



## A Study on Effectiveness of Recruitment Process With Reference to Mariegold Exports Pvt Ltd, Nellai.

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**ABSTRACT**

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. Recruitment is a linkage activity bringing together those with jobs and those seeking jobs. In simple words, the term recruitment refers to discovering the source from where potential employees may be selected. The scientific recruitment process leads to higher productivity, better wages, high morale, reduction in labor turnover and enhanced reputation. It stimulates people to apply for jobs; hence it is a positive process. Moreover recruitment is concerned with reaching out, attracting, and ensuring a supply of qualified personnel and making out selection of requisite manpower both in their quantitative and qualitative aspect. This is the first stage of the process of selection and is completed with placement. This study attempts to find the effectiveness of Recruitment Procedures followed in Marie gold Exports private Ltd, Nellai.

**KEYWORDS**

**INTRODUCTION**

The recruitment procedure is the value added HR Process. It is about attracting, interviewing and hiring new employees. The perfect recruitment includes the adaption of the new hire. It is about the definition of the job vacancy, designing the appealing recruitment text and offering the competitive package to the winning candidate.

**DEFINITION**

Edwin B.Flippo defined recruitment as the "process of searching for prospective employees and stimulating them to apply for jobs in the organization".

**SOURCES OF RECRUITMENT**

The recruitment is not just external; the internal recruitment has an enormous impact on the performance of the company and increases the satisfaction of employees. HR has to define the needed skills and competencies. The profile of the ideal candidate has to be aligned with the corporate culture and corporate values. The profile has to support enhancing the organizational capability. The recruitment is one of the best opportunities to enrich the organization, and it is the way to build the learning organization. HR Recruiter has to be skilled to identify the right profile of the best candidate, and they have to be promoted to managers as the best hiring option.

**INTERNAL SOURCES**

- Internal Promotions
- Transfers

Internal Sources are the most obvious sources. These include Personnel already in the payroll of an organization i.e., its present working force. Whenever any vacancy occurs, somebody from within the organization is placed in that job. This source includes personnel who were once on the payroll of the company and the old employees who plan to return or whom the Company would like to rehire, such as those on leave of absence, those who quit voluntarily, or those on production lay-offs.

**EXTERNAL SOURCES**

- Advertisement in newspapers.
- Employee Referrals
- Campus Recruitment
- Online recruiting

- Casual job seekers
- Consultants
- Job fairs

These source lie outside the organization. They usually include new entrance to the labour force i.e young, mostly inexperienced potential employees, the college students the unemployed with a wide range of skills and abilities, retired experience persons such as mechanics, machinists, welder's accountants, others not in the labor force, such as married women and persons from minority groups.

**OBJECTIVES OF THE STUDY**

- To find the effectiveness of Recruitment Procedures followed in Marie gold exports pvt ltd, Nellai.
- To find the qualities required for being recruited.
- To ascertain whether there is a relationship between Experience of respondents and awareness of recruitment process of the company.

**RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected and analyzed. This section describes the methodology which includes collection of data, construction of the instrument, samplingsize, framework of analysis and period of study.

**ResearchDesign**

The type of research adopted was descriptive research. Descriptive studies attempt to determine the frequency with which something occurs .This study is an attempt to obtain a complete and accurate description of the situation.

**Samplingsize**

Due to time and resource constraint the sample size has been taken as 220 for survey.

**Tools for data collection**

Both primary and secondary data were collected for this study.

**Primary data**

Primary data has been collected from the respondentsthrough questionnaire.

**Secondary data**

Secondary data has been collected mainly to support primary data and the data from the company's profile, websites, magazines, articles were widely used.

**Tools for analysis**

To analyze the collected data the following statistical tools were used.

- Percentage analysis
- Chi square test
- Charts

**DATA ANALYSIS AND INTERPRETATION**

**Table 1**

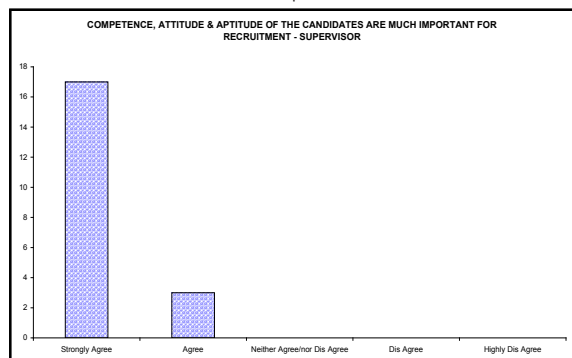
**Competence, Attitude & Aptitude of the Candidates Are Much Important For Recruitment – Supervisor**

Response	Strongly Agree	Agree	Neither Agree/nor Dis Agree	Dis Agree	Highly Dis Agree
Supervisor	17	3	0	0	0
Percentage	85%	15 %	0%	0 %	0%

Source: Primary Data

**Inference :**

It is inferred from the table that 85 % of the Supervisors Strongly Agree that Competence, Attitude & Aptitude of the Candidates are much important for Recruitment and 15 % of the Supervisors Agree that Competence, Attitude & Aptitude of the Candidates are much important for Recruitment.



**Figure 1**

**Table 2**

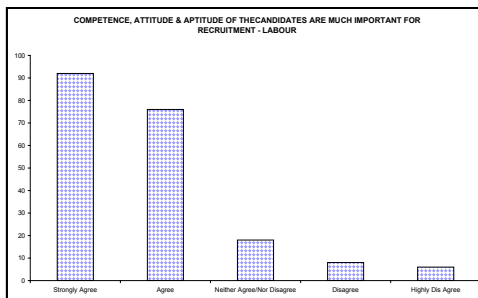
**Competence, Attitude & Aptitude Of The candidates Are Much Important For Recruitment – Labour**

Response	Strongly Agree	Agree	Neither Agree/Nor Disagree	Disagree	Highly Dis Agree
Labour	92	76	18	8	6
Percentage	46%	38%	9 %	4 %	3%

Source : Primary Data

**Inference**

It is inferred from the table that 46 % of the Labour Strongly Agree that Competence, Attitude & Aptitude of the Candidates are much important for Recruitment, 38 % of the Labour Agree that Competence, Attitude & Aptitude of the Candidates are much important for Recruitment, 9 % of the labour neither Agree nor dis Agree, 4 % of the Labour Dis Agree and 3 % of the labour Highly Dis Agree that Competence, Attitude and aptitude are much important for Recruitment.



**Figure 2**

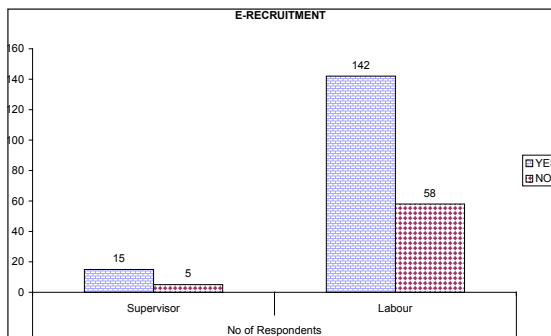
**Table 3E - Recruitment**

Response	No of Respondents			
	Supervisor	Percentage	Labour	Percentage
YES	15	75%	142	71 %
NO	5	25%	58	29%
	20	100 %	200	100 %

Source: Primary Data

**Inference**

It is inferred from the table that 75 % of the Supervisors encourage E-Recruitment and 25 % of the Supervisors do not encourage E- Recruitment. 71 % of the Labors encourage E-Recruitment and 29 % of the Labors do not encourage E-Recruitment.



**Figure 3**

**Table 4 Chi –Square Test Observed Frequencies**

Particulars	5 years	5-10 years	11-15 years	>15 years	Total
Yes	10	20	30	70	130
No	15	20	25	30	90
Total	25	40	55	100	220

**Table 5 Expected Frequencies**

14.77	23.64	32.5	59.09
10.3	16.36	22.5	40.90

**Table 6 calculation of chi square value**

O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
10	14.77	22.75	1.5
15	10.23	22.75	2.2
20	23.64	13.25	0.56
20	16.36	13.25	0.81
30	32.5	6.25	0.19
25	22.5	6.25	0.28
70	59.09	119.03	2.01
30	40.90	118.81	2.9
			10.45

$$\sum [(O - E)^2 / E] = 10.45$$

$$\begin{aligned} \text{Table Value} &= (r - 1)(c - 1) \\ &= (2 - 1)(4 - 1) \\ &= 3 \end{aligned}$$

**Table Value**

Table Value = 7.814  
 Calculated Value = 10.45  
 Calculated Value > Table Value

**Inference:**

There is a relationship between Experience of respondents and awareness of recruitment process of the company.

**FINDINGS**

Most of the Supervisors (85%) Strongly Agree that Competence, Attitude & Aptitude of the Candidates are much important for Recruitment and only of the labours(46%) of the Labour Strongly Agree that Competence, Attitude & Aptitude of the Candidates are much important for Recruitment.

Majority of the Supervisors (75%) encourage E-Recruitment for recruiting employees for the organization.

Majority of the Labours (71%) encourage E- Recruitment to employ in recruiting process.

The chi square table shows that there is a significant relationship between experience of respondents and awareness of recruitment process of the company

**SUGGESTIONS**

Recruitment procedure must be followed in such a manner that it should boost the morale of employees.

A balanced Age - mix employees may be recruited. Combination of the employees will always assist to carry the different needs of the company.

It is recommended that the Recruitment Process can be undertaken once in a year based on the vacancy and adhoc need.

The recruitment techniques must be evaluated periodically to ensure its excellence.

**CONCLUSION**

Efficient and effective method of Recruitment, followed by right Selection of employees to the Company would definitely improve the general morale, discipline and overall productivity Performance of the employees at a larger expense. Thus the company has to recruit the well skilled and experienced persons in order to achieve the organizational goals and objectives within the short period of time.

**REFERENCES**

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