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**“A Study on Significance of Recruitment with Special Reference to  
Dharmapuri district Co-Operative Milk Producer’s Union Limited  
at Krishnagiri, Tamilnadu “**

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**ABSTRACT**

The research work was undertaken in “dharmapuri district co-operative milk producers union ltd” at krishnagiri under the title “a study on recruitment and selection” the main objective of the research is: To study the aavin milk follows sources in Recruitment and Selection. The

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research design used for the study is descriptive research, descriptive research study is involves survey and fact finding enquiries of kinds of which helps the researches to describe the present situation. The limitations of the research are the study is based on the opinions expressed where there is a great tendency for fluctuations in response and behavior. The data collection methods include two sources like primary sources and secondary sources. This study comprise of primary sources which is collected from the respondents. The secondary data were administrated from organizations internal records, magazines, text books and internets. The number of respondent is 100. The questionnaire method is best when the respondents will feel reluctant to give their responses in a survey method. The tool used for this study is using simple percentage analysis and interpretation of data. Based on the findings, suitable suggestion is also given in order to increase the operational efficiency of the organization. The scheme from very honestly furnishing their respondents response.

**Key Words:** recruitment and selection, descriptive research, response and behavior,

## Chapter-I

### 1.1. INTRODUCTION

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Recruitment is the process by which organizations locate and attract individuals to fill job vacancies. Most organizations have a continuing need to recruit new employees to replace those who leave or are promoted in order to acquire new skills and promote organizational growth. Recruitment is defined as, “a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient workforce.” Recruitment is a ‘linking function’, joining together those with jobs to fill and those seeking jobs. It is a ‘joining process’ in that it tries to bring together job seekers and employer with a view to encourage the former to apply for a job with the latter. In order to attract people for the jobs, the organization must communicate the position in such a way that job seekers respond. To be cost-effective, the recruitment process should attract qualified applicants and provide enough information for unqualified persons to self-select themselves out. Thus, the recruitment process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applicant’s from which new employees is selected.

Selection refers to the task of choosing or picking the suitable candidates by first asking for and gaining access to useful information about the candidate. Through the process of

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recruitment the company tries to locate prospective employees and encourages them to apply for vacancies at various levels. Recruiting, thus, provides a pool of applicants for selection.

Selection is the process of picking individuals who have relevant qualifications to fill jobs in an organization. The basic purpose is to choose the individual who can most successfully perform the job from the pool of qualified candidates. The purpose of selection is to pick up the most suitable candidate who would meet the requirements of the job in an organization best, to find out which job applicant will be successful, if hired. To meet this goal, the company obtains and assesses information about the applicants in terms of age, qualifications, skills, experience, etc. the needs of the job are matched with the profile of candidates. The most suitable person is then picked up after eliminating the unsuitable applicants through successive stages of selection process. How well an employee is matched to a job is very important because it directly affects the amount and quality of employee's work.

## **1.2. OBJECTIVE OF THE STUDY**

Every task is undertaken with an objective. Without any objective a task is rendered meaningless. The main objectives for undertaking this project are.

1. To understand the Recruitment and Selection Process at Aavin Milk.

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2. To give suitable recommendations to streamline the hiring process.
3. To Study the Challenges faced by HR in recruitment.
4. To Study recent trends in Recruitment Process.
5. To identify the various sources of recruitment.

### **1.3.SCOPE OF THE STUDY**

1. To understand the various sources of recruitment provided in the organization.
2. To analyze the recruitment of different recruiting techniques and sources for all types of job applicants in the organization.
3. To structure the recruitment policy of company for different categories of employees.

### **1.4. LIMITATIONS OF THE STUDY**

The research study has some limitations, which are as follows:

1. This study conducted only 100 respondents of Aavin Milk at Krishnagiri.

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2. The study was conducted in short period of time. So I could not do in depth research on my topic.
3. Different timing of shift.
4. Though I had collected the data through questionnaire many employees were not very frank enough to respond to the questions posed to them.

## **Chapter-II**

### **RESEARCH METHODOLOGY**

#### **2.1.INTRODUCTION**

A Research can be defined as a scientific and systematic search for pertinent information on a specific topic. “Mory” define research a “systematic effort to gain new knowledge”.

#### **RESEARCH METHODOLOGY**

Research methodology is a systematically solve the research problem. It is a plan or frame work for doing the study collecting the data. The collection of data is the process of enumeration together with the proper recording of results. The success of an enquiry is based

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upon the proper collection of data. The present study depends upon primary data and secondary data collection from employees in DDCMPU Ltd.

### RESEARCH DESIGN

The research used Descriptive Research design. Descriptive research designs are concerned with the research studies with a focus on the portrayal of the characteristics of a group or individual or a situation. It means fact finding one.

**RESEARCH TOOL:** Simple percentage analysis.

**RESEARCH INSTRUMENT:** The research instrument in this case was Questionnaire. It was framed with the close ended question.

Close ended questions : Make choice among the respondents selects.

### SAMPLING METHOD

#### 1. SAMPLING SCHEME:

The sampling scheme is simple Random Sampling. A random sample is a simple selected in such a way that every item in the population has an equal chance of being included.

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## 2. SAMPLING PLAN:

It is the process of obtaining information about an entire population by examining only a part of it. The item selected from the population is known as the sample. The sampling that is adopted for this study is random sampling.

## 3. SAMPLING SIZE:

The research has taken 100 sample have been taken for the study from the organization.

## DATA COLLECTION

The task of data collection defines after a research problem has been destined and research design charted out. There are two types of data.

- Primary Data
- Secondary Data

## STATISTICAL TOOL USED:

Statistical tools such as simple percentage were used to analysis the data



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- Percentage Analysis

### Chapter -III

#### DATA ANALYSIS AND INTERPRETATION

The data after collection has to be processed and analyzed in accordance with outline laid down for the purpose at the time of developing the research plan. This is essential for a scientific study and ensures that we have relevant data for many complicated comparisons and analysis. Technical processing implies editing, coding, classification and tabulation of collected data so that they are amenable to analysis. The analysis of data is the most skilled task in the research process. It class of the researches own judgment and skill. Analysis means a critical examination of the assembled and grouped and data for studying the characteristics of the object under study and for determining the patterns of relationship among the variables relating to both quantitative and non-quantitative methods are used. For the data analysis interpretation has been done by using percentage, table, bar charts and pie charts to infer the findings.

**Table-1. Which method do you mostly prefer from the following for recruitment and selection**

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Options	No. of Respondents	Percentage
Direct	90	90%
Indirect method	10	10%
Third party method	-	-
Total	100	100%

**INFERENCE:** From the above table it is clear that 90% of the employees are prefer the direct method. And 10% of the employees prefer the indirect method.

**Table-2. You think best internal sources is used to recruitment and selection for the employees**

Options	No. of Respondents	Percentage
Transfer	20	20%
Promotion	80	80%

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Total	100	100%
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**INFERENCE:** From the above table it is clear that 80% of employees are said that promotion is the best sources of the recruitment and selection. And 20% of employees are said that transfers are the best sources of the recruitment and selection.

**Table-3. What is the most method for recruitment**

Options	No. of Respondents	Percentage
Internal recruitment	96	96%
External recruitment	4	4%
Total	100	100%

**INFERENCE:** From the above table it is clear that 96% of employees are most prefer the internal recruitment method. And 4% of employees prefer the external recruitment method.

**Table-4 .How many rounds of interviews are conducted**

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Options	No. of Respondents	Percentage
1-3	75	75%
3-5	25	25%
Above 5	-	-
Total	100	100

**INFERENCE:** From the above table it is clear that 75% of employees said 1-3 rounds of interviews are conducted by the company. And 25% of employees said 3-5 rounds of interviews are conducted by the company.

**Table-5.Are you satisfied with round of interviews conducted**

Options	No. of Respondents	Percentage
Yes	60	60%

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No	40	40%
Total	100	100%

**INFERENCE:** From the above table it is clear that 60% of employees were satisfied with round of interviews conducted. And 40% of employees said to some extend the round of interviews conducted.

**Table-6.What form of interview did you prefer**

Options	No. of Respondents	Percentage
Personal Interview	95	95%
Telephone Interview	5	5%
Video Conferencing	-	-
All three	-	-

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Total	100	100%
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**INFERENCE:** From the above table it is clear that 95% of employees mostly prefer personal interview. And 5% of employees only prefer telephone interview.

**Table-7. Are you satisfied with the interview process**

Options	No. of Respondents	Percentage
Yes	100	100%
No	-	-
Total	100	100%

**INFERENCE:** From the above table it is clear that 100% of employees were satisfied with the interview process.

**Table-8. Are the aptitude test conducted**

Options	No. of Respondents	Percentage
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Yes	60	60%
No	40	40%
Total	100	100%

**INFERENCE:** From the above table it is clear that 60% of employees said the aptitude test conducted by the company. Then 40% of employees said the aptitude test does not conduct by the company.

**Table-9.. Do you conduct any of these tests**

Options	No. of Respondents	Percentage
Intelligence test	10	10%
Mechanical test	60	60%
Medical test	-	-
Check reference test	30	30%

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Total	100	100%
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**INFERENCE:** From the above table it is clear that 60% of employees said mechanical test conduct by the company. Then 30% of employees said check reference test conduct by the company. And 10% of employees said intelligence test was conduct by the company.

**Table-10. Rate for hr practices of the company**

Options	No. of Respondents	Percentage
Very Good	65	65%
Good	35	35%
Average	-	-
Bad	-	-
Total	100	100%



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**INFERENCE:** From the above table it is clear that 65% of employees gave very good rating for HR practices of the company. And 35% of employees gave good rating for HR practices of the company.

**Table-11..Better results of recruitment and selection can be increase by interviews**

Options	No. of Respondents	Percentage
Structure	65	65%
Unstructured	10	10%
Problem question	5	5%
Case study question	20	20%
Total	100	100%

**INFERENCE:** From the above table it is clear that 65% of employees said structure interview is best result for recruitment and selection. The 10% of employees said unstructured interview is best. Then 20% of employees said case study questions are best. And 5% of employees said problem questions are best result for recruitment and selection.

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## Chapter -IV

### 4.1. FINDINGS

- ❖ 50% of employees finished their technical qualification.
- ❖ 40% of employees having 11-15 years of experience.
- ❖ 50% of employees feel about highly satisfied with working in Aavin.
- ❖ 50% of employees using for external sources of recruitment.
- ❖ 50% of employees used for employee referrals method for recruitment.
- ❖ 50% of potential candidates are generating through the employee referrals.
- ❖ 30% of employees are selecting the basis of experience.
- ❖ 70% of employees estimating recruitment process cost are done.
- ❖ 30% of employees facing the challenges of recruitment and absenteeism by the company.

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- ❖ 55% of employees said internal sources is the best for recruitment and selection process.
- ❖ 70% of employees said not fixed for resources need and forecasted.
- ❖ 90% employees prefer direct method for recruitment and selection.
- ❖ 80% of employees thinking about promotion are the best sources of internal method to use in recruitment and selection.
- ❖ 96% of employees said internal recruitment method is most method for recruitment.
- ❖ 75% of employees said 1-3 rounds of interviews are conducted by the company.
- ❖ 60% of employees said satisfied with the round of interviews conducted.
- ❖ 95% of employees prefer the form of personal interview.
- ❖ 100% of employees said satisfied with the interview process.
- ❖ 60% of employees said aptitude test conducted by the company.
- ❖ 60% of employees said mechanical test conducted by the company.

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- ❖ 65% of employees gave very good rating for HR practices of the firm.
- ❖ 65% of employees said structure interviews are better results of recruitment and selection.

#### 4.2.SUGGESTIONS

The following are the suggestions received from the respondents of the questionnaire. These suggestions are based on their awareness regarding the recruitment and selection procedure.

- Aavin milk must take care to recruit the technical qualification candidates for DDCMPU Ltd's growth in future.
- Company should follow all the steps of recruitment and selection for the selection of the candidates.
- During the selection process not only the experienced candidates but also the fresh candidates should be selected so as to avail the innovation of new candidates.

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- Candidates should be kept on the job for some time period; if suitable they should be recruited. During the selection process, the candidates should be made relaxed and ease.
- Aavin can follow their method of recruitment which they follow at present. Because most of the employees prefer direct method of recruitment and selection.
- In future the organization can concentrate to reduce the rounds of interviews conducted.
- 100 out of 50 respondents said and like external recruitment. So DDCMPU ltd should not change at present and future.
- Most of the employees said 1-3 rounds of interviews are conduct by the company. But some employees said to extent the round of interviews conducted. So the organization must identify why they need to extent and solve that deviations.
- It should be made interesting. There must be proper communication between the interviews and the interviewee any the time of interview.
- Evaluation and control of recruitment and selection should be done fair judgment.
- Methods used for selection of candidates should be done carefully and systematically.

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- The attainment of goals and objective of any organization depend on the type and quality of its manpower. To have right type of men at right job and at right time, the recruitment and selection procedure should be fair and impartial.

#### 4.3.CONCLUSION

Success of every business enterprise depends on its human resource. Recruiting and selecting the right people for your business is a challenge. Finding the right man for the job and developing him into a valuable resource is an indispensable requirement of every organization. Proper recruitment helps the line manager's to work most effectively in accomplishing the primary objective of the enterprise. In order to harness the human energies in the service or organizational goals, every HR manager is expected to pay proper attention to recruitment and selection activities in an organization. Thus, personnel functions recruitment and selection, when carried out properly, would enable the organization to hire and retain the services of the best brains in the market. The recruitment process inform qualified individuals about employment opportunities, create a positive image of the company, provide enough information about the jobs so that applicants can make comparisons with their qualifications and interests, and generate enthusiasm among the best candidates so that they will apply for the vacant positions. Recruitment represents the first contact that a company makes with potential employees. It is

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through recruitment that many individuals will come to know accompany, and eventually decide whether they wish to work for it.