

A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS AT K.T.V. HEALTH FOOD PRIVATE LIMITED

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF COMMERCE

By

GOKUL .M

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

CATEGORY-1 UNIVERSITY BY UGC

Accredited with Grade "A++" by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **GOKUL .M (41740008)** who carried out the Project entitled **"A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS AT K.T.V. HEALTH FOOD PRIVATE LIMITED, KODUNGAIYUR"** under my supervision for a period of 3 months from January 2024 to March 2024.

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CERTIFICATE

This is to certify that **Mr. Gokul M (Reg No 41740008)** From Sathyabama Institute of Science & technology student, has successfully completed his project works in HR Department at our organization from the period of Jan 2024 to March 2024.

During the period of training, we found him to be very punctual, enthusiastic, and enterprising.

Thanking you,

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DECLARATION

I **GOKUL .M (41740008)** here by declare that the Project Report entitled “**A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS AT K.T.V. HEALTH FOOD PRIVATE LIMITED**” done by me under the guidance of **DR.TR.KALAI LAKSHMI M.A., M.B.A., M. Phil., Ph.D.**, Associate Professor, School of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

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GOKUL .M

ABSTRACT

The project examined **“A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS AT K.T.V. HEALTH FOOD PRIVATE LIMITED”**.

The objective of the Study is to understand the Recruitment and Selection process carried out by the company. The Strategies used by the organization to retain their loyal employees and to attract new talents inside and outside the organization.

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 of this research is Effectiveness of Recruitment and Selection Process at K.T.V. Health Food Private Limited. To identify general practices that Organizations used to recruit and select employees. Successful recruitment and selection practices are key components at the entry point of human resources in any organization. The research includes employee's satisfaction in recruitment and selection process at K.T.V.HFPL. The questionnaire was collected for the study as a primary with a sample of 120 respondents. Descriptive research design is used in this study. The collected data has been tabulated and analyzed using the tool percentage analysis.

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LIST OF ABBREVIATIONS

S.NO.	PARTICULARS	PAGE NO.
1	K.T.V.HFPL – K.T.V. Health Food private Limited	22
2	CVs – Curriculum Vitaes	5
3	HRs – Human Resources	12
4	E – Recruitment – Electronic Recruitment	12
5	TAT – Thematic Apperception Test	17
6	AWL – Adani Wilmar Limited	20
7	PDS – Public Distribution System	20
8	CIN – Corporate Identification Number	23
9	TQM – Total Quality Management	36

CHAPTER – 1

INTRODUCTION

1.1 RECRUITMENT AND SELECTION

Recruitment is the process of attracting individuals on a timely basis in sufficient numbers and with appropriate qualification, to apply for jobs within an organization. The process of searching prospective employees with multi-dimensional skills and experience that suits organization strategies is fundamental to the growth of the organization, this demands more comprehensive strategic perspective recruitment. Organizations require the service of large number of personnel, these personnel occupies the various positions created to the process of organization. Each position of the organization has certain specific contributions to achieve the organizational objectives. The recruitment process of the organizational has to be strong enough to attract and select the potential candidates with right job specification. The recruitment process begins with human resource planning and concludes with the selection of required number of candidates, both HR staff and operating managers have responsibilities in the process.

“Right person for the right job is the basic principle in recruitment and selection”.

Every organization should give attention to the selection of its manpower, especially its managers. Every business organization needs manpower for carrying different business activities smoothly and efficiently and for this recruitment and selection of suitable candidates is essential. Human resource management in an organization will not be possible if unsuitable persons are selected and employment in a business unit.

RECRUITMENT

1.1.1 DEFINITION:

According to Edwin B. Flippo, "It is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization."

Recruitment is the process of recruiting potential personnel to fill up the existing requirement of the organization. It is the process of discovering potential applicants for actual or anticipated job vacancies.

Recruitment involves encouraging individuals with the needed skills to make applications for employment with the firm.

1.1.2 MEANING:

Recruitment is a positive process of searching for prospective employees and stimulating them to apply for the jobs in the organization. When more persons apply for jobs then there will be a scope for recruiting better persons.

1.1.3 OBJECTIVES OF RECRUITMENT:

- To attract people with multi-dimensional that suit the present and future organizational strategies.
- Matching the right person to the right job.
- To infuse fresh blood at all levels of the organization.
- To develop an organizational culture that attracts competent people to the company. To search or head hunt/ head pouch people whose skills fit the company's value.
- To reduce employee turnover.
- To anticipate and find people for positions that do not exist yet.

1.1.4 NEED FOR RECRUITMENT

It makes possible to choose the right person in the right time at the right place. It also makes it possible to acquire the number and type of people necessary to ensure the continued operation of the organization.

➤ ***Planned needs: -***

Such needs arise from changes in the organization policies.

➤ ***Anticipated needs:-***

It refers to those movements in personnel which an organization can

Predict by studying trends in internal or external need.

➤ ***Unexpected needs:-***

Such need arises due to illness, death and resignation.

1.1.5 IMPORTANCE OF RECRUITMENT

- Provides organization with a pool of qualified candidates. The more Qualified the pool the better the success rate in selection.
- Can help the organization meet affirmative action goals and increase Organizational effectiveness.
- Determine present and future organizational requirement taking into consideration of personnel planning and job analysis activities.
- Helps to increase organization and individual effectiveness.
- Helps to get a proper candidate.
- Increases success rate of selection process by reducing the number of under Qualified or Over qualified applicants.
- Reduce the probability of leaving the organization only after a short period Of time, once recruited and selected.
- To provide good quality people to the organization.

- Determine the present and future Requirements and prevent disruption of Business activities.
- Increase organizational and individual effectiveness regarding application of various recruitment techniques and tapping different sources of recruitment concerned.

1.1.6. RECRUITMENT PROCESS:

Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources and time.



Fig1.1.6.1

Step 1: Recruitment planning phase

In the recruitment planning phase, you identify the hiring need within the

organization and create a job description for each vacant position. The job description lists the qualifications and experience required for the job and outlines the primary job responsibilities an employee needs to accomplish at the workplace.

Step 2: Strategy development phase

The next step involves devising a strategy for recruiting the most qualified candidate for the vacant position. In this phase, the recruitment team identifies if the candidates require professional training for accomplishing their work.

Step 3: Searching phase

The searching phase involves actively seeking new candidates to fill vacant positions. Often, organizations use both internal and external sources to recruit the best-fit candidate.

Step 4: Screening phase

The screening phase involves shortlisting candidates from a pool of applications or CVs. For screening candidates, you may have to review the CVs and profile summaries to separate the qualified candidates from the unqualified ones.



Fig 1.1.6.2

Step 5: Interviewing and selection phase

In this phase, the recruiter has to plan interviews with the shortlisted candidates. While face-to-face interviews are preferable, you may conduct Skype or video interviews if the candidate is not local to your office location.

Step 6: Job offer phase

The next step is officially making a job offer to the selected candidate. The offer letter should provide details like the start date, performance expectations, compensation, perks and benefits, working hours and work-related policies.

Step 7: Onboarding phase

When the candidate accepts the job offer, you can start the Onboarding process and welcome the new member to your organization. The Onboarding process can help the new employee learn about the organization's culture, understand their work policies, meet with their team members and understand workplace expectations.

1.1.7 Methods of Recruitment:

Some of the most important methods of recruitment are as follows:

1. Direct Method
2. Indirect Methods
3. Third Party Methods.

Recruitment methods refer to the means by which an organization reaches to the potential job seekers. In other words, these are ways of establishing contacts with the potential candidates. It is important to mention that the recruitment methods are different from the sources of recruitment.

The major line of distinction between the two is that while the former is the means of establishing links with the prospective candidates, the latter is location where the prospective employees are available. Dunn and Stephen have broadly classified methods of recruitment into three categories.

These are:

1. Direct Method
2. Indirect Method
3. Third Party Method.

1. Direct Method:

In this method, approaching potential candidates directly, either through personal Contacts or through LinkedIn, to fill a vacancy. Direct recruitment is often referred to as direct hiring. It is a straight forward method used by organizations to fill job Vacancies by directly selecting and appointing candidates from outside the company. This recruitment method skips intermediary steps. It's a method of hiring a candidate without paying a placement agency. If a company wants to hire someone, it directly contacts them and offers them a job. The company does not pay the agency for finding candidates for its vacancies. It's a cost effective method and allows you to save on the fees charged by recruiters and headhunters.

2. Indirect Methods:

Indirect methods include advertisements in newspapers, on the radio and television, in professional journals, technical magazines etc. This method is useful when:

- (i) Organization does not find suitable candidates to be promoted to fill up the higher posts
- (ii) When the organization wants to reach out to a vast territory, and
- (iii) When organization wants to fill up scientific, professional and technical posts

3. Third Party Methods:

These include the use of private employment agencies, management consultants, professional bodies/associations, employee referral/recommendations, voluntary organizations, trade unions, data banks, labour contractors etc., to establish contact with the job-seekers. Now, a question arises: which particular method is to be used to recruit employees in the organization? The answer to it is that it will depend on the policy of the particular firm, the position of the labour supply, the Government regulations in this regard and agreements with labour organizations. Not with standing, the best recruitment method is to look first within the organization.

1.1.8 SOURCES OF RECRUITMENT:

Sources of recruitment refer to various modes of connecting with the job seeker for completing the task of finding potential employees. In simple words, sources of recruitment are the medium through which communication regarding the vacant positions is made aware to the prospective candidates.

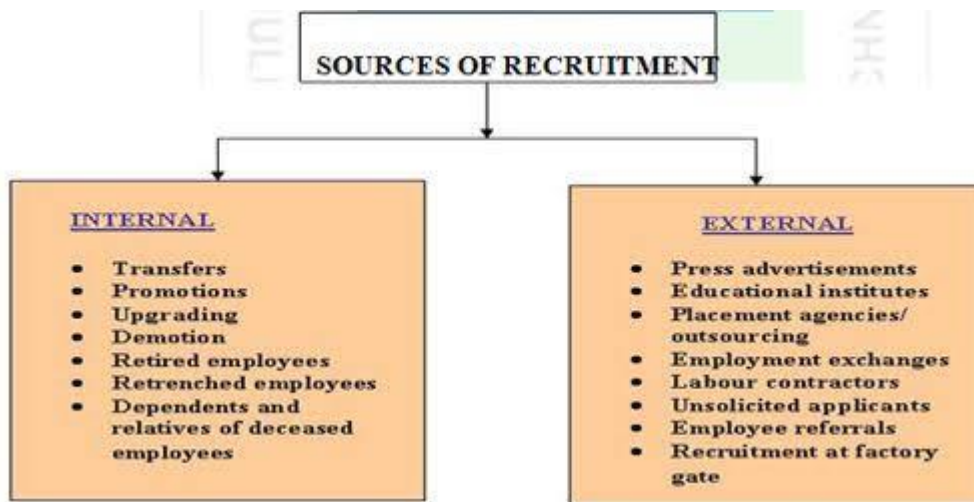


Fig1.1.8.1

I. Internal Sources:

Internal sources of recruitment refer to the recruitment of employees who are already a part of the existing payroll of the organization. The vacancy for the position can be informed to the employee through internal communication.

There are different types of internal hiring in the organization and they are as follows:

1. Promotion:

Promotion is referred to as the change of designation of the employee. It involves shifting of the existing employee to a higher position within the organization and providing that employee with more responsibility and a raise in pay. Promotion helps in motivating the other employees of the organisation to work hard so that they also become eligible for promotion.

2. Transfer:

Transfer refers to the shifting of an existing employee from one department to another department in an organization.

3. Employee Referrals:

It can happen that the organization in an effort to cut down costs on hiring is looking for employee referral. The employees are well aware of the job roles in the organization for which manpower is required. These employees will refer potential candidates by screening them based on their suitability to the position.

4. Former employees:

Some organizations have the provision of hiring retired employees willing to work part time/full time for the organization.

5. Dependents of deceased, disabled, present employees:

Some organizations with a view to the commitment and loyalty of employees, recruit the family members of the dependents of deceased, disabled.

II. External Sources:

External sources of recruitment seek to employ candidates that have not been recruited any time before in the organization.

Introduction of fresh talent among the workforce leads to growth and development of the business.

Following are the some of the external sources of recruitment:

1. Advertisement:

Advertisements serve as a great source of information regarding any job opportunities. This type of source is used for recruitment of middle level employees, or high level employees.

2. Employment Exchanges:

Employment exchanges serve as a source of recruitment for the people as it is run by the government.

3. Employment portals:

In this age of technology, development in the field of hiring has taken place. Nowadays many employment portals are open where one can find information about job openings.

4. Educational Institutions:

Educational institutions also serve as a good source of recruitment as many students or say resources will be available at once under one roof.

5. Recommendation:

This can also be a good source of recruitment as an existing employee will be able to provide better recommendation for other candidates.

6. Private employment agencies of consultants:

Private employment agencies perform recruitment functions on behalf of a client or company by charging fees line managers are relieved from

recruitment functions so that they can concentrate on their operational activities and recruitment functions are entrusted to private organization.

7. Professional Organizations:

Maintain complete bio data of their members and provide the same to various organizations on requisitions. They also act as an exchange between their members and recruiting firms.

8. Casual applicants:

Depending upon the image of the organization, the candidates apply casually for jobs through mail or hand over the applications in the personnel department.

9. Trade unions:

Employees seeking change in employment put a word to the trade union leaders with a view to getting suitable employment and when the opportunities arise they inform to management.

III. Modern sources of Recruitment

1. Walk-in:

The busy organizations advise the potential candidates to attend for an interview directly without a prior application on a specified date, time and at a specified place. The suitable candidates from among the interviewers will be selected for appointment.

2. Consult in:

The busy and dynamic companies encourage the potential job seekers to approach them personally and consult them regarding jobs the companies select the suitable candidates from among such candidates through the selection process.

3. Head Hunting (search consultants):

The company request the professional organizations to search for the best candidates for the senior executive positions. The professional organization search for the most suitable candidates and advise the company regarding the filling up of the positions.

4. Body Shopping:

Professional organizations and the hi-tech training institutes develop the pool of human resources for the possible employment. The prospective employers. Contact these Organizations to recruit the candidates. These professional and training institutions are called body shoppers.

5. Mergers & Acquisitions:

Business alliances like acquisitions, mergers and take overs help in getting. Human resources. In addition the companies do also have alliances in sharing their human resources on ad-hoc basis. It means that the company with surplus human resources offers the services of their employees to other needy organizations.

6. Outsourcing:

Some organizations recently started developing human resources pool by employing the candidates for them. These organizations do not utilize the human resources; instead they supply HRs to various companies based on their needs on temporary or ad-hoc basis.

7. E – Recruitment:

The technological revolution in telecommunications helped the organizations to Use internet as a source of recruitment. Organizations advertise the job vacancies through the World Wide Web.

1.1.9 Factors Influencing Recruitment

1. Size of the Enterprise:

The number of persons to be recruited will depend upon the size of an enterprise. A big enterprise requires more persons at regular intervals while a small undertaking employs only a few employees. A big business house will always be in touch with sources of supply and shall try to attract more and more persons for making a proper selection. It can afford to spend more amounts in locating prospective candidates. So the size of an enterprise will affect the process of recruitment.

The size of the organization affects the recruitment process. If the organization is planning to increase its operations and expand its business, it will think of hiring more personnel, which will handle its operations.

Organizations will utilize or consider utilizing more work force in the event that it is growing its operations.

Recruitment process also count the cost to the employer, that's why organizations try to employ/outsource the source of recruitment which will be cost effective to the organization for each candidate.

The availability of manpower both within and outside the organization is an essential factor in the recruitment process.

2. Employment Conditions:

The employment conditions in an economy greatly affect recruitment process. In under-developed economies, employment opportunities are limited and there is no dearth of prospective candidates. At the same time suitable candidates may not be available because of lack of educational and technical facilities. If the availability of persons is more, then selection from large number becomes easy. On the other hand, if there is a shortage of qualified technical persons, then it will be difficult to locate suitable persons.

3. Salary Structure and Working Conditions:

The wages offered and working conditions prevailing in an enterprise greatly influence the availability of personnel. If higher wages are paid as compared to similar concerns, the enterprise will not face any difficulty in making recruitments. An organisation offering low wages can face the problem of labour turnover. The working conditions in an enterprise will determine job satisfaction of employees. An enterprise offering good working conditions like proper sanitation, lighting, ventilation, etc. would give more job satisfaction to employees and they may not leave their present job. On the other hand, if employees leave the jobs due to unsatisfactory working conditions, it will lead to fresh recruitment of new persons.

4. Rate of Growth:

The growth rate of an enterprise also affects recruitment process. An expanding concern will require regular employment of new employees. There will also be promotions of existing employees necessitating the filling up of those vacancies. A stagnant enterprise can recruit persons only when present incumbent vacates his position on retirement.

SELECTION

1.1.10 DEFINITION OF SELECTION

The Selection is a process of picking the right candidate with prerequisite qualifications and capabilities to fill the jobs in the organization. Selection is defined as a process which differentiates between job applicants to filter and hire those who can achieve greater success in the job.

The various steps in selection procedure are given as follows:

1. *Inviting applications:*

The prospective candidates from within the organization or outside the organization are called for applying for the post. Detailed job description and job specification are provided in the advertisement for the job. It attracts a large number of candidates from various areas.

2. *Receiving applications:*

Detailed applications are collected from the candidates which provide the necessary information about personal and professional details of a person. These applications facilitate analysis and comparison of the candidates.

3. *Scrutiny of applications:*

As the limit of the period within which the company is supposed to receive applications ends, the applications are sorted out. Incomplete applications get rejected; applicants with un-matching job specifications are also rejected.

4. Preliminary interview or standup interviews

The applications which have been considered by the employer maybe called for a preliminary interview. The object of preliminary interview is to see the candidate personally to ensure whether he is physically and mentally suitable for the job during this interview the employer may ask certain basic questions about his educational qualifications, previous work experience areas of interest etc.

5. TESTS

A test is a sample measurement of a candidate's ability and interest for the job different types of test are conducted.

1. Aptitude Test conducted to know whether candidate has the potentials to learn the skills necessary to the work. Ex: salesman.
2. Intelligence Test to test the mental capacity of the candidates like reasoning, word fluency, memory, vocabulary, etc.
3. Proficiency Test is conducted to measure a person's skill to do his job. Ex: Typist.
4. Interest test to measure a candidate's interest in a particular work.
5. Personality Test helps to judge the personal traits of candidate's qualities like, courage, values, initiative, curiosity, judgment, temperament, etc.
6. In Basket the candidate is supplied with actual letters, telephone, conversation, reports and adequate information about job and organization. The candidate is asked to take decision on various items based on the information.

7. Thematic Apperception Test (TAT) candidates are shown a series of pictures and are asked to write a story based on these pictures. This test measures candidate's conceptual, imaginative and projective skills.

8. Ink-Blot Test the candidates are asked to see the ink- blots and make meaningful concepts out of them. The examiner keeps a record of the responses, emotional expressions and incidental behaviors.

6. Personal interview:

Candidates proving themselves successful through tests are interviewed personally. The interviewers may be individual or a panel. It generally involves officers from the top management. The candidates are asked several questions about their experience on another job, their family background, their interests, etc. They are supposed to describe their expectations from the said job. Their strengths and weaknesses are identified and noted by the interviewers which help them to take the final decision of selection.

i. *Structured Interview* - In a structured the interviewer has a list of questions with answers prepared well in advance. The interviewer asks questions only from prepared questions and marks are awarded based on the answer.

ii. *Unstructured Interview*- The interviewer asks any questions that he thinks relevant and see how the interviewee responds. The interviewer asks the candidate to express his views on the job he has applied.

iii. *Depth Interview*- Depth Interview attempts to know the in-depth knowledge of the candidate in his chosen field of activity. This interview is necessary where the candidates are expected to be experts in performing the job to be assigned to them.

iv. *Stress Interview* - This kind of interview is necessary to select candidates for jobs that require tremendous amount of patience, the capacity to overcome resistance and the mental courage to overcome stress and strain.

v. *Board or panel Interview* - In this kind of interview the candidate is interviewed simultaneously by a panel of experts. Each member of the board may ask questions from certain specific areas.

vi. *Group Discussion Interviews* - In this case a group of candidates will be interviewed simultaneously. A practical problem will be given to them and each one is asked to discuss it to find a solution.

7. Reference check:

Generally, at least two references are asked for by the company from the candidate. Reference check is a type of crosscheck for the information provided by the candidate through their application form and during the interviews.

8. Medical examination:

Physical strength and fitness of a candidate is must before they takes up the job. In-spite of good performance in tests and interviews, candidates can be rejected on the basis of their ill health.

9. Appointment:

If the employer is satisfied with the medical reports of the candidate he may appoint him in his organization. The appointment order states the date of appointment, the nature of the job, the salary, and other allowance payable, the period of probation, etc.

10. Probation:

It is the initial testing period of the candidates during which his performance will be observed. In certain organizations it may be 6 months while in others it may extend up to 2 years.

11. Confirmation of service:

After the successful completion of the period of probation, the candidate's appointment will be confirmed after getting the confirmation order the candidate becomes eligible to contribute to provident fund and other schemes. The candidate who has not performed satisfactorily will be issued the termination letter.

1.1.11 Difference between Recruitment & Selection

Recruitment	Selection
It is the process of stimulating people to apply for a vacant job position in the organization.	It is the process of selecting the best candidates from those who have applied for the job.
The objective of recruitment is create a pool of eligible candidates for the purpose of selection.	The objective of selection is to get the best candidate selected for the job.
It is a positive process as it attracts people towards the organization.	It is a negative process as it involves rejection of candidates at every stage of it.
It takes place before selection.	It takes place after recruitment.

Table1.1.11

1.2 INDUSTRYPROFILE

About K.T.V. Health Food Private Limited:

KTV Group, which has its headquarters in Chennai, comprises of KTV Health Food Private Limited, KOG KTV Food Products India Limited, and KTV Oil Mills etc.



Fig1.2.1

The Group had its origin in Chennai in 1971 when Late Shri K.T. Varadaraj Chetty established an Oil trading business at Kotwal Market. Late Shri K.T. Varadaraj Chetty Sons, Shri KTV Narayanan (58 years) and Shri KTV Kannan (48 years) currently manage and direct the company at the corporate level. KTV today is a joint venture with Adani Wilmar Limited (AWL). AWL manufactures and markets the Fortune brand of edible oils, Rag vanaspati and palmolein. They sell More than a million MT (1 million = 10 lakhs) of edible oils in India. KTV group's turnover from edible oils was more than 3000 crores in 2015 – 16. The company buys crude oils and refined palm oil depending on the international market condition, processes it in its 3 factories in Tamil Nadu and trades in bulk as well as in consumer packs. KTV supplies packed RBD Palmolein in consumer packs to the Tamil Nadu. Civil Supplies Corporations for further distribution through PDS Shops or ration shops. Oil Manufacturing Industry is robustly driven by the growth in demand for edible and other oils. Manufacture of vegetable oils and fats through solvent extraction process, it comes under division Manufacture of Food

Products and Beverages and this come under section Manufacturing. It processes edible oil and mainly deal in vanaspati Oil, Sunflower Oil and Palm Oil.

And it specializes in oil palm cultivation, refining, oil seeds crushing. K.T.V. Health Food Private Limited is a leading Private Limited Indian Non-Government Company incorporated in India on 09 August 2002 and has a history of 21 years and two Months.

Roles:

Our primary goal is to develop Oil industry and to ensure that government and society as a whole, understand both the needs of industry and its contribution to the customers well-being. For this, we work

- To play an important role in the edible oil market.
- To design equipment to extract crude oil in the most profitable way without Must wastage.
- To provide up-to-date information and data to industry.
- To create awareness and support industry efforts on quality and environment.
- To identify and address the special needs of the customers from their products and their satisfaction level.
- To ensure proper and methodical way of testing and extracting oil so that There is minimum wastage.
- To provide good quality of oils to customers.

1.3 COMPANYPROFILE

About K.T.V.HFPL:



Fig 1.3.1

K.T.V. Health Food Private Limited is a private incorporated on 09 August 2002. It is classified as Non-government Company and is registered as Registrar of companies, Chennai.

K.T.V. has 3 units: the parent in Kodungaiyur, Chennai, the second at Tuticorin and the third at Gummidipoondi, Chennai. The second and third are among the most advanced edible oil units in India.

K.T.V. Health Food Private Limited aims to provide complete guidance and counselling through self-assessments& insights into making right career choices. We also enhance personality & confidence of the youth before entering into the corporate world by imparting various professional and personal development skills through blended approach of online and offline learning mechanisms.

K.T.V.HFPL Will be a reservoir of skilled talent pool, where the industry can tap in from, thus establishing a seamless employer – employee connect. Employee – Employer relationship plays a vital role at any workplace. A strong and healthy employer – employee relationship results in employee feeling respected, encouraged, and supported.

It's a Private company, which CIN Number is U15143TN2002PTC049397, was incorporated 21 years ago on dated 09-Aug-2002. As regarding the financial status on the time of registration of K.T.V.HFPL company its authorized share capital is Rs. 115500000 and its paid up capital is Rs. 22505000.

As per registration of company, it involves under in Business activity class / sub class code 15143, Main Activity of the said company is to manufacture of vegetable oils and fats through solvent extraction process, it comes under Division Manufacturing of Food Products and Beverages and this coe under section Manufacturing.

The sincerity and dedication of the employees in K.T.V.HFPL is a major success factor. With a full-fledged Human Resource Department, regular training and refresher course are part of the company life.

Apart from skill betterment, these courses inculcate quality consciousness, safety and awareness contributes to personality development. There are around 250 employees in the company.



Fig1.3.2

Objectives of K.T.V.HFPL:

- Refine the quality of candidates.
- Create a pool of qualified candidates.
- Finding candidates who fit the company's culture.
- Improve brand perception.



Fig 1.3.3

Vision & Mission of K.T.V.HFPL:

Vision:

KTV envisions its brands to be the first choice of consumers who value quality over price and are eager to break free from their customary purchasing habits in their quest for a clean kitchen and nutritious diet.

Mission:

The mission of the organization is to be or become the market leader in its chosen field and segments.

K.T.V.HFPL –Makes it Happen



Fig. 1.3.4

Recruitment Process



Fig. 1.3.5

Recruitment and Selection Process



Fig. 1.3.6

1.4 STATEMENT OF THE PROBLEM

In today's competitive work environment Recruitment plays an important role. Recruitment is a process of selecting people. In many organizations the recruiters are having less scope of recruitment practices. It is expected that recruitment of the candidates will be increased if the factors of recruitment practices expected by the recruiters are satisfied. Recruitment practices in the company are the very big challenge for them to implement and recruit the candidates properly. So this research paper has mentioned some recommendations and suggestions to

improve the recruitment practices in the Organization. Hence forth the researcher made an attempt to study the recruitment process and its effectiveness.

1.5 NEED FOR THE STUDY

- To identify the various recruitment and selection techniques.
- To identify general practices that organizations use to recruit and select Employees.
- To determine which recruitment and selection practices are most effective.
- To recruit right candidate for the right job.
- To identify the problems and suggestions related to the recruitment and selection process.
- To analyse the detailed understanding of the recruitment and selection process.
- To determine whether employees are satisfied with the recruitment process.

1.6 SCOPE OF THE STUDY

- This study helps to make decision in selecting the right candidates for the right Job.
- This study helps the organization to study the area of problem and suggest ways to improve the recruitment and selection process.
- This study focus on understand the recruitment and selection process.
- The present research his confined to study the recruitment and selection process followed at K.T.V. Health Food Private Limited.
- The study reveals that whether employees are satisfied with the recruitment Process.

1.7 OBJECTIVES OF THE STUDY

Primary Objective:

1. A study on effectiveness of recruitment and selection process at K.T.V Health Food Private Limited.

Secondary Objective:

1. To study the various sources of recruitment.
2. To know the perception of employees regarding recruitment and selection process.
3. To find out whether employees are satisfied with the recruitment and selection Process at K.T.V. Health Food Private Limited.

1.8 LIMITATIONS OF THE STUDY

- Research was to be conducted maintaining the decorum of the Company.
- Employees were busy in their work so they did not spend much time in respond respond openly to the question asked.
- Due to time constraint in the depth study could not be conducted.
- The information collected from the employees may not be 60 percent true they may some false because of some company rules.
- The data was collected only on current working employees not an employee who left the organization.

CHAPTER-2

REVIEW OF LITERATURE

Sania Usmani (2020) - Recruitment and Selection Process at Workplace: A Qualitative, Quantitative and Experimental Perspective of Physical Attractiveness and Social Desirability. (2020). The results of this review will also guide all future studies on how appearance, confidence, communication skills and resumption of clarity play an important role in the recruitment process rather than physical or facial attractiveness.

Dharshini.K.A & Seleena.R (2020) - A Pragmatic study on Human Resources Trends in recruitment and selection process in Non-Banking Financial Companies in Kanniyakumari district (2020). The most important study recommended that it is necessary to enhance the new form of talent acquisition, such as campus recruitment, the trainees program to employ the appropriate talents, and the evaluation of candidates during recruitment must be more efficient.

Bushra Bintey Mahbub (2020)- Internship Report on Recruitment and Selection Process of BRAC Bank LTD. (BBL) (2020). The report made several recommendation, the most important of which was that some procedures could be computerized via the Internet so that some work is reduced and opportunities for manual errors are reduced. There is a need to give more facilities to the trainees, and the most important goal was that they should search for quality instead of quantity in the case of selecting or employing employees.

Sophia Diana Rozario and Others (2019)-Challenges in Recruitment and Selection Process: An Empirical Study (2019). The study indicated that there are some restrictions and it was considered an introductory study for future research. The first limitation relates to the cross-sectional nature of this study describing participants' feelings and thoughts about the selection process at a particular time only. Therefore,

the results are based on the participant's emotions for that period only rather than evidence over a period of time.

Ahmedabad (2018) – A Study On Recruitment And Selection Process Of Airtel (2018). The study presented several recommendations, the most important of which was the necessity of an effective human resources management in the organization that depends on the effectiveness of many other human resources activities such as selection and training on the quality of new employees who are attracted through the recruitment process.

Dr. Amer Hani Al-Kassem (2017) - Recruitment and Selection Practices in Business Process Outsourcing Industry (2017). The study recommended that access to employee services, develop their skills, and motivate them at high levels of performance, and in order to ensure the maintenance of their commitment to the organization, this is necessary to achieve organizational goals.

Agneš Slavić and Others (2017) - The Role of the Internet and Social Networks in Recruitment and Selection Process (2017). The results of the research conducted show that in Serbia, the internet and social networks are used in the recruitment process, but still not to a large extent. The conclusion is that the decision to select a suitable candidate should not only be based on social network data, but this information can help in making decisions.

Adeyemi et. al (2015) also opined that employees should all be treated fairly in the recruitment and selection process and be appraised constantly to ensure that they improve their performance.

Ekwoaba, Ikeije, and Ufoma (2015) in a study of the impact of recruitment and selection criteria on organizational performance revealed that recruitment and selection criteria have a significant effect on organization's performance that the more objective the recruitment and selection criteria, the better the organization's.

Ayesha Yaseen (2015) has presented the recruitment and selection process of educational sectors. Here the higher education institutions with the placement impact are studied to recommend for economic growth. Researchers in this research are of the view that GCU needs revision of its set up of selection and recruitment starting from job advertisement to the hiring of employees.

Aminchi Daniel, et.al (2014) have presented the recruitment and selection process of HR in adult educational schools. Here the management of adult education borno state Nigeria is reviewed. The paper reasons that it is essential to decide the procedure by enroll, select and place association worker and the unforeseen workforce as far as their aptitudes and specialized capacities, particularly in grown-up instruction association.

Sudhasetti N, and DNM Raju, (2014) has studied the recruitment and selection process of various industries. Here the cement industry, electronics and sugar industry data are processed on the studied. Effective recruitment process rehearses are key parts at the passage purpose of HR in any association .Efficient placement selection systems bring about improved hierarchical results. The primary target of this paper is to recognize general practices that associations use to enlist and select workers.

Sneha M, (2014) have reviewed the recruitment and selection process based on the HR consulting firms. As a prime supporter of the ability procurement, HR counseling firms have meant their significance of this industry. The placement strategy of an association is dictated by the nature of work and industry in which it works.

Neeraj Kumari (2013) A Study of the Recruitment and Selection process: SMC Global (2013) He found that the company is following an effective Recruitment and Selection process to maximum extent. Company should focus on long term consistent

performance rather than short term. The emphasis towards training and enhancing skills of recruiters needs to be more and also consistent.

Wycliffe M. Nyangaresi and others (2013) Recruitment and Selection Process: A Case of City council of Nairobi, Kenya (2013) The study made important recommendations based on its findings and the most important of those recommendations was that for any organization in the competitive business world today to achieve its goals and objectives and in order to remain relevant to the market, it must invest heavily in the appointment and selection of its employees.

Mustapha, Adeniyi Mudashiru (Ph.D) (2013) The Impacts of well Planned Recruitment and Selection Process. The study recommended that the goal of employment goes beyond merely filling vacancies to include individual development and achievement. It aims to build a strong organization where effective teamwork takes place, while meeting the needs of individuals at the same time.

Korsten (2013) and Jones et al. (2013), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online.

Rehman, Safdar (2012). A Study of Public Sector Organizations with Respect to Recruitment, Job Satisfaction and Retention. A detailed analysis of the issues and tasks suggests that implementing a variety of personnel policies to improve work performance results in lower job turnover by increasing job satisfaction.

Aakash Gopalia (2011) Effectiveness of Online Recruitment and Selection Process. His research indicated that online recruitment and selection are effective in terms of the time needed to employ reducing employment and saving and managing costs. Apart from that, it was determined that online recruitment is also effective in terms of

developing a competitive advantage for companies by developing a market image and obtaining high-quality candidates.

Dr. Nazrul Islam and others (2010) factors affecting the recruitment and selection process in private commercial banks. The study concluded that the factors that affect the recruitment and selection process in banks are unable to bridge the gap between the qualifications of candidates and the requirements of work in banks.

JACKSON [2010] The corporate blueprint of managing the staff and the method of approaching the HR concepts should satisfy the objectives of the execution and it should also fulfill the additional repayment process as well.

ONGORI HENRY, TEMTIME Z [2010] The SME (Small and Medium Enterprise) selection practices of recruitment has been indicated to enhance and improve the administrative practices in these sectors, which suggest suitable human assets and methods for the completion of the process.

P MANIKANDAN AND R KALPNA SASTRY [2009] It is very important to observe the HRM principles and strategies for effective Human Resources Management.

Emma Parry, Hugh Wilson (2009). Factors influencing the adoption of online recruitment. According to their research the Internet is initially expected to welcome the future of recruitment and is expected to replace other media with desirable recruitment methods, but the recruitment of online recruitment is not so comprehensive.

Hella Sylva, Stefan T. Mol (2009). E-Recruitment: A study into applicant perceptions of an online application system. The survey investigates applicants' perceptions of Web-based procedures based on real-world surveys of 1360 applicants to multinational financial services organizations applying for jobs in the UK, the Netherlands.

Ghada El-Kot, Mike Leat (2008). A survey of recruitment and selection practices in Egypt. The purpose of this article is to confirm that there is evidence that the Egyptian organization is using context-specific recruitment and selection practices and that other practices are being used in various occupations.

Keith Townsend (2007) Recruitment, training and turnover: another call centre paradox. There seems to be a lot of paradox in the management of the growing call center sector. The purpose of this white paper is to review a wide range of recruitment and training systems in 34 the workplace that face these highly anticipated sales.

Cem Tanova, HalilNadiri (2005) Recruitment and training policies and practices: The case of Turkey as an EU candidate. In Turkey, in contrast to existing literature and theoretical suggestions, it suggests that there is a high possibility of relying on employers considered as full-time employment sources to fill SME managerial positions.

Sohel Ahmad, Roger G. Schroeder (2002). The management literature describes that the behavioral characteristics of employees can play an important role in the success of TQM. However, there is little empirical research on this. Using international data sets, this study investigates: the impact of quality control methods on the competitiveness of plants.

Dessler (2002) contends that there has been a significant amount of research examining what skills and qualities employers' value most in job applicants. Qualifications, work experience and communication or interpersonal skills are the most frequently identified qualities.

CHAPTER- 3

RESEARCH METHODOLOGY

Research methodology involves specific techniques that are adopted in research process to collect, assemble and evaluate data. It is the process used in collecting and analyzing information to increase our understanding of a topic or issue. It consists of three steps: putting forward a question, collecting data to answer the question and presenting an answer to the question. Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It defines those tools that are used to gather relevant information in a specific research study. Surveys, questionnaires and interviews are the common tools of research.

3.1 RESEARCH DESIGN

“A Research design is simply the framework or plan for a study is used to guide in collecting and analysing the data. It is a blue print that is followed in completing a study”.

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the problem research. A research design is a framework that has been created to find answers to research questions.

After developing hypothesis the researcher has to prepare a research design. It's a blue print specifying every stage of action in the course of research. Such a design would indicate whether the course of action planned will minimize the use of resources and maximize the outcome.

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine research purpose and economy in procedure. A research should be flexible, should help to minimize bias at every stage, should facilitate collection and analysis and closely linked with objectives of the study.

DESCRIPTIVE RESEARCH DESIGN:

Research design used for this study is descriptive research design. Descriptive research design is called explanatory design. This describes the demographic characteristics of candidates who are seeking the job.

Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, Occupation experience etc., and a descriptive study is necessary.

This design is concerned with research studies with a focus on the portrayal of the characteristics of a group or individual or a situation. The main objective such studies is to acquire knowledge.

For example, to identify the use of a product to various groups, a research study maybe undertaken to question whether the use varies with income, age, sex or any other characteristics of population.

These are propositions that describe the characteristics of a variable. The variable may be an object, person, organization, situation or event.

Example: The rate of unemployment among arts graduates is higher than that of commerce graduates.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.2.1 Primary source of data

Primary data is obtained directly from first-hand sources by means of surveys observation or experimentation. For the purpose of this study, the primary data is collected through survey using questionnaire method. The questionnaire was given to 120 executive level employees in the organization. The responses were collected and used for analysis.

3.2.2 Secondary source of data

Sources from the organization, organization literature, books and journals are served as the secondary data for the study. Secondary data are those, which are not collected specifically for solving the problem currently being investigated. In this research, the secondary data is collected through internal sources such as company records, company policies and websites. External sources such as literatures, books and websites were also used.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was designed to know the general information from the candidates and employees their opinions and suggestions about recruitment and selection process in K.T.V.Health Food Private Limited.

3.4 SAMPLESIZE

A subset of the universe that the best represents the same is sample. The number of units from the sample is referred to as the sample size. Sample size for the present study is 120 employees from the company K.T.V. Health Food Private Limited.

3.5 SAMPLING TECHNIQUE

Convenience sampling is adopted to collect data from the respondent. A Convenience sampling method is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.6 PERIOD OF STUDY

The period of study is 3months from January 2024 to March 2024.

3.7ANALYTICAL TOOLS

Percentage Analysis

1. Percentage analysis

Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more serried of data, Percentage are used to describe relationship.

It can be used to compare the relative terms, the distribution of two or more series of data. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

Percentage of Respondents = (No. of respondents/Total)* 100

CHAPTER- 4

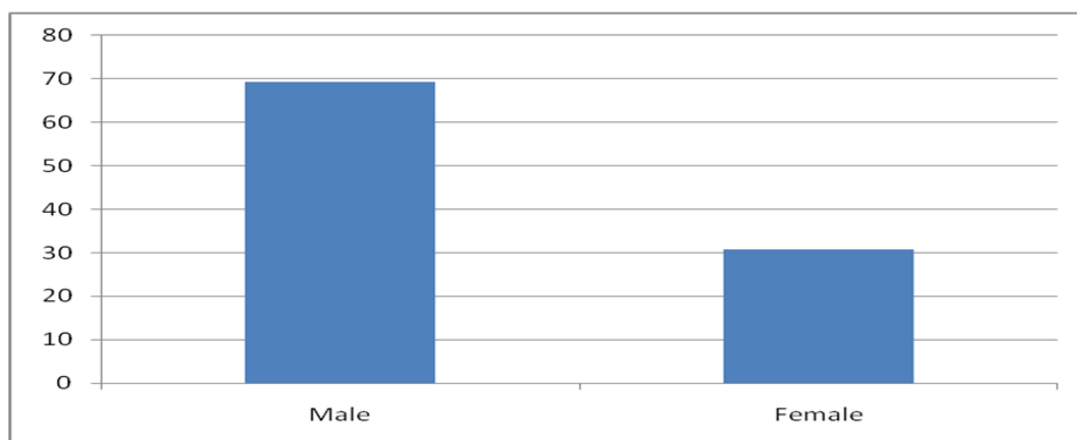
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1. Table showing Gender wise classification of the respondents

Gender	No. of Respondents	Percentage
Male	83	69.2%
Female	37	30.8%
Total	120	100.00%

Source: Primary data



4.1.1. Chart showing Gender wise classification of the respondents

Interpretation:

From the above table, it is interpreted that 69.2% of the respondents are male and 30.8% of the respondents are female.

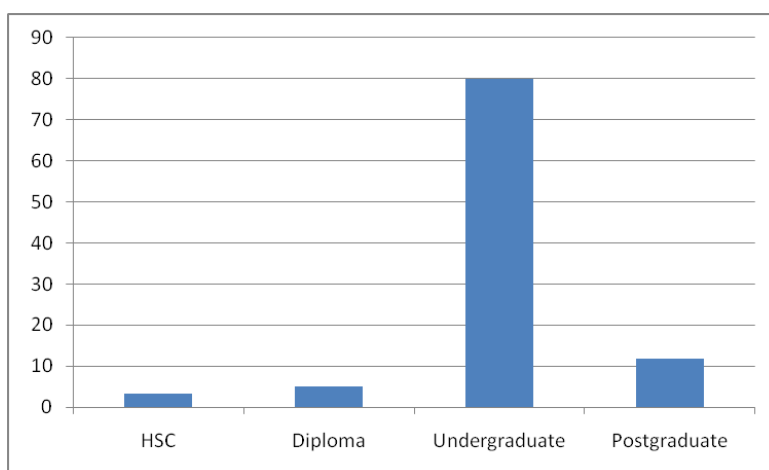
Inference:

Majority of the respondents (69.2%) are male.

4.1.2. Table showing distribution of respondents based on Educational Status

Educational status	No. of respondents	Percentage
HSC	4	3.3%
Diploma	6	5%
Undergraduate	96	80%
Post graduate	14	11.7%
Total	120	100%

Source: Primary data



4.1.2. Chart showing distribution of respondents based on Educational Status

Interpretation:

From the above table, it is interpreted that 11.7% of the respondents are Postgraduates, 80% of the respondents are Undergraduates, 3.3% of the respondents are HSC and 5% of the respondents have Completed Diploma.

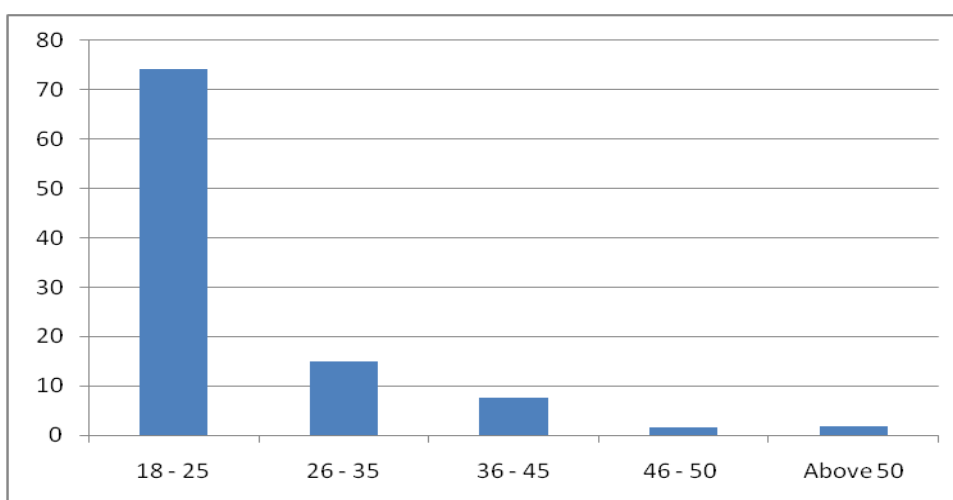
Inference:

Majority (80%) of the respondents are Undergraduates.

4.1.3. Table showing distribution of respondents based on Age

Age group	No. of respondents	Percentage
18-25years	89	74.2%
26-35years	18	15%
36-45years	9	7.5%
46-50years	2	1.6%
Above50years	2	1.7%
Total	120	100%

Source: Primary data



4.1.3. Chart showing distribution of respondents based on Age

Interpretation:

From the table, it is interpreted that 74.2% of the respondent's are 18-25 years, 15% of the respondents are 26-35 years, 7.5% of the respondent's are 36-45 years, 1.6% of the respondents are 46-50 years and 1.7% of the respondents are above 50 years.

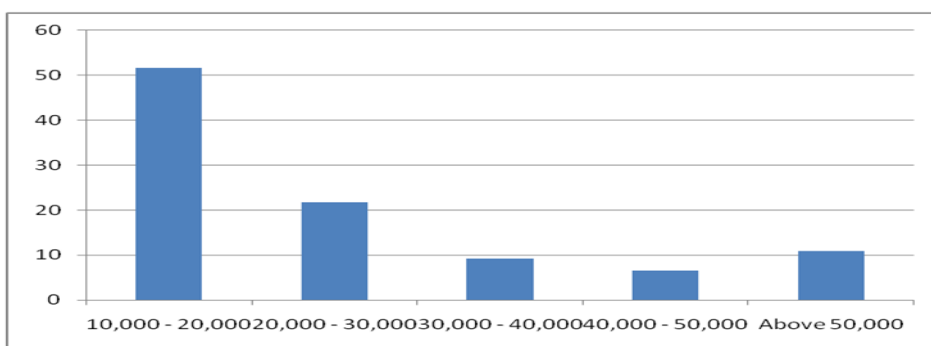
Inference:

Majority (74.2%) of the respondents are 18-25 years old.

4.1.4. Table showing distribution of respondents based on Monthly Income

Monthly Income	No. of Respondents	Percentage
10,000 – 20,000	62	51.7%
20,000 – 30,000	26	21.7%
30,000 – 40,000	11	9.2%
40,000 – 50,000	8	6.6%
Above 50,000	13	10.8%
Total	120	100%

Source: Primary Data



4.1.4. Chart showing distribution of respondents based on Monthly Income

Interpretation:

From the above table, It is interpreted that 51.7% of the respondents 10,000 – 20,000, 21.7% of the respondents are 20,000 – 30,000, 9.2% of the respondents are 30,000 – 40,000, 6.6% of the respondents are 40,000 – 50,000 and 10.8% of the respondents are above 50,000 Monthly Income Category.

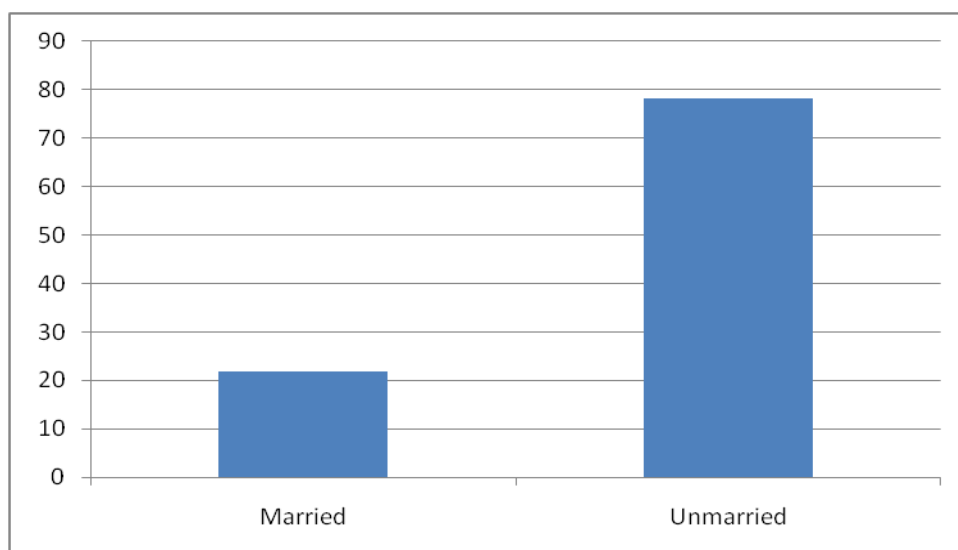
Inference:

Majority of the (51.7%) of the respondents are comes under 10,000 – 20,000 Monthly Income Category.

4.1.5. Table showing distribution of respondents based on Marital Status

Marital Status	Respondents	Percentage
Married	26	21.7%
Unmarried	94	78.3%
Total	120	100%

Source: Primary Data



4.1.5. Chart showing distribution of respondents based on Marital Status

Interpretation:

From the above table, It is interpreted that 21.7% of the respondents are Married and 78.3% of the respondents are Unmarried.

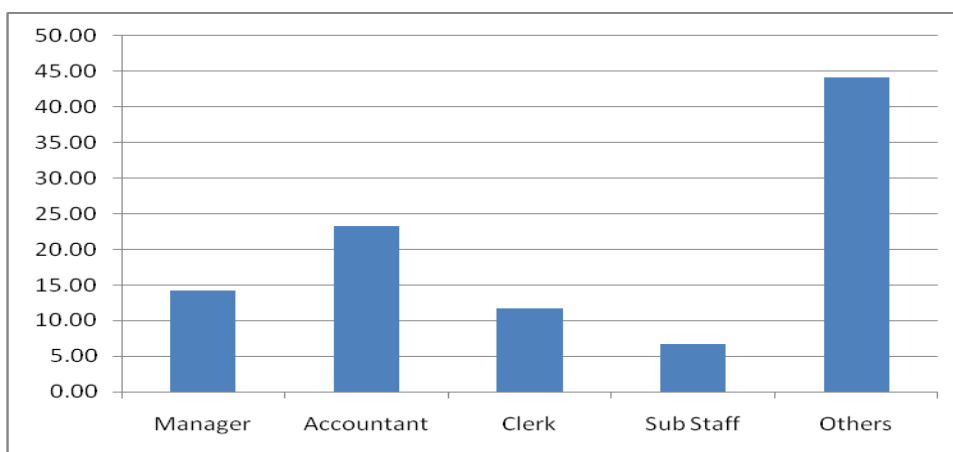
Inference:

Majority (78.3%) of the respondents are Unmarried.

4.1.6. Table showing distribution of respondents based on Designation

Designation	Respondents	Percentage
Manager	17	14.2%
Accountant	28	23.3%
Clerk	14	11.7%
Substaff	8	6.7%
Others	53	44.2%
Total	120	100%

Source: Primary Data



4.1.6. Chart showing distribution of respondents based on Designation

Interpretation:

From the above table, it is interpreted that 14.2% of the respondents are Manager, 23.3% of the respondents are Accountant, 11.7% of the respondents are Clerk, 6.7% of the respondents are Sub Staff and 44.2% of the respondents are Others.

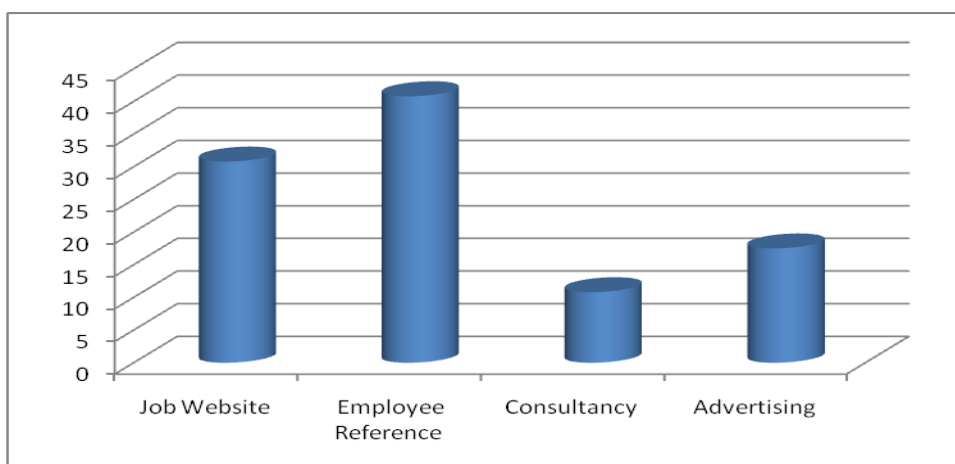
Inference:

Majority (44.2%) of the respondents are Others.

4.1.7 Table showing that percentage of job opening at K.T.V. Health Food Private Limited.

Particulars	No. of Respondents	Percentage
Job Website	37	30.8%
Employee Reference	49	40.8%
Consultancy	13	10.8%
Advertising	21	17.5%
Total	120	100%

Source: Primary Data



4.1.7. Chart showing that percentage of Job Opening at K.T.V. HFPL

Interpretation:

From the above table, it is interpreted that 30.8% of the respondents are Job Website, 40.8% of the respondents are Employee Reference, 10.8% of the respondents are consultancy and 17.5% of the respondents are advertising.

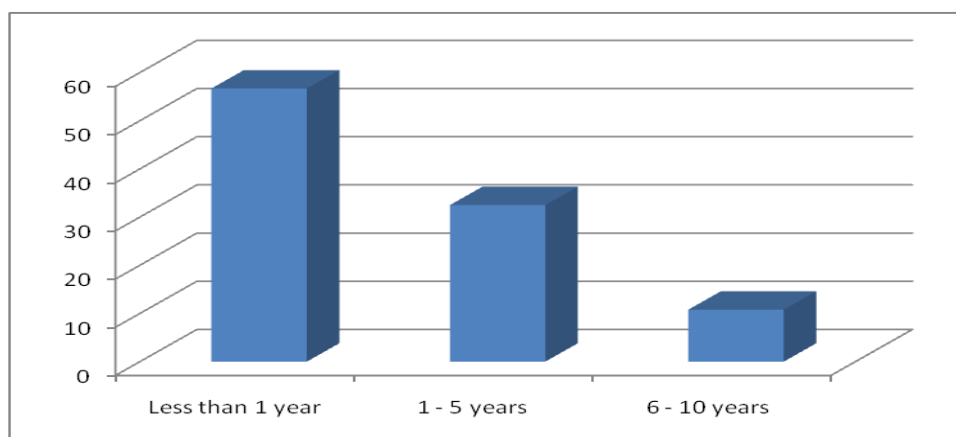
Inference:

Majority (40.8%) of the candidates came to know about job openings at K.T.V.HFPL through the Employee Reference.

4.1.8. Table showing that Experience of Employees

Particulars	Respondents	Percentage
Less than 1 year	68	56.7%
1 – 5 years	39	32.5%
6 – 10 years	13	10.8%
Total	120	100%

Source: Primary Data



4.1.8. Chart showing that percentage of Experience of Employees

Interpretation:

From the above table, it is interpreted that 56.7 of the employees are working less than a year, 32.5% of the employees are working 1 – 5 years and 10.8% of the employees are working between 6 – 10 years.

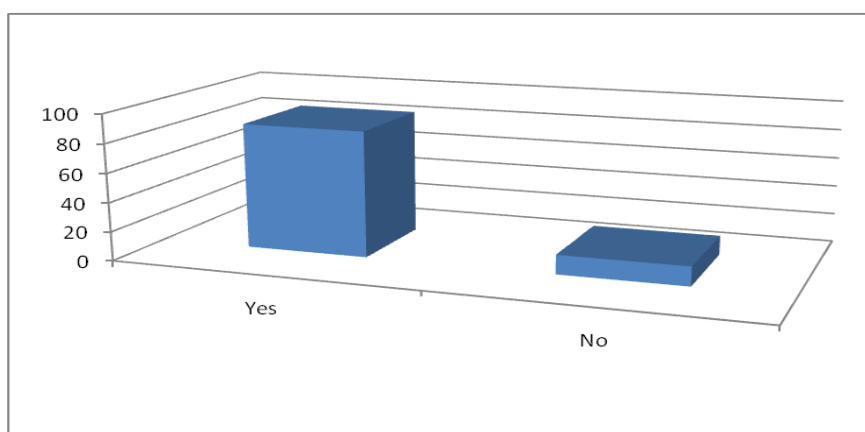
Inference:

Majority (56.7%) of the employees are working less than a year.

4.1.9. Table showing that perception of Employees towards Clarification about Job Profile.

Particulars	Respondents	Percentage
Yes	104	86.7%
No	16	13.3%
Total	120	100%

Source: Primary data



4.1.9. Chart showing that percentage of Clarification about Job Profile.

Interpretation:

From the above table, it is interpreted that 86.7% of the respondents say that the recruitment team clarifies all the questions related to the organization and job profile and 13.3% of the respondents says that the recruitment does not clarify all the questions related to the organization and job profile.

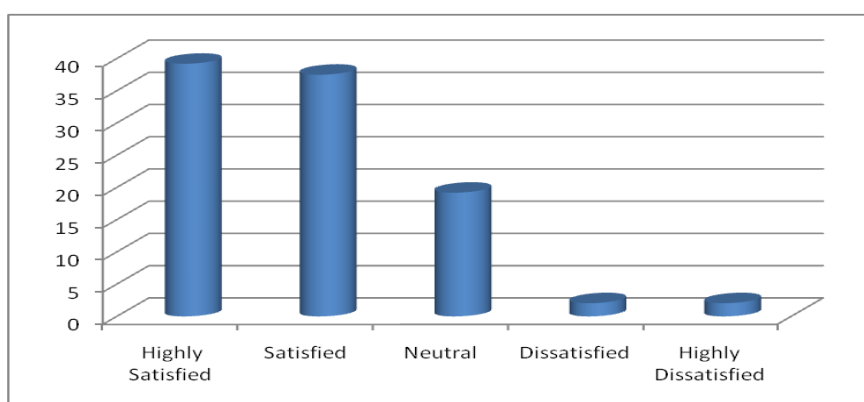
Inference:

Majority (86.7%) of the respondents thought that the recruitment team clarify all the questions related to the organization and job profile.

4.1.10. Table showing that percentage of satisfaction level with the Aptitude Test.

Particulars	Respondents	Percentage
Highly Satisfied	47	39.2%
Satisfied	45	37.5%
Neutral	23	19.2%
Dissatisfied	3	2.05%
Highly Dissatisfied	2	2.05%
Total	120	100%

Source: Primary Data



4.1.10. Chart showing that percentage of satisfaction level with the Aptitude Test

Interpretation:

From the above table, It is interpreted that 39.2% of the respondents are highly satisfied, 37.5% of the respondents are satisfied, 19.2% of the respondents are neutrally satisfied, 2.05% of the respondents are dissatisfied and 2.5% of the respondents are highly dissatisfied with the aptitude test.

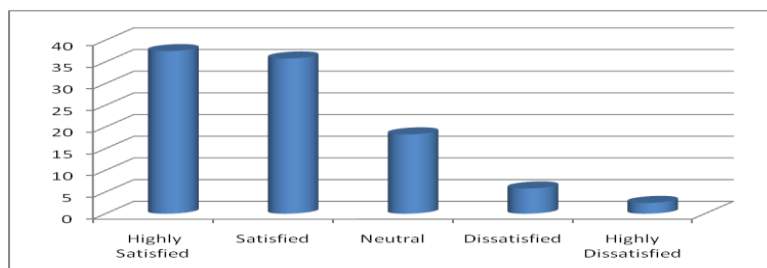
Inference:

Majority (39.2%) of the respondents are highly satisfied with the aptitude test.

4.1.11. Table showing that percentage of satisfaction level with the Personal Interview

Particulars	Respondents	Percentage
Highly Satisfied	45	37.5%
Satisfied	43	35.8%
Neutral	22	18.3%
Dissatisfied	7	5.83%
Highly Dissatisfied	3	2.5%
Total	120	100%

Source: Primary Data.



4.1.11. Chart showing that percentage of satisfaction level with the Personal Interview

Interpretation:

From the above table, it is interpreted that 37.5% of the respondents are Highly satisfied, 35.8% of the respondents are satisfied, 18.3% of the respondents are satisfied with neutral, 5.8% of the respondents are dissatisfied and 2.5% of the respondents are highly dissatisfied.

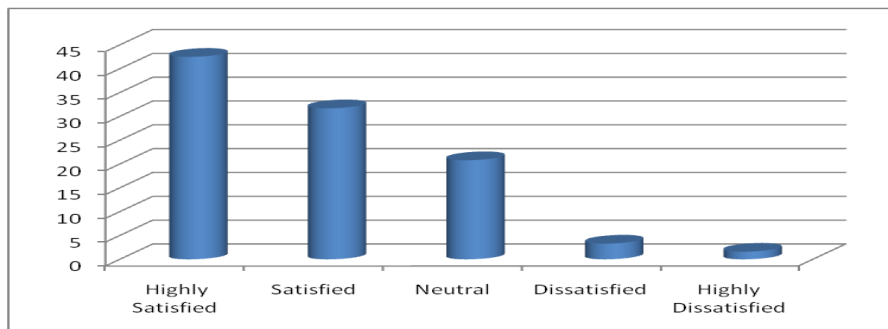
Inference:

Majority (37.5%) of the respondents are highly satisfied with the personal interview.

4.1.12. Table showing that percentage of satisfaction level with the Medical Examination

Particulars	Respondents	Percentage
Highly Satisfied	51	42.5%
Satisfied	38	31.7%
Neutral	25	20.8%
Dissatisfied	4	3.3%
Highly Dissatisfied	2	1.6%
Total	120	100%

Source: Primary Data



4.1.12. Chart showing that percentage of satisfaction level with Medical Examination

Interpretation:

From the above table, it is interpreted that 42.5% of the respondents are highly satisfied, 31.7% of the Respondents are satisfied, 20.8% of the respondents are satisfied neutrally, 3.3% of The respondents are dissatisfied and 1.6% of the respondents are highly dissatisfied.

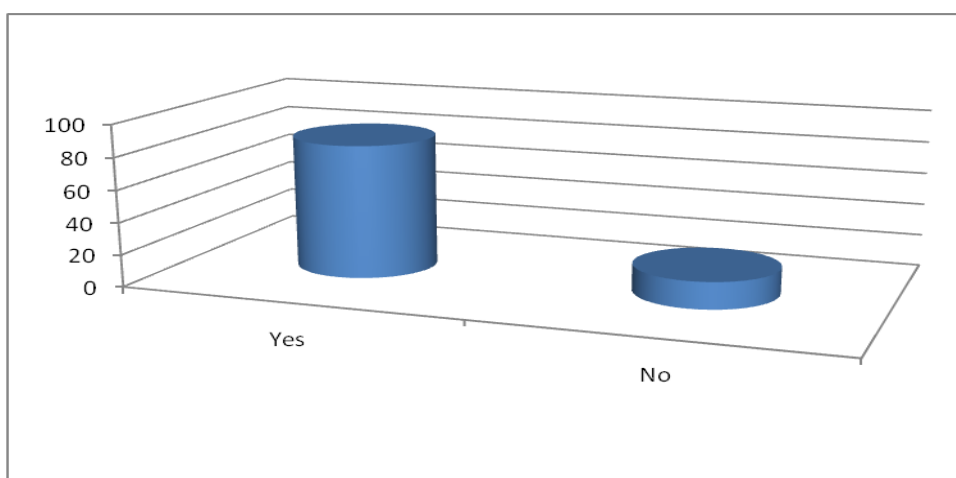
Inference:

Majority (42.5%) of the respondents are highly satisfied with the medical examination.

4.1.13. Table showing that Percentage of Awareness about Probation Period

Particulars	Respondents	Percentage
Yes	100	83.3%
No	20	16.7%
Total	120	100%

Source: Primary Data



4.1.13. Chart showing that percentage Awareness about Probation Period

Interpretation:

From the above table, It is interpreted that 83.3% of the respondents are aware about the probation period and 16.7% of the respondents are not aware about the probation period.

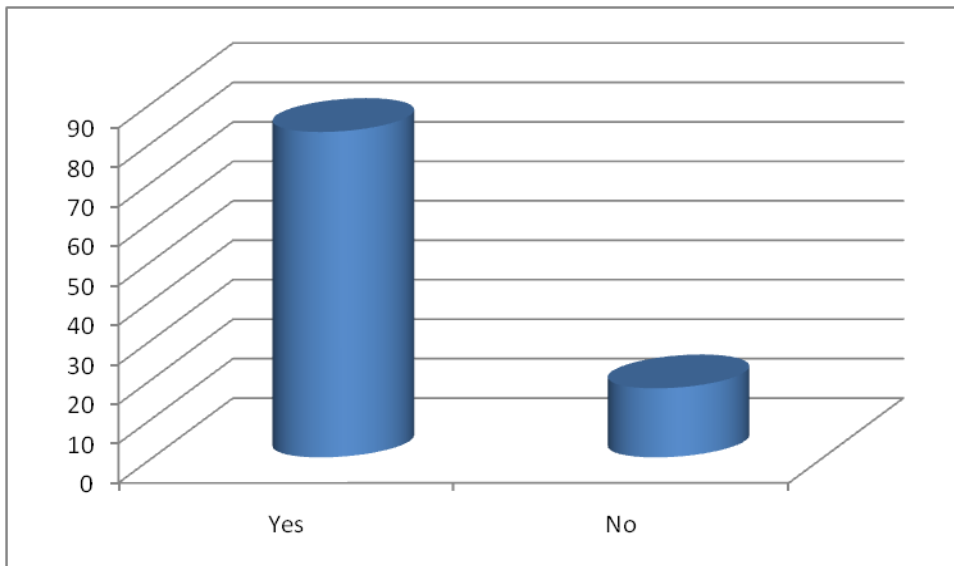
Inference:

Majority (83.3%) of the respondents are aware about the probation period in the Organization.

4.1.14. Table showing that percentage of Comfortable level with the Probation Period

Particulars	Respondents	Percentage
Yes	99	82.5%
No	21	17.5%
Total	120	100%

Source: Primary Data



4.1.14. Chart showing that percentage of Comfortable level with the Probation Period

Interpretation:

From the above table, It is interpreted that 82.5% of the respondents are comfortable to work in the probation period and 17.5% of the respondents are not comfortable to work in the probation period.

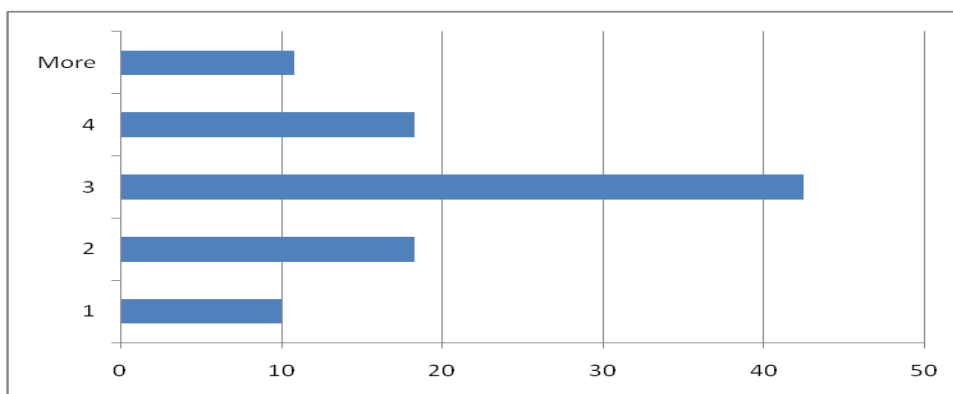
Inference:

Majority (82.5%) of the respondents are feeling comfortable to work in the Probation period of the organization.

4.1.15. Table showing that stages involved in Selection Process

Particulars	Respondents	Percentage
1	12	10%
2	22	18.3%
3	51	42.5%
4	22	18.3%
More	13	10.8%
Total	120	100%

Source: Primary Data



4.1.15. Chart showing that stages involved in Selection Process

Interpretation:

From the above table, It is interpreted that 10% says only one stage is used in selection process, 18.3% says 2 stages are used in selection process, 42.5% says 3 stages are used in selection process, 18.3% says 4 stages are used in selection process and 10.8% says more stages are used in selection process.

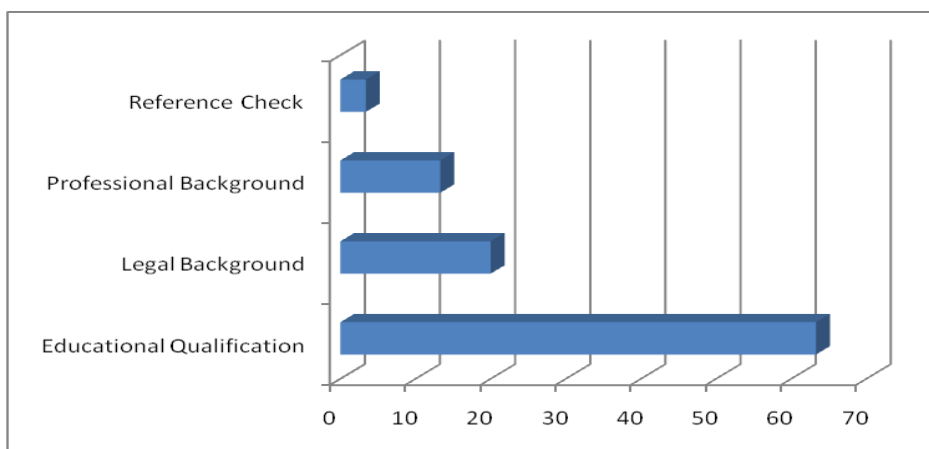
Inference:

Majority (42.5%) of the candidates are selected through 3 stages during selection process.

4.1.16. Table showing that kind of verification during Recruitment Process

Particulars	Respondents	Percentage
Educational Qualification	76	63.3%
Legal Background	24	20%
Professional Background	16	13.3%
Reference Check	4	3.4%
Total	120	100%

Source: Primary Data



4.1.16. Chart showing that kind of verification during Recruitment Process

Interpretation:

From the above table, It is interpreted that 63.3% of the employees say that the company verifies educational qualification, 20% of the employees says that the company verifies legal background, 13.3% of the employees says that the company verifies professional background and 3.4% of the employees says that the company verifies reference check of the candidates.

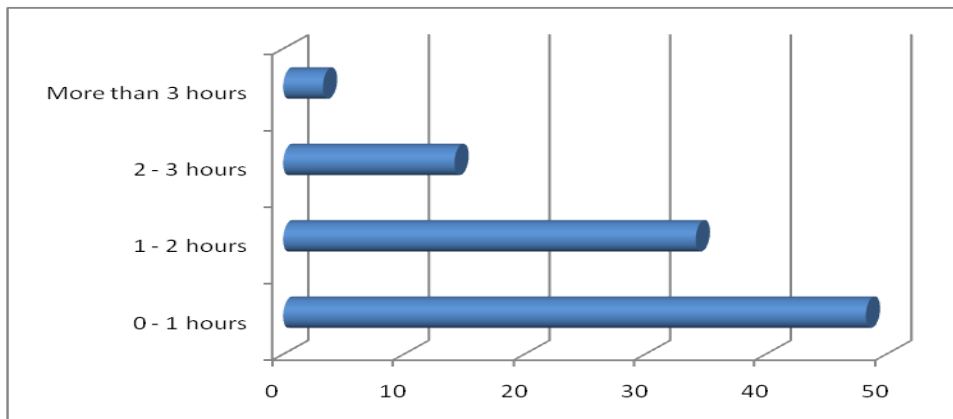
Inference:

Majority (63.3%) of the verifications done by the company is Educational Qualification.

4.1.17. Table showing that Time taken to complete the Interview Process

Particulars	Respondents	Percentage
0 - 1 hours	58	48.3%
1 - 2 hours	41	34.2%
2 - 3 hours	17	14.2%
More than 3 hours	4	3.3%
Total	120	100%

Source: Primary Data



4.1.17. Chart showing that time taken to complete the Interview Process

Interpretation

From the above table, It is interpreted that 48.3% of the employees says 0 – 1 hours takes to complete the interview process, 34.2 of the employees says 1 – 2 hours takes to complete the interview process, 14.2% of the employees says 2 – 3 hours takes to complete the interview process and 3.3% of the employees says more than 3 hours takes to complete the interview process.

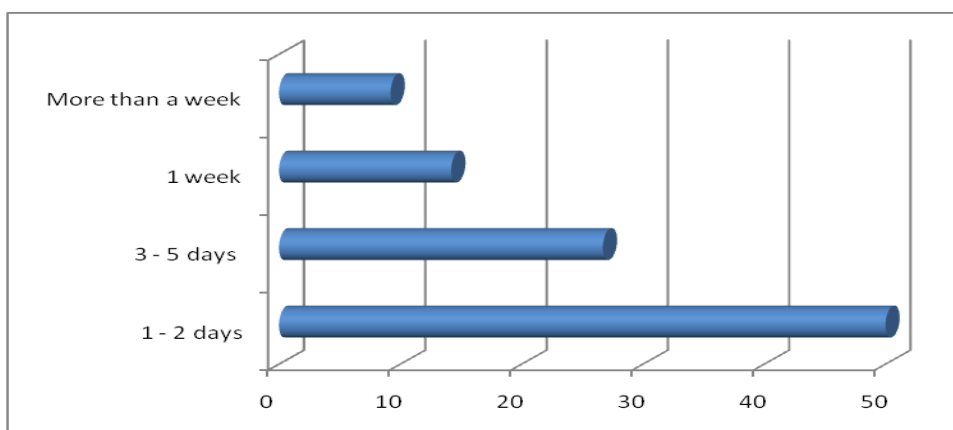
Inference

Majority (48.3%) of the employees says that interview process gets complete in 0 – 1 hours.

4.1.18. Table showing that Time taken to receive the Offer Letter

Particulars	Respondents	Percentage
1 – 2 days	60	50%
3 – 5 days	32	26.7%
1 week	17	14.2%
More than a week	11	9.2%
Total	120	100%

Source: Primary Data



4.1.18. Chart showing that time taken to receive Offer Letter

Interpretation

From the above table, It is interpreted that 50% of the employees says it takes 1 – 2days to receive the Offer letter, 26.7% of the employees says it takes 3 – 5 days to receive the offer letter,14.2% of the employees says it takes 1 week to receive the offer and 9.2 % of the employees says it takes More than a week to receive the offer letter.

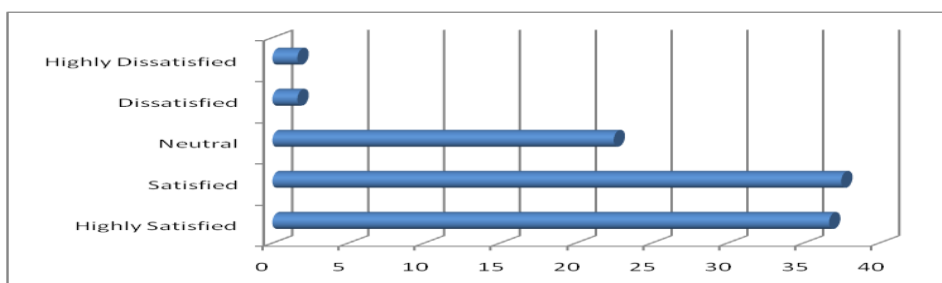
Inference

Majority (50%) of the employees says that it takes 1 – 2 days to receive the Offer letter.

4.1.19. Table showing that Satisfaction level with the Resume Screening and Short Listing Method in Recruitment

Particulars	Respondents	Percentage
Highly Satisfied	44	36.7%
Satisfied	45	37.5%
Neutral	27	22.5%
Dissatisfied	2	1.65%
Highly Dissatisfied	2	1.65%
Total	120	100%

Source: Primary Data



4.1.19. Chart showing that satisfaction level with the Resume Screening and Short Listing Method in Recruitment.

Interpretation

From the above table, It is interpreted that 36.7% of the respondents are highly satisfied, 37.5% of the Respondents are satisfied, 22.5% of the respondents are satisfied neutrally, 1.65% Of the respondents are dissatisfied and 1.65% of the respondents are highly dissatisfied With the resume screening and short listing method.

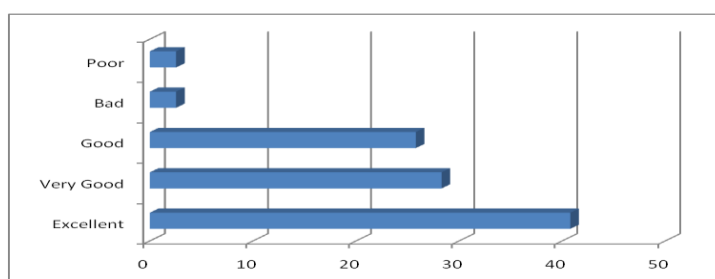
Inference

Majority (37.5%) of the respondents are satisfied with the Resume screening and short listing method in recruiting.

4.1.20. Table showing that perception of employees towards Interviewing Process

Particulars	Respondents	Percentage
Excellent	49	40.8%
Very Good	34	28.3%
Good	31	25.8%
Bad	3	2.55%
Poor	3	2.55%
Total	120	100%

Source: Primary Data



4.1.20. Chart showing that perception of employees towards Interviewing Process

Interpretation

From the above table, It is interpreted that 40.8% of the employees feel that interviewing process the company is excellent, 28.3% of the employees feel that interviewing process of the company is very good, 25.8% of the employees feel that interviewing process of the company is good, 2.55% of the employees feel that interviewing process is bad and 2.55% of the employees feel that interviewing process is very bad.

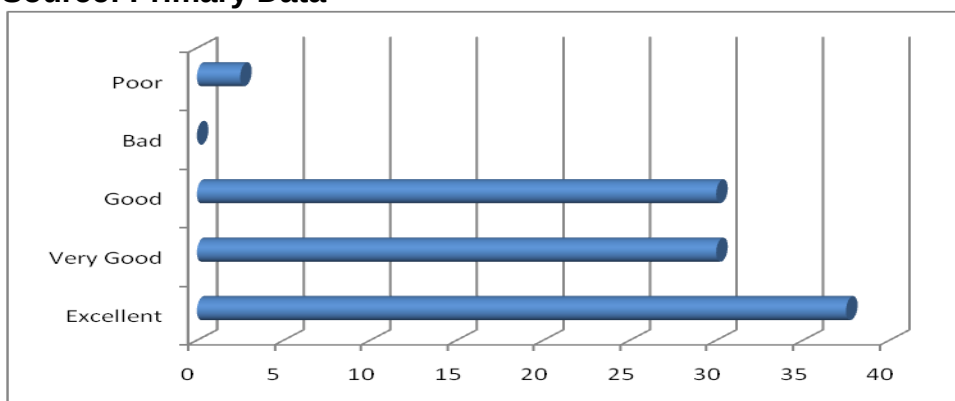
Inference

Majority (40.8%) of the respondents are rated that the effectiveness of interviewing process and other selection instruments are excellent.

4.1.21. Table showing that Selection Policy of the organization

Particulars	Respondents	Percentage
Excellent	45	37.5%
Very Good	36	30%
Good	36	30%
Bad	0	0
Poor	3	2.5%
Total	120	100%

Source: Primary Data



4.1.21. Chart showing that Selection Policy of the Organization

Interpretation

From the above table, It is interpreted that 37.5% of the employees feel that the selection policy of the organization is excellent, 30% of the employees feel that the selection policy is very good, 30% of the employees feel that the selection policy is good, none have feel bad about the selection policy but 2.5% of the respondents feel poor about the selection policy.

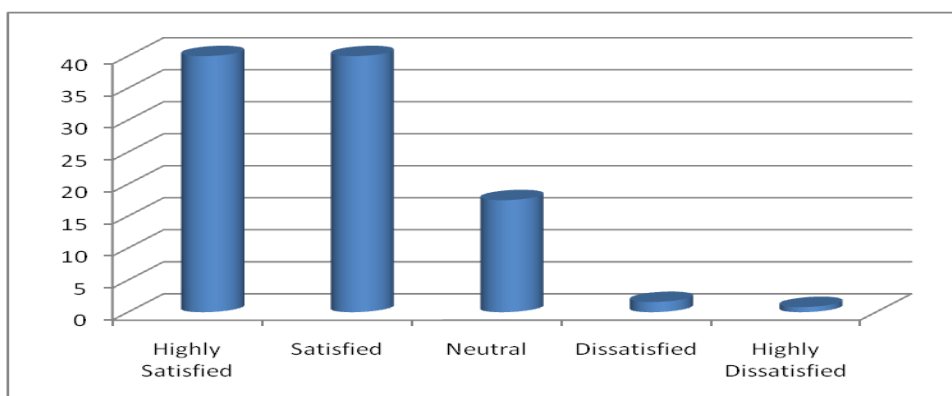
Inference

Majority (37.5%) of the employees feel that the selection policy of the organization is excellent.

4.1.22. Table showing that satisfaction level with the Overall Recruitment and Selection Process

Particulars	Respondents	Percentage
Highly Satisfied	48	40%
Satisfied	48	40%
Neutral	21	17.5%
Dissatisfied	2	1.6%
Highly Dissatisfied	1	0.8%
Total	120	100%

Source: Primary Data



4.1.22. Chart showing that satisfaction level with the Recruitment and Selection Process

Interpretation

From the above table, It is interpreted that 40% of the employees are highly satisfied, 40% of the employees are satisfied, 17.5% of the employees are satisfied neutrally, 1.6% of the employees are dissatisfied and 0.8% of the employees are highly dissatisfied with the recruitment and selection process.

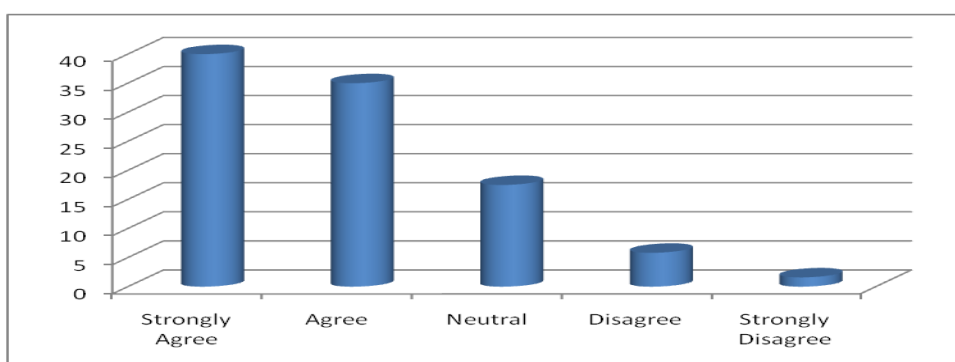
Inference

Majority (40%) of the employees are highly satisfied with the recruitment and selection process.

4.1.23. Table showing that perception of employees towards the Right Job to the Right Person

Particulars	Respondents	Percentage
Strongly Agree	48	40%
Agree	42	35%
Neutral	21	17.5%
Disagree	7	5.83%
Strongly Disagree	2	1.6%
Total	120	100%

Source: Primary Data



4.1.23 Chart showing that perception of employees towards the Right Job to the Right Person.

Interpretation

From the above table, It is interpreted that 40% strongly agrees the right job is being given to the deserved Person, 35% of the employees agrees to the statement, 17.5% has neutral opinion, 5.83% disagrees and 1.6% of the employees strongly disagrees that the right job is being given to the deserved person.

Inference

Majority (40%) of the employees are strongly agrees that right job is being given to the deserved person.

CHAPTER – 5

FINDINGS

5.1. FINDINGS

1. Majority of the respondents (69.2%) are male.
2. Majority (80%) of the respondents have completed undergraduates.
3. Majority (74.2%) of the respondents are 18 - 25 years old.
4. Majority (51.7%) of the respondents are belongs to 10,000 – 20,000 monthly income category.
5. Majority (78.3%) of the respondents are Married.
6. Majority (44.2%) of the respondents are other workers.
7. Majority (40.8%) of the candidates came to know about job openings at K.T.V. HFPL through the employee reference.
8. Majority (56.7%) of the candidates are working less than a year in this company.
9. Majority (86.7%) the recruitment clarifies all the questions related to the organization and job profile.
10. Majority (39.2%) of the respondents are highly satisfied with the aptitude test conducted in the selection process.
11. Majority (37.5%) of the respondents are highly satisfied with the personal personal interview conducted in the selection process.
12. Majority (42.5%) of the respondents are highly satisfied with the medical examination conducted in the selection process.
13. Majority (83.3%) of the employees are aware about the probation period in the organization.

14. Majority (82.5%) of the employees are feeling comfortable in the probation period.
15. It was found that majority (42.5%) of the candidates are selected through 3 stages during selection process.
16. Majority (63.3%) of the verifications done by the company is Educational qualification.
17. Majority (48.3%) of the interview process gets complete in 0 – 1 hours.
18. Majority (50%) of the offer letter will take to receive between 1 – 2 days.
19. Majority (36.7%) of the respondents are highly satisfied with the resume screening and short listing method used by the organization.
20. Majority (40.8%) of the respondents are rated the effectiveness of interviewing process and other selection instruments are excellent.
21. Majority (37.5%) of the respondents feel that the selection policy of the organization is good.
22. Majority (40%) of the employees are highly satisfied with the recruitment and selection process.
23. It is observed that majority (40%) of the respondents agreed that right job is being given to the deserved person at company.

CHAPTER – 6

SUGGESTIONS AND CONCLUSION

6.1 SUGGESTIONS

Based on the study, it can be suggested that:

1. The company is using only job website, employee reference, consultancy and advertising for recruiting the employees. So the company is suggested to go for campus interview in order to get talented candidates to improve the organization effectiveness.
2. The company should simplify the recruitment process.
3. The company should retain the talented senior employees by providing work facility, position and good package to improve the organization effectiveness.
4. Recruitment team need to clarify questions related to the organization and job profile to the candidates through the websites for better recruitment process.
5. Recruitment team needs to maintain and improve the aptitude tests, personal interview and medical examination for better recruitment.
6. Some of them are not aware about the probation period, so the company is suggested to inform about the probation period before appointing the candidates.
7. Company can make employees comfortable with the probation period by being friendly in work culture.
8. Company should reduce the stages involved in selection process because time management is very essential and it should not be ignored at any level of the process.
9. The organization can minimize the candidate eligibility verification process.

10. Recruitment team should maintain time limit for recruiting the candidates and also in providing offer letter.
11. The company needs to streamline the resume screening and short listing method in a proper way.
12. Also, the company is advised to follow the existing recruitment and selection policies in future also.
13. Collect and analyze feedback from candidates to effective recruitment.
14. The company should use behavioral – based interview techniques to assess candidates past experiences and behaviours, providing insight into their potential performance.
15. The company is advised to maintain that the right job is given to the deserved Person.

6.2 CONCLUSION

The conclusion is drawn from the study and survey of the company regarding the Recruitment and Selection Process carried out there. A Study on Effectiveness of Recruitment and Selection Process conducted at K.T.V.HFPL has brought out various Information about the company recruitment and selection procedure. Using this survey the researcher could identify the recruiting modules conducted in the organization, various considered for the recruitment and selection process and the satisfaction level of the employees towards recruiting. The process of recruitment and selection at K.T.V.HFPL is awesome. The main source of recruitment is employee referral as rewards are provided to employee to encourage this kind of recruitment. The study was conducted among the employees of K.T.V. Health Food Private Limited covering 120 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 company 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 new idea enters in the company. Selection process is also good and the company's recruitment department is doing well in recruiting the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to improve its functioning and Overall Recruitment and Selection Process at K.T.V. Health Food Private Limited.

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ANNEXURE – I

QUESTIONNAIRE

**“A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS AT
K.T.V. HEALTH FOOD PRIVATE LIMITED.”**

I, Gokul .M, student of Sathyabama Institute of Science and Technology have prepared these questionnaires to understand the “Recruitment and Selection process at K.T.V.Health Food Private Limited”.

Please Mark What You Feel Is Appropriate

1. Name :

2. Gender :

a) Male

b) Female

3. Qualification :

a) HSC

b) Diploma

c) UG

d) PG

4. Age group :

a) 18-25

b) 26-35

c) 36-45

d) 46-50

e) Above 50

5. Monthly Income:

a) 10,000 - 20,000

b) 20,000 - 30,000

c) 30,000 - 40,000

d) 40,000 - 50,000

e) Above 50,000

6. Marital Status:

a) Married

b) Unmarried

7. Designation:

a) Manager

b) Accountant

c) Clerk

d) Sub Staff

e) Others

8. How did you know about job opening at K.T.V.Health Food Private Limited?

a) Job Website

b) Employee Reference

c) Consultancy

d) Advertising

9. How long have you been working in the organization?

a) Less than 1 years

b) 1 - 5 years

c) 6 - 10 years

10. Did the recruitment team clarify all your questions related to the organization and your job profile?

a) Yes

b) No

11. How for you satisfied with the Aptitude Test conducted in the selection process at your organization?

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

12. How far you satisfied with the Personal Interview conducted in the Selection process at your organization?

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

13. How far you satisfied with the Medical Examination conducted in the selection process at your organization.

a) Highly Satisfied

- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

14. Are you aware about the Probation Period in your Organization?

- a) Yes
- b) No

15. Are you comfortable with the probation period to work in your organization?

- a) Yes
- b) No

16. How many stages are involved in selecting the candidates?

- a) 1
- b) 2
- c) 3
- d) 4
- e) More

17. What kind of verifications the company does?

- a) Educational Qualification
- b) Legal Background
- c) Professional Background
- d) Reference Check

18. How long it took for you to complete the interview process?

- a) 0 - 1 hours

b) 1 - 2 hours

c) 2 - 3 hours

d) More than 3 hours

19. How long it will take to receive offer letter?

a) 1 - 2 days

b) 3 - 5 days

c) 1 week

d) More than a week

20. Are you satisfied with the resume screening and short listing method used by the organization for recruiting?

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

21. Rate the effectiveness of interviewing process and other selection instruments.

a) Excellent

b) Very Good

c) Good

d) Bad

e) Poor

22. How do you rate the selection policy of the organization?

- a) Excellent
- b) Very Good
- c) Good
- d) Bad
- e) Poor

23. Are you satisfied with the overall recruitment and selection process of your organization?

- a) Highly Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

24. Do you agree that the right job is given to the deserved person at your company?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

25. Suggestion for improving recruitment and selection process at K.T.V.Health Food Private Limited ?