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A STUDY ON RECRUITMENT AND SELECTION PROCESS AT DAMODAR VALLEY CORPORATION (WITH SPECIAL REFERENCE TO CHENNAI BRANCH)

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ABSTRACT

Recruitment and selection process which is followed in Damodar Valley Corporation. It also elaborates about the steps taken by the Recruiter to improve the process of the recruitment and selection so that their efficiency can be increased. The data has been accepted by the researcher using questionnaire and it has been analyzed. Analysis of data in a general way involves a number of closely related operation that are performed with the purpose of summarizing the collected data and organizing the in such a manner that answer the research questions. The chapter of analyses and interpretation is based on the responses of 100 respondents who are administered with a questionnaire which contain the personal data their views about the recruitment and selection process with reference to Damodar Valley Corporation.

INTRODUCTION

Recruitment and selection are two of the most important functions of personnel management. Recruitment precedes selection and helps in selecting a right candidate.

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Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of efficient personnel.

Staffing is one basic function of management. All managers have responsibility of staffing function by selecting the chief executive and even the foremen and supervisors have a staffing responsibility when they select the rank and file workers. However, the personnel manager and his personnel department are mainly concerned with the staffing function.

Every organization needs to look after recruitment and selection in the initial period and thereafter as and when additional manpower is required due to expansion and development of business activities.

'Right person for the right job' is the basic principle in recruitment and selection. Ever organization should give attention to the selection of its manpower, especially its managers. The operative manpower is equally important and essential for the orderly working of an enterprise. Every business organization/unit need manpower for carrying different business activities smoothly and efficiently and for this recruitment and selection of suitable candidates are essential. Human resource management in an organization will not be possible if unsuitable persons are selected and employment in a business unit.

SCOPE OF THE STUDY

A big boom has been witnessed in Industry in recent times. A large number of new players have entered the market and are vying to gain market share in this rapidly improving market. The study deals with Damodar valley corporation product, services and the various segments that it caters to. The study then goes on to evaluate and analyze the findings so as to present a clear picture of trends in the Recruitment and selection process.

OBJECTIVES OF THE STUDY

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1. To maintain records in order to determine compensation packages, wage structure, salaries raises, etc.
2. To identify the strengths and weaknesses of employees to place right men on right job.
3. To maintain and assess the potential present in a person for further growth and development

PURPOSE AND IMPORTANCE OF THE STUDY.

- Determine the present and future requirements and selection of the organization on conjunction with its personnel-planning and job analysis activities.
- Increase the pool of job candidates at minimum cost.
- Help increase the success rate of the selection process by reducing the number of visibly under qualified or overqualified job applicants.
- Help reduce the probability that job applicants, once recruited and selected, will leave the organization only after a short period of time.
- Meet the organization's legal and social obligations regarding the composition of its work force.
- Begin identifying and preparing potential job applicants who will be appropriate candidates.
- Increase organizational and individual effectiveness in the short term and long term.
- Evaluate the effectiveness of various recruiting techniques and sources for all types of job applicants.

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- Recruitment is a positive function in which publicity is given to the jobs available in the organization and interested candidates are encouraged to submit applications for the purpose of selection.

Recruitment represents the first contact that a company makes with potential employees. It is through recruitment that many individuals will come to know a company, and eventually decided whether they wish to work for it. A well-planned and well-managed recruiting effort will result in high quality applicants, whereas, a haphazard and piecemeal efforts will result in mediocre ones.

NON-PROBABILITY

❖ **EXPLORATORY & DESCRIPTIVE EXPERIMENTAL RESEARCH**

The research is primarily both exploratory as well as descriptive in nature. The sources of information are both primary & secondary.

A well-structured questionnaire was prepared and personal interviews were conducted to collect the customer's perception and buying behavior, through this questionnaire.

❖ **Primary Data:**

A Primary Research been conducted:

✓ The questionnaire was prepared for the companies and following areas covered:

✓ Distribution Channel of Insurance Company:

✓ Consumer profile:

❖ **Secondary Data**:

Collection of data from websites and catalogues to understand the product and the charges of the different Insurance Company.

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SAMPLING PLAN

Sampling Technique:

Initially, a rough draft was prepared keeping in mind the objective of the research. A pilot study was done in order to know the accuracy of the Questionnaire. The final Questionnaire was arrived only after certain important changes were done. Thus my sampling came out to be judgmental and convenient

Sampling Unit:

The respondents who were asked to fill out questionnaires are the sampling units. These comprise of employees of MNCs, Govt. Employees, Self Employed etc. Sampling size: The questionnaire is taken from the 100 persons.

DATA ANALYSIS AND INTERPRETATION

Table no 1.

Objectives of an Organization

S.No.	Particulars	No of Respondents	% of Respondents
1	Yes	92	92
2	No	8	8
	Total		100%

Interpratation

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Most of the employees are well aware of the objectives of their organization. The organization provides such kind of environment, where the employees are created awareness of the objectives if they are aware of objectives, and then they try to achieve it.

Table no 02.

Awareness of recruitment and selection process

S.No.	Particulars	No of Respondents	%
1	Yes	86	86
2	No	14	14
	Total		100%

Interpratation

In the survey, 86% of the employees are accepted that they are aware of the recruitment and selection process in their organization. 14% of the employees said that they don't know of the recruitment and selection process.

Table no 03.

Effective recruitment

S.No.	Particulars	No of Respondents	%
1	Yes	80	80
2	No	20	20
	Total		100%

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Interpratation

In the survey 80% of the employees feel that the recruitment done effectively in their organization. Because they are satisfied with the recruitment procedures that are followed in the organization and 20% of the respondents are not satisfied with the procedure.

Table 04.

Selection purely based on academic merit

S.No.	Particulars	No of Respondents	%
1	Yes	86	86
2	No	6	6
3	Neutral	8	8
	Total		100 %

Interpratation

In the survey, 86% of the respondents said that the selection is purely based on academic merit in the organization, 6% of the respondents said no, and 8% of the respondents are not interested to their opinion.

Table 05.

Satisfied with the selection process

S.No.	Particulars	No of Respondents	%

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1	**Yes**	**80**	**80**
2	**No**	**12**	**12**
3	**Neutral**	**8**	**8**
	Total		**100%**

Interpratation

In the survey, 80% of the respondent said that they are satisfied with the selection process, which is adopted by their organization, 12% respondents said that they are not satisfied with the selection process and 8% respondents neutral because they are not interested to exploit their opinion.

Table no 06.

Satisfied with the HR activities in a company

S.No.	Particular	No. of Respondents	%
1	**Highly satisfied**	**60**	**60%**
2	**Satisfied**	**36**	**36%**
3	**Unsatisfied**	**4**	**4%**
4	**High unsatisfied**	**0**	**0%**
	Total		**100%**

Interpratation

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In the survey, 60% respondents said that they are Highly Satisfied with the HR activities in the **damodar valley corporation**. Only36% of respondents said that they are satisfied with the HR activities, and 4% respondents are not interested to exploit their opinion on the HR activities.

Table no 07.

Satisfied with the company's Recruitment process.

S.No.	Particular	No. of Respondents	%
1	Excellent	60	60%
2	Good	36	36%
3	Fair	4	4%
4	Poor	0	0%
	Total		**100%**

Interpratation

In the survey, 60% respondents said that they are very much satisfied with the R & S Process in the **damodar valley corporation** only36% of respondents said that they are satisfied with the R & S Process, and 4% respondents are not interested to exploit their opinion on the R & S Process.

FINDINGS

1. All the respondents strongly agreed that the organization has provided the duties, responsibilities required qualifications and personal profile of particular position in the Advertisements or job Listing at the time of Recruitment.

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2. All the respondents strongly agreed that the management is attracting the qualified and experienced applicants for both Technical and Non technical positions through its various Recruitment methods like Advertisements and Job Listing etc. with or without time frame.
3. All the respondents agreed that they are given a chance of writing the duties and responsibilities of their position in consulting with HR department for perfect job description.
4. Most of the respondents agreed the the management concentrates on the educational background, concrete experience details, qualities like positiveness, expected performance of candidate etc.
5. All the respondents strongly agreed that the organization conducts written tests. Interviews and medical examinations for certain positions according to policy.
6. 75% of the managers says that they prefer both internal as well as external sources for the recruitment and selection process in damadar valley corporation.
7. In damodar valley corporation most of the manager prefer personal interview 30% prefer to take telephonic interview where as only 20% go for video conferencing .
8. Since damodar valley corporation is leading with several companies 'policies it should be easy for them to penetrate into the market and secure a good position.

SUGGESTIONS

- Manpower requirement for each department in the company is identified The company could use online recruitment effectively.
- The company should concentrate more on the recruitment source to retain resources.
- The company should improve the quality of the recruitment and selection process specifically for the target achievement.

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- The training program should be designed more effectively for the selected candidates.
- If the manpower requirement is high and the recruitment and selection team of the HR department alone cannot satisfy it, then help from the placement agencies.
- Perfect manpower consultants should avoid dealing with low profile requirements (like recruiting office assistants, front office executives or were the salary package is less than exp salary.
- Time management is very essential and it should not be ignored at any level of the process.
- The candidate called for interview should be allotted timing and it should not overlap with each other

CONCLUSION

The human element of organization is the most crucial asset of an organization. Taking a closer perspective -it is the very quality of this asset that sets an organization apart from the others, the very element that brings the organization's vision into fruition.

Thus, one can grasp the strategic implications that the manpower of an organization has in shaping the fortunes of an organization. This is where the complementary roles of Recruitment and Selection come in. The role of these aspects in the contemporary organization is a subject on which the experts have pondered, deliberated and studied, considering the vital role that they obviously play.

The essence of recruitment can be summed up as 'the philosophy of attracting as many applicants as possible for given jobs. The face value of this definition is what guided recruitment activities in the past. These days, however, the emphasis is on aligning the organization's objectives with that of the individuals. By making this a priority, an organization safeguards its

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interests and standing. After all, a satisfied workforce is a stable workforce which also ensures that an organization has credible and reliable performance. Ina bid to underscore this subtle point, the project examines the various processes and nuances one of the most critical activities of an organization.

The end result of the recruitment process is essentially a pool of applicants. Next to recruitment, the logical step in the HR process is the selection of qualified and competent people. As such, this process concentrates on differentiating between applicants in order to identify – and hire- those individuals whose abilities are consistent with the organization's requirements.

The reader will do well to note that the transition between the 2 activities is not stringent. The 2 activities basically have one aim- to yield a perfect employee for the organization.

Nor are these activities typecast. Every organization tailors the processes keeping in mind the nature of the organization, its needs and constraints.

In the end, this project endeavors to present a comprehensive picture of Recruitment and Selection and hopes to enable the reader to appreciate the various intricacies involved.

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