

**THE IMPACT OF EFFECTIVE RECRUITMENT AND SELECTION
PRACTICE ON ORGANISATIONAL PERFORMANCE AT
SHIVANJALI SOCIETY(NGO)**

Submitted in partial fulfilment of the requirements for the award of
Bachelors of Business Administration
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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRATHIEWRAJ R (39280081)** who carried out the project entitled **“THE IMPACT OF EFFECTIVE RECRUITMENT AND SELECTION PRACTICE ON ORGANISATIONAL PERFORMANCE AT SHIVANJALI(NGO)”** student of Sathyabama Institute of Science and Technology under my supervision from January 2022 to March 2022.

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DECLARATION

PRATHIEWRAJ R (39280081). Hereby declare that the Project Report entitled **“THE IMPACT OF EFFECTIVE RECRUITMENT AND SELECTION PRACTICE ON ORGANISATIONAL PERFORMANCE IN SHIVANJALI SOCIETY”** done by me under the guidance of **Dr. P Hameem Khan MBA MSCS (PhD)**, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration degree.

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ABSTRACT

One of the most significant developments in the field of organizations in recent times is the increasing importance given to human resource. People are vital to organizations as they offer perspectives, values and attributes to organizational life; and when managed effectively, these human traits can be of considerable benefits to the organization.

This study is basically to understand the effectiveness of the recruitment and its process and organizational support for the better meant of the knowledge. The effectiveness of recruitment has become increasingly popular as a measure for identifying the process of recruitment in the organization and as a tool for developing recruitment process. There is little empirical research that substantiates the efficacy of recruitment in this organization. Here the researchers have taken individual factors upon growing up various variables and tried to find the relationship between the demographic factors and the individual factors. The researchers have applied some of the statistical tools like Percentage Analysis, Regression, and Correlation.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

CHAPTER 1 INTRODUCTION

Human Resource function is the backbone of & inevitable function of organizations. Among the best HR practices, recruitment is the basic and core function where employees are getting entry into the organizations. Recruitment is the process of searching prospective employees to apply for the job posting in the organizations. Selection is the process of choosing an appropriate applicant among the job applicants. After the completion of the recruitment process selection process starts. Recruitment is the positive side where as selection is the negative facet of HR practises. Many of the eminent scholars and researchers wrote that recruitment and selection policies should be decent or ethical for the organizations in order to sustain in the most competitive & advanced environment.

Recruitment is the very first step then after selection and placement comes in the entire employment process. Companies aim is to choose an appropriate and suitable candidate suitable for that particular job function. Recruitment is the activity performed by the HR department in the organizations. The recruitment process varies one organization to others as per their actual need. According to Edwin B. Flippo recruitment is the process of attracting the candidates and making them to apply for the job. Recruitment process followed at many Indian organizations is by outlining the recruitment policy and then making the policy into action. Sources of the traditional recruitment are by employee referrals, job portals transfers and promotions, walk-in and by the advertisements in various agencies like newspapers. In the modern age of economy, the recruitment process is drastically changed with the entry of social media. Many of the companies are following the online recruiting methods for attracting the prospective employees. There are many factors that affect recruitment process like organization culture, working hours, facilities, perks, salary, welfare, brand image, good will, location and etc.

Human Resources play a major role in the success of organization. Managing human resource is the primary key to the organizational success. Therefore, there is a need to ensure effective management of human resource management to achieve this goal. The assumption underpinning the practice of human resource management is that people are key resource and organizational performance largely depends on them. While human resources have always been crucial to the success of any organization, they have assumed an increasingly greater importance that is being recognized inside and outside work organization. There is a clear positive link between human resource management practices and organizational performance.

The main focus of this research study is therefore assessing the effect of recruitment and selection practices on organizational performance in Shivanjali Society (NGO). and it explores the relationship between recruitment and selection practices on organizational performance. The results from this study may assist in the development of an effective recruitment and selection practices for better organizational performance.

1.2INDUSTRY PROFILE

A **non-governmental organization (NGO)** is an organization that generally is formed independent from government. They are typically non-profit entities, and many of them are active in humanitarianism or the social sciences; they can also include clubs and associations that provide services to their members and others. Surveys indicate that NGOs have a high degree of public trust, which can make them a useful proxy for the concerns of society and stakeholders. However, NGOs can also be lobby groups for corporations, such as the World Economic Forum.

The term as it is used today was first introduced in Article 71 of the newly-formed United Nation's Charter in 1945. While there is no fixed or formal definition for what NGOs are, they are generally defined as non-profit entities that are independent of governmental influence—although they may receive government funding. According to the UN Department of Global Communications, an NGO is "a not-for profit, voluntary citizen's group that is organized on a local, national or international level to address issues in support of the public good." The term *NGO* is used inconsistently, and is sometimes used synonymously with *civil*

society organization (CSO), which is any association founded by citizens. In some countries, NGOs are known as non-profit organizations, and political parties and trade unions are sometimes considered NGOs as well.

NGOs are classified by (1) orientation—the type of activities an NGO undertakes, such as activities involving human rights, consumer protection, environmentalism, health, or development; and (2) level of operation, which indicates the scale at which an organization works: local, regional, national, or international.

Russia had about 277,000 NGOs in 2008. India is estimated to have had about 2 million NGOs in 2009 (approximately one per 600 Indians), many more than the number of the country's primary schools and health centres.

1.2.1 Staffing

Some NGOs rely on paid staff; others are based on volunteers. Although many NGOs use international staff in developing countries, others rely on local employees or volunteers. Foreign staff may satisfy a donor who wants to see the supported project managed by a person from an industrialized country. The expertise of these employees (or volunteers) may be counterbalanced by several factors: the cost of foreigners is typically higher, they have no grassroots connections in the country, and local expertise may be undervalued. By the end of 1995, Concern Worldwide (an international anti-poverty NGO) employed 174 foreigners and just over 5,000 local staff in Haiti and ten developing countries in Africa and Asia.

On average, employees in NGOs earn 11-12% less compared to employees of for-profit organizations and government workers with the same number of qualifications. However, in many cases NGOs employees receive more fringe benefits.

1.2.2 Funding

NGOs are usually funded by donations, but some avoid formal funding and are run by volunteers. NGOs may have charitable status, or may be tax-exempt in recognition of their social purposes. Others may be fronts for political, religious, or other interests. Since the end of World War II, NGOs have had an increased role in international development, particularly in the fields of humanitarian assistance and poverty alleviation.

Funding sources include membership dues, the sale of goods and services, grants from international institutions or national governments, and private donations. Although the term "non-governmental organization" implies independence from governments, many NGOs depend on government funding

Government funding of NGOs is controversial, since "the whole point of humanitarian intervention was precise that NGOs and civil society had both a right and an obligation to respond with acts of aid and solidarity to people in need or being subjected to repression or want by the forces that controlled them, whatever the governments concerned might think about the matter.

1.2.3 History

International non-governmental organizations date back to at least the late 18th century, and there were an estimated 1,083 NGOs by 1914. International NGOs were important to the anti-slavery and women's suffrage movements, and peaked at the time of the 1932–1934 World Disarmament Conference.

India has a long history of civil society based on the concepts of daana (giving) and seva (service). Voluntary organizations³ —organizations that are voluntary in spirit and without profit-making objectives—were active in cultural promotion, education, health, and natural disaster relief as early as the medieval era. They proliferated during British rule, working to improve social welfare and literacy and pursuing relief projects.⁴ During the second half of the 19th century, nationalist consciousness spread across India and self-help emerged as the primary focus of socio-political movements. Numerous organizations were established during this period, including the Friend-in-Need Society (1858), Prathana Samaj (1864), Satya Shodhan Samaj (1873), Arya Samaj (1875), the National Council for Women in India (1875), and the Indian National Conference (1887). The Societies Registration Act (SRA) was approved in 1860 to confirm the legal status of the growing body of nongovernment organizations (NGOs). The SRA continues to be relevant legislation for NGOs in India, although most state governments have enacted amendments to the original version. Christian missionaries active in India at this time directed their efforts toward reducing poverty and constructing hospitals, schools, roads, and other infrastructure. Meanwhile, NGOs focused their efforts on education, health, relief, and social welfare. A firm foundation for secular voluntary action in India was not laid until the governmental development agencies were established around this time, such as the

People's Action for Development of India. Foreign-trained Indians entered civil society in greater numbers, leading to a professionalization of the sector.

India witnessed a rapid increase in and diversification of the NGO sector as a response to the national political scenario and increasing concern about poverty and marginalization. Both welfare and empowerment-oriented organizations emerged during this period, and development, civil liberties, education, environment, health, and livelihood all became the focus of attention. With community participation as a defined component in a number of social sector projects during the 1970s and 1980s, NGOs began to be formally recognized as development partners of the state. Their work was increasingly characterized by grassroots interventions, advocacy at various levels, and mobilization of the marginalized to protect their rights.

The process of structural adjustment begun in the early 1990s—and the more recent approach of bilateral and international donors channelling funds directly through the government, NGO networks, and large corporate NGOs—have somewhat pushed peoples' organizations into the background. Small, spontaneous initiatives at the community level, as a response to social and economic exploitations at the community level, are no longer the hallmark of the NGO sector.

1.2.4 Public relations

Non-governmental organisations need healthy public relations in order to meet their goals, and use sophisticated public-relations campaigns to raise funds and deal with governments. Interest groups may be politically important, influencing social and political outcomes. A code of ethics was established in 2002 by the World Association of Non-Governmental Organizations.

1.2.5 Level of Operation

Community-based organizations (CBOs) — popular initiatives which can raise the consciousness of the urban poor, helping them understand their right to services, and providing such services.

City-wide organizations — include chambers of commerce and industry, coalitions of business, ethnic or educational groups, and community organizations.

State NGOs — include state-level organizations, associations, and groups. Some state NGOs are guided by national and international NGOs.

National NGOs — an NGO that exists in only one country; they are rare. These include national organizations such as YMCAs and YWCAs, professional associations, and similar groups. Some have state or city branches, and assist local NGOs.

International NGOs (INGOs) — range from secular agencies, such as Save the Children, to religious groups. They may fund local NGOs, institutions and projects, and implement projects.

CHAPTER 2

REVIEW OF LITERATURE

Selection is the secondary step in the course of human resource planning. Selection is the process of choosing the appropriate candidate which matches the candidate skills and the job requirements **(Bhattacharyya, 2010)**.

Selection process will be lengthy & different approach for large organizations and will be wider for manufacturing organizations and it differs from one industry to other **(Venkatesh, 2008)**.

According to the **Dale Yoder** selection means dividing the total job applicants into two classes as selected and not selected **(K.Aswathapa, 2007)**. The selection process followed at service industries in Delhi NCR is like the selection procedure of scientific selection procedure. There are many factors that are to be considered while selecting a candidate those are like group discussions, employment background, referral background, interviews, medical tests and etc.

According to the **Burack (1985)** recruitment sources should be based on and closely linked to the organizational essential activities such as performance of employees, employee attrition/turnover, employee satisfaction, employee job satisfaction, employee needs and the commitment from the organization **(Burack, 1980)**.

According to **Michael D. White and Glipsy Escobar (2008)**, Recruitment and selection practices are also very significant in the police department.

According to **(M.N.Malhotra, 2014) (Terpstra.D, 1996)**, in the world and this paper shows the significance of seven issues relating to recruitment, selection and training practices in the organizations.

According to **Mohammed Nurul Absar (2012)**, says the importance of recruitment and selection in his paper by considering both public and private manufacturing firms in Bangladesh (M.M.Absar, 2012).

Punita Jasrotia, (2003) explores that “The IT industry or any service industry being people-oriented, what differentiates the best from the rest the quality of human capital in every organization”. While there is plenty of talent available, HR Managers faces the challenges to finding the talent as best fit candidate to be select for the better serve to his organization. Talented employees also want to retain themselves in companies who all are having a successful brand name. Apart of this leadership style, people’s development scope is also an inspiring factor to keep remain in the organization. In aforesaid those companies are also making impact on their pride & commitment feeling on their job. Even also the employers have not made any significant efforts of improve their corporate image and that can play vital role to attract the best quality candidates from the market. However, in this increasing competition or in increasing globalization companies are forced to think hundred times to make some fundamental changes towards their corporate, social employee-oriented approach, people development even though now days a good corporate scheme launched by government “Corporate Social Responsibility. We can say it creates the brand in the market or in other words it increases the value in market, reputation of the organization. It is also a notable point that the reputation of an organization has a direct link with career offer & corporate culture of existing company. Companies can decide their strategies for their branding by two ways. First way of exercise is for the prospective & talent employees to attract from the market & existing potential employees to retain them. These two things are prime or key factors in the context of branding of an organization.

In first case, the employer branding initiatives are focused at building mindshare in potential or prospective recruits about the company as a preferred place of work. It can be in the preparation of communication through advertisements, third-party endorsements through the media, or going to campuses. Therefore, it is of much significance, through right branding the company can recruit the best talent and reinforce its position amongst its employees.

Julia Christensen Hughes and Evelina Rog (2008) has expresses that that Talent management is an espoused and enacted commitment to implementing an integrated, strategic and technology enabled approach to human resource management (HRM). This is the well-known fact & belief that Human resource is the vital & primary capital to gain a competitive advantage. It has its huge benefits like effectively implemented talent management strategy include improved Employee recruitment and retention rates, and enhanced employee engagement. And these outcomes resulted by the way of improved operational and financial performance. The external and internal drivers and restraints for talent management are many. Of particular importance is senior management understanding and commitment. This article will be of very valuable to anybody to understand better about the talent management or to improve employee recruitment, retention and engagement.

Pallavi Srivastava and Jyotsna Bhatnagar (2008) describes in their study that talent management had become an area of increasing concern where there is a need for practicing due diligence in their recruitment strategy. In order to meet the demands for talent with a specific skill set in a given timeline, the organizations are adopting innovative recruitment practices to find the correct skill sets and competencies. It also suggested that organizations should make an effort to build, effective, practical and holistic talent strategies which not only able to attract talent but also address employee engagement and the retention of key skills which boosts the employee productivity and business performance. During talent acquisition, due diligence is required in assessing the person-organization fit and providing an enabling work environment to keep the talent anchored to the organization.

Ahmad Yousef Areiqat, Tawfiq Abdelhadi, Hussien and Ahmad Al-Tarawneh (2010) describes that the process of recruiting potential and talented employee requires the best practice of human resources management in organization. We have to take utmost care while appointing a recruiter for potential & talented candidates. A recruiter should be very much cleared with the job description, key responsible areas, skillset needed in the candidates, qualification, experience pertaining to handle the

current job. So new must understand start to build himself and his own talents, when this happens, they can develop posture to help themselves in performing their tasks. This is because the recruiter does not take the time to actually get to know a person or even ask them what they are interested in, or what their goals are, or what sort of talents they even have. All they want is the sign up. The thrill of sign up is a rush for them.

These recruitment and selection process should be created in every sector organization for satisfying their organizational goals **(Nartey, 2012)**.

Some of the research professionals and scholars say that there is a close linkage between the recruitment selection employee satisfaction organization performance and HR practises **(Gorter, 1996)**.

In his paper Recruitment and Selection of public workers: An international compendium of modern trends and practises say that the importance of using technology in the recruitment and selection process for updating the organizational resources **(Hays, 2004)**.

Ongori Henry and Temtime Z (2009) say that in their paper the recruitment and selection practises of the small and medium, service and manufacturing organizations and enable them to improve their Human Resource practices **(R.D. Omolo, 2012)**.

French says that the importance of certain selection and recruitment activities in the organizations **(G.R. French, 2012)**.

Among recruitment sources **Bernardin** say that internal source of recruitment is effective compared to the external source **(H. John, 2003)**.

Decker & Cornelius say that compared to the traditional recruiting sources the modern sources like referrals, casual applicants and direct approaches will benefit at large (L. Barclay, 1985) (**Cappelli, 2001**).

Selection procedure also should be in application to the modern techniques (**M. Smith, 2001**).

The literature says that employers are doing the traditional method of recruiting rather than the modern technologies (**Schmidt, 1998**).

Chris Piotrowski and Terry Armstrong say that in their article that around all the organizations are using traditional recruitment sources and 30% of organizations are screening candidates honestly (Armstrong, 2006).

According to **SHRM (Society for Human Resource Management)** says that 15% joined in the organizations are placing false resume (**Gusdorf, 2008**).

According to **Fomunjong (2009)**, some of the employers select the candidates with discrimination was not supposed to be done in the organizations

According to **Ms. Ambika Verma (2009)** in their survey they researched on technology used in Recruitment, scrutinizing tools & selection process for job aspirants, conducted in dimensions group. Researcher found that most companies implementing technology based on recruitment & selection tools to increase the efficiency, reduce costs, & maximize the applicants for better completion in selecting best candidate.

The meta- analysis of the research done by the **Champman, Uggersler, Carroll, Piasentin & Jones (2005)** concluded that timely response from human resource managers is closely linked to more applicant's attraction to a job with organization.

According to **Robins**, in his analysis he revealed that “The Ideal & effective recruitment effort will attract a huge number of qualified applicants who will join the job if offered to him. So, recruitment is a process to discovering the prospective applicants for actual organization`s vacancies.”

According to **Roberts (2005)** In his research title “Strategic HR Reviews 2004” states that a successful Recruitment & Selection policy can improve the organizations performances”

According to **Bwen, et Al (1991)** in his study analysed that” Integrated Recruitment & selection processes helps recruiters to choose the candidates to fit the characteristics of an organization culture

According to **Beardwell, et al (2003)**, in his study he examined that “Selection is carried out by organizations as a means of candidates potential and actual performances and their intake of employees will make the most appropriate contribution to organization – now and in future”

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.

3.1 NEED OF THE STUDY

- To gain knowledge of ensuring uninterrupted business process
- To study and determine the present and future personnel requirements
- To evaluate the effectiveness of recruitment

3.2 SCOPE OF THE STUDY

- To study about the various stages of recruitment
- To study about various sources of recruitment
- To gain knowledge about recruitment and selection process in an NGO
- To understand the relevance of appropriate recruitment in an organisation

3.3 OBJECTIVE OF THE STUDY

- To study the Recruitment process in the organization
- To study the effectiveness of Recruitment and selection process
- To determine the influence of recruitment and selection on organizational performance
- To identify the problems of recruitment and selection in Shivanjali (NGO)

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data. Primary Data – Questionnaire given to 80 respondents. Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.6 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about employees and the second part contained the respondent 's opinions about recruitment process in the organisation.

3.7 PERIOD OF STUDY

The duration of study is from January 2022 to March 2022 which is three months of study.

3.8 SAMPLE SIZE

The sample size of this study is 80.

3.9 ANALYTICAL TOOLS

3.9.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. 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.

3.9.2 Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

A bar graph shows comparisons among discrete categories. One axis of the chart shows the specific categories being compared, and the other axis represents a

measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

3.9.3 Pie charts

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

3.10 LIMITATIONS OF THE STUDY

- Collecting data properly from employees become difficulty due to the time constraint.
- Busy schedule of the employees also effected to some extent.
- There is a chance for bias in the information given by the respondents.
- The study was based on sample hence results were not fully absolute.
- Short supply of data

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Age of Respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Below 18	2	1%
2	19-23	51	65%
3	24-28	24	30%
4	40 & above	3	4%
TOTAL		80	100%

Source: Primary Data

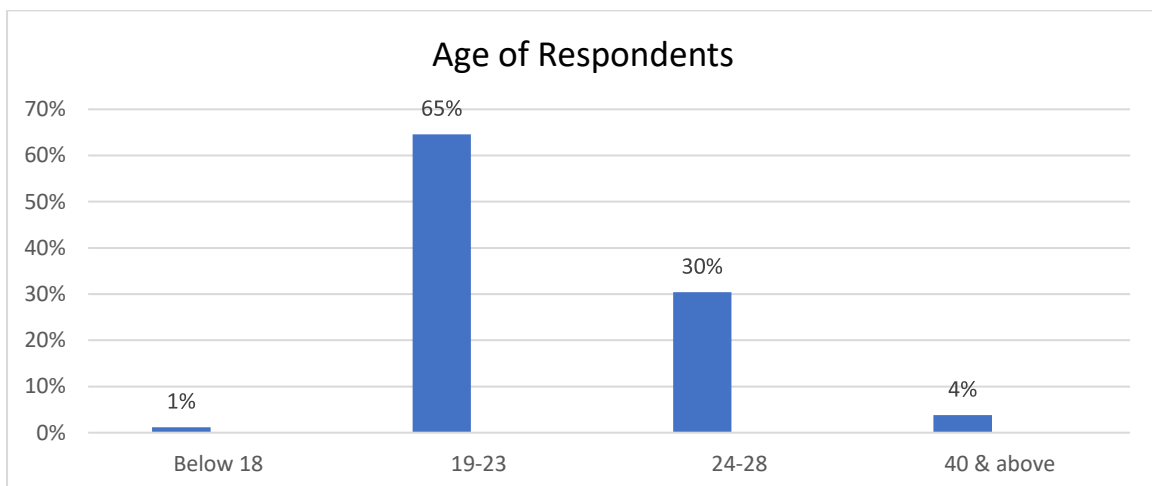


Fig:4.1.1: Age of Respondents

Interpretation

From the above table it is interpreted that the number of respondents Below 18 age of respondents is 1%, between 19-23 age of respondents are 65%, between 24-28 of respondents are 30%, 40 & above age of respondents are 4%.

Inference

Majority (65%) of the respondents are age between 19-23 years.

Table 4.1.2: Gender of the Respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Male	53	66.25%
2	Female	27	33.75%
TOTAL		80	100%

Source: Primary Data

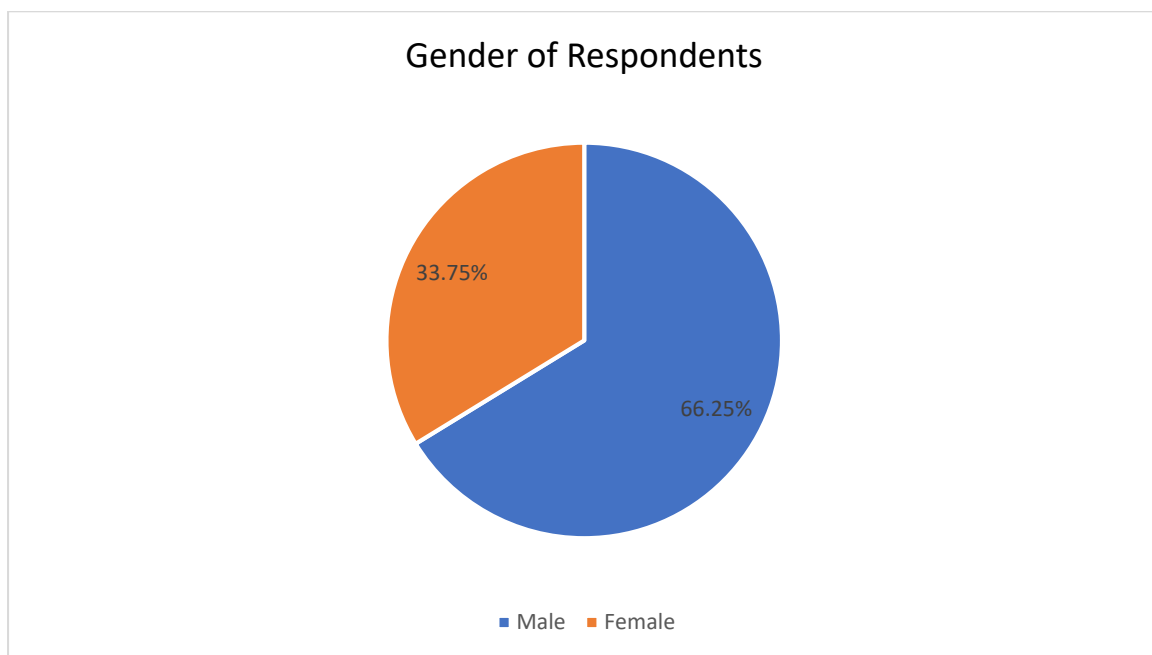


Fig: 4.1.2: Gender of Respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 66.25% and female respondent is 33.75%.

Inference

Majority (66.25%) of the respondents are Male.

Table 4.1.3: Is recruiting a person to your company a long process?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	67	83.8%
2	No	13	16.2%
TOTAL		80	100%

Source: Primary data

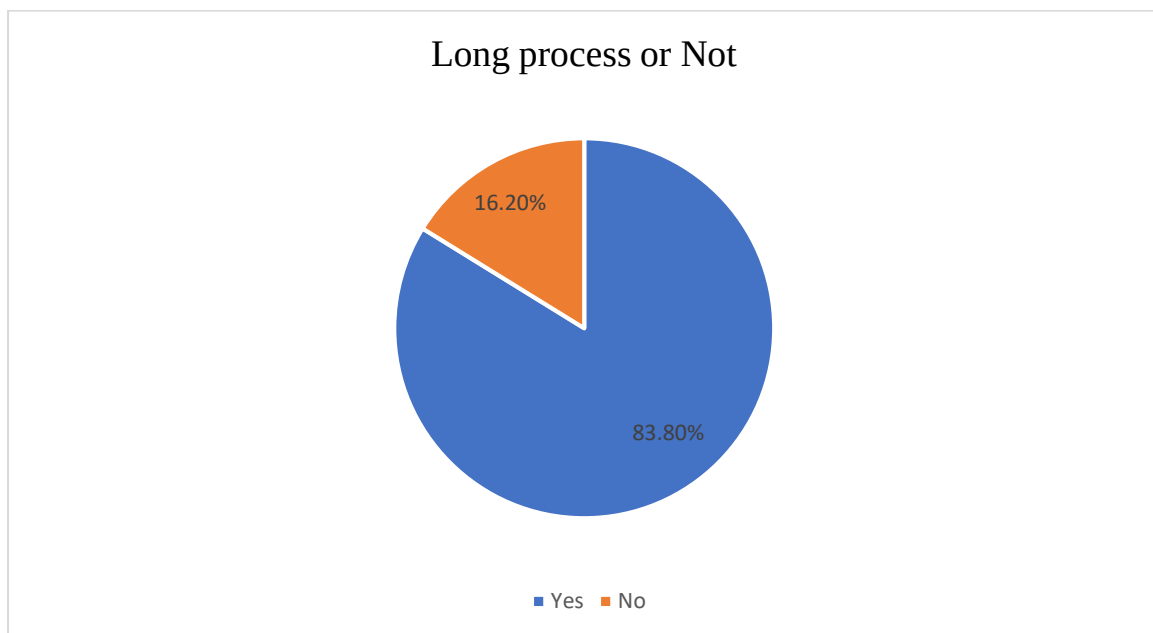


Fig: 4.1.3: Process of Recruitment

Interpretation

From the above table it is interpreted that 83.8% respondents said it is a long process and 16.20% that it is not long process.

Inference

Majority (83.8%) of respondents said recruiting a person is a long process.

Table 4.1.4 Duration of Recruitment Process to fill a Position in the Organisation

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Less than 1 month	51	63.70%
2	Less than 2 months	20	25%
3	Less than 3 months	8	10%
4	More than 6 months	1	1.20
TOTAL		80	100%

Source: Primary data

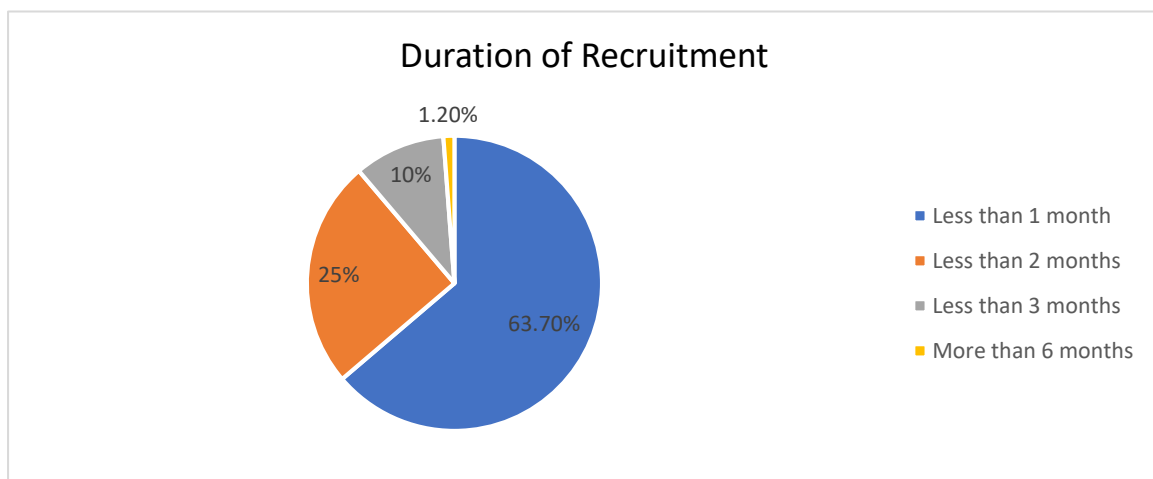


Fig: 4.1.4: Duration of Recruitment

Interpretation

From the above table it is interpreted that the number of respondents 63.70% said it takes less than 1month, 25% of the respondents said it takes less than 2months, 10% of the respondents said less and 3months and 1.20% of the respondents said It takes more than 6months to fill a position the company.

Inference

Majority (63.70%) of the respondents said it takes less than 1 month to recruit and fill a position in the company.

Table 4.1.5 Different types of Recruitment methods and Procedures used in the Organisation

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Campus Recruitment	19	24.1%
2	Advertising	11	13.9%
3	Job Portals	46	58.2%
4	Recruiting agencies	3	3.8%
TOTAL		80	100%

Source: Primary data

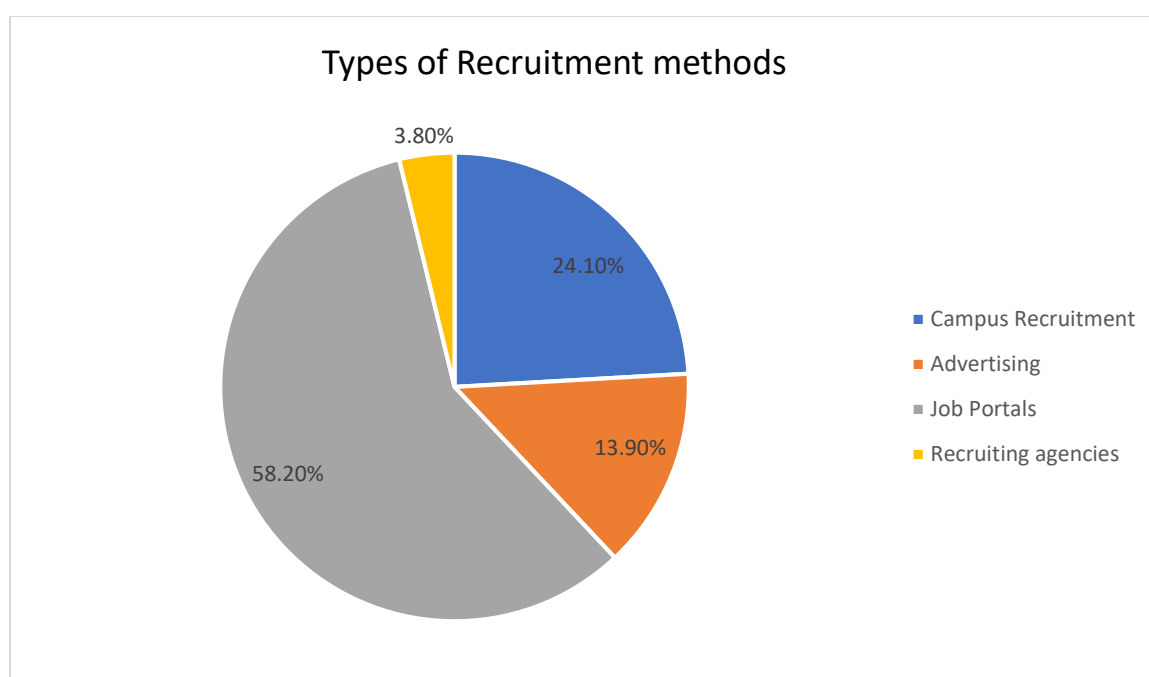


Fig: 4.1.5: Types of Recruitment methods used

Interpretation

From the above table it is interpreted that 58.20% of respondents said job portals are used, 24.10% of the respondents said Campus Recruitment are used, 13.90% of respondents said Advertising and 3.80% of respondents said Recruiting agencies as the Recruitment method used in the Organisation.

Inference

Majority (58.20%) of the respondents said that Job Portals are the mainly used Recruitment method in the organisation.

Table 4.1.6 Selection procedures and methods followed by the Organisation

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Aptitude test	10	12.5%
2	Personal Interview	60	75%
3	Written test	6	7.5%
4	Practical test	4	5%
TOTAL		80	100%

Source: Primary data

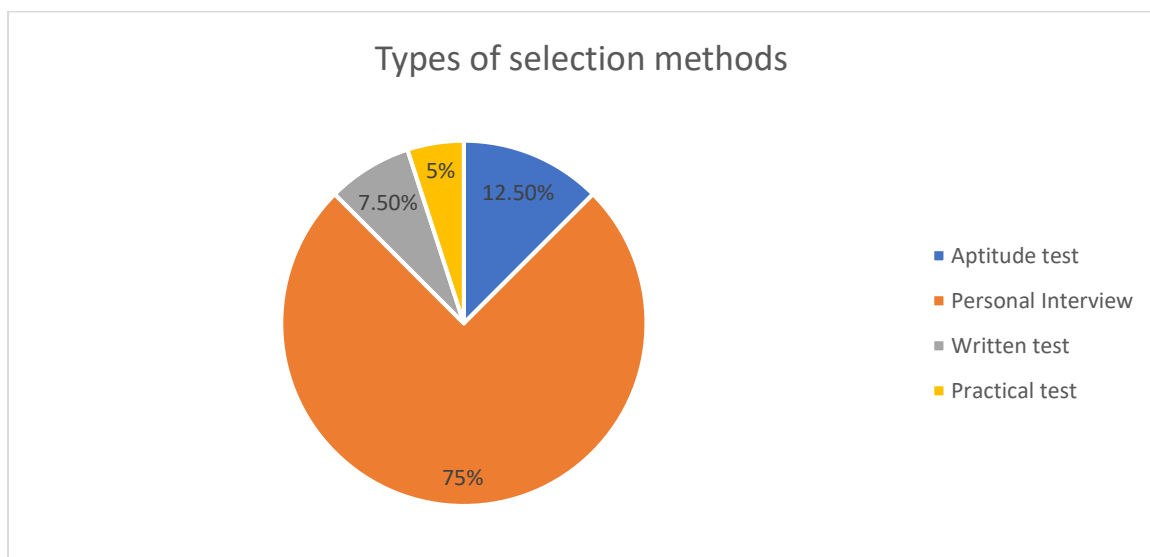


Fig: 4.1.6: Types of Selection methods used

Interpretation

From the above table it is interpreted that 75% of the respondents said Personal Interview, 12.50% of the respondents said Aptitude test, 7.50% of respondents said Written test and 5% of the respondents said Practical test as the selection method used in the Organisation.

Inference

Majority (75%) of the respondents said Personal Interview as the most used selection method in the Organisation.

Table 4.1.7 Effectiveness of recruitment in the Organisation

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very effective	51	64.6%
2	Effective	22	27.8%
3	Neutral	5	6.3%
4	Not effective	1	1.3%
TOTAL		80	100%

Source: Primary data

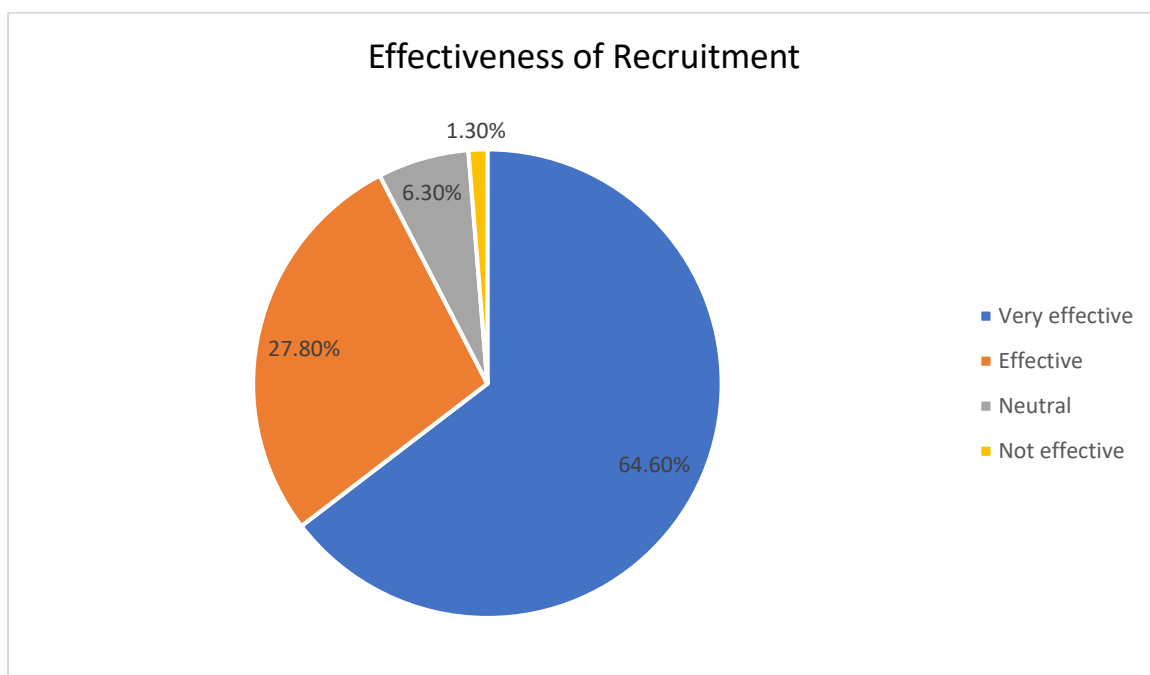


Fig: 4.1.7: Effectiveness of Recruitment

Interpretation

From the above table it is interpreted that 64.60% of respondents said very effective, 27.80% of the respondents said effective, 6.30% of the respondents said neutral and 1.30% of the respondents said that the recruitment process of the organisation is not effective.

Inference

Majority (64.60%) of the respondents said that the recruitment process of the organisation is very effective.

Table 4.1.8: Factors that helps in increasing the effectiveness of recruitment

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Fast process	14	17.9%
2	Usage of software's	13	16.7%
3	Using of correct medium	51	65.4%
TOTAL		80	100%

Source: Primary data

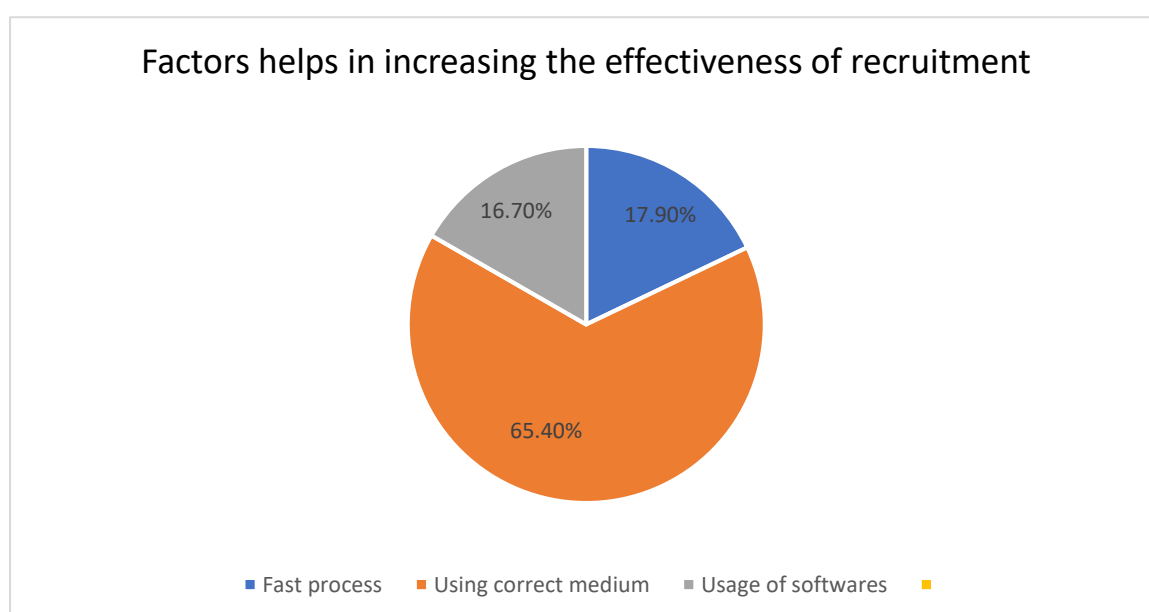


Fig: 4.1.8: Factors helps in increasing the effectiveness of recruitment

Interpretation

From the above table it is interpreted that 65.40% of the respondents told Using of correct medium, 17.90% of respondents told Fast process and 16.70% of the respondents told Usage of software helps in increasing the effectiveness of recruitment.

Inference

Majority (65.40%) of the respondents said Using of correct medium helps in increasing the effectiveness of recruitment in the organisation.

Table 4.1.9: Timeliness in Recruitment and Selection process in the Organisation

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	76	95%
2	No	4	5%
TOTAL		80	100%

Source: Primary data

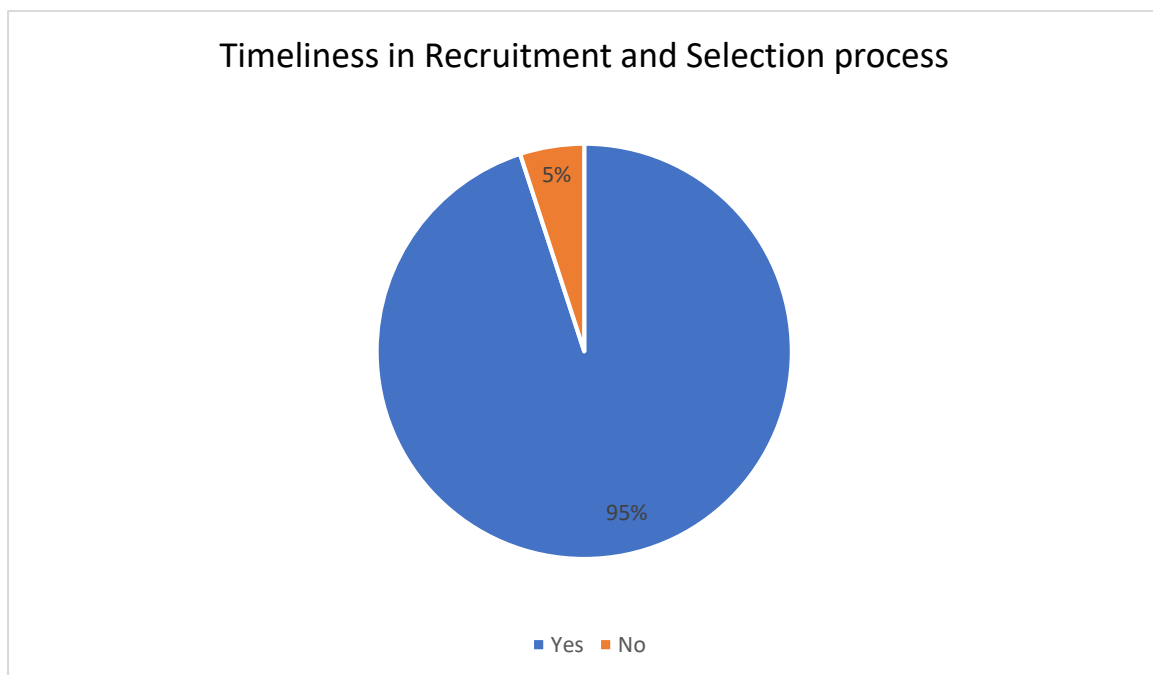


Fig: 4.1.9: Timeliness in Recruitment and Selection process

Interpretation

From the above table it is interpreted that 95% of the respondents said Yes and 5% of the respondents said No about the timeliness of organisation in Recruitment and Selection process.

Inference

Majority (95%) of the respondents said that the organisation does timeliness recruitment and selection process in the Organisation.

Table: 4.1.10 Tracking the source of candidates.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Online	60	77.9%
2	Manual	9	11.7%
3	Software	8	10.4%
TOTAL		80	100%

Source: Primary data

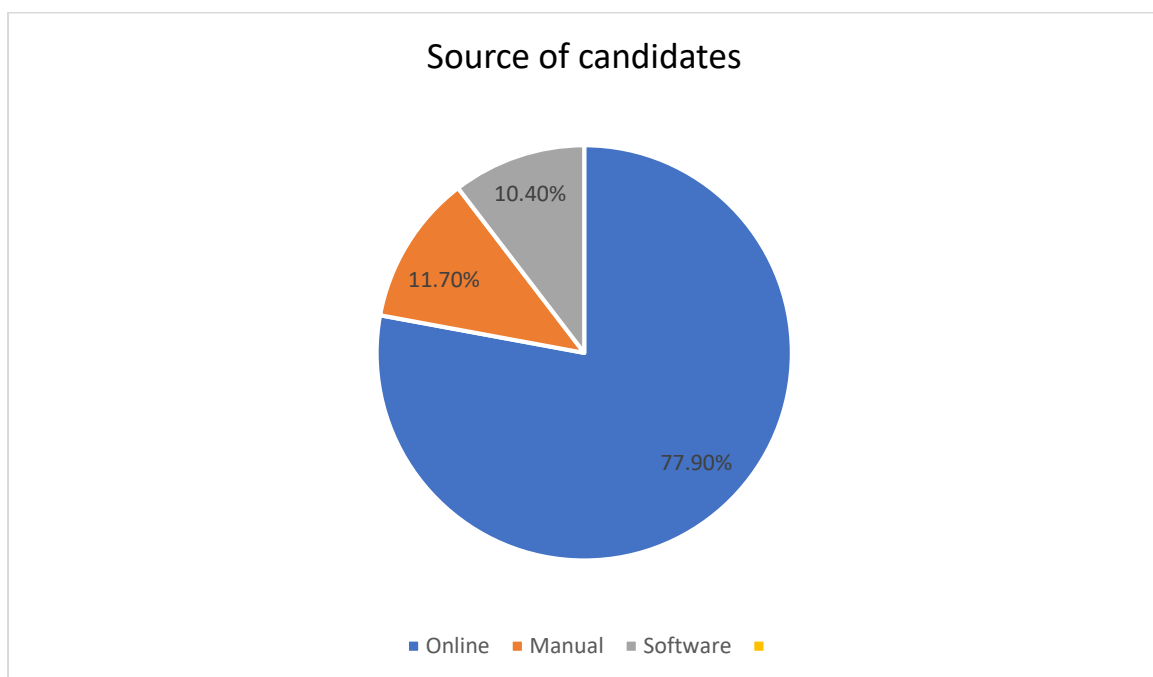


Fig: 4.1.10: Tracking the source of candidates

Interpretation

From the above table it is interpreted that 77.90% of the respondents said Online, 11.7% of respondents said Manual and 10.40% of the respondent's said software for tracking the source of candidates.

Inference

Majority (77.90%) of the respondents said that Online mode is mainly used as tracking the source of candidates in the organisation.

Table: 4.1.11 Referral program in the Organisation

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	74	93.7%
2	No	6	6.3%
TOTAL		80	100%

Source: Primary data



Fig: 4.1.11 Referral program in the Organisation

Interpretation

From the above table it is interpreted that 93.70% of respondents said that there is referral program in the Organisation and 6.30% of respondents said there in no referral program in the organisation.

Inference

Majority (93.70%) of the respondents said that there is referral program in the organisation.

Table: 4.1.12 Satisfaction level of Recruitment process in the Organisation

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very satisfied	47	59.5%
2	Satisfied	24	30.4%
3	Neutral	8	10.1%
4	Dissatisfied	0	0%
TOTAL		80	100%

Source: Primary data

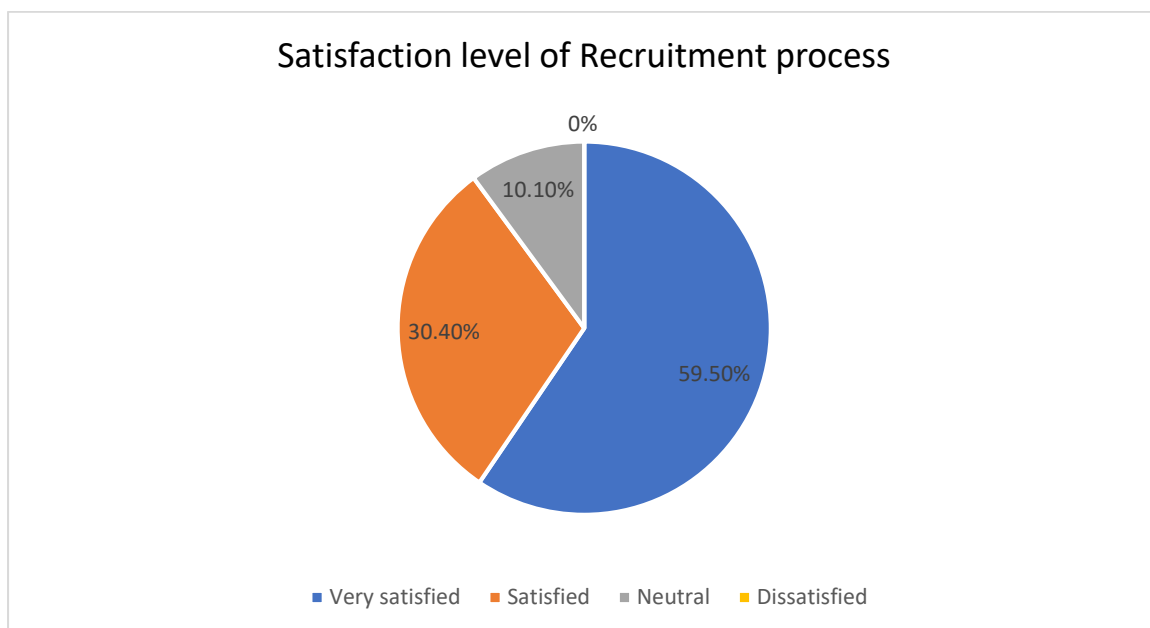


Fig: 4.1.12 Satisfaction level of Recruitment process

Interpretation

From the above table it is interpreted that 59.50% of respondents are very satisfied, 30.40% of the respondents are satisfied, 10.10% of the respondents are neutral and 0% of the respondents are Dissatisfied about the Recruitment process in the organisation.

Inference

Majority (59.50%) of the respondents are very satisfied about the Recruitment process in the Organisation.

Table: 4.1.13 Recruitment process help in boosting the organizational performance

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	80	100%
2	No	0	0%
TOTAL		80	100%

Source: Primary data

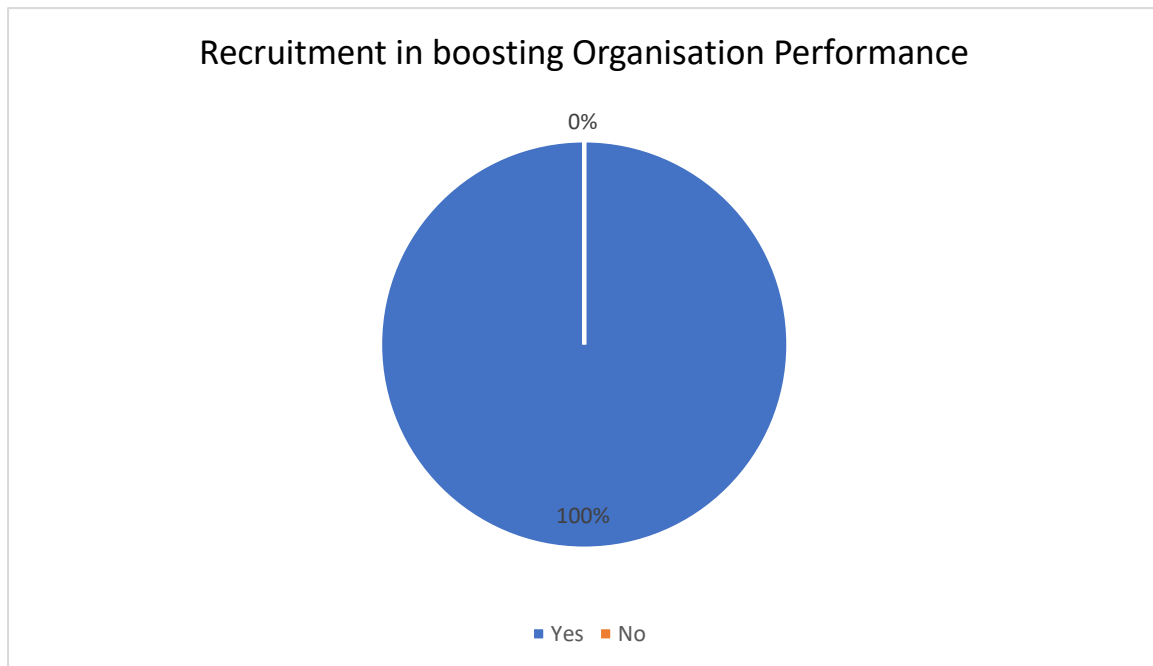


Fig: 4.1.13 Recruitment in boosting Organisation Performance

Interpretation

From the above table it is interpreted that 100% of the respondents agrees Recruitment process helps in boosting organisational performance and 0% said that it doesn't boost the organisational performance.

Inference

100% of the respondents said that the recruitment process helps in boosting organisational performance

Table: 4.1.14 Different ways by which effective recruitment helps in Organisational performance

S.NO	PARTICULARS	NO FO RESPONDENTS	PERCENTAGE
1	Increases the quality of work	51	65.4%
2	Reduces workload	18	23.1%
3	Time management	9	11.5%
TOTAL		80	100%

Source: Primary data

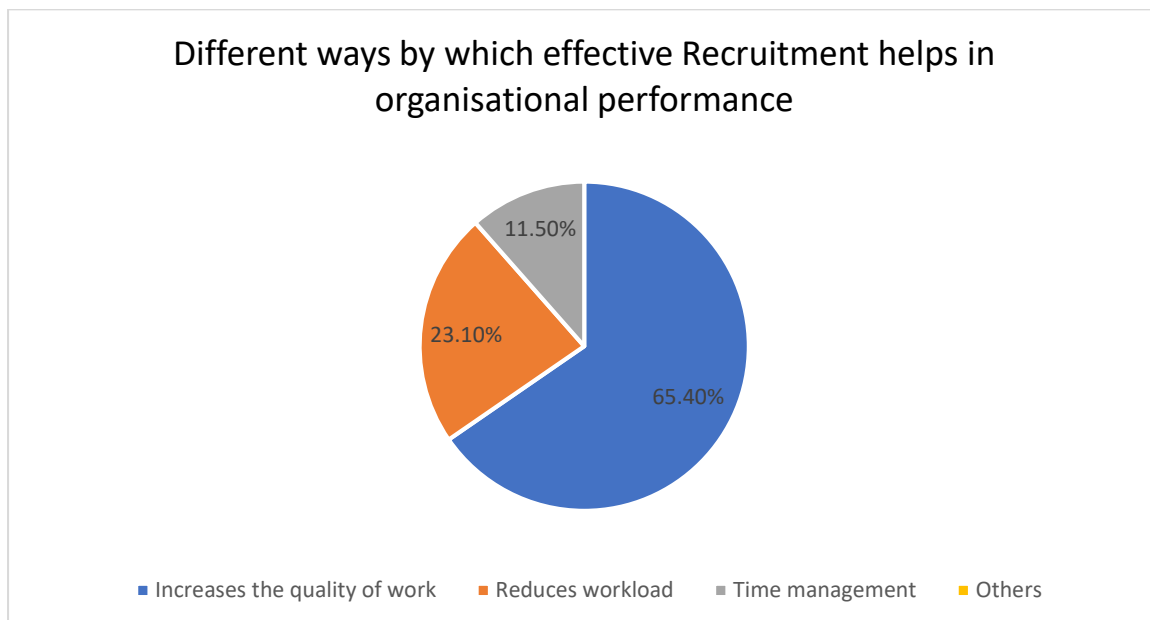


Fig: 4.1.14 Different ways by which effective Recruitment helps in Organisational performance

Interpretation

From the above table it is interpreted that 65.40% of respondents said it Increases the quality of work, 23.10% of the respondents answered that it Reduces workload and 11.50% of the respondents answered Time management as the way by which effective recruitment helps in organisational performance.

Inference

Majority (65.40%) of the respondents answered that effective recruitment helps in increasing the quality of work.

Table: 4.1.15 Influence of Recruitment and selection process in organizational performance

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very influential	54	67.5%
2	Influential	18	22.5%
3	Neutral	7	8.8%
4	Not influential	1	1.2%
TOTAL		80	100%

Source: Primary data

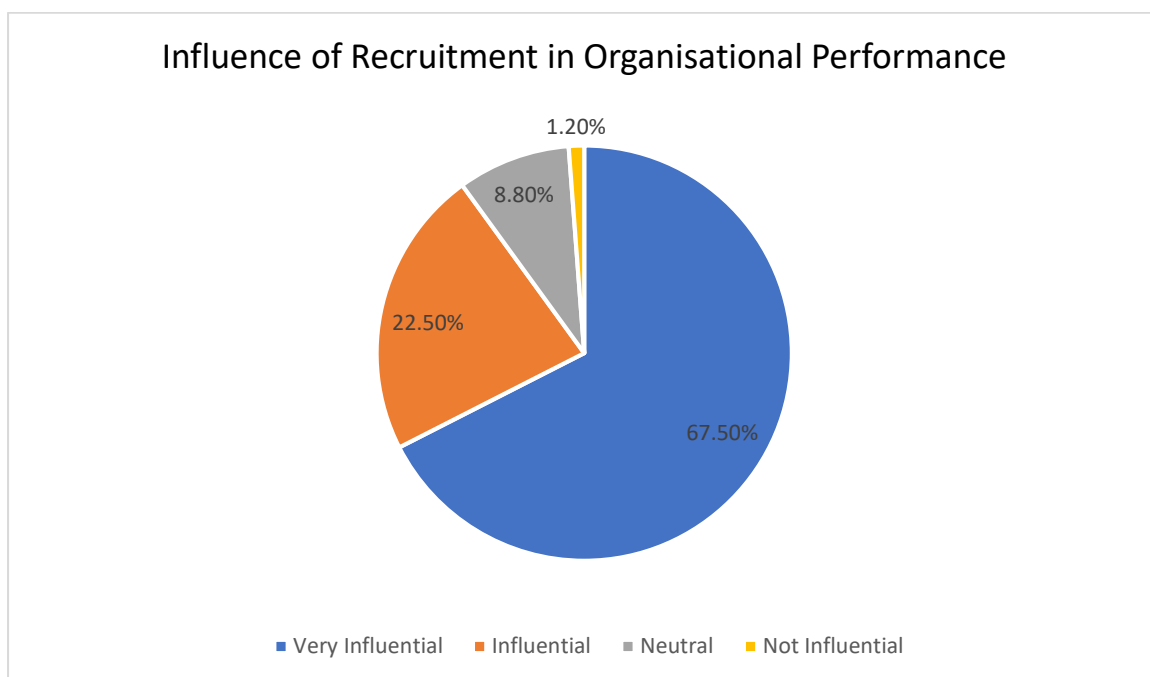


Fig: 4.1.15 Influence of Recruitment in Organizational Performance

Interpretation

From the above table it is interpreted that 67.50% of the respondents said Very Influential, 22.50% of respondents said that is Influential, 8.80% of the respondents said that is Neutral and 1.20% of the respondents said that it's Not influential in Organisational Performance.

Inference

Majority (67.50%) of the respondents said that Recruitment is Very Influential in Organisational Performance.

Table: 4.1.16 Does Recruiters face problems while Recruiting candidates for a Position

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	66	84.6%
2	No	14	15.4%
TOTAL		80	100%

Source: Primary data

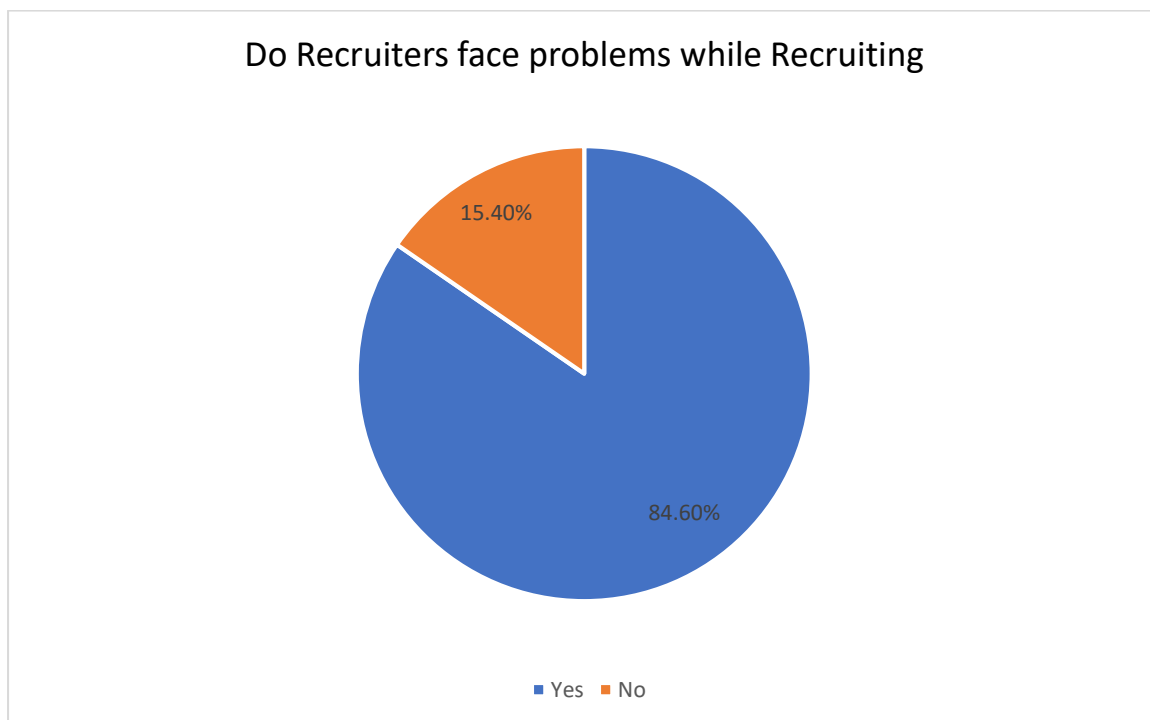


Fig: 4.1.16 Do Recruiters face problems while Recruiting

Interpretation

From the above table it is interpreted that 84.60% of the respondent's face problems while recruiting and 15.40% of respondents did not face problems while filling a position.

Inference

Majority (84.60%) of the respondents answered that they face problems while recruiting a candidate for the position.

Table 4.1.17 Major difficulties faced while recruiting a candidate

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not meeting the requirements	19	24.1%
2	Location	46	58.2%
3	Notice period	7	8.9%
4	Compensation	7	8.9%
TOTAL		80	100%

Source: Primary data

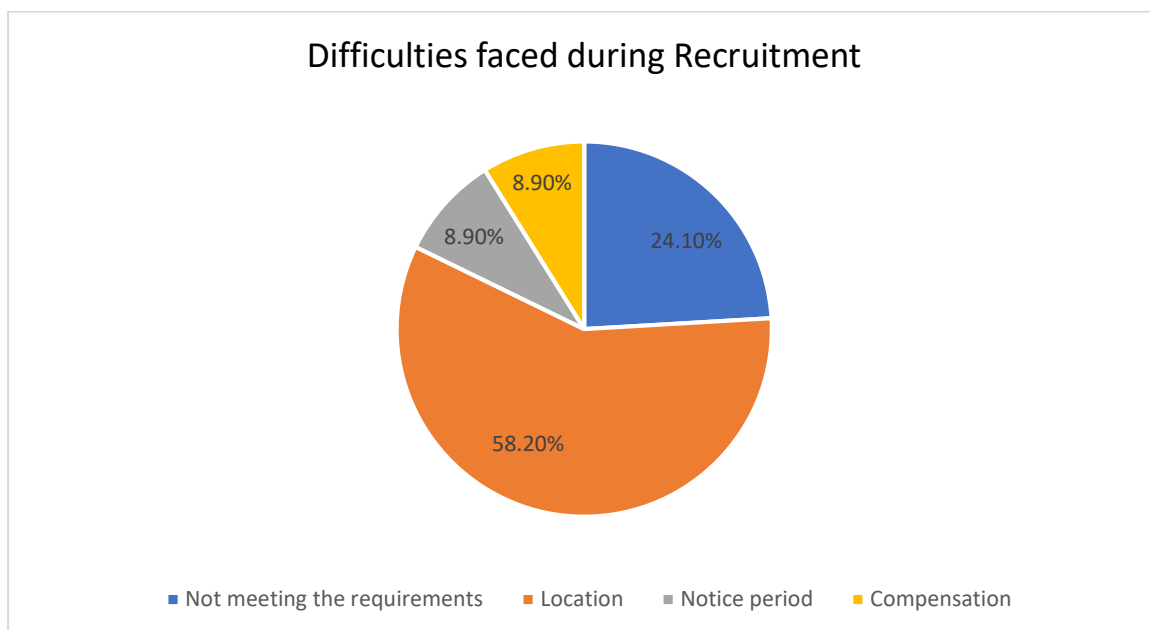


Fig: 4.1.17 Difficulties faced during Recruitment

Interpretation

From the above table it is interpreted that 58.20% of the respondents answered Location, 24.10% of the respondents said Not meeting the requirements, 8.90% of the respondents said Notice period and Compensation as the major difficulty faced while recruiting.

Inference

Majority (58.20%) of the respondents said Location replied that Location Is the major difficulty faced while recruiting candidate in an Organisation.

Table: 4.1.18 Reasons for the difficulties faced while recruiting candidates

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Shortage of skilled labour in job market	21	26.6%
2	Not ready to relocate	40	50.6%
3	Over expectations about the salary	17	21.5%
4	Others	1	1.3%
TOTAL		80	100%

Source: Primary data

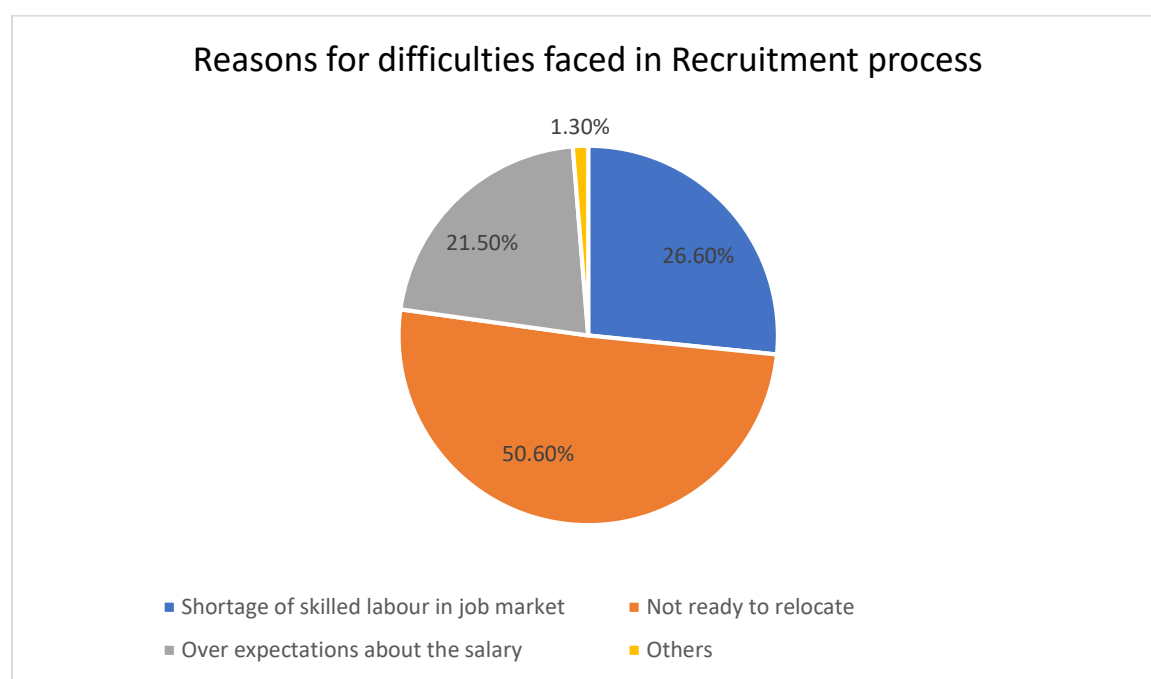


Fig: 4.1.18 Reasons for difficulties faced in Recruitment process

Interpretation

From the above table it is interpreted that 50.6% of the respondents said Not ready to relocate, 26.6% of respondents Shortage of skilled labour in job market, 21.5% of respondents said Over expectations about the salary and 1.3% of the respondent said offers shopping as the major difficulties faced while recruiting a candidate.

Inference

Majority (50.6%) of the respondents replied that not ready to relocate is the major difficulty faced by recruiters by filling a position.

Table: 4.1.19 Do these difficulties increase the duration of recruitment process

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	70	90%
2	No	10	10%
TOTAL		80	100%

Source: Primary data

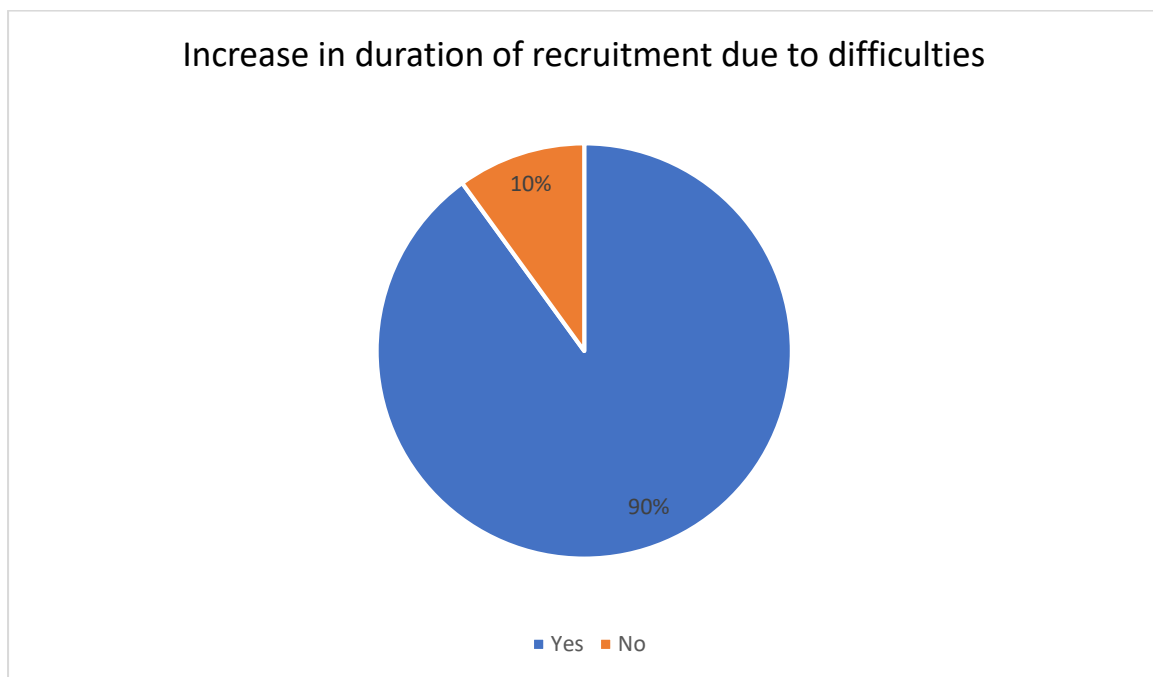


Fig: 4.1.19 Increase in duration of recruitment due to difficulties

Interpretation

From the above table it is interpreted that 90% of the respondents said Yes and 10% of the respondents said No

Inference

Majority (90%) of the respondents said that these difficulties increase the duration of the recruitment process.

Table: 4.1.20 Things to be done for overcoming the difficulties in recruitment

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Spend more time on sourcing	44	55%
2	Use references from existing employees	19	23.8%
3	Recruit freshers and train them	16	20%
4	Look for immediate joiners	1	1.2%
TOTAL		80	100%

Source: Primary data

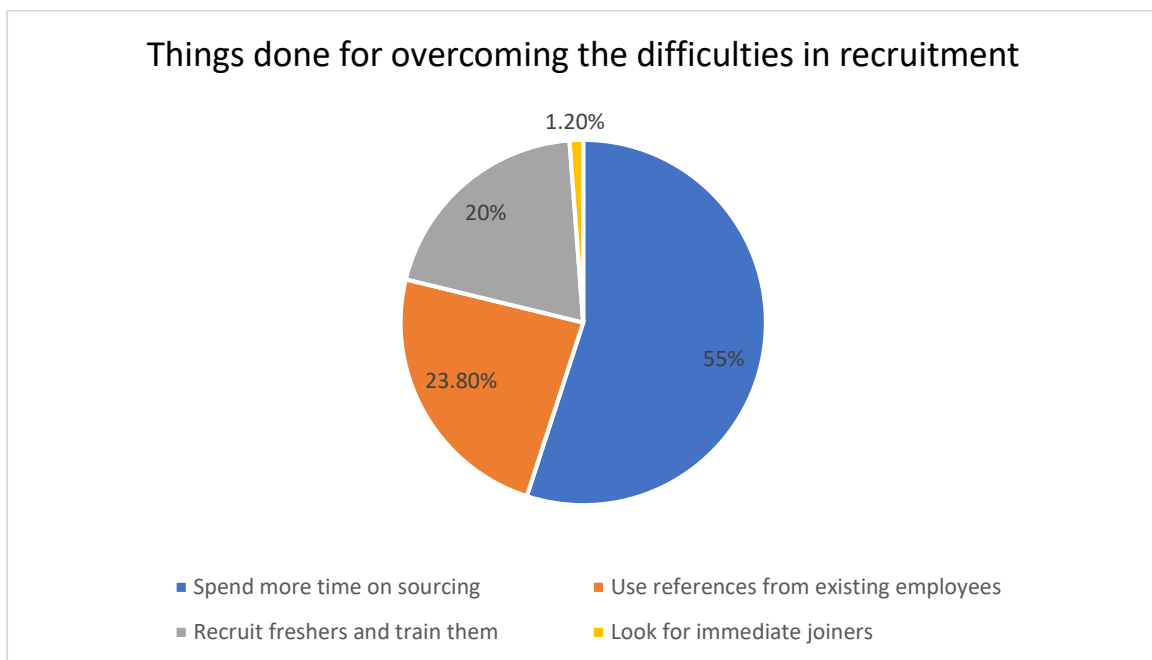


Fig: 4.1.20 Things done for overcoming the difficulties in recruitment

Interpretation

From the above table it is interpreted that 55% of the respondents said Spend more time on sourcing, 23.80% of respondents said to use references from existing employees, 20% of the respondent said to Recruit freshers and train them and 1.20% of the respondents said to Look for immediate joiners.

Inference

Majority (55%) of the respondents said that spending more time of sourcing will help the recruiters to overcome the difficulties.

STATISTICAL ANALYSIS: HYPOTHESIS

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review.

In statistical hypothesis testing, two hypotheses are compared. These are called the null hypothesis and the alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation; in particular, it can be two-sided (for example: there is some effect, in a yet unknown direction) or one-sided (the direction of the hypothesized relation, positive or negative, is fixed in advance

CHI SQUARE TEST

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Does the recruitment process help in boosting the organizational performance? * What are the major difficulties faced while recruiting?	180	100.0%	0	0.0%	180	100.0%

Does the recruitment process help in boosting the organizational performance? * What are the major difficulties faced while recruiting? Crosstabulation

Count

		What are the major difficulties faced while recruiting?				Total
		Compensation	Location	Not meeting the requirements	Notice period	
Does the recruitment process help in boosting the organizational performance?		100	0	0	0	100
	Yes	1	7	46	19	80
Total		101	7	46	19	180

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	175.990 ^a	4	<.001
Likelihood Ratio	236.086	4	<.001
N of Valid Cases	180		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 3.11.

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.780	.030	10.769	<.001
		Does the recruitment process help in boosting the organizational performance? Dependent	.988	.012	11.866	<.001
		What are the major difficulties faced while recruiting? Dependent	.570	.057	7.526	<.001
	Goodman and Kruskal tau	Does the recruitment process help in boosting the organizational performance? Dependent	.978	.022		<.001 ^c
		What are the major difficulties faced while recruiting? Dependent	.562	.029		<.001 ^c
	Uncertainty Coefficient	Symmetric	.709	.032	24.941	<.001 ^d
		Does the recruitment process help in boosting the organizational performance? Dependent	.955	.037	24.941	<.001 ^d
		What are the major difficulties faced while recruiting? Dependent	.564	.031	24.941	<.001 ^d

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on chi-square approximation

d. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.989	<.001
	Cramer's V	.989	<.001
	Contingency Coefficient	.703	<.001
N of Valid Cases		180	

- The hypothesis frames the project THE IMPACT OF EFFECTIVE RECRUITMENT AND SELECTION PRACTICE OF ORGANISATIONAL PERFORMANCE
- I have got 0.703 in chi square test it accepts null hypothesis and reject

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- Majority (65%) of the respondents are age between 19-23 years.
- Majority (66.25%) of the respondents are Male.
- Majority (83.8%) of respondents said recruiting a person is a long process.
- Majority (63.70%) of the respondents said it takes less than 1 month to recruit and fill a position in the company.
- Majority (58.20%) of the respondents said that Job Portals are the mainly used Recruitment method in the organisation.
- Majority (75%) of the respondents said Personal Interview as the most used selection method in the Organisation.
- Majority (64.60%) of the respondents said that the recruitment process of the organisation is very effective.
- Majority (65.40%) of the respondents said Using of correct medium helps in increasing the effectiveness of recruitment in the organisation.
- Majority (95%) of the respondents said that the organisation does timeliness recruitment and selection process in the Organisation.
- Majority (77.90%) of the respondents said that Online mode is mainly used as tracking the source of candidates in the organisation.
- Majority (93.70%) of the respondents said that there is referral program in the organisation.
- Majority (59.50%) of the respondents are very satisfied about the Recruitment process in the Organisation.
- 100% of the respondents said that effective recruitment process helps in boosting organisational performance
- Majority (65.40%) of the respondents answered that effective recruitment helps in increasing the quality of work.
- Majority (67.50%) of the respondents said that Recruitment is Very Influential in Organisational Performance.

- Majority (84.60%) of the respondents answered that they face problems while recruiting a candidate for the position.
- Majority (58.20%) of the respondents said Location replied that Location Is the major difficulty faced while recruiting candidate in an Organisation.
- Majority (50.6%) of the respondents replied that not ready to relocate is the major difficulty faced by recruiters by filling a position.
- Majority (55%) of the respondents said that spending more time of sourcing will help the recruiters to overcome the difficulties.

5.2 SUGGESTIONS

- Use different types of ATS software's to source the resumes in a speedy manner
- Use modern platforms like LinkedIn, Xing for sourcing the candidates.
- Construct a Recruitment process which is both effective and Influential.

CHAPTER 6

SUMMARY AND CONCLUSION

6.1 CONCLUSION

In spite of few challenges realized with recruitment and selection practices at Shivanjali Society, these measures have been effective in the selection of employees for the Organisation, even though much needs to be done to enhance it. Recruitment and selection of employees to a greater extent determines the performance of an organization and it is of great importance if organizations want to achieve their goals

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<https://shivanjali-society.business.site/>

APPENDIX:

**THE IMPACT OF EFFECTIVE RECRUITMENT AND SELECTION
PRACTICE ON ORGANANISATIONAL PERFORMANCE**

QUESTIONNAIRE:

1. Name of Respondent
2. Email ID
3. Age
4. Is recruiting a person to your company a Long process?
a) Yes b) Maybe c) No
5. How long does it take to recruit and fill a position in the company?
a) Less than 1 month
b) Less than 2 months
c) Less than 3 months
6. Which of the following recruitment methods and procedures are followed?
A) Campus recruitment
B) Advertising
C) Job portals
D) Recruitment agencies
7. What are the selection procedures and methods followed by the organization?
a) Aptitude test
b) Personal Interview
c) Written test
d) Practical test
8. How effectively does recruitment process in the organization work?
A) Very effectively
B) Effectively
C) Neutral
D) Not effectively
9. Which factors helps to increase the effectiveness in recruitment?
a) Fast process
b) Correct median
c) Finding skilled candidates

d) Others_____

10. Is the organization doing timeliness recruitment and selection process?

a) Yes b) Maybe c) No

11. How do you track the source of candidates?

A) Manual
B) Software
C) Online

12. Does the company have referral program?

a) Yes b) Maybe c) No

13. How satisfied are you about the recruitment process in the organization?

a) Very satisfied
b) Neutral
c) Not satisfied

14. Does the recruitment process help in boosting the organizational performance?

a) Yes b) Maybe c) No

15. How does effective recruitment help in organizational performance?

a) Reduces work load
b) Time management
c) Increases in quality of work
Others_____

16. How Influential is recruitment and selection process in organizational performance?

a) Very influential
b) Neutral
c) Not influential

17. Do you face any problems while recruiting candidates for the Position?

a) Yes b) Maybe c) No

18. What are the major difficulties faced while recruiting?

a) Not meeting the requirements
b) Location
c) Notice period
d) Compensation

19. What are the reasons for these difficulties?
- a) Shortage of skilled employees in the job market
 - b) Not ready to relocate
 - c) Over expectations about the salary
20. Do the difficulties increase the duration of recruitment process?
- a) Yes b) Maybe c) No
21. Things to be done for overcoming the difficulties in recruitment?
- a) Spend more time on sourcing
 - b) Use references from existing employees
 - c) Look for freshers and train them