Source: Primary Data]

INTERPRETATION

It is inferred the above table shows majority of 58.33 percentage of the respondents are Married,

37.5 percentage are Unmarried, and remaining 4.2 percentage are widow.

Chart 4.2.1.3

Marital Status of the Respondents

Table 4.2.1.4

Education of the Respondents

S.No	Education	No of Respondents	Percentage

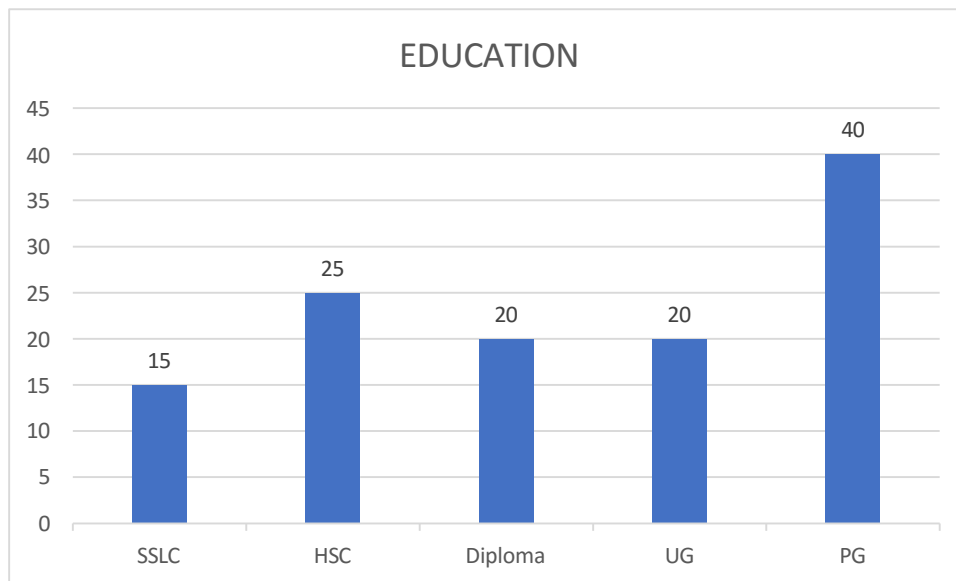| 1	SSLC	15	12.5
2	HSC	25	20.8
3	Diploma	20	16.7
4	UG	20	16.7
5	PG	40	33.33
	TOTAL	**120**	**100**

[Source: Primary Data]

INTERPRETATION

It is inferred the above table shows majority of 33.33 percentage are PG ,16.7 percentage of the respondents are Diploma and UG, 20.8 percentage are HSC, 12.5 percentage are SSLC.

Chart 4.2.1.4

Education of the Respondents

Table 4.2.1.5

Income of the Respondents

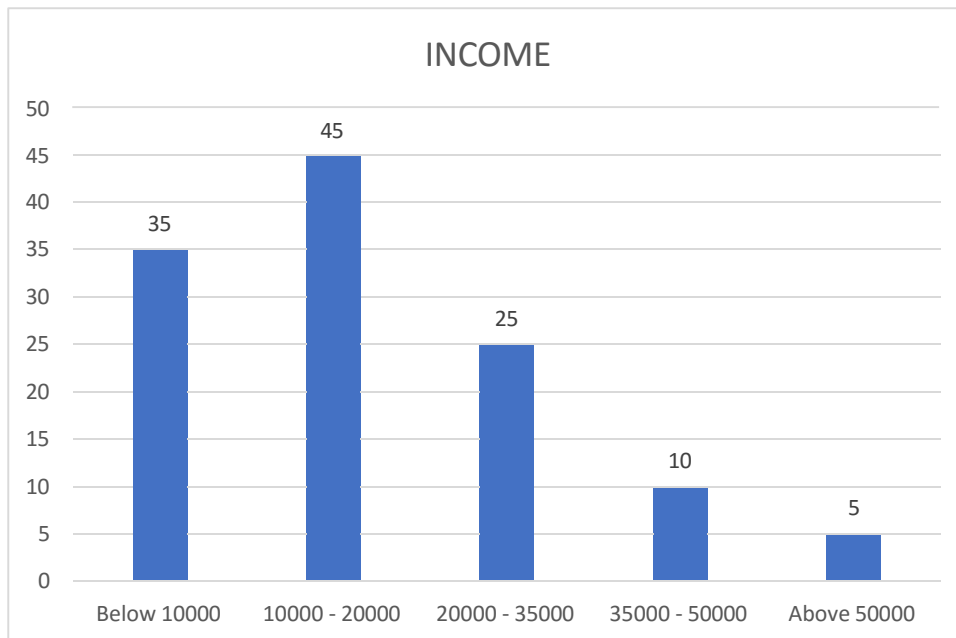| S.No	Income	No of Respondents	Percentage
1	Below 10000	35	29.17
2	10000 - 20000	45	37.5
3	20000 - 35000	25	20.83
4	35000 - 50000	10	8.33
5	Above 50000	5	4.17
	TOTAL	120	100

[Source: Primary Data]

INTERPRETATION

It is inferred the above table shows majority of 37.5 percentage of the respondents got income between 10000 - 20000, 29.17 percentage got Below 10000, 20.83 percentage got income between 20000 - 35000, 8.33 percentage got income between 35000 - 50000, and 4.17 percentage got income above 50000.

Chart 4.2.1.5

Income of the Respondents

Table 4.2.1.6

Experience of the Respondents

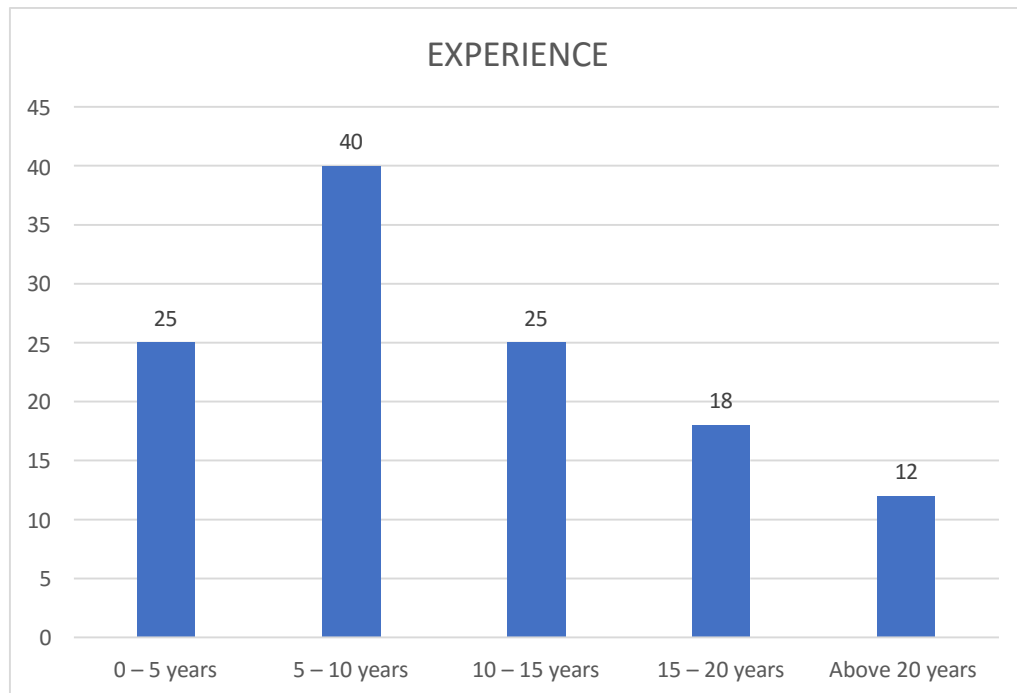| S.No	Experience	No of Respondents	Percentage
1	0 – 5 years	25	20.83
2	5 – 10 years	40	33.33
3	10 – 15 years	25	20.83
4	15 – 20 years	18	15
5	Above 20 years	12	10
TOTAL		**120**	**100**

[Source: Primary Data]

INTERPRETATION

It is inferred the above table shows majority of 33.33 percentage of the respondents are experienced between 5 – 10 years, 20.83 percentage of the Respondents are from 0 – 5 years and 10 – 15 years, 15 percentage are of 15 – 20 years, 10 percentage of the respondents are Above 20 years.

Chart 4.2.1.6

Experience of the Respondents

Table 4.2.1.7

Kind of the Interview is done for the Respondents

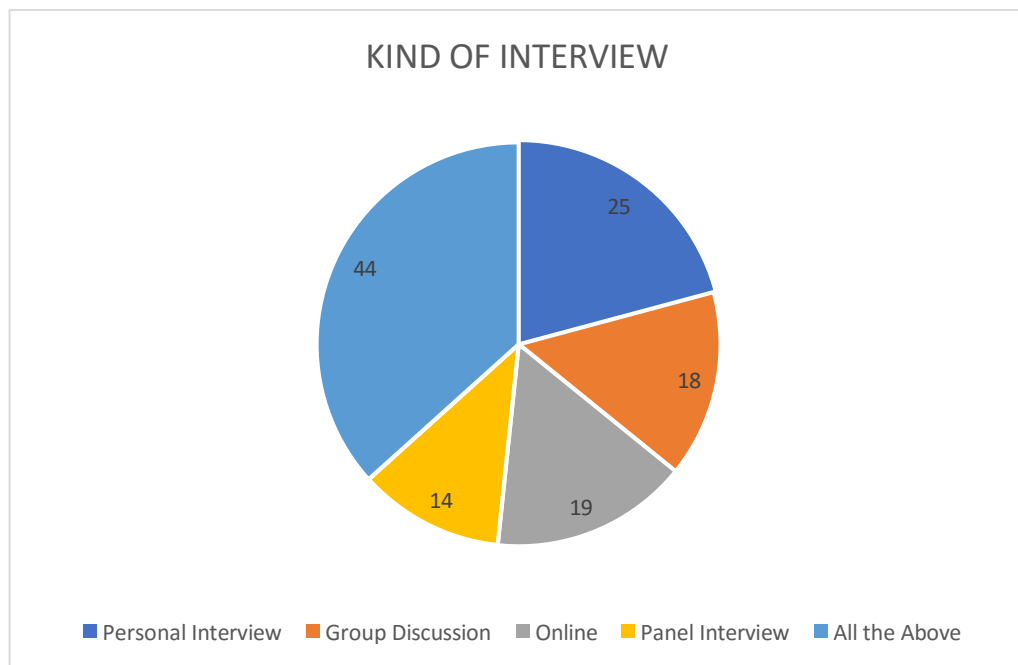| S.No	Interview	No of Respondents	Percentage
1	Personal Interview	25	20.83
2	Group Discussion	18	15
3	Online	19	15.83
4	Panel Interview	14	11.67
5	All the Above	44	36.67
TOTAL		**120**	**100**

[Source: Primary Data]

INTERPRETATION

It is inferred the above table shows majority of 36.67 percentage of the respondents have done All the Above Interview, 20.83 percentage of the Respondents are Personal interview, 15 percentage are Group Discussion, 15.83 Percentage are Online, and Remaining 11.67 Percentage of the Respondents are Panel Interview.

Chart 4.2.1.7

Kind of the Interview is done for the Respondents

Table 4.2.1.8

Satisfaction of Recruitment and Selection Practices of the Respondents

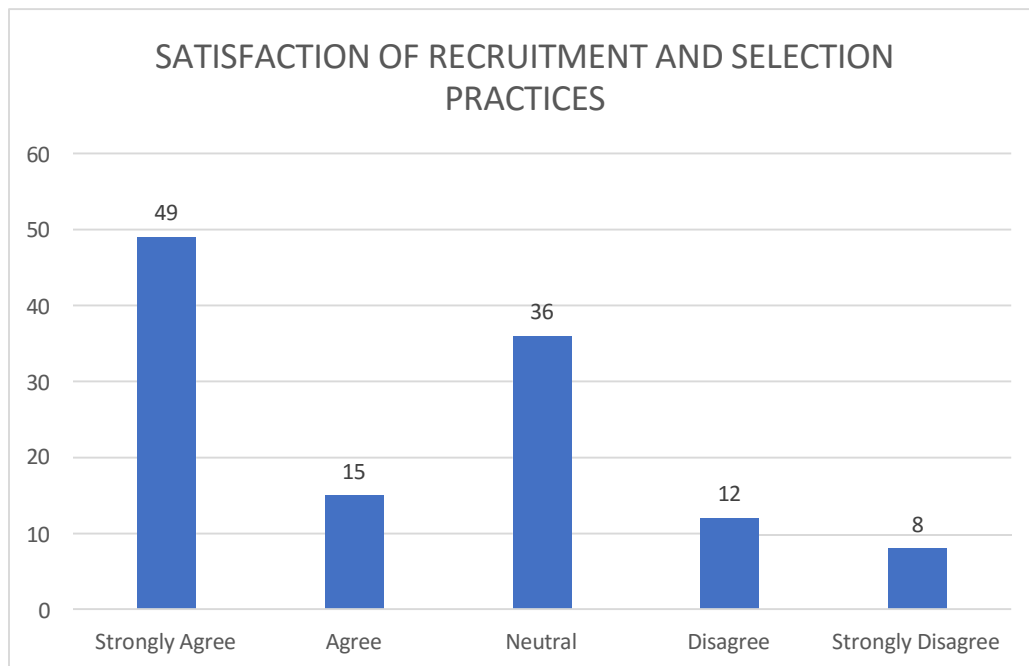| S.No	Satisfaction of Practices	No of Respondents	Percentage
1	Strongly Agree	49	40.83
2	Agree	15	12.5
3	Neutral	36	30
4	Disagree	12	10
5	Strongly Disagree	8	6.67
	TOTAL	**120**	**100**

[Source: Primary Data]

INTERPRETATION

It is inferred the above table show majority of 40.83 percentage of the respondents are Strongly Agree with the Present Recruitment and Selection Practices, 12.5 percentage are Agree, 30 percentage are Neutral, 10 percentage Are Disagree and 6.67 percentage are Strongly Disagree.

Chart 4.2.1.8

Satisfaction of Recruitment and Selection Practices of the Respondents

Chart 4.2.1.8 – Satisfaction of Recruitment and Selection Practices of the Respondents

Table 4.2.1.9

Respondents feel about organization's Resume Screening and Shortlisting

S.No	Satisfaction of Resume Screening and Shortlisting	No of Respondents	Percentage
1	Strongly Agree	35	29.17
2	Agree	30	25
3	Neutral	40	33.33
4	Disagree	10	8.33
5	Strongly Disagree	5	4.17
TOTAL		**120**	**100**

[Source: Primary Data]

INTERPRETATION

It is inferred the above table show majority of 33.33 percentage are Neutral with the Respondents Feel about Organization's Resume Screening and Shortlisting, 29.17 percentage are Strongly Agree, 25 percentage are Agree, 8.33 percentage Are Disagree and 4.17 percentage are Strongly Disagree.

5.1. CONCLUSION

An effective recruitment and selection process reduces turnover, the recruitment and selection process is the time we not only identify a candidate who has the experience and aptitude to do the job that the organization are looking to fill, but also to find someone who shares and endorses company's core values. The candidate will need to fit in well within the company's culture. The selection and recruitment process should provide our company with an employee who adapts and works well with others in company's business.

The project study entitled "recruitment and selection process" has been carried out with special reference to Top Anil Marketing Company, Dindigul the sample questionnaire was distributed to the employees indicate the positive result. However, the maximum employees are satisfied with the recruitment and selection process. As satisfied and motivated employees helps organization to higher level of inputs

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