

**A PROJECT REPORT
(18MBAPR407)
on the Topic
“RECRUITMENT AND SELECTION PROCESS IN
BUZIBRAINS”, BANGALORE**

BY

**Ms. ARCHANA B R
1CR18MBA05**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



**In partial fulfillment of the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the Guidance of

Internal Guide

Manjunatha S.Ms. Sandhya. L. Gite
Assistant professor
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External Guide

Chief Executive Officer
BuziBrAIns
Electronic city
Bangalore-560100.



**DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH
CMR INSTITUTE OF TECHNOLOGY
#132, AECS Layout, IT Park Road, Kundalahalli, Bangalore - 560037**

BATCH 2018-2020

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BATCH 2018-2020

CERTIFICATE BY THE COMPANY

BuziBrAIIns

Date: 19th Feb 2020

Internship Completion Certificate

This is to acknowledge the efforts of **Ms. Archana B R** studying **MBA in CMRIT, Bangalore** as **Human Resource Coordinator (INTERN)** From **Jan 2nd 2020 To Feb 15th 2020**. She helped in organizing **Campus Recruitment Drive in Jyothy Institute Of Technology, Kanakpura Road, Bangalore, Karnataka.**

We wish her success all ventures in the future.

For BuziBrAIIns, Bangalore


Sandhya L. G.

Chief Executive Officer

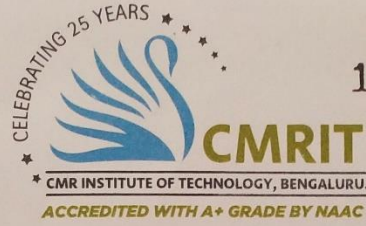
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"Information Is Key To Success"

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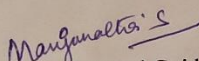


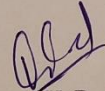
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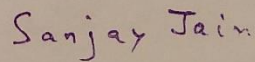
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CERTIFICATE

This is to certify that **Mrs. ARCHANA B R** bearing USN **1CR18MBA05** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**RECRUITMENT AND SELECTION in BuziBrAIns, BANGALORE**” is prepared by her under the guidance of **Mr. MANJUNATHA S**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.


Signature of Internal Guide


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Bangalore - 560037

Evaluators

1) Name of external evaluator

2) _____
Name of internal evaluator

Signature with Date

DECLARATION

I, **Ms. ARCHANA B R** bearing **USN 1CR18MBA05**, hereby declare that the project report entitled "**RECRUITMNET AND SELECTION**" with reference to "**BuziBrAlns, Bangalore**" prepared by me under the guidance of **Manjunatha S**, faculty of M.B.A Department of CMR Institute of Technology, Bengaluru and external assistance by **Ms. Sandhya. L. Gite, Chief Executive Officer, BuziBrAlns, Bangalore**. I also declare that this Project work is towards partial fulfilment of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

Place: BANGALORE

Date: 22-09-2020

Archana

Signature of the Student

USN: 1CR18MBA05

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I thank

ARCHANA B R
1CR18MBA05

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EXECUTIVE SUMMARY

The objective of the Study is to understand the Recruitment and Selection process carried out by the company. The Strategies used by the organization to retain their loyal employees and to attract new talents inside and outside the organization. Communication media is checked, to know if the employees are aware of the activities going on in the organization. Feedbacks are collected at the end to know the employees view about the company.

Recruitment and Selection is the major part of the Human Resource Management. It is the gateway through which employees are selected and hired into the organization. Recruitment process involves identifying the vacant post, Posting Ads for vacant positions, Filtering and screening the candidates. Whereas Selection process comes into action after the recruitment, which involves, Choosing the correct candidate for the vacant position and provide training and evaluate their performance.

Recruitment is the process of attracting new talents using various sources and making that candidate apply for the job, according to Edwin. D. Flippo. The Recruitment process vary from one company to another. Companies follows different Recruitment strategies and Techniques to hire people. The one main concept followed by all the companies is Recruitment Policy, based on this the candidates are selected for the further rounds of interview. There are certain factors which will affect the recruitment process of the organization and they are brand image, welfare, goodwill, etc.

Selection is the process of selecting the skilful candidate for the vacant position, by verifying if the candidate meets all the requirements of the job. Selection process is time consuming and lengthy when compared with Recruitment process. According to Yoder, Selection is classified into two categories, namely, selected and not selected. The factors that affect Selection process in the organization are Background verification, Referral checks, interviews and many more.

Ultimately the Recruitment and Selection (R & S) process is very essential for bringing change in organization and it also helps in motivating the employees in the organization. It provides growth to the employee's career. Hence it is important both for organization as well as the employees.

CHAPTER 1
INTRODUCTION
INDUSTRY PROFILE

Service Industry

Service sector according to U.S. Census Bureau, is a sector which produce goods which are intangible known as Services, in spite of goods, which includes various services such as warehouse and transportation facilities, security and investment service, information services, entertainment, arts and recreation, management of waste, healthcare and social assisting, and professional services. Many countries focus on the service sector for their economies more than agricultural and industrial economies. The third tier of the 3-sector economy is the Service sector also known as the Tertiary sector. United States, United Kingdom, Australia, and China are the top countries which emphasis on service sector.

With around 15.53 trillion USD, United States is the largest service sector provider. Around 196 countries are associated with service sector. More than 80% of GDP is from the service sector in 30 countries. It increases the GDP of the most countries by providing jobs, public services and inputs for the economy. It also improves the performance of Trade and provides export opportunities in traditional and new methods. Service sector consist of trade (wholesale and retail), computer software development services, medicine services, non-profit economic activities, consumer services, engineering services, banking services, communications and government services which includes defense and administration of justice.

Technology in the Service Industry

It plays a vital role in innovation of data frameworks, which means forming segments in the organizations work. It helps in segmenting and to enhance the efficiency and effectiveness of the organization by incrementing the speed and reducing the quantity. It also helps in cost minimization to achieve the goal of the organization. It helps to the company's position and its competitors.

The Future of Service Industry

This sector provides around 60 percent of GDP and it is the most steadily growing industry. It plays an essential role in the country's economic growth. From the past two decades relationship between the economic growth and the Service sector has become stronger as it reflected on the GDP and has increased its value.

Indian Economy

India's economy has economic market which is developing and it is the fifth-largest economy in the world by nominal GDP and the 3rd largest by purchasing power parity (PPP). The major source of living is agriculture by which people earn and its around Two-thirds of the people. And another major source by which people earn for their living is service sector. India Economy was reformed with globalization and international economic integration. Information Technology was developed first in India by Sri Atal Bihari Vajpayee. India is the best exporter of IT. The Indian IT industry is export dominate and constitute around 79 percent total revenue of the Service Industry.

Service sector in India

Since Independence, i.e., around 60 years, India Service sector has contributed around 60 percent of lion's share to the country, but its employees only 25 percent labour force. Because major population is employed with agriculture and manufacturing. There are various activities in this sector and they are as follows:

1. Retail, Hotels and Health care,
2. Banks, Real Estates and Education,
3. Social works and Recreation,
4. Media and Communications,
5. Electricity, Gas and Water Supply,
6. Computer Services.

Service sector Contributing to Indian Economy

There are few companies which has invested for the development of the service sector and they are as follows:

- During April 2000 and June 2019, with US\$ 74.94 billion India was the largest recipient of FDI.

- There might be an increase of US\$ 234.4 billion and US\$ 12.9 billion respectively in the coming years in Leisure & Business travel & tourism.
- By 2020, the India's earning by medical tourism may cross to \$ 9 billion.
- Many mergers and acquisitions are going to take place between Indian healthcare companies and foreign companies for new markets and growth.
- Increase in incentives by two percent under Service Exports from India Scheme (2015-2020).
- To remove the trade barriers to the services, Government has started working in 2017.
- There was a growth of Five time more in ports traffic during 2014-2018, when observed to 2010-2014.
- Telecommunication infrastructure and services were increased. It was around Rs.60,000 crores during 2014-2019.
- Around 18 projects were sanctioned by the Ministry of Tourism, which was around Rs. 1,456 crores under the Swadesh Darshan and PRASHAD Schemes.
- Around Rs. 82.51 crores were generated as total revenue in November 2019 by Statue of Unity (Statue of Sardar Vallabhbhai Patel), which was inaugurated in October 2018.
- During 2017-2018 highest revenue was generated by the Indian IT firm which is around US\$ 167 billion.
- By 2025, digital economy of India will be around \$ 1 trillion.
- Between 2015 and 2020 Management Market in India is expected be grown by 17% C.A.G.R.
- Healthcare Industry will reach at US\$ 132 billion by 2023.
- Indian IT industry is assumed to raise \$ 14.3 billion by 2023 with an increase of 8%.
- GST (Goods and Service Tax) has been implemented and because of which the tax burden has reduced on goods and it will reduce the services price in long run.

IT Service sector in India

In India, Information Technology contains of 2 major components i.e., IT Services & Business Processes outsourcing also known as BPO. The Information Technology sector has raised the GDP from 1.2% (1998) to 7.7% (2019).

Tata Group along with Burroughs, the 1st software export zone launched the IT sector first in Mumbai, India in 1967. During 1980, around 80% of the software export of the country was from S.E.E.P.Z (Software Export Zone). They established their first IT in 1973 in Mumbai.

The Information Technology provides around \$155 billion in the gross value and it grows between 10-15% per annum. Low-cost labor arbitrage is our main advantage so far, which requires a skill to convert least-cost least value add Service providers to least-cost highest value add partners. Information Technology companies can extend their services to find solution for financial customers around the global. Few Services which are under them are Insurance, Financial risk management, underwriting and natural disaster modelling. Major hubs of IT are in:

1. Bangalore
2. Chandigarh
3. Chennai
4. Hyderabad
5. Kochi
6. Pune

Current Scenario of IT Service sector

IT industry is evolving rapidly with various developments to change the standard of the Indian Businesses. IT sector contains software management, online services, Consultancies, Software development & BPO (Business processes outsourcing). This industry is potential enough to face the challenges and accept the changes. There are many factors which influences IT industry and they are as follows:

1. Recession in other countries (Demand -supply gap).
2. Tax Structure and issues.
3. Poor Infrastructure.
4. Restricted preferential access to local firms or organizations.
5. Cost variation between countries.

Recent Scenario of IT Service sector

One of the Article states, Amongst the two industries in the country, Information Technology stands in number One position as of today. During 2016-17, IT Service

sector was expected to grow 12-14 percent in India. This information is provided as per NASSCOM (National Associations of Software and Services Companies) in India. In the year 2018, India has beaten USA in software developers, in which India had 52 lakhs developers whereas USA had 42 lakhs developers. IT industry provides employment to many in India. There are some more benefits of IT industry and they are FDI and exports. 54.17 percent Gross Value has been included at present price in 2018-19 from Indian Service sector. The exports are expected to increase during November 2019 and February 2020. This sector is the key player for Indian economic growth.

Key Players in IT Service sector

1. Infosys
2. Wipro
3. TCS
4. Oracle Financial Services
5. HCL Technologies
6. Tech Mahindra
7. Mphasis
8. Mindtree
9. Cyient
10. Rolta

Healthcare and Tourism services in India

We have been allocated with world-class medical amenities, skillful doctors, medical technicians & pharmaceuticals which has contributed over \$ 110 billion and which can increase up to \$ 280 billion by 2020. Technology has improved and we have digital communication and interfaces, diagnostic medicine for all-over global services.

And Tourism is known for the historical significance of the place and its natural beauty in India. Compared to China, India contributes \$ 47 billion to the country's GDP (whereas China's contribution is \$ 115 billion). And hence India has all possibilities to increase its tourism service sector in next decades.

Customer experience is the key to success in both these sectors, as they can increase their revenues and it will determine the growth in future. Government has taken few

initiatives like Visa, improving the Infrastructure facilities, safety connectivity and others.

Space services in India

India has created a new record by launching many satellites into space in the recent times. India has gained world's attention by launching satellite in February recently. This mission was cost effective when compared to others.

Indian space services have multiple launch technologies and has advantages when compared to other countries globally in space transportation industry. It has proven and expertise itself. Indians have 100 percent track record and many other countries are looking forward for the technology and launch facilities that we use, which describes India has great potential. To build both military and non-military space applications Government has been actively working and proving its abilities and capacity. To strengthen the competencies participation is the key and also to ensure the flow of funds or capital.

Logistics and Transportation

India's domestic and international transportation and logistics is due to the non-artificial coastline & huge river networks, which provides a competitive edge. They are classified as:

1. Ports and ports service,
2. Warehousing, trans-shipment service,
3. e-Logistic,
4. Inland waterway for freight & passenger,
5. Expressway and
6. Dedicated freight corridor.

By 2023, it is expected that Indian logistics service sector will grow up to \$ 360 billion. India should focus on large scale investments will sustain for a longer period of time and by providing all the potentials for the development of the service sector. If the infrastructure is created initially, later all multiplier effects will be allocated automatically by linkages. For example, The development of service industries in Pune and the Mumbai-Pune expressway.

Other Services in India

1. Media and Entertainment, which includes gaming, animation and dubbing.
2. Education, which includes online platform like MOOC, Udemy, etc.
3. Sport, which includes I.P.L, I.F.L, and Sport Management.
4. Legal or Paralegal service.
5. Management of Risk, and
6. Advisory function.

These few areas offer immense contribution to the Indian service sectors in the growth of Indian Economy.

Some Challenges faced by the Service sector in India

1. Resolving massive customer complaints on services
2. Notifying customers of data breaches (misuse of data)
3. Lack of a well-design customer service support model
4. Matching with the demands of the customer
5. Utilization of the omnichannel
6. Outdated methods
7. Poor customer service
8. Lack of verification methods and techniques
9. Incorrect product and service descriptions
10. Unorganised streamlined process
11. Mismatching customers & customer service agents
12. Failure to access customer information
13. Uncertainty about the future
14. Financial Management
15. Regulation and Compliance
16. Knowing when to implement changes
17. To maintain the reputation
18. Exploding the data
19. Competencies
20. Recruiting the right talent for the right position.

Few solutions to the challenges faced by the Service sector in India

1. Co-ordination of business throughout the world.
2. Improving the infrastructure
3. Decrease the GST rates and reduce GST issues
4. Collect Feedback from customers and enhance the services
5. Keep yourself upgrading with new technologies and its usage
6. Advanced system usage and learn different techniques and methods
7. Training and Monitoring the staff
8. Data mining and data security
9. Time Management
10. Adopt changes in the market
11. Follow the instructions and rule of the Government
12. Reach out the customer on time when needed
13. Maintaining the demand and supply ratio
14. Brand image, promotions and active participation
15. Increasing the e-visa counters
16. Medical tourist packages should be provided
17. Facilitating imports for hospitals
18. Long-term partnership with companies around worldwide
19. Increase exports and decrease imports
20. Reduce the port charges.

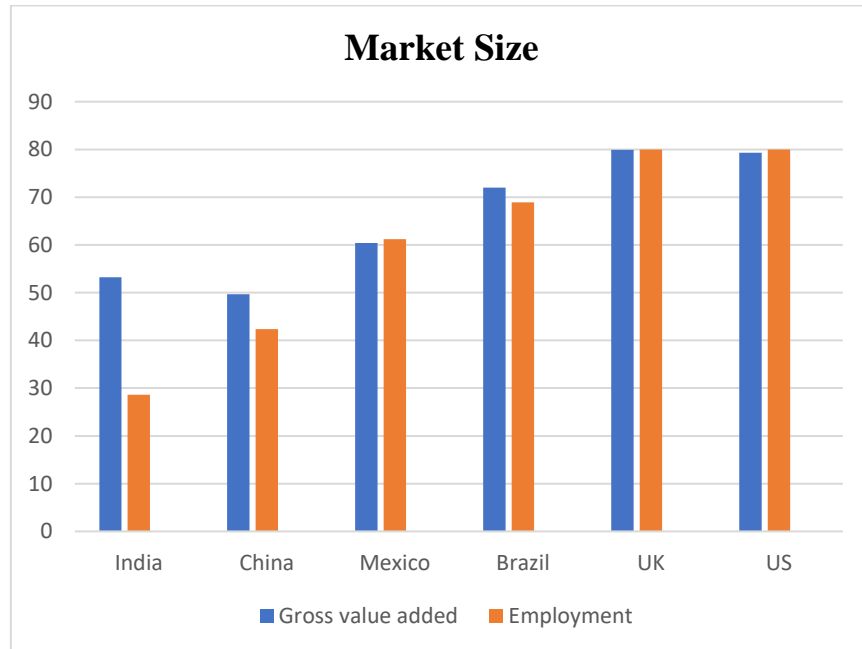
Indian Service sector Future Prospect

Service sector in India, when compared to other sectors has the highest employment elasticity. And hence it has capacity and capabilities to provide jobs and it also has potential to grow, in order to generate revenue. By 2020, India is aiming to develop the skills in people, in order to achieve the target of the job creation. Skill India program has been initiated by the Government to enhance the skills of 400 million people. This program aims in allocating funds and also to develop the skills of private sector employees.

The Make in India program is similar to the above-mentioned program which helps in improving the manufacturing sector and also will affect our portfolio of the Service sector positively. There is another program called The Start-up India, which promotes

both manufacturing as well as service sectors of our country. This program is based on innovative ideas and innovative products.

Market Size of Service Sectors



COMPANY PROFILE



The key for success is information. To grow we need to know more. BuziBrAIns follows the simple principle from day one for their research activity. A group of enthusiastic & energetic people who are technically qualified is the team of

BuziBrAIns, they work towards the common objective, making the lives quite simpler and easier with their innovations which is based on Artificial Intelligence. They find solutions for business process management and develop solutions with the help of A.I.M.S (Artificially Intelligent Management Software).

A RAD tool based on AI called A.I.M.S (Artificially Intelligent Management Software) is invented by BuziBrAIns after 20 years of research. The highly stable solutions of A.I.M.S helps a lot; it is also help in customizing their application as per client's requirement. BuziBrAIns uses A.I.M.S for computerizing complex business processes both in manufacturing and service industry. It is easy to maintain and implement as it is developed by A.I.M.S (Artificially Intelligent Management Software). And they are cost effective as well.

After 10 years of successful installations and implementations of A.I.M.S Business Process Management Solutions. BuziBrAIns started setting up the process after 10 years of installation and implementation of A.I.M.S, which is cost effective for marketing and computerizing their applications. Its combined activities, which is product understandings by the expert and service providers associated with services. Their experts contact the clients on One-To-One basis and generated the leads for their business associates. Technology will again play major role here as BuziBrAIns plan to computerize the entire Supply Chain Process with direct client interactions for their business associates.

BuziBrAIns is currently looking for a team of thousand technical & non-technical people to be inducted in their company for expansion purpose. Business goals is ultimate reason for it. Over 200 offices are being planned to open with 4 technical staff to handle the clients they are associated with.

JOURNEY

1992

Company had no individual name till 2012. Group of people were working under MAINAIMS. Fuzz Logic application level for complex Business Development using Super Computer Systems. They were working on CRM and weather forecasting.

2001

Development of OMEGA. It is a tabular GUI development having a Beta version. The disadvantage of this version was, the software was very huge (786 megabyte)

2009

They Developed A.I.M.S, it was 4.5-megabyte program. They focused on testing CRM and ERP solutions for 3 years.

2012

When the company was initially started, Duke IT funded the capital for the company. The company started its computer businesses. CRM and ERP software were launched into the markets. All the applications were commercial now. They offered hardware, software services.

2015

There were many activities performed in this year and they are as follows:

1. AI and Robotic research.
2. Computerization of SME sector
3. Franchise Networks.
4. Own training and Internship programs.
5. Supply chain management (marketing activities, events, tradeshow, exhibitions and conferences).
6. Events and YouTube channels.

2019

Now the company is individual firm now, free of all loans and credits taken from Duke IT and others. Now, the firm is self-revenue generating company. It is an Independent Company which deals with A.I.M.S for CRM and ERP solutions according to the client's request or demand.

MISSION

Converting the thinking capabilities to machine language.

VISION

Business requires Brains. Our dream is quite straight and simple To Computerize business with Knowledge Transfer.

TAGLINE

1. Busy Brains better gains.
2. Information is the key to success.

QUALITY POLICIES

“The company is committed to be very proactive in generating competitive solution and system while endeavouring to break and improve customer expectations by involving the correct person and using the right method, methodology & productivity improvement tools, using the most flexible methods.”

OBJECTIVES OF BuziBrAIIns

1. Reviewing the design and source code regularly.
2. Based on the customer specifications conducted unit testing and integration testing on each case.
3. Provide a real-time environment to execute the testing.
4. Following the coding rules.
5. To maintain the communication with the client and make the changes in SDLC.
6. Focusing on Customer Satisfaction.
7. To ensure that the projects are completed on time.
8. Maintain the performance.
9. To provide services that meets customer’s requirements and needs.
10. Training on new software.

CORE OFFERINGS

The company deals with the following technologies:

1. Fuzzy Logic,
2. Machine Languages,

3. Human Machine Interface and
4. Deep Learning.

COMPANY SERVICES

The company provides Customized CRM, ERP and BPM Software for Small and Medium Enterprise (SME) Sector. The company provides Software solutions on PHP, DotNet and Python languages to switch from one platform to another platform. The company selects the Backend Database depending on the requirements of the project. Over a period of time the company has understood to invest on technologies, so as to earn profits out of it to become an independent company.

On the other hand, SME sector will not invest on technologies until and unless there is a direct profit from them in a short span of time. And they expect more profits out of them. Technology keeps changing and it is the biggest problem in Software Development. And SME's expect to have latest technologies. They usually prefer free of cost kind of technologies, ex. Gmail. So, it is challenging to pitch them and develop the software at low cost fulfilling all the requirements of the clients. In case of AI (Artificial Intelligence) we specify the purpose of the target. And the same is taken for A.I.M.S. To provide the outcome for the end user we collect the data and format them in a given order to meet the target and its purpose.

Few of their Services are:

1. Supply Chain Management.
 - Providing Marketing Services for Small and Medium Enterprise sectors.
 - Arranging requirements for Manufacturing and Service Industry.
 - Customized Inventory Management Software Services.
2. Web Enabled Services.
 - Profile websites.
 - Dynamic or Static HTML.
 - ASP or PHP based websites.
3. Business Process Software.
 - E-mail Marketing.
 - Quote ERP.

- Customized Business Process Automation Software Services.

4. Training.

- Corporate Business Trainings.
- Training on ERP, CRM and BPM.

5. Franchising.

COMAPANY PROJECTS

1. Customized AIMS, CRM and Inventory Management Module (April 2013).
2. AIMS Pro- Production Data Management Software (September 2012- March 2013).
3. AIMS Customized Quote ERP (May 2012- June 2012).

SWOT ANALAYSIS

It is a technique undertaken to study the strength, weakness, opportunities and threats of the individual or an organization.

1. STRENGTH

- Recognize their services in the Market or in the Real world.
- Information about the client company and Technologies.
- Their marketing strategies and promotion tools.
- Cost effective applications for SME sectors.
- Software used for developing application.

2. WEAKNESS

- As they are expanding their business, they are in short of employees.
- Very few clients are available, as they focus only on SME's and they use only free technologies or they won't spend money on technology.
- They lack in full time permanent employees.

3. OPPORTUNITIES

- Utilization of latest technologies will help to attract customers from different streams apart from SME's.
- AI is currently trending and they have chance to build their business, as their core is on AI (Artificial Intelligence).
- Long term relationship with the customers can help in getting more and more projects (Inter-linking).

4. THREATS

- Competition from other companies.
- Convincing the SME client to accept for the proposal.
- Managing the employees (Because they are paid very less).
- Controlling the Attrition rate.
- Changing Technologies.

AWARDS AND ACHIEVEMENTS

1. Has Inaugurated an Incubation Center in SKIT on 10th February 2020.
2. Have conducted Recruitment Drives in the following colleges:
 - Cambridge Institute of Technology, Bangalore (10th October 2019).
 - Acharya Institute of Technology, Bangalore (31st October 2019).
 - Sri Krishna Institute of Technology, Bangalore (5th November 2019).
 - Raj Rajeshwari College of Engineering, Bangalore (12th November 2019).
 - AWH College of Engineering, Bangalore (14th November 2019).
 - RGM College of Engineering, Andhra Pradesh (31st December 2019).
 - Jyothi Institute of Technology, Bangalore (6th February 2020).
3. Has conducted Kolar Mega Udyoga Mela in Kolar on 11th and 12th February 2020.

COMPETITORS

1. Tesco,
2. Bione Ventures Pvt Ltd,
3. Vedantu Innovation private Limited,
4. Zetwerk,
5. Zscaler,
6. Atos,
7. Scanpoint Geomatics,
8. Mindtree,
9. Unnati,
10. Societe Generale,
11. Trezi and
12. Shell.

CHAPTER 2

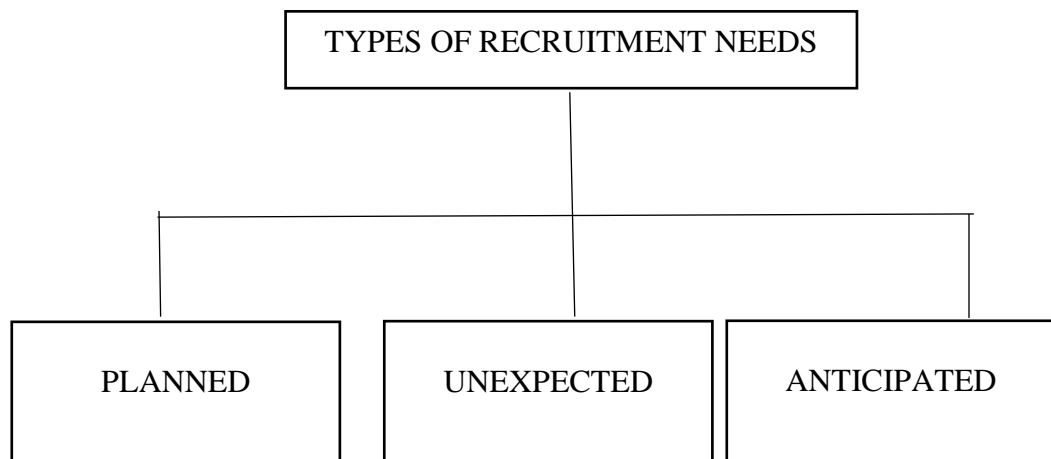
CONCEPTUAL BACKGROUND AND LITERATURE REVIEWS

Recruitment is the process of identifying and filling the vacancies in the company. It is identifying the potential employees for the role.

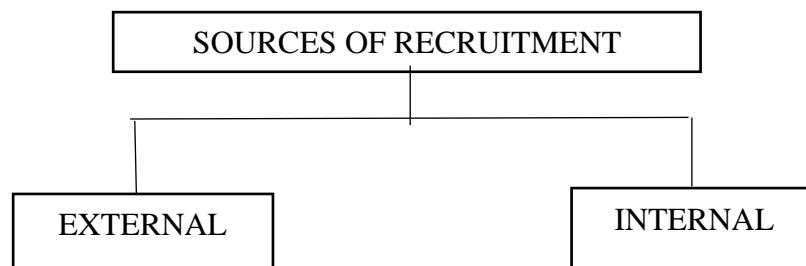
The process of Recruitment is as follows:

1. JA (Job Analysis) which includes Job Description and Job Specification.
 1. KSA (Knowledge, Skills and abilities) required for the position.
2. Sourcing.
 2. Selecting few candidates amongst many for the position (Segregating).
3. Screening & Selection.
 3. Taking interviews and selecting a candidate for the vacant position.

There are three different types of recruitment needs in an organization as shown below,



SOURCE OF RECRUITMENT



➤ **EXTERNAL SOURCE OF RECRUITMENT**

It is the process of recruiting the people outside the organization, though it is time taking and cost incurring, new talents can be found for the organization, which helps in maintaining the balance in a firm. The external recruitment sources are:

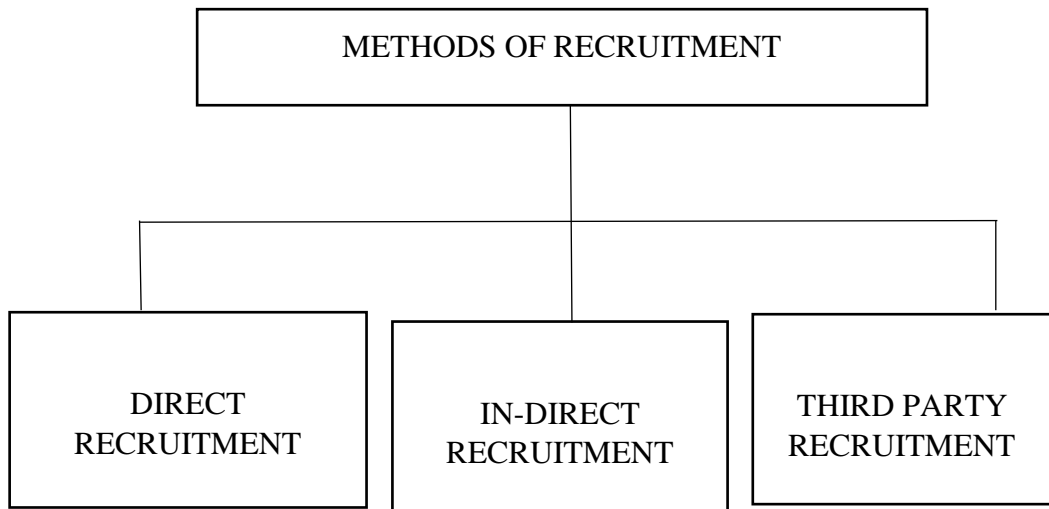
1. Newspaper or Television or Radio Advertisement.
2. Consultancies.
3. Employee Exchange.
4. Wanted Signboards.
5. Campus Recruitment,
6. Search on Internet.
7. Job Fair.
8. Referrals.
9. Unsolicited applicants.

➤ **INTERNAL RECRUITMENT SOURCES**

It is the process of searching and filling the vacant position of the organization internally (within the organization). It is time saving as well as cost saving. The internal recruitment sources are:

1. Transfers.
2. Promotions.
3. Ex-employees.
4. Circulars.
5. Intranet and Advertisement.
6. Employee Referral.
7. Dependents of diseased, retired, disabled and present employees.

METHODS OF RECRUITMENT



STAGES OF RECRUITMENT

There are two stages of recruitment,

1. Pre- recruitment.
2. Post- recruitment.

There are various steps in pre-recruitment and they are as follows:

- Sourcing the profiles of the position.
- Screening.
- Informing the candidates about the interview.
- Arranging an interview for the candidates.
- Sending the interview call letter to the candidates.
- Conducting the interview. It consist of various rounds-
 - Aptitude,
 - Group Discussion,
 - Personal Round,
 - Technical Round,
 - HR round and
 - Managerial round.

Similarly, Post-recruitment also have certain steps:

- Selection of candidate,
- Issuing offer letter,
- Completing the joining formalities,
- Induction program,
- Internal System and Email ID creation,
- Issuing ID cards and visiting passes and
- Monitoring their performance.

SELECTION CRITERIA

1. Education.
2. Past Experience in any organization.
3. Physical Characteristics of the candidate.
4. Personality Characteristics of the candidate.

METHODS OF SELECTION

1. Testing (Aptitude).
2. Gathering Information about the candidate.
3. Interviewing the candidate.

RECRUITMENT PROCESS OF BuziBrAIns

1. Technical Positions
 - Personal interview.
 - Written technical test on SQL, HTML and SDLC.
2. Non-Technical Positions
 - Personal Interview.
 - Written test on Business Management topics.
 -

PRE- RECRUITMENT PROCESS AT BuziBrAIns

CAMPUS RECRUITMENT PROCESS

For Details about BuziBrAIns Campus Recruitment Drive:

- No. of Candidates: Min.50 to Max.2000 (Please inform us the approx. no. of Candidates 2 days prior of the actual event).
- All Candidates must carry their latest resumes with passport size photographs.
- Arrangement Required: Place should have LCD Projector, Computer System with Internet connection, White board and Markers.
- Minimum 5 Volunteers amongst Candidates (Number of Volunteers depends on the No. students).

The event schedule could be as follows:

1. Pre placement Talk with BuziBrAIns introduction presentation

- Compulsory Attendance for all candidates appearing for the recruitment drive.
- Candidates NOT present for placement talk will not be allowed to appear for recruitment rounds.

2. Recruitment Process Rounds

Technical Positions	Round 1 (30m)	Written Test on SQL,HTML, & SDLC
	Round 2	Personal Interview
Non-Technical Positions	Personal Interview	

3. Rules for Written Test

- Answers must be written on the BACKSIDE of the CV's or Resumes.
- No scribbling or rough work on the question paper.
- Start Time and End Time should be mentioned on the BACKSIDE of the CV where answers are written.

4. Rules for Personal Interview

- Compulsory Language-English
- Candidates must WRITE on their Backside of the CV's

1. Name of the Position.
2. The qualities which they possess for the position they apply. Only the words not the essays.

POST SELECTION ON BOARDING PROCESS AT BuziBrAIns

Type of Employment	Full Time
Roles and Responsibilities	As per Position offered and mentioned in JD provided. To be spelled out in Job Offer Letter
Minimum Period to be served	1 Year
Reporting location	Nearby Regional Office/ Colloge Incubation Center
Joining Formalities	<ol style="list-style-type: none"> 1. Discussio about Salary package & Responsibilities in college or regional office. 2. Once clear about Role & responsibilities, signing of Employee Undertaking with Joining Assurance Amount (Rs.15,000/-). The amount will be refunded once the candidate completes 3 months probation period. 3. Document Submission with Joininhg Assurance Amount paymnet by candidates depending on the type of employment. 4. Confirmation of Joining Dates and Assigning of Reporting head to respected Reporting Location.
Documents to be Submitted	<ol style="list-style-type: none"> 1. Identity Proof with Photo (College ID, Adhaar Card, Pan Card,etc.) – 2 Photocopies. 2. Address Proof – 2 Photocopies. 3. Academic proof. (Recent mark sheet and NOC letter from college) – 2 Photocopies. 4. Employee Undertaking (Original and Photocopy).

	<p>5. Character Certificate from Regional Police Station (Original and Photocopy).</p> <p>6. 3 Passport Size Photographs.</p>
Joining Formalities Deadline	30 Days from Date of Result Declaration
Joining Date	Within 6 Months of Result Declaration
Probation Period	3 to 6 Months
Appraisal	Every 3 months
Training Period	On Job Training till service period continues

The positions in BuziBrAIns are:

1. A.I.M.S. Software Developer.
2. A.I.M.S. Implementation Engineering.
3. Franchisee Business Co-Ordinator.
4. Client Co-Ordinator.
5. Human Resource Co-Ordinator.
6. Business Development Executive.
7. A.I.M.S Trainer.

LITERATURE REVIEW

RACHANA C [January 2019]

Recruitment & selection is a process that enables us to manage and lead people in our organization. It helps to know the capacity of the organisation to take part in few key events. It also helps in understanding the workforce sources in an organization, in order to understand the competitive advantages. Although all employees won't engage, it is proved that most of the employees utilise this methods and process. Managers usually won't encourage employees for discussion and the problem arises here. Employees are blamed for the failures in the process, instead of knowing the weakness in the techniques, methodology, practices and the process which has errors. All the errors are not because of the methods, few are due to the human errors and decisions. It actually depends on the new candidate hired, their potentiality and their effectiveness in aiming for the organizational goal. Reduces Labour Turnover & Better Employee Morale are effective results of R & S process. Ineffective recruitment is loss to both candidate and the organization, as it is waste of time and money (The employee might leave the organization). Recruitment process involves valid practices in reality. Generally, Managers wait for the feedback from their sub-ordinates (Line Managers) to have an idea about incubation period and procedures to find out the mistakes and rectify it. Most of the firm do not consider labour turnover. Selection process follows traditional methods which consist of interviewing, testing, assessment, application forms, references and few more. Selection process has both its merits and demerits. The best Selection technique is the one which has effective reliability and validity.

JOY O EKWOABA, UGOCHUKWU U IKEIJE, UMUDIKENDUBUSIUFOMA [2015]

It explores the utilization of Fidelity Bank for the R & S process for convergence for exploring its effects of organization. When a survey was conducted many enlisted factors came out and uncovered choice criteria was out, which made an impact on the capital of the organization and also on association executive. As many difficulties solved by the association executive, the R & S criteria become stronger and better, utilising all resources in the organization.

Ms.G. KARTHIGA, Dr. R. KARTHI AND Ms.P. BALAISHWARYA [April 2015]

Recruitment is the process of identifying and searching potential workers and enhancing their skills and empowering their employments. Determination is the key factor, through which the organization classify their employees. They select the candidate who has meet the organizational goals with all conditions applied without any restrictions. Hence it is suggested to follow all kinds of recruitment strategies for selecting the best candidates for the vacant positions and also to enhancing the performance.

Dr. SALITHA JARDAT [2014]

The key factor that drives the Human Resources is R & S process, which has inspired many associates. For better conclusive results, productive recruitment and selection are used.

MAVIS ADU-DARKOH [June 2014]

The Ultimate aim of R & S is to accomplish the objective of human asset administrative work, which is fundamentally set up on execution of association in the organization. This is to differentiate between recruitment process and selection practices followed in an organization for business development. Many difficulties occur on this process and they are distinguished as boundaries of recruitment and laborers of selection, which consists of improper occupation investigation, low level of competency representatives, poor HR assets, bad enrolment techniques and poor choice of workers, lack of offices and infrastructure, and absence of expertise guidance. The R & S process reflect necessary activities of followed in the organization.

POOJA KHANNA [June 2014]

There is a statement, “One wrong choice and the entire firm will end up in inefficiency”. R & S is the process to understand the ability of the organization, as it the main key for

business development and achievement. The process of R & S is performed depending on the convictions. All the candidates, Managers & General Representatives can identify and resolve their problems and maintain their standards without affecting their jobs.

**SYAMALA DEVI BHOGANADAM, Dr. DASARAJU SRINIVASA RAO
[October 2014]**

As Human Capital sources are providing best outcomes and esteemed resources which are cherished, the business associates have starting focusing on it from the past decades, in addition to recruitment and selection. There should be a list of accessible HR, which helps in making better decisions for the associates leading them as the upper hands while selecting.

FANGLING HU [November 2014]

HR abilities, information and insights are rapidly improving themselves in their fields, with advance learning for improving the economy also well. In which, authoritative key assets play a prominent role, for example, capital. Recruitment being the first stage of improvement, which focuses on showcasing the abilities of the candidate and identifying the potential out of them, keep in mind that the candidate should continue long term relationship with the organization. And also improve his skills accordingly. Therefore, one should know the complete usage of the procedure, methods and techniques along with recruitment framework. It becomes an essential part in building the organization goals.

J. NEELAKANTA GUGESH, S. SHEELA RANI [July to December 2013]

The Recruitment process is to make better arrangements and better plans for their business. It enables them to make choices and provide opportunities to evaluate the process. The process is to search for the candidate from a group of people, one candidate is chosen, who acquires all the skills and knowledge and who can a perfect suit fit for role to perform the assigned task in given time effectively. “It’s the way of finding candidates to submit the work assigned, which involves skills” is the formal definition of recruitment. The process

starts when the organization is in search of fresh or new candidates for the role and it ends when the candidate submits the documents. One amongst many candidates is chosen from the pool of candidate. Only those candidates are chosen whose profile matches with the requirements of the firm. The candidate's profile should be attractive enough to select and it should seek the attention of the competitors.

NANKERVIS [2012]

The entire process of Advertisement is providing information to the candidates, getting their details and resumes, screening the applications, arranging an interview, talking (informing the candidate about the interview), testing them based on the workforce criteria.

NEERAJKUMARI [2012]

If the organization has to enhance its authoritative results, the firm has to improve its recruitment and selection procedures. To enhance this feature, so as to be updated and active in R & S process, an examination paper was been set up with a name- "Recruitment & Selection". It will also provide information and also to light up the people about this process and its procedure in the Real World. The ultimate goal to affect the authoritative results positively, by changing the enrolment techniques and selection representatives for better recruitment decision following the principle objectives.

M SRIMANNARAYANA [2011]

Training is essential for enhancement and development of the skills the candidate. Therefore, continuous Training & Development process should take part in the organization and it should be measured, so as to check if organizational objectives are met.

AYESH TABASSUM [2011]

The correct of managing the R & S is the key source of success as well as for keeping hopes on organizational activities and also to maintain the relationship with the

candidates and other organizations. It creates a powerful impact on the organizational goals.

ONGORI HENRY, TEMTIME Z [2010]

The SME (Small and Medium Enterprise) selection practices of recruitment has been indicated to enhance and improve the administrative practices in these sectors, which suggest suitable human assets and methods for the completion of the process. This helps to achieve the maintain the tends in SME's through R & S process, which act as a major element in making it possible and successful. The director honestly considers this for the survival, achievement and development of SME's.

JACKSON [2010]

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

The Quality and work show off indicates the HRM Approaches followed by them in an organization to satisfy the collision of staffing and managing.

P MANIKANDAN AND R KALPNA SASTRY [2009]

It is very important to observe the HRM principles and strategies for effective Human Resources Management.

ANDRIES DU PLESSIS, ANDREW HOBBS, REBECCA MARSHALL [June 2008]

Fulfilling the HR needs and activities by developing competitive advantage in the organization. And also assist the employee in the organization to reach the targets. Potential enough to accept the changes and survive in the Global Markets, meeting the HRM objectives. The main focus of R & S process is to enhance and increase employee career development opportunities and activities.

MARK D WINSTON PhD [October 2008]

The powerful relationship between hierarchical achievements and administration is clearly mentioned by the hypothetical reason which incorporates a number of elements (including the characteristics of pioneers) and their advancement for improving those characteristics. Proof plays a vital role in Administrative hypothesis, as it leads the investigation with its significance and its components related to the process, which in turn guides us to achieve the pioneer's authoritative goals. There are different variables which play an active role in building the framework and enhancing the skills and techniques used, in addition to the expert suggestion for better and best outcomes.

SCOTT BRUM [2007]

Along with training Employee commitment is very essential for the success of the organization.

As a part of this development program, they follow many HRM Strategies and Approaches. It also affects the employee turnover ratio of the firm.

ARREY MBONGAYA IVO [2006]

It focuses on the HRM concepts, which are classified as hard and soft approaches. The Hard part of HRM approach focuses on managers, tasks, outcomes and development, whereas the Soft HRM approaches focus on the quality, performance, work environment, employee rights, negotiation, time flexibility and some other factors.

DANA B MINBAEVA [2005]

The HR practices lead to knowledge transfer. They consider 4 major functions of HRM, they are: Planning, Management, Appraisal and Rewards.

CHAPTER 3

RESEARCH DESIGN

PROBLEM STATED

In current scenario, it is difficult to find qualified employees for the organization. Searching, recruiting and selecting the candidate to fulfil the vacant position in the firm is time consuming as well as cost incurring process. In spite of training process, if the candidate does not excel in the field, it is a big loss for the company as well as for the candidate in terms of time. Hence, it is difficult to find a talented and qualified employee with this labour market. The competition is very tight as there are only few, who does justice for their roles. This makes organization to conduct the R & S process very effectively, so that it results in improving the efficiency of the company and also to retain the talents in the firm.

NEED FOR THE STUDY

In order to fix the gap between the current and latest techniques, methods and procedure used for the R & S process and also to identify relationship between them & to adapt the new changes in the markets, so as to perform well and increase the sales. These new techniques will help to, retain the talents and to remove the lazy employees and it also helps in hiring correct person for the suitable position at the proper time in future.

OBJECTIVES

1. The first and fore most objective is to analyse recruitment practices and selection procedure, currently followed by BuziBrAIns.
2. The second objective is to identify if the employees are satisfied with the current recruitment practices followed by BuziBrAIns (Employee satisfaction level)
3. To know the about factors that are affecting the performance of organization.

SCOPE OF STUDY

This study speaks about the R & S process practiced by BuziBrAIns. Detailed description of R & S process is studied and reported. It also analyses the employee satisfaction levels at BuziBrAIns, along with the ethical practices followed in BuziBrAIns. This study compares the R & S process followed by BuziBrAIns with the actual/standard R & S process carried out in the organization.

RESEARCH-METHODOLOGY

Research design

Research-Design is a process in which information is collected and analysed, so as to provide solutions for the problem. It is a method used to find solutions for questions asked in research. There are 4-types of Research Design, namely:

1. Descriptive Research Methodology,
2. Correlational Research Methodology and
3. Experimental Research Methodology.
4. Causal- Comparative Research Methodology.

Research Methodology is systematic method which is used to collect information about a particular topic and to do detailed study on that topic. Currently we are using descriptive research methodology for this study.

Sample Size

Sample Size is number of respondents or people selected from a population to collect data/samples for computing in the research. The sample size for this study is 80.

Sampling-Technique

Sampling-Techniques is the process by which the sample for the research or study is selected. This helps in selecting a group for the survey, as it is difficult to do the survey for the entire world's population. Various types of sampling techniques are there and they are mentioned below:

1. Simple Random Sampling-Techniques,
2. Systematic Sampling-Techniques,
3. Clustered Sampling-Techniques,
4. Quote Sampling-Techniques,
5. Convenience Sampling-Techniques,
6. Snowball Sampling-Techniques.
7. Stratified Sampling-Techniques and
8. Purposive Sampling-Techniques.

The Sampling-Technique used in the study currently is Simple Random Sampling-Technique.

Data Collection

Questionnaires is the primary data collection source and through articles, books and company website Secondary data collection has been carried out.

Research tool

Research tool is an instrument or means through which the research is carried out, for example, Surveys, Questionnaires, etc. Chi-Square test is the research tool used in the study.

HYPOTHESIS

H0: The recruitment and selection process have unfavourable impact on the organization.

H1: The recruitment and selection process have favourable impact on the organization.

LIMITATIONS

1. As there was time constraint, limited information was collected. Employee's busy work life can also be the reason to collect minimal information.
2. The information collected and analysed from the employee might be biased.
3. As the research was limited to a single part of the organization, it can't be considered as the overall view of the employees in the organization.

CHAPTER 4
ANALYSIS AND INTERPRETATION

4.1 Employee working Duration in the organization?

Table 4.1: Table showing Employee working Duration.

DURATION	NO. OF RESPONDENTS
0-1	35
1-3	20
3-5	15
5-7	10

Inference:

It is very clear from the above table that 45% of the employee have worked for 0-1 year, 24% of them have served 1-3 years, 18% of them have served from 3-5 years and 13% of them have worked for 5-7 years in the organization.

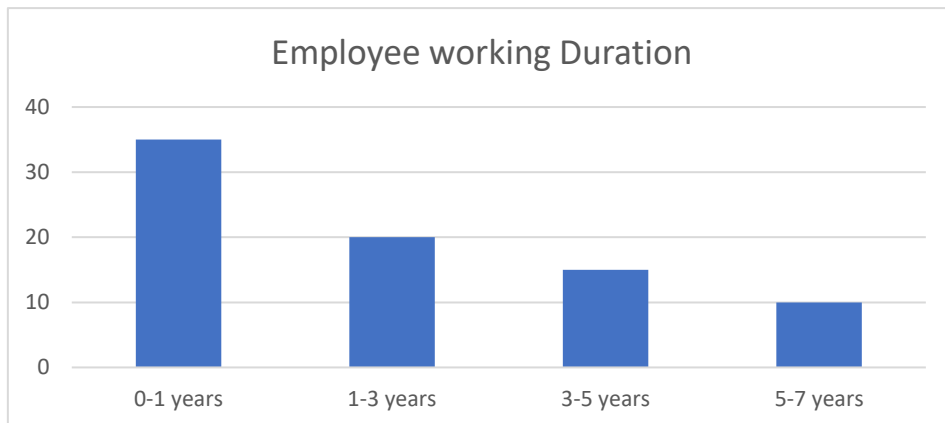


Fig 4.1: Graph showing Employee working Duration.

Interpretation:

The above graph tells that majority of the employees working in the organization between 0-1 years.

4.2 Recruitment source that fits for the company?

Table 4.2: Table showing Recruitment source.

SOURCES	NUMBER OF RESPONDENTS
Internal Sources	25
External Sources	55

Inference:

32% of recruitments are done through utilizing Internal sources and 68% are done through utilizing external sources is depicted from the above table.

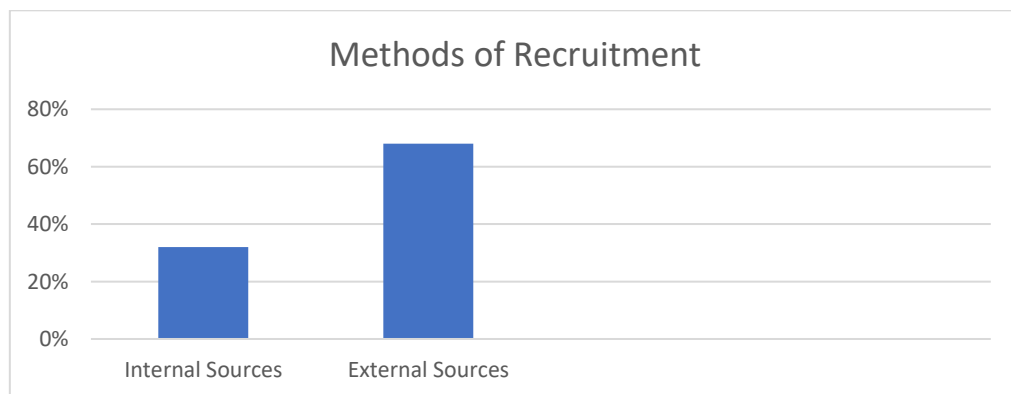


Fig 4.2: Graph showing recruitment method that fits for the organization.

Interpretation:

Above graph depicts that external sources of recruitment is preferred by the employee and the organization to find or hire new employees, rather than internal source of Recruitment fits the company.

4.3 Websites used by the organization for hire employees?

Table 4.3: Table showing the Websites used for hiring employees.

WEBSITES	NUMBER OF RESPONDENTS
Naukri	30
Internshala	20
LinkedIn	12
Indeed	10
Monster	08

Inference:

From the above table we can say that, 40% use Naukri, 25% use Internshala, 14% use LinkedIn, 11% use Indeed and 10% use Monster for hiring employees using websites or job portals.



Fig 4.3: Graph showing websites used by the organization for hire employees.

Interpretation:

Naukri is the website or the job portal majorly used by the organization to hire new candidate when compared to other websites. Internshala is the second website used for hiring. These websites help in identifying and selecting the potential candidates.

4.4 Does the organization verify the vacant positions before the process of recruitment?

Table 4.4: Table showing the analysis of vacant positions before hiring.

PARTICULARS	NUMBER OF RESPONDENTS
Strongly-Agree	20
Yes	50
Maybe	10
No	0
Strongly-Disagree	0

Inference:

The above table says that 25% of employees Strongly-Agree that the organization verifies the vacant positions before the Recruitment process. 64% of the employees Agree and the remaining 11% of the employees have given their opinion as Neutral.

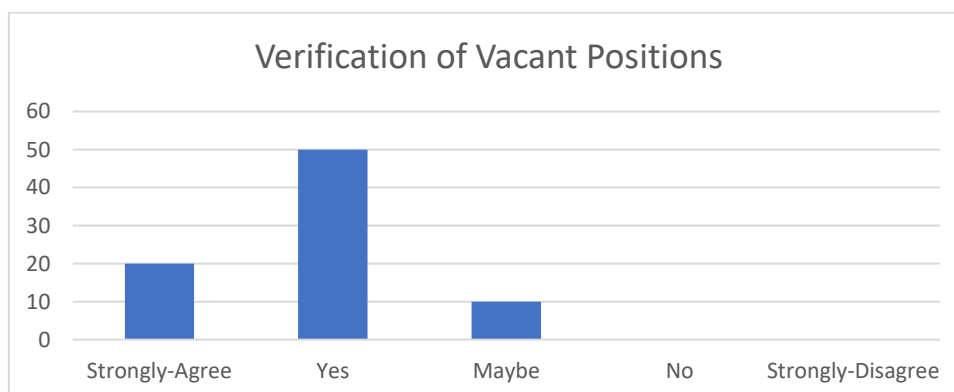


Fig 4.4: Graph showing verification of vacant position.

Interpretation:

It is concluded that verification of the vacant position is done before the recruitment process, as most of them Agree. And few of them have a neutral opinion on it.

Analysis of Chi-square

H0: Verification of vacant position is not done before recruitment process.

H1: Verification of vacant position is done before recruitment process.

N= Total Frequency= 20+50+10+0+0= 80

Np= 80/5= 16

O	E	(O-E)	(O-E)²	(O-E)²/E
20	16	4	16	1
50	16	34	1156	72.25
10	16	-6	36	2.25
0	16	-16	256	16
0	16	-16	256	16
80				107.5

DF(V)= 5-1= 4

Chi-square (0.05) (Tabulated value) = 9.488 > Chi-square (Calculated value) = 107.5

Interpretation:

As the Value calculated of is greater than the value tabulated, it is significant. H0 will be rejec

ted. Since there it is significant, the verification of the vacant positions is done before recruitment process. H1 will be accepted.

4.5 Conducting on time Recruitment and Selection process?

Table 4.5: Table showing Timely recruitment and selection process.

PARTICULARS	NUMBER OF RESPONDENTS
YES	60
NO	20

Inference:

From the above table, it is predicted that 75% of employee in the organization think that the organization conducts timely R & S process and 25% think that the company won't conduct.

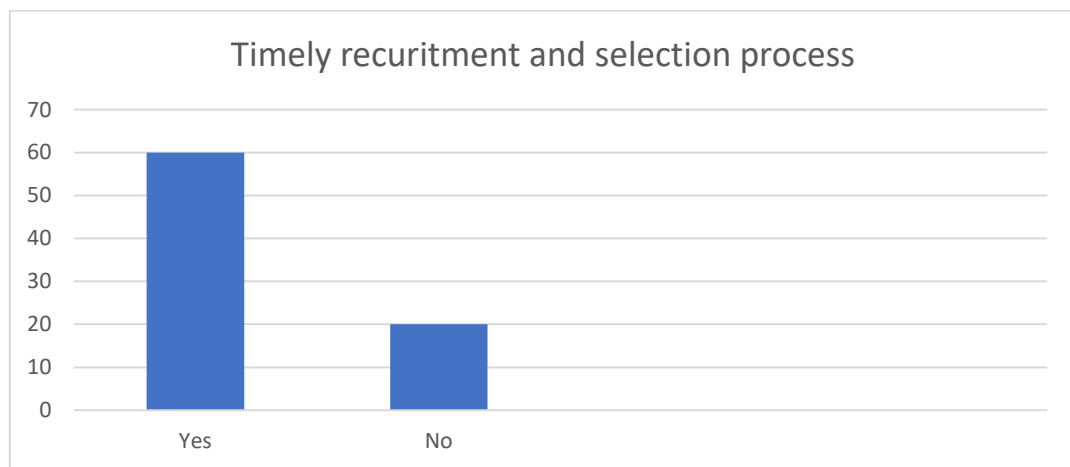


Fig 4.5: Graph showing Timely R & S process.

Interpretation:

We can interpret that, most of the employees think that the organization conducts R & S process on time. On the other side, few of them think it does not conduct R & S process on time.

4.6 Is Employee Performance affected by the R & S process?

Table 4.6: Table showing Employee performance.

PARTICULARS	NUMBER OF RESPONDENTS
Yes	55
Maybe	15
No	10

Inference:

70% of employee says that performance depends on R & S process, whereas another 19% of employees says that performance may or may not be based on R & S process and the remaining 11% says that performance won't depend on R & S process.

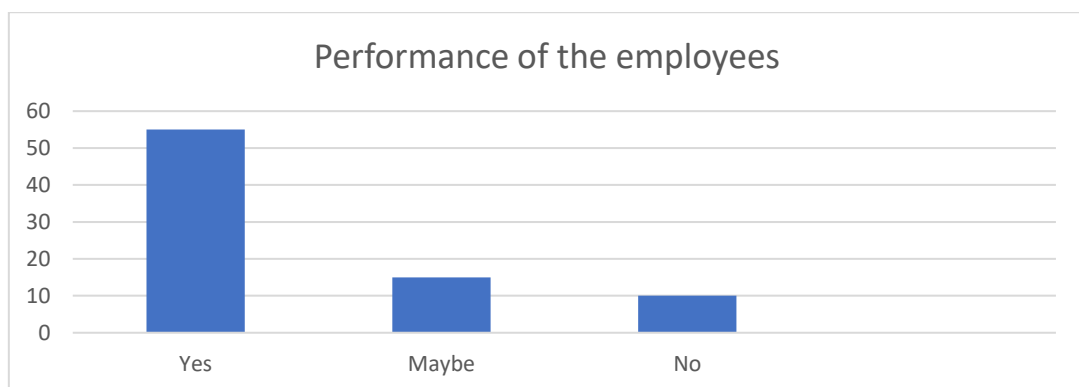


Fig 4.6: Graph showing Performance of the employee.

Interpretation:

R & S process has no effect on the employee performance in company, is clearly understood from the above graph. Though few of them think it affects the performance majority thinks it won't affect the performance.

4.7 Scope for Improvement in R & S process?

Table 4.7: Table showing Scope for improvement in R & S process.

PARTICULARS	NUMBER OF RESPONDENTS
Strongly-Agree	15
Yes	50
Maybe	10
No	5
Strongly-Disagree	0

Inference:

The above table says that 15% of the employee Strongly-Agree, 50 % of the employee say Yes, 10% of the employee have a Neutral opinion, and 5% of the employee says No, that there should be a scope for improvement in the R & S process.

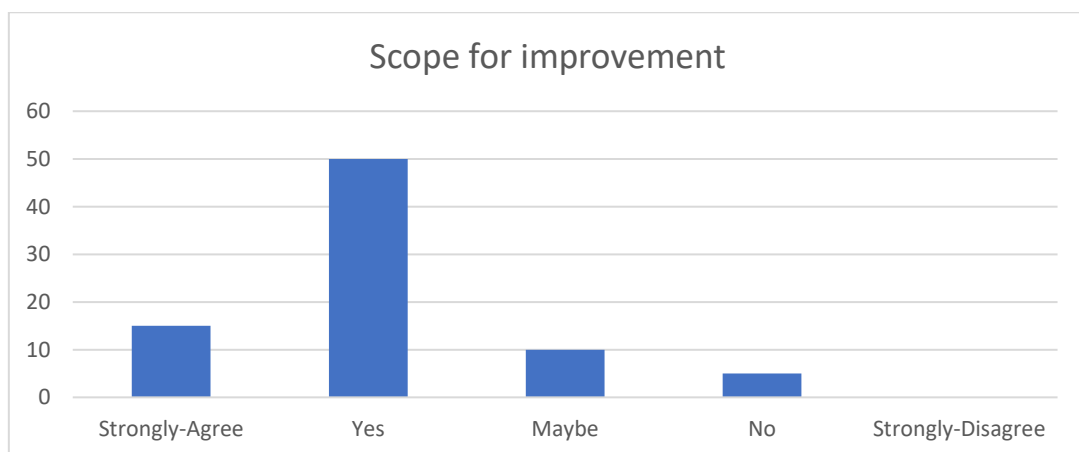


Fig 4.7: Graph showing Scope for improvement.

Interpretation:

From the above graph, we can get a clear picture about the employees view about enhancing in the R & S process. The most of the employees Agree that there is a scope for improvement in the R & S process.

4.8 Fair practices of R & S will increase the company's performance?

Table 4.8: Table showing increase in company's performance.

PARTICULARS	NO. OF RESPONDENTS
Strongly-Agree	30
Yes	45
Maybe	0
No	5
Strongly-Disagree	0

Inference:

Above table says that 38% of the employee Strongly-Agree, 56 % of the employee says Yes, and 6% of the employee says No, that the organization should follow fair practices of R & S process for increasing company's performance.

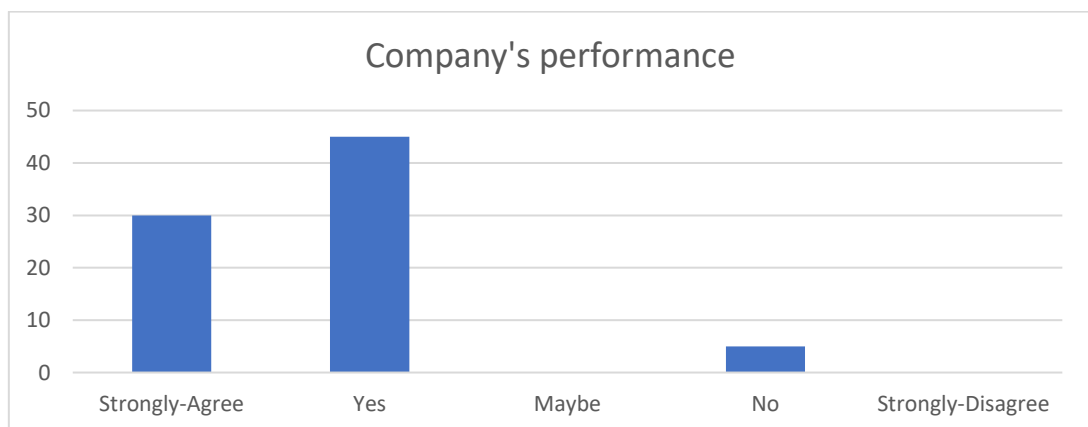


Fig 4.8: Graph showing increase in company's performance.

Interpretation:

It is suggested to follow Fair practices of R & S process by majority of the employees in the company as it impacts on employee performance and also on the company's performance in the markets.

Analysis of Chi-square

H0: Fair practices of R & S process will not increase the organisation's performance.

H1: Fair practices of R & S process will increase the organisation's performance.

N= Total Frequency= 30+45+0+5+0= 80

Np= 80/5= 16

O	E	(O-E)	(O-E)²	(O-E)²/E
30	16	14	196	12.25
45	16	29	841	52.56
0	16	-16	256	16
5	16	-11	121	7.56
0	16	-16	256	16
80				104.37

DF(V)= 5-1= 4

Chi-square (0.05) (Tabulated value) = 9.488 > Chi-square (Calculated value) = 104.37

Interpretation:

As the value calculated is greater than the value tabulated, it is significant. H0 will be rejected and H1 will be accept, hence it is significant, and the changes will increase the company's performance by following fair practices in recruitment and selection process.

4.9 Initial Screening of the candidates is done by the recruitment team?

Table 4.9: Table showing Initial Screening of candidates.

PARTICULARS	NUMBER OF RESPONDENTS
YES	70
NO	10

Inference:

It is analysed that 88% of employee in the organization think initial screening of the candidate is done by the recruitment team and the remaining 12% think that it is not conducted by the recruitment team.

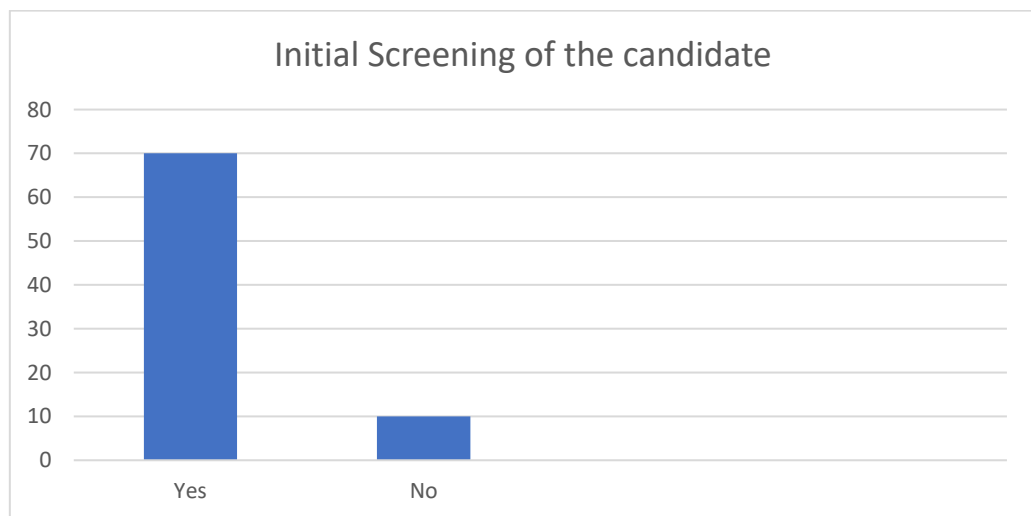


Fig 4.9: Graph showing initial screening of the candidates.

Interpretation:

Many people working in company think the initial screening the candidate is carried out by the recruitment team, which helps them to hire a candidate for a vacant position in the organization.

4.10 Awareness about the existing vacancies to the employees?

Table 4.10: Table showing Employee Awareness about the vacant positions.

PARTICULARS	NUMBER OF RESPONDENTS
YES	55
NO	25

Inference:

It is very essential to inform the vacancies in the organization internally. Once it is communicated internally, it will be communicated externally as well, so that the talents are retained in the company. 70% of the employees are aware about the vacancies and 30% of the employees are unaware about the vacancies.

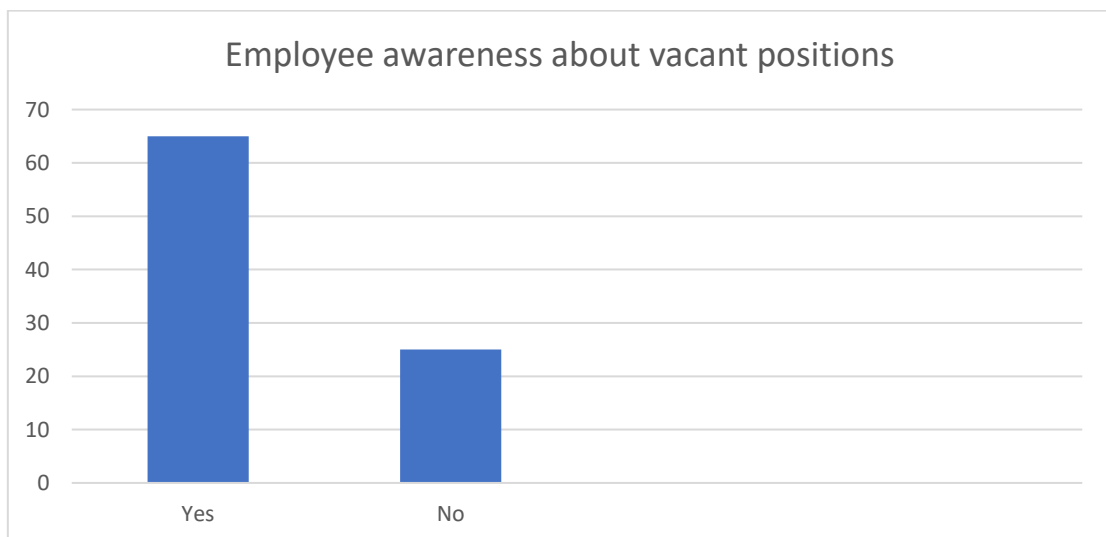


Fig 4.10: Graph showing employee awareness about vacant positions.

Interpretation:

In order to be successful in R & S process, it is important to communicate about vacant positions internally as well as externally. From the above graph, it is depicted that most of the employee are aware about the vacant positions in the organization.

4.11 In the process of recruitment does Employee Referral plays an important?

Table 4.11: Table showing importance of Employee Referrals.

PARTICULARS	NUMBER OF RESPONDENTS
Strongly-Agree	15
Yes	45
Maybe	15
No	5
Strongly-Disagree	0

Inference:

Above graph we can say that 56% of the employees Agree that Employee Referral plays a essential role in hiring new talents for company. 19% of the employees Strongly-Agree and 6% of the employees Disagree and another 19% of the employees have a Neutral opinion.

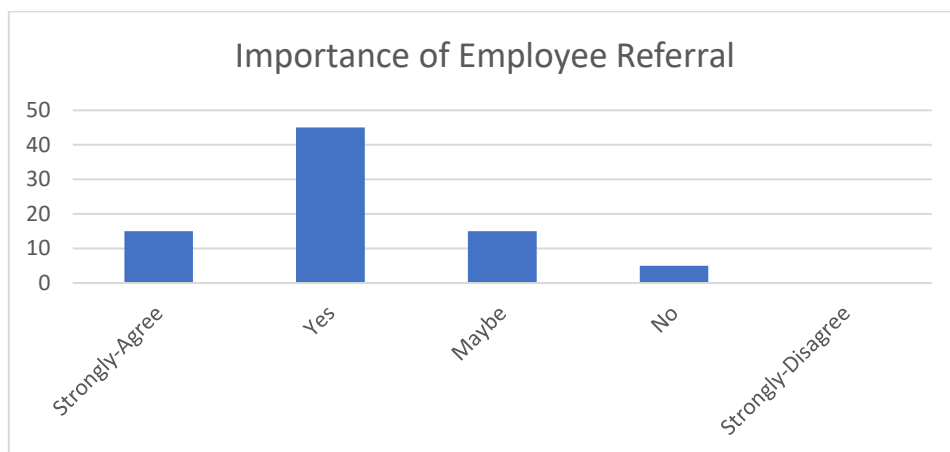


Fig 4.11: Graph showing significance of Employee Referral.

Interpretation:

Above graph concludes that majority of the people in the company prefer Employee Referral for hiring new talents for the vacant position in the company, which helps them to build relationship as well as to gain loyal employees.

4.12 Will Internal Source of Recruitment motivate the employee?

Table 4.12: Table showing motivation by internal source of recruitment.

PARTICULARS	NUMBER OF RESPONDENTS
Strongly-Agree	5
Yes	70
Maybe	5
No	0
Strongly-Disagree	0

Inference:

Above graph says that 88% employee in the organization think that internal hiring will motivate the employees within the organization as it provides them assurance about their job. Whereas the remaining 6% of the employee have Strongly Agreed and have Neutral opinion about it respectively.

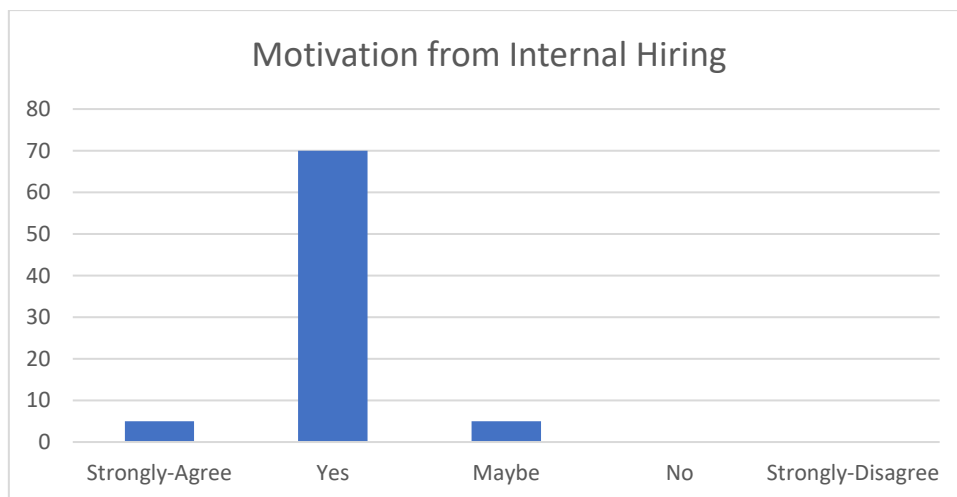


Fig 4.12: Graph showing Motivation by Internal Hiring.

Interpretation:

Internal Source of recruitment will help in motivation the employee in the company is depicted from graph above, as most of the employees agree. It helps in bonding employee and organization and having long term relationships.

Analysis of Chi-square

H0: Internal Source of hiring will not motivate the people in the company.

H1: Internal Source of hiring will motivate the people in the company.

N= Total Frequency= 5+70+5+0+0= 80

Np= 80/5= 16

O	E	(O-E)	(O-E)²	(O-E)²/E
5	16	-11	121	7.56
70	16	54	2916	182.25
5	16	-11	121	7.56
0	16	-16	256	16
0	16	-16	256	16
80				229.37

DF(V)= 5-1= 4

Chi-square (0.05) (Tabulated value) = 9.488 > Chi-square (Calculated value) = 229.37

Interpretation:

The value calculated is greater than the value tabulated, and therefore H1 is significant. H1 will be accept and H0 will be rejected. From this it is said that Internal Source of Recruitment or hiring will motivate the employee to stick with the organization.

4.13 Employees Satisfaction with the current R & S process in the company?

Table 4.13: Table showing Employee Satisfaction with current R&S.

PARTICULARS	NO. OF RESPONDENTS
Highly-Satisfied	15
Fully-Satisfied	40
Maybe	15
Not so satisfied	10
Highly-Dissatisfied	0

Inference:

Many people working in the company are Fully-satisfied with the current R & S process. The table above says that 19% of employee are Highly-satisfied, 51% of employee are Fully-Satisfied, 19% of the employee have an opinion Maybe and 11% of the employee are Not so satisfied.

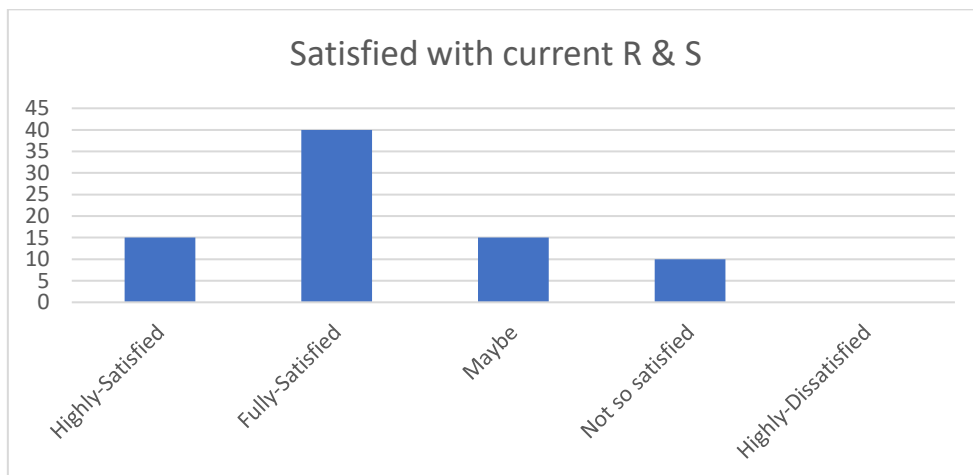


Fig 4.13: Graph showing satisfaction of employees with current R & S.

Interpretation:

Many people working in company are fully-satisfied with the current R & S process followed by company or organization is concluded from the above graph.

4.14 Will hiring the right candidate will decrease the Employee Turnover?

Table 4.14: Table showing Employee Turnover.

PARTICULARS	NUMBER OF RESPONDENTS
Strongly-Agree	10
Yes	45
Maybe	15
No	5
Strongly-Disagree	5

Inference:

Table above suggest 12% employee Strongly-Agree, 56 % people says Yes, 20% people have Maybe opinion, 6% of the employee Disagree, and 6% people Strongly-Disagree hiring right candidate will decrease the employee turnover in the organization.

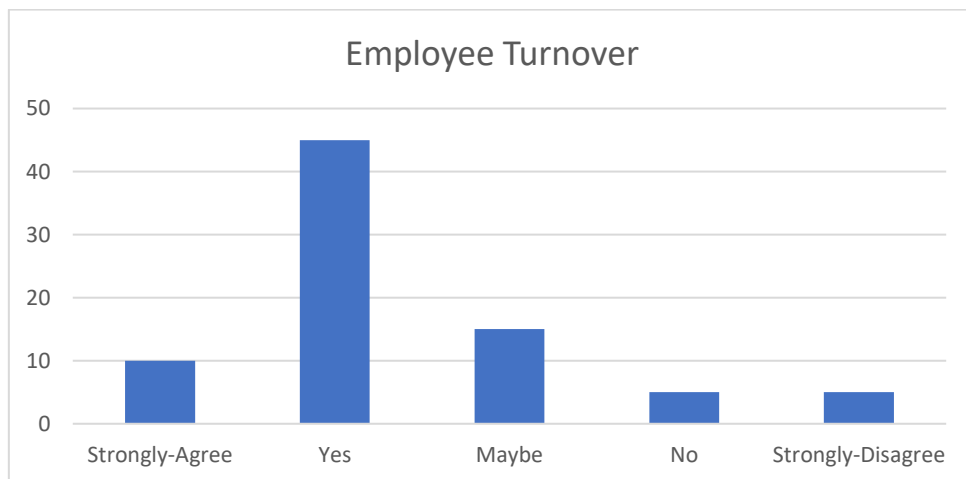


Fig 4.14: Graph showing Employee Turnover through hiring.

Interpretation:

Table above will say that many people in the company Completely-agree that hiring the right talent for the vacant positions will decrease the employee Turnover.

4.15 Referred candidates are preferred by the Organization?

Table 4.15: Table showing Referred Candidates.

PARTICULARS	NUMBER OF RESPONDENTS
YES	60
NO	20

Inference:

From the above table it is clear that 75% of the employee thinks that preference for referred candidates is more when compared to others. And remaining 25% of the employee thinks, that the organization does not consider referred candidates.

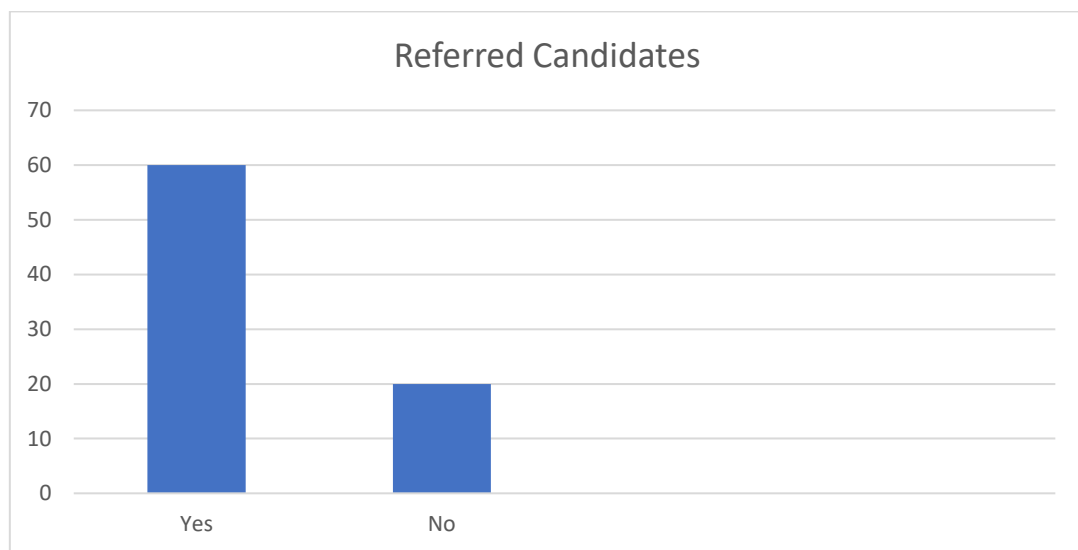


Fig 4.15: Graph showing Referred Candidates.

Interpretation:

As shown in the above graph, majority of the employees in the organization think that new candidates hired are selected by the preference of reference by the employees working in the organization.

4.16 Satisfactory level of employees with R & S process?

Table 4.16: Table showing Employee Satisfaction with R&S process.

PARTICULARS	NO. OF RESPONDENTS
Highly-Satisfied	15
Fully-Satisfied	65
Maybe	0
Not so satisfied	0
Highly-Dissatisfied	0

Inference:

From the above table, it is commented that many of the people working in the company are Fully-satisfied with the R & S process. 20% of the employee are Highly-satisfied and 80% of the employee are Fully-Satisfied with the recruitment and Selection process.

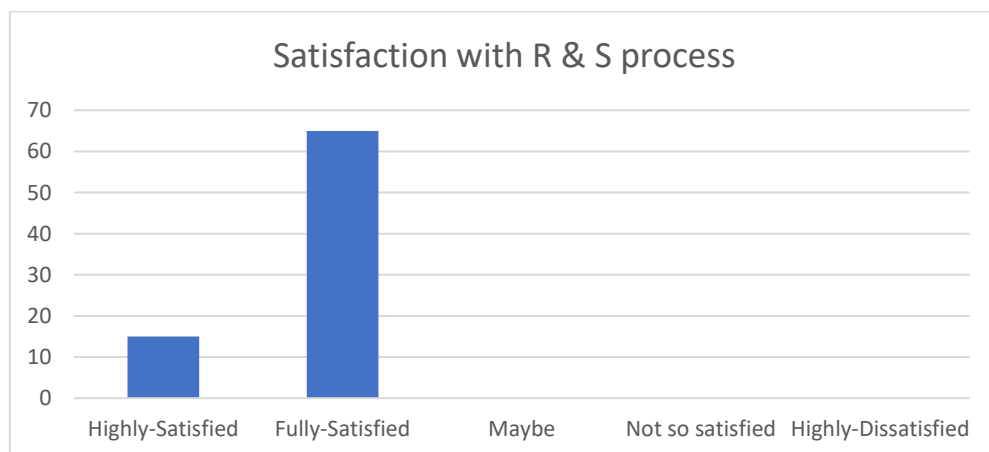


Fig 4.16: Graph showing Satisfactory level of employees with R & S process.

Interpretation:

From the above graph, it is depicted that all or many people working in the company are Fully-satisfied with the R & S and selection process practiced by the company.

Analysis of Chi-square

H0: Employee Dissatisfied with R & S process practiced in company.

H1: Employee Satisfied with R & S process practiced in company.

N= Total Frequency= 15+65+0+0+0= 80

Np= 80/5= 16

O	E	(O-E)	(O-E)²	(O-E)²/E
15	16	-1	1	0.06
65	16	49	2401	150.06
0	16	-16	256	16
0	16	-16	256	16
0	16	-16	256	16
80				198.12

DF(V)= 5-1= 4

Chi-square (0.05) (Tabulated value) = 9.488 > Chi-square (Calculated value) = 198.12

Interpretation:

The value calculated is greater than the value tabulated, H1 is accept as it is significant.

H0 is rejected. Thus, people are satisfied with the R & S process in company.

4.17 The Selection policies followed by the company are Satisfactory?

Table 4.17: Table showing Satisfaction on Selection Policies.

PARTICULARS	NO. OF RESPONDENTS
Highly-Satisfied	15
Fully-Satisfied	55
Maybe	10
Not so satisfied	0
Highly-Dissatisfied	0

Inference:

20% people are Highly-satisfied and 69% employee are fully-Satisfied and 11% employee have Maybe opinion on the Selection Policies followed by the organization, this is depicted from the above table.

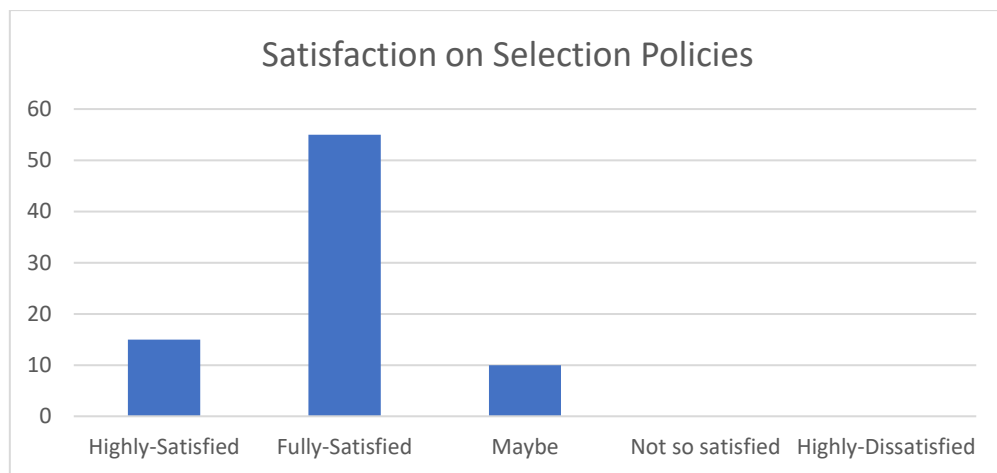


Fig 4.17: Graph showing Satisfactory level on Selection Policies.

Interpretation:

Many people working in the company agree that selection policies followed by company is satisfactory.

4.18 Is systematic and regular process of R & S conducted in company?

Table 4.18: Table showing Systematic and Regular process of R & S.

PARTICULARS	NUMBER OF RESPONDENTS
Strongly-Agree	15
Yes	45
Maybe	10
No	5
Strongly-Disagree	0

Inference:

Above table says that, 19% employee Strongly-Agree, 54% of people Fully-Agree, 11% people have Maybe opinion and 6% people Fully-Disagree that the organization follows Systematic and Regular process of Recruitment and Selection.

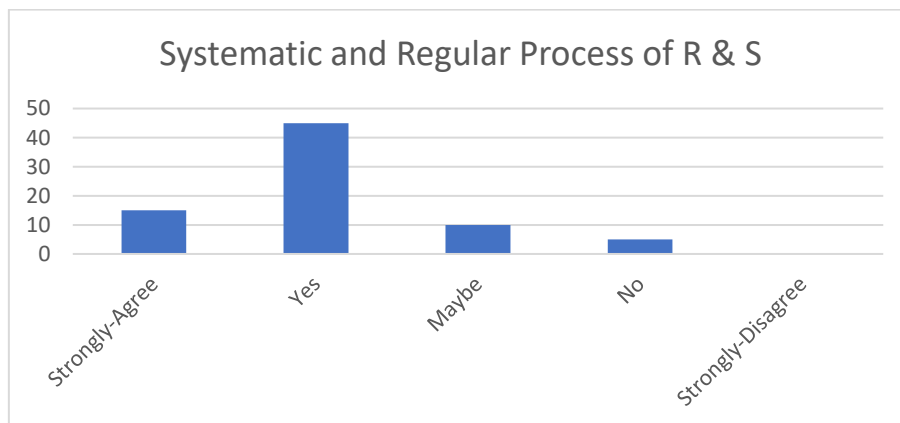


Fig 4.18: Graph showing Systematic and Regular process of R & S.

Interpretation:

Though few people working in company consider that company won't follow Systematic and Regular process of R and S. From above graph it is also said that many people working in company agrees that company follows Systematic and Regular Process of R & S.

4.19 The performance of Human Resource department is satisfactory?

Table 4.19: Table showing Satisfaction on performance of HR department.

PARTICULARS	NO. OF RESPONDENTS
Highly-Satisfied	10
Fully-Satisfied	45
Maybe	20
Not so satisfied	5
Highly-Dissatisfied	0

Inference:

From the above table we can say that 10% employee are Highly-satisfied, 54% of the employee are Fully-Satisfied, 25% people have neutral opinion and 6% of the employee are not so satisfied with the Performance of the Human Resource department in company.

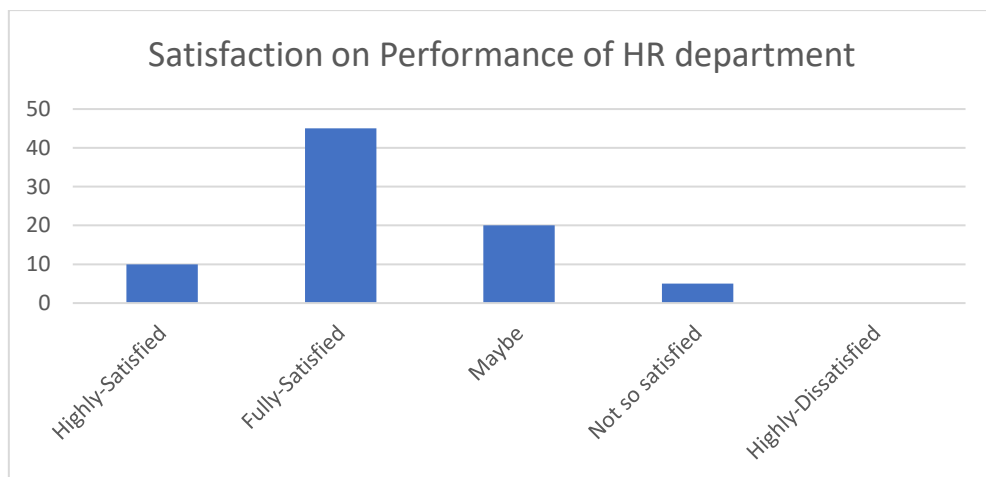


Fig 4.19: Graph showing Satisfactory level on performance of HR department.

Interpretation:

Graph above says that many people working in company are fully-satisfied with the performance of the Human Resource department in company.

4.20 Organization's overall rating over recruitment and selection process?

Table 4.20: Table showing overall rating of R & S in organization.

PARTICULARS	NUMBER OF RESPONDENTS
Excellent	5
Good	25
Average	50
Bad	0
Worst	0

Inference:

6% of the employee have rated excellent, 32% of the employee have rated good and remaining 62% of the employee have rated average as their response for overall R & S process in the company by the above table.

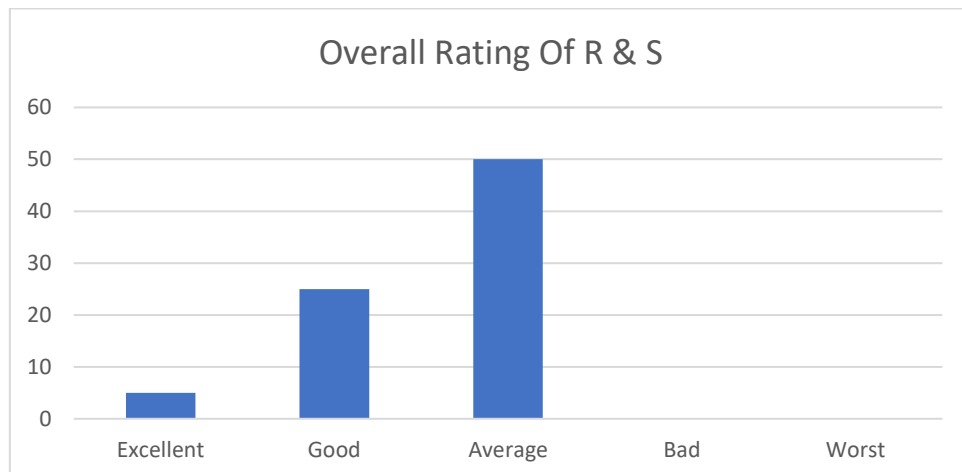


Fig 4.20: Graph showing overall rating of R & S in the company.

Interpretation:

The graph above will conclude that many people working in the company have rated average for the entire R & S process that has the company is following.

Analysis of Chi-square

H0: Dissatisfied with Overall performance of R & S process followed in company.

H1: Satisfied with Overall performance of R & S process followed in company.

$N = \text{Total Frequency} = 5 + 25 + 50 + 0 + 0 = 80$

$Np = 80/5 = 16$

O	E	(O-E)	(O-E)²	(O-E)²/E
5	16	-11	121	7.56
25	16	9	81	5.06
50	16	34	1156	72.25
0	16	-16	256	16
0	16	-16	256	16
80				116.87

$DF(V) = 5 - 1 = 4$

Chi-square (0.05) (Tabulated value) = 9.488 > Chi-square (Calculated value) = 116.87

Interpretation:

The calculated chi-square value is greater than the tabulated value, H1 is accept as it is significant. H0 is rejected. Hence, it is stated that people working in the company are Completely-satisfied with the R & S process followed by the company.

CHAPTER 5

FINDING, SUGGESTIONS & CONCLUSION

FINDINGS

1. The company follows external recruitment source for hiring new talents via contracts which is beneficiary for company.
2. The R & S process, methods and practices followed in the company gives positive outcomes.
3. This process involves attracting talents and increasing the networks all across the country.
4. From the above survey, we can say that R & S process followed in the organization is excellent.
5. Best screening process is done prior recruitment, in order to save time and hire effective employee.
6. The ultimate objective of conducting interviews, R & S process is to find new talents for innovative ideas and expand their business.

SUGGESTIONS

1. The organization should follow Internal Sources of Recruitment for retaining the talented employees in the company and promoting them for higher positions. Internal Sources of Recruitment also helps in motivating the employees in the organization.
2. More chances for new talents should be provide without considering their experience of working.
3. Work life balance of the employees can be improved. As working hours are more and the employee will not be spending quality time with family& friends.
4. The organization can use more Advertisement Media for increasing their business and it also helps to compete with the competitors.
5. Few changes in R & S process will enhance business of the company (Ethical Changes).

CONCLUSION

Managing the organization is capable by the R & S process. It will also help in leading company. It's a competitive benefit for increasing the workforce of company. It helps in classifying and managing different levels, so as to avoid conflicts in the organization.

Utilisation of Fair, valid and reliable R & S process helps in improving the business by the point view of market. This process helps in decision making in critical situations. To know the employee satisfaction levels R & S process can be used. Motivational & encouraging activities can be conducted to enhance the skills of the employee. Identifying the strengths and weakness of the employee is very essential for organizational growth, as it will inversely affect the overall performance of the organization. Training facilities will be provided to the candidates based on it. Few changes in the R & S process can help company to grow. Talented employees are retained and new talents are found for the job to reach the goal. Effective R & S process helps to decrease employee turnover in the organization. Recruitment process requires certain attempts and cost for it to be successful. It also helps to boost the morale of the employee. It improves the communication internally within the organization. Selection tools included assessment, testing, etc. It determines the validity and reliability of the company.

Above study, says many people working in company are quite happy with the R & S practiced by company.

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WEBSITES

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QUESTIONNAIRES

“A Study on Recruitment and Selection process in BuziBrAIns”

I, Archana. B. R., student of CMR Institute of Technology has prepared these questionnaires to understand the “Recruitment and Selection process in BuziBrAIns”.

Researcher assures you that the opinion or response collected shall be highly confidential and the research outcomes will be used only for the academic purpose.

We sincerely appreciate your cooperation in this regard.

Please fill your personal information:

1. Name:
2. Mobile No.:
3. Email ID:
4. Occupation:
5. Date of birth:
6. Gender: (a) Male (b) Female.

Please mark what you feel is appropriate

Q1. Duration of time you have worked in this organization?

- a) 0-1 years.
- b) 1-3 years.
- c) 3-5 years.
- d) 5-7 years.

Q2. Which Recruitment source fits the organization best?

- a) Internal Sources.
- b) External Sources.

Q3. Which website is used by the organization for hiring employees?

- a) Naukri.
- b) Internshala.
- c) LinkedIn.
- d) Indeed.
- e) Monster.

Q4. Does the organization verify the vacant positions before recruitment process?

- a) Strongly-Agree.
- b) Yes.
- c) Maybe.
- d) No.
- e) Strongly-Disagree.

Q5. Does the organization conduct Recruitment and Selection process on time?

- a) Yes.
- b) No.

Q6. Is Employee Performance affected by the Recruitment and Selection process?

- a) Yes.

- b) Maybe.
- c) No.

Q7. Should there be a cope of Improvement in Recruitment and Selection process?

- a) Strongly-Agree.
- b) Yes.
- c) Maybe.
- d) No.
- e) Strongly-Disagree.

Q8. Will the Fair practices of Recruitment and Selection process increase the company's performance?

- a) Strongly-Agree.
- b) Yes.
- c) Maybe.
- d) No.
- e) Strongly-Disagree.

Q9. Is the Initial Screening of the candidate done before Recruitment process?

- a) Yes.
- b) No.

Q10. Awareness about the existing vacancies to the employees?

- a) Yes.
- b) No.

Q11. Does an Employee Referral play an important role in recruitment process?

- a) Strongly-Agree.
- b) Yes.
- c) Maybe.
- d) No.
- e) Strongly-Disagree.

Q12. Will Internal Source of Recruitment motivate the employee?

- a) Strongly-Agree.
- b) Yes.
- c) Maybe.
- d) No.
- e) Strongly-Disagree.

Q13. How is the Employee Satisfaction with the current R & S followed by the company?

- a) Highly-Satisfied.
- b) Fully-Satisfied
- c) Maybe.
- d) Not so satisfied.
- e) Highly-Dissatisfied.

Q14. Will hiring the right candidate decrease the Employee Turnover?

- a) Strongly-Agree.
- b) Yes.
- c) Maybe.
- d) No.
- e) Strongly-Disagree.

Q15. Referred candidates are preferred by the organization?

- a) Yes.
- b) No.

Q16. Satisfactory level of employee with R & S process?

- a) Highly-Satisfied.
- b) Fully-Satisfied
- c) Maybe.
- d) Not so satisfied.

e) Highly-Dissatisfied.

Q17. Is the Selection Policies followed by the company Satisfactory?

- a) Highly-Satisfied.
- b) Fully-Satisfied
- c) Maybe.
- d) Not so satisfied.
- e) Highly-Dissatisfied.

Q18. Is systematic and regular process of R & S conducted in the company?

- a) Strongly-Agree.
- b) Yes.
- c) Maybe.
- d) No.
- e) Strongly-Disagree.

Q19. Is the performance of Human Resource Department Satisfactory?

- a) Highly-Satisfied.
- b) Fully-Satisfied
- c) Maybe.
- d) Not so satisfied.
- e) Highly-Dissatisfied.

Q20. What is the Overall rating of Recruitment and Selection process in the organization?

- a) Excellent.
- b) Good.
- c) Average.
- d) Bad.
- e) Worst.

ANNEXURE

WEEKLY REPORT

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding the Structure, Cultures followed by the company and function of organization.	Week-1 [3 rd Jan 2020 to 9 th Jan 2020]
2	Activity-2	Identification of the problem faced by the company through Literature-Review and Industry and company-profile.	Week-2 [10 th Jan 2020 to 16 th Jan 2020]
3	Activity-3	Deciding the final structure of the report along with the guide and structuring it.	Week-3 [17 th Jan 2020 to 23 rd Jan 2020]
4	Activity-4	Collecting the data, surfing the data, editing the data collected, coding the collected data and tabulating it and presenting the same to the guide for suggestions to make the analysis.	Week-4 [24 th Jan 2020 to 30 th Jan 2020]
5	Activity-5	Analysing and Finalizing the report after presenting it to the guide.	Week-5 [31 st Jan 2020 to 6 th Feb 2020]
6	Activity-6	Submission of final-Report to the University before one-week of the commencement of the theory examination.	Week-5 [7 th Feb 2020 to 14 th Feb 2020]