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A Study on Recruitment Process: with A Special Reference to Employment Mantras

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ABSTRACT

Successful hiring, selecting, and retaining employees is essential for an organization. They enable companies to have performing employees and contribute positively to the organization. As the recruitment process is very crucial and time-consuming as well as costly for company, now a days industry relied upon consultancy and agency for outsourcing and for hiring employees. As because consultancy have dedicated HR team for hiring right candidate for right job as outsourcing is on high demand there are a lot of competition in market to provide best candidate to the company a consultancy need to adapt various modification in recruitment process and techniques to get suitable candidates for the job post. Identifying absolute recruitment techniques and changing or modifying the process for good will provide good results.

Keywords: Recruitment, Employee Identification, Recruitment techniques, Process, Upgradation

INTRODUCTION

Requirement is a very important activity for any organisation because of several factors like expansion of a business, new project assortment and many more. The recruitment process is continuous, costly and time taking. As effective recruitment will generate quality employees and for the organisation and a company understand the necessity and important of recruitment, they choose to hire candidates through an agency or consultancy who have a dedicated HR team who focuses on recruitment and selection as per client need and also it helps a company not only to outsource good candidate for company but also saves a lot of time and resources of company which can be utilised for different organisational goals.

In HRM, recruitment and selection are a crucial process that aims to optimize employee effectiveness to achieve the organizational goals and objectives of the business. It is a procedure for finding, vetting, shortlisting, and choosing the best applicants for the necessary positions available.

The opposite is also true; job seekers are looking for potential employers. Connecting those who are working with those who are looking for work is the function of recruitment. Simply said, recruiting is the act of locating potential sources from which to select employees. A scientific hiring procedure has advantages including increased productivity, higher remuneration, high morale, decreased labour turnover, and a better reputation. It motivates people to apply for jobs, which is a good thing. The recruitment process itself could be enhanced by the following. Poor recruitment can result in labour shortages or issues with management decision-making, management theories.

Need for recruitment

The hiring process's purpose is somewhat complex. The value of a successful recruitment process never diminishes, whether it's for finding new people or maintaining corporate operations. Most business in the world is aware of how crucial the hiring process is to improving business operations and manufacturing efficiency.

Recruitment Process

1.Understanding the Need Of Client:

- ➢ Researching the client's industry.
- ➢ Identifying the job opportunity.
- ➢ Developing a search strategy and searching the client.

2. Post The Job:

- ➢ Post the job in website, social media, LinkedIn.

- ➢ Make a database of the candidate.

3. Assessment Of Candidate:

- ➢ Examine and rank candidates.

- ➢ Conduct in-person interviews with candidates to evaluate their skills, level of excitement, and cultural fit.

- ➢ Send resumes and discuss the shortlist with the clients.

- ➢ Sending them the job description.

4. Interview And Selection:

- ➢ Having a telephonic or face-to-face interview.

- ➢ Provide all the inputs that the candidate required.

- ➢ Sending them the offer letter after selection.

Need to upgrade the recruitment process:

Experiment with social media: HubSpot uses Pinterest boards to share career advice with prospective employees and introduce its teams and offices. Interns at National Public Radio run an Instagram account where they post about their experiences and interact with prospective junior applicants.

Plan public house gatherings: Consider inviting individuals who might be interested in working for your company to a recruitment event at your workplace or offices. You'll be able to assess prospective applicants collectively. They get the chance to observe your work life in a less formal setting thanks to this innovative recruiting method.

Consider virtual reality: Utilize virtual reality to demonstrate the workplace experience to potential employees. But not everyone has access to this technology, so make sure you supply the required equipment. You could set up a virtual reality booth at a job fair and give potential employees VR headsets to use to "walk" around your offices.

Gather and evaluate candidate feedback: Another technique that helps recruiters save time and money is candidate rediscovery. It's also one of at least two arguments in favor of maintaining contact with applicants you didn't reject. The second justification concerns advancement. It's unlikely that an applicant who has just accepted a job offer from your business will rate the hiring process. On the other side, the applicants you have rejected would have a lot to say about your employer brand.

Utilize an ATS: A successful recruitment strategy must have an application monitoring system as its most crucial component (ATS). An ATS gives recruiters the ability to follow prospects throughout the entire hiring process, from application to offer letters, and automate communications to ensure that top candidates don't get lost in the mix.

Develop the employer brand strategies: Your company's reputation as an employer, as perceived by job seekers and the broader public, is known as your employer brand. Although you have little control over how people see things, you can work to shape how they view your business. The first stage is to create your employee value proposition, which will enable you to convince potential applicants to apply for your vacant positions and organisation.

Training, Hire, deploy: If use we are looking for a particular skill set that is in scarce supply, we can combine the capabilities of our recruitment and technical training divisions to source the right people for the job and ensure that all personnel are trained in the specific tool, techniques and skills needed for the work. Training hire deploy program help to employ local resources.

Collaboration with other Consultancy: Collaborating with other consultants helps you increase your expertise as well as your client base. Referrals help you maintain and grow your network. Writing and speaking helps you access other potential clients, as well as increasing your expertise. When you refer others for a fee, or work with another consultant, remember to clarify who's responsible for what, the compensation each of you receives, and when the arrangement is complete. When you're ready consider a partnership arrangement to continue to capitalize on what each of you can bring to the client and the business.

Upgradation helps a company to survive and to sustain for a longer period and it is very important to have a check on process to know it's fallback and positive aspects and after knowing that a consultancy need to work on its downside so to come up with various innovative ideas and techniques to tackle the situation and the process that will turn that into a fruitful way to the company. Identifying the problem or finding solutions to the obsolete process is difficult but by doing research and developing the research, report and finding will bring to any conclusion. Over a span of time, it's required to upgrade and replace the old procedure.

Role Of HR Recruiter:

In business, finding and keeping the right people who can contribute to the development of the firm is a constant process. The hiring and skillful retention of the best candidates for open positions within the company is the main duty of an HR recruiter. It is the responsibility of the HR recruiter to create and implement new recruitment tactics in order to meet the company's specific requirement.

However, hiring is a difficult task. A recruiter typically stands in the middle between an organization's and a candidate's expectations. It is important to understand what responsibilities you will have if you want to work as a recruiter.

Talent Needs that HR Recruiters Must Be Aware of in an organization: Recruitment does not take place all year long. It must be a considerate plan that is implemented in accordance with the organization's talent needs. As a result, a recruiter is expected to keep up with business changes and routinely check for any potential employment openings. Making this kind of estimate will prevent last-minute hiring problems and hiring the incorrect candidate.

Job description: The next task after determining the talent requirement is to create a job description. A corporation is constantly looking for the most desirable abilities in potential employees who can benefit their business. Whether the HR recruiter is effective at finding the right individual depends on them. A job description is created by a recruiter outlining the training, expertise, information, and abilities needed for the position. Then, in order to help candidates, understand their work, this job description is publicized on numerous employment portals and forums.

Interviews, background checks, and orientation should be conducted: Obviously, this is the recruiter's most evident job function! After narrowing down the pool of candidates, recruiters can either interview candidates themselves or with assistance from members of the department they are hiring for. The next stage is to conduct a background check on the chosen applicants to ensure their reliability. The candidate receives an onboarding letter and is guided through employment orientation.

A recruitment consultant has a pool of talented candidates and have Morden tools and techniques to hire right person for the right post as there are many vacancies and new job post in a company which needs to be full fill immediately to bridge the gap and operate company continuously.

Employment Matras

Employment Mantras a consultant is nearby at Bareilly, Uttar Pradesh (India) company across all areas and industries, looking for experts with experience and qualifications. Established in 2017, Employment Mantras, is a well-known start-up which serve both for domestic as well as international Placement in this location. Employment Mantras Job Consultancy is established with a mission to generate maximum employment to provide the best job options to the students and job seekers.

Employment Mantras perform several duties to act as a link between companies and potential candidates. Due to the high rise in number of developing company and start-ups there is a high demand for recruitment there where a consultancy comes in handy. Because of this increasing demand and High client expectations which needs to be fulfilled by consultancy. The recruitment techniques of a consultancy need to be modified and change from time to time.

OBJECTIVES OF THE STUDY

The primary objective of this study is to study the new innovative techniques to improve the recruitment process.

RESEARCH METHODOLOGY

Research is characterized as human activity focuses on the application of intellect to the study of matter. Discovering, interpreting, and developing methods and systems for the improvement of human knowledge on a wide range of scientific topics related to our world and the universe is the main goal of applied research.

RESEARCH DESIGN:

> Descriptive design
> Self-designed questionnaire

SOURCE OF DATA COLLECTION:

The primary as well as the secondary source was used for collection of data.

PRIMARY DATA: involves the collection of data that does not already exist. This can be through numerous forms, including questionnaire.

SECONDARY DATA: involves the summary, collection was gathered form the website of the employment mantras has been taken.

SAMPLE DESIGN:

Because it was impossible to connect with and count every employee, a sample of 20 people was selected. To prevent bias during data collection, all relevant precautions were taken during the investigation.

RESULT AND DISCUSSION

In accordance with the survey results, the data is examined. The data are represented graphically as percentages. Descriptive statistics have been utilized in the study for the attainment of the objectives of the study. After analysis, charts were made to show the percentage of people's viewpoints.

Preference towards hiring sources

60% prefer hiring platform; 10% prefer employee reference; 20% prefer company website; and the remaining 10% use to say social media.

**Reliability of** hiring source

55% prefer hiring platform; 30% prefer employee reference; 5% prefer company website; and the remaining 10% use to say social media.

Response to Job Postings
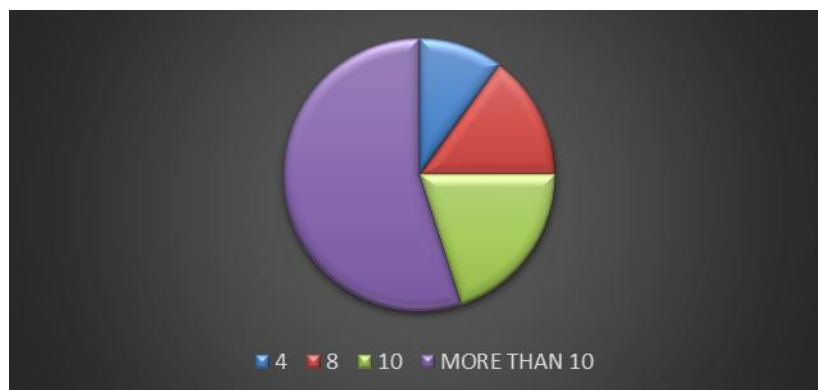
55% people response more than 10; 20% people response between 8 to 10; 15% people response between 4 to 8; and the remaining 10% people response between 0 to 4.

Rating of the Recruitment Process
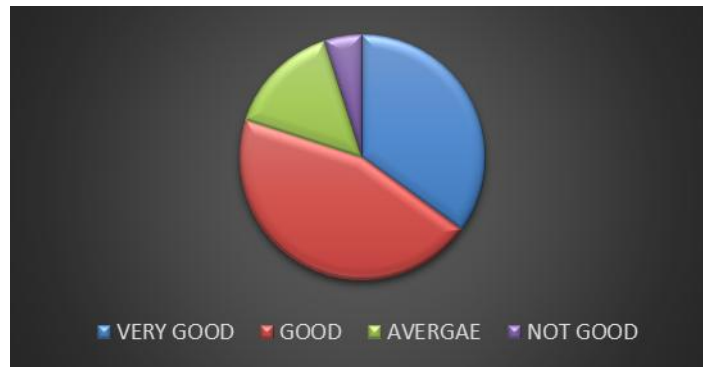
35% people think that the recruitment process of the organisation is very good; 45% people think that the recruitment process of the organisation is good; 15% people think that the recruitment process of the organisation is average; 5% people think that the recruitment process is not good.

*Pre-recruitment activities taken place in the organization*

50% pre-recruitment take place through checking available resources; 15% pre-recruitment take place through creating job templet; 15% pre-recruitment take place through choosing hiring platform; 20% pre-recruitment take place through job analysis.

*Common limitation in the recruitment process*

15% people think that the budget limitation is one of the common limitations; 25% people think that the complex company policy is one of the common limitations came across; 10% think that meeting high client request is also one of the common limitations in recruitment process; 50% people think that supply and demand of a particular profile are the common limitation come across.

Time taken for the selection of the candidates
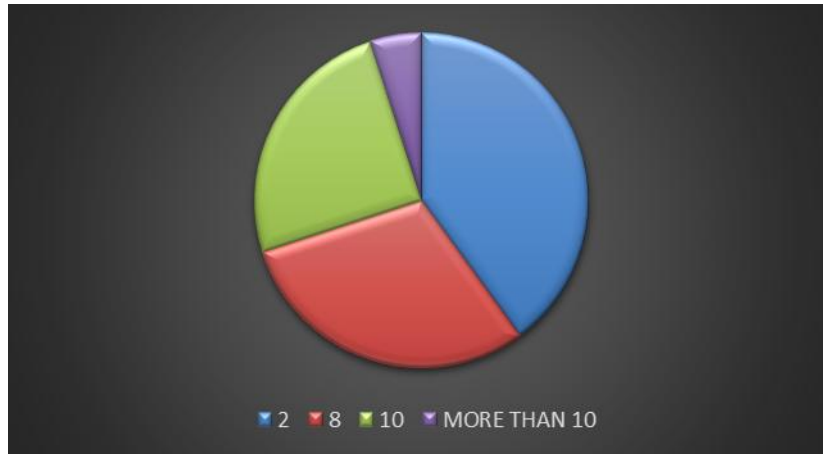
40% candidate will select in 2 days; 30% candidate will select in 8 days; 25% candidate will select in 10 days; 5% candidate will take more than 10 days.

Average retention year of an employee
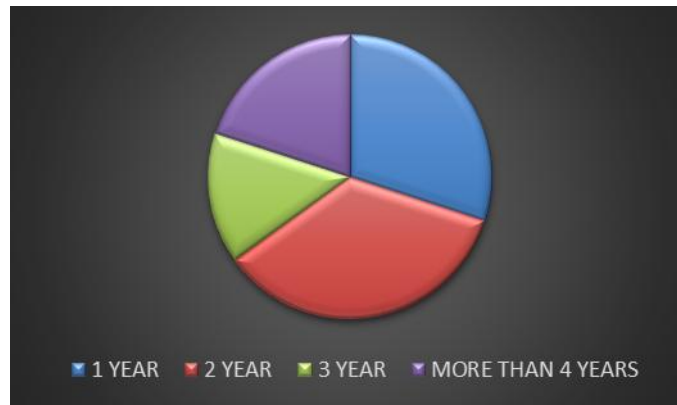
30% employee average retain in 1 year. 35% employee retention by the company for 2 years. 15% employee retention by the company for 3 years. 20% employee retention by the company more than 4 years.

*Rate the type of selection procedure*
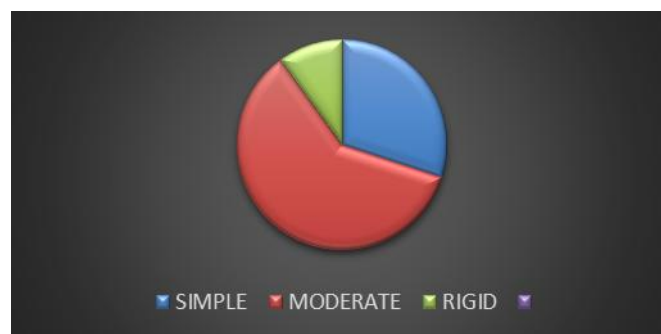
30% says that the selection procedure is simple; 60% says that the selection procedure is moderate; 10% says that the selection procedure is rigid.

The ratio of the selected candidates to the candidates finally joined the company
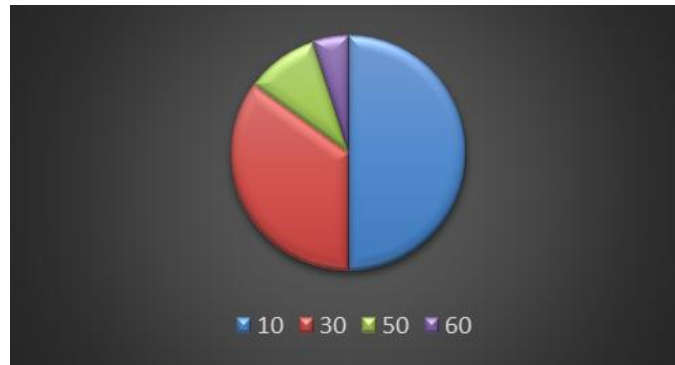
50% of the selected candidate joined the company that is 10; 35% of the selected candidate joined the company that is 30. 10% of the selected candidate joined the company that is 50. 5% of the selected candidate joined the company that is 60.

Attitude towards the hiring process
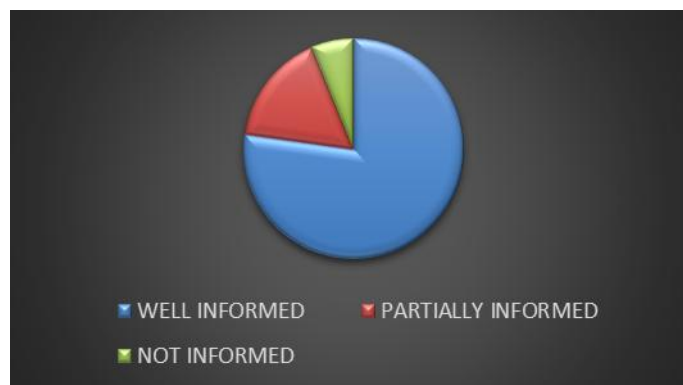
77.8% candidates feels that the hiring process is well informed; while 16.7% thinks that it is Partially informed; and rest 6.3% thinks that it is not informed.

FINDINGS OF THE STUDY:

- The survey found that each category's recruitment varies from firm to company.

- According to the survey, the business uses social media more to hire the candidate because they were more active on social media.

- Recruitment process can be better as most of the person cannot find the JD.

- Proper training should be given so that the retention rate will go up understand the problem.

- The company need to upgrade the recruitment process because the competitor uses the technology that will benefit them, and they can reach to more number of candidate as well as company.

LIMITATIONS OF THE STUDY:

- The study is based on information from business statements; therefore, the constraints of the company's remaining employees apply as well.

- Data is gathered from the company employees so bias decision can also be there.

- Data is also collected from the company website and by asking them, so limited amount of data can be collected.

RECOMMENDATION:

Following are the few recommendations given below:

- Company must promote them self-more so that a greater number of candidates can be fill the form.

- Company must use new technology or method of recruiting the candidate so that the cost will be less, and best candidate will go.

- Campus drives and training and some webinars has to be done so that the awareness among the candidate will rise and they can know about the employment mantras.

CONCLUSION:

Hiring process is a process which is an essential component for the effectiveness of any Organization. Every organization has their own components and strategies for the same. But if the process is unable to fulfil the appropriate need of the organization then the whole process goes in vain. Hence, with the changing scenario of the corporate world, the employer employee needs are also changing and in this dynamic era, there need to be certain upgradation in the process, which need to be carefully executed.

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