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## **To Understand the Importance of Recruitment, Selection and Retention in an Organization**

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### **Introduction**

#### *Homians Private Limited*

HOMIANS, is a health care brand which wants to create a healthy habit of having a healthy and proper diet according to the body. We are helping peoples to get aware about their health and their life. HOMIANS provide healthy meals made with proper hygiene and cleanliness. Our goal is to make people healthy so that everyone lives free, happily and without any disease and fit. We started as a small company with high hopes and aspirations in 2021 to provide the health to everyone or to aware everyone about their health. Here we are after a year just from a team of two we have expanded now in the Greater Noida Area employing around 6 and we are keep adding and improving ourselves.

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### **Literature Review**

Talent management is a concept emerged during late 1990s and is due to the establishment of many multinational companies. It is more complex to manage talents in global organizations than in a national business scenario. The talent or ability to keep the employee in an organization is referred to as retention in the human resources management context.

Every organization is facing some challenges to sustain in a dynamic and competitive environment. Out of which, one of the primary challenges is that to retain employees in the long run satisfactorily. Every citizen has a right of liberty according to our Indian Constitution. So, in an organization perspective, every employee has a right of liberty to move from one organization to another depending on his/her comfort and also by considering other factors like pay, work environment, compensation, benefits, career development, recognition, training and development etc. Some organizations have identified the problems behind turnover and managing to retain the talents by addressing the factors influencing over these. The need to retain the employee is that, as organization has incurred cost on recruitment and has invested huge money on each and every employee for giving training to develop them to fit for the organization and to improve the efficiency of the employees, so obviously it is the expectation of the organization to make use of the outcome of the training for its development. In order to confront the problem of attrition of employees, organizations are making policies with respect to recruitment, selection, induction, training and development, compensation and benefits, designing job, evaluation of job and wage standards etc., which in turn helps to retain the employees in the long run. The objective of this paper to review the research papers by various researchers in the topic of employee retention which helps the HR managers to frame strategies to retain or enhance the duration of the employees in an organization.

Retention helps in human resource planning in an organization. Human resource planning estimates the gap between the demand and supply of workforce required for the future based on the objectives of the organization. It also helps in succession planning whereas it aims to determine the competent strategic positions in an organization.

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### **Objectives of the study**

1. Selection of suitable employees in HOMAINS.
2. Retain our employees in HOMAINS.

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### **Need and Scope of the study**

1. Selection of best candidate for required job:- basic need of this study is to find out the suitable candidate for vacant job, right person for the right job.
2. Dealing with the excess and shortage of employee:- analysis the employees for present and future needs of the organization.

3. Employees stay with the organization for a longer period of time:- through retention process you will retain your employees for a longer period of time. Skilled employees will stay with you in your organization for to achieve your organization goals.
4. To make the stakeholders, employees and employer happier:- if your clients, manager and employees are happy, it will help your organization to grow more.
5. To keep your talented employees working effectively in your company.

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## Limitations of the study

### Recruitment / Selection/ Retention

1. Time consuming:- this process takes to much time to hire an employee.
2. It is a lengthy process.
3. Recruitment agency:- might take a lot of time to find the correct candidates.
4. Communication gap:- may the candidate not understand the things which he has to do in the organization.
5. The only way to communicate with the recruitment team is via emails or telephones.
6. Retaining Less-Qualified Employees:- organization tries to retain less-qualified employees
7. Groupism :- favouring the closed ones, buttering the powerful, or fulfilling one's mean for influencing people.
8. Toxicity in Work Environment:- A toxic work environment is one where negative behaviors—such as manipulation, bullying, yelling, and so on—are so intrinsic to the culture of the organization that a lack of productivity, a lack of trust, high stress levels, infighting, and discrimination become the norm.
9. Affecting Workplace Productivity:- Communication. In a recent report by grammarly, the State of Business Communication, it was found that teams lose an equivalent of an entire workday each week due to poor communication, time management technology, Leadership.

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## Company Profile

**Homians Private Limited**:- Is a 1 year 1 month old Private Company incorporated on 04 Oct 2021. Its registered office is in Uttar Pradesh, India. The Company's status is Active. It's a company limited by shares having an authorized capital of Rs1.00 lakh and a paid-up capital of Rs1.00 lakh as per MCA.

Company Legal Name	HOMIANS Private Limited
ROC Code	Roc-Kanpur
Company No.	153281
Company Category	Company limited by Shares
Company Sub Category	Non-govt company
Company Class	Private
Authorised Capital	₹ 1.00 lakh
Paid up Capital	₹ 1.00 lakh
Incorporation Date	04 Oct 2021
Date of AGM	-
Date of Balance Sheet	-
Listing Status	Unlisted
Industry	Retail Trade, Except Of Motor Vehicles And Motorcycles; Repair Of Personal And Household Goods

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## Research methodology

### Primary research

Many types of primary research exist. This guide is designed to provide you with an overview of primary research that is often done in writing classes.

1. **Interviews:** Interviews are one-on-one or small group question and answer sessions. Interviews will provide a lot of information from a small number of people and are useful when you want to get an expert or knowledgeable opinion on a subject.
2. **Surveys:** Surveys are a form of questioning that is more rigid than interviews and that involve larger groups of people. Surveys will provide a limited amount of information from a large group of people and are useful when you want to learn what a larger population thinks.
3. **Observations:** Observations involve taking organized notes about occurrences in the world. Observations provide you insight about specific people, events, or locales and are useful when you want to learn more about an event without the biased viewpoint of an interview.
4. **Analysis:** Analysis involves collecting data and organizing it in some fashion based on criteria you develop. They are useful when you want to find some trend or pattern. A type of analysis would be to record commercials on three major television networks and analyze gender roles.

### Secondary Research methodology

Secondary research involves the **existing data**. Like -

Summary: the complete summary already available at google or in a book regarding any research and report.

Collation and/or synthesis of existing research: existing research help us lot to get information which is already exist.

Secondary research is contrasted with primary research in that primary research involves the generation of data, whereas secondary research uses primary research sources as a source of data for analysis

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## Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

### Five Common Types of Research Design

- Experimental design: The experimental design is a set of procedures that are designed to test a hypothesis. The process has five steps: define variables, formulate a hypothesis, design an experiment, assign subjects, and measure the dependent variable.
- Correlational design: A correlational research design investigates relationships between two variables (or more) without the researcher controlling or manipulating any of them. It's a non-experimental type of quantitative research.
- Descriptive design: Descriptive research design is a type of research design that aims to obtain information to systematically describe a phenomenon, situation, or population. More specifically, it helps answer the what, when, where, and how questions regarding the research problem, rather than the why.
- Diagnostic design: Diagnostic design specification is a document indicating how the diagnostics will be implemented on upcoming/new products that will be developed by the company.
- Explanatory design: The primary purpose of explanatory research is to explain why phenomena occur and to predict future occurrences. Explanatory studies are characterized by research hypotheses that specify the nature and direction of the relationships between or among variables being studied.

### Sample Size

Sample size for my data is 80 people.

Demographic factors of my sample are:

1. Age: 18-25 age group people.
2. Gender: Male and Female both.
3. Occupation: Business men, women and working employees.
4. Cultural background: All culture background like- (Hindu, Muslim, punjabi)
5. Family status: Middle class, Higher class.
6. College Students: NIET, GNIOT, GALGOTIA, IIMT.

7. Qualification: Graduation, Post Graduation.

### **Statistical tools used in study**

**Pie-chart** as a statistical tool for my data. Based on questionnaire I had made questions and circulate it between 80 people including college students and organization staffs, and find the result based on present situation of the companies. The people who are working in the organization they understand the situation easily and has given their feedback based on their own opinion.

### **Data analysis and interpretation**

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. By using data analytics to create comprehensive customer profiles from this data, businesses can gain insights into customer behavior to provide a more personalized experience.

Data analysis is the process of uncovering patterns and trends in the data. Data interpretation is the process of assigning meaning to the data. It involves explaining those discovered patterns and trends in the data. Chronology. Data analysis comes first, followed by data interpretation.

In this we have five steps to get you started with data analysis.

- **STEP 1: DEFINE QUESTIONS & GOALS**: to apply statistical analysis and technologies on data to find trends and solve problems. Data analytics has become increasingly important in the enterprise as a means for analyzing and shaping business processes and improving decision-making and business results.
- **STEP 2: COLLECT DATA**: Interviews. Interviews are a direct method of data collection.

Observations. Surveys and Questionnaires, Focus Groups, Oral Histories

- **STEP 3: DATA WRANGLING**: Data wrangling is the process of removing errors and combining complex data sets to make them more accessible and easier to analyze. Due to the rapid expansion of the amount of data and data sources available today, storing and organizing large quantities of data for analysis is becoming increasingly necessary.
- **STEP 4: INTERPRET RESULTS**: Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions.

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### **Importance of data interpretation**

Data interpretation is very important, as it helps to acquire useful information from a pool of irrelevant ones while making informed decisions. It is found useful for individuals, businesses, and researchers.

Helps businesses understand their customers better, improves sales, improves customer targeting, reduces costs, and allows for the creation of better problem-solving strategies.

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### **Conclusion**

The conclusion of the project is that, recruitment, selection and retention method used by the organization it is correct. Make sure the candidate you are going to hire it should be a right person for that particular job with required skills, ability and knowledge and try to retain your employees with high compensation and benefits so that your turnover rate will be less as compare to your competitor and generate more revenue, it will help you to sustain into the market through this and your brand value will increase more number of shareholders will increase, easy to achieve your future goals and objectives.

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### **Findings**

1. I got clear results about Recruitment, selection and retention on the basis of my understanding, that the process are used in the organization for recruitment and selection are reliable and clear.
2. Basically recruitment is based on how many vacant positions do you have in your organization it is an open invitation for candidates who wants to do job practically they can come.
3. In selection I find, any organization selects the candidate on the basis of their talent and experience and who is really capable to do that job.
4. In this I understand experience and internships are very- very important for every candidates because internships is the platform where you are doing practical work.
5. And at last I will talk about retention, retention is basically what

6. Where we try to retain our employees because of low turnover rate of the company if any organization there is high turnover rate of employees so it will shows negative impact to others.

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**Reference**

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**(Secondary Data)**

<https://smallbusiness.chron.com/recruitment-amp-selection-amp-retention-theory-41605.html>

[https://scholar.google.co.in/scholar?q=managerial+implications+of+recruitment+selection+and+retention&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar](https://scholar.google.co.in/scholar?q=managerial+implications+of+recruitment+selection+and+retention&hl=en&as_sdt=0&as_vis=1&oi=scholar)

**Research paper-**

[https://www.researchgate.net/publication/335677274\\_A\\_REVIEW\\_OF\\_LITERATURE\\_ON\\_EMPLOYEE\\_RETENTION](https://www.researchgate.net/publication/335677274_A_REVIEW_OF_LITERATURE_ON_EMPLOYEE_RETENTION)

**(Primary Data)**

Questionnaire

Based on Recruitment, Selection and Retention

<https://docs.google.com/forms/d/1cP33WnWdcvYalxuBaje4yyPCwsmhI9xmvOLQSyJcGUQ/edit?pli=1>

Based on Homains feedback data