



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

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## A Comprehensive Study Of The Recruitment Process At GI Group.

*Lily Chatterjee*

Indira School of Business Studies PGDM, Pune

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### ABSTRACT:

The primary role of an HR Department is centered around Recruitment and Selection, which serves as the initial step in establishing a competitive edge through quality recruitment strategies for an organization. This document aims to analyze and improve the talent acquisition process at The GI Group. As a talent acquisition intern, the project entailed obtaining mandates from clients, sourcing candidates via various platforms, shortlisting appropriate candidates, and identifying existing challenges. The objective of this paper is to enhance The GI Group's capacity to attract, select, and deliver the finest human capital to its clients.

This analysis evaluates the obstacles encountered in manpower and staffing during the recruitment process, including the sourcing of high-caliber candidates, minimizing time-to-hire, and ensuring a favorable candidate experience. Furthermore, it explores the innovative solutions and best practices adopted by the company to address these challenges. The document examines the organization's hiring strategies, methodologies, and their effectiveness in securing suitable talent.

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**Key Words:** recruitment, selection, strategy, challenges, effectiveness

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### Introduction:

In this paper, I have discussed the different aspects of recruitment and selection. I got the opportunity to gain practical knowledge on the selection and hiring process and a deep exposure to know about the work of the Human Resources department. The study also gave me a chance to deep dive into the Human resource field and a chance to understand the recruitment and hiring & selection process of the company The GI Group.

Manpower companies need to be able to identify the right talent for their open positions. This means understanding the skills and experience that are required for each role, as well as the company's culture and values. This paper will discuss different ways to identify the right talent, such as through job postings, employee referrals, and social media. Once manpower companies have identified the right talent, they need to be able to attract top candidates to their open positions. This means creating a strong employer brand and developing effective recruiting strategies. This paper will discuss different ways to attract top candidates, such as offering competitive salaries and benefits, creating a positive work environment, and creating a better candidate experience. Once manpower companies have a pool of qualified candidates, they need to be able to select the best candidates for their open positions. This means using a variety of selection methods, such as interviews, assessments, and reference checks.

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### Review of Literature:

**Challenges in Recruitment and Selection Process: An Empirical Study by Sophia Diana Rozario 1,5 August 2019:** The contemporary knowledge economy significantly relies on the value generated by an organization's human resources. In this intensely competitive landscape, organizations have increasingly focused on the recruitment and selection process, recognizing that employees constitute their most vital asset. Nevertheless, the critical elements involved in the employee selection process remain underexplored. Prior research on recruitment and selection has primarily concentrated on employee performance and the criteria necessary for attracting suitable talent, which in turn fosters employee retention and enhances organizational efficiency. This paper distinguishes itself by examining the current recruitment and selection practices employed by the tertiary and dual education sectors in both urban and regional contexts across Australia. The objective of this research is to conduct an empirical investigation aimed at identifying the key factors in the employee selection process that may influence decisions from various participant perspectives, including hiring managers, successful candidates, and those who were not selected. Several elements, such as the provision of feedback, the involvement of interview panels, preparation methods, the relevance of interview questions, duration, and potential biases, were analyzed, and their interrelations were explored to derive insights that could lead to effective recommendations for improving the process.

**Recruitment and Selection Procedures in the Workplace: An Analysis of Physical Attractiveness and Social Desirability from Qualitative, Quantitative, and Experimental Standpoints (2020) by Sania Usman:** The key findings and recommendations presented in this review stem from an examination of three studies focused on the recruitment and selection processes in the workplace. These studies encompass qualitative, quantitative, and experimental approaches concerning physical attractiveness and social desirability. The analysis revealed that physical attractiveness does not

significantly influence the selection and hiring processes. Collectively, this review aims to illuminate theories regarding the various factors that impact recruitment. Furthermore, the outcomes of this review will serve as a foundation for future research, emphasizing the importance of attributes such as appearance, confidence, communication skills, and clarity of presentation over physical or facial attractiveness.

**Dharshini K.A. and Seleena R. conducted a practical examination of the trends in human resources concerning the recruitment and selection processes within non-banking financial companies located in the Kanyakumari district in 2020:** The primary study emphasized the need to improve contemporary talent acquisition methods, including campus recruitment and trainee programs, to effectively attract suitable candidates. Additionally, it highlighted the necessity for a more efficient evaluation of candidates during the recruitment process. The findings of this study concluded that the recruitment and selection processes within non-banking financial companies significantly contribute to employee job satisfaction.

**Internship Report on the Recruitment and Selection Procedures at BRAC Bank LTD. (BBL) (2020) by Bushra Bintey Mahbub:** The report presented several recommendations, with the most significant being the potential for certain procedures to be automated through the Internet, thereby reducing workload and minimizing the risk of manual errors. Additionally, it emphasized the necessity of increasing manpower to align with the volume of work. Furthermore, it highlighted the importance of providing an additional 35 facilities for trainees. A key objective was to prioritize quality over quantity in the recruitment and selection of employees. At times, in pursuit of goals and incentives, organizations may opt for unqualified candidates who are unable to manage the workload, leading to stress and eventual termination from the organization.

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### Objective of the Study:

1. To study and understand the current hiring procedures at GI Group.
2. To study what portals are used to get potential candidates.
3. To study what are the challenges faced while recruiting.

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### Research Methodology:

For writing this paper, I have used Secondary data collection, The study was conducted based on the secondary data, such as, websites, articles, company sites, company social media posts, etc.

**Data Collection Type** – Secondary Data

**Research Design** – Descriptive

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### Analysis:

- According to my research on the prevalent platform utilized for job postings in the recruitment and selection process, the secondary data I gathered during the project indicates that LinkedIn stands out as the leading platform. Recruiters frequently use LinkedIn to post job openings, search for suitable candidates, and leverage the platform's advanced analytics to identify potential matches. Additionally, it is a common practice for job seekers to submit their applications directly through the job section of LinkedIn.
- In the context of legal and ethical considerations during the recruitment and selection process, it is essential to address several key factors based on secondary data. These include the avoidance of discrimination, the safeguarding of candidates' privacy, the provision of equal opportunities for all applicants, and the maintenance of transparency throughout the process.
- This project also shows that providing feedback is important after the selection process whereas few people still don't believe in the same.

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### Findings:

1. Job portals: The GI Group used job portals like Work India and Naukri for sourcing potential candidates.
2. Shortlisting process: The GI Group conducted the first two rounds of interviews by themselves (video conference) and then the third face to face interview was done by the client itself.
3. Knowing client expectations: Before sourcing profiles for a particular job role, The GI Group used to have a meeting with the client so as to understand the client's expectations for that particular job role.
4. Candidate's satisfaction: In some cases, the candidates were somewhat satisfied with the clients, for example, delay in replying, no proper onboarding process, etc.

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### Recommendations & Suggestions

1. ATS system: Introduce ATS (applicant tracking system) to manage the hiring process, such as, Avature, Ripple Hire, JazzHR, etc.
2. Candidate experience: Implement feedback mechanisms to understand the candidate's experience and challenges, to provide better experience.
3. Use surveys and performance reviews to identify specific skills employees in various departments require.

4. Implement continuous feedback systems where employees can regularly share all challenges they face during recruitment and suggest further areas for improvement.
5. Using AI to offer personalized recruitment paths so that skillful potential candidates get selected.

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**Conclusion :**

The preceding discussion leads to the conclusion that human resource management is an ongoing concern that significantly influences an organization's overall performance. To fully leverage the advantages of human resource management, an organization must adhere to all aspects of HRM. The research provided valuable insights aimed at enhancing The GI Group's recruitment process, with the intention of cultivating a more skilled and capable workforce. The proposed recommendations will assist The GI Group in refining its recruitment strategies to identify candidates who are better suited for the organization, thereby improving the overall experience for applicants. Dedicated and reliable employees are crucial in establishing an organization as an employer of choice, and it is evident that companies encounter considerable challenges in fostering an energized and engaged workforce. Nevertheless, extensive research indicates that heightened employee commitment and trust in leadership can have a favorable effect on the organization's financial performance. Ultimately, the true potential of an organization can only be realized when the productivity of all individuals and teams is fully aligned, committed, and motivated to achieve the organization's objectives. Therefore, the primary goal of every company should be to enhance employees' willingness to maintain their relationship with the organization.

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