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## “An Analytical Study on Modern Recruitment, Onboarding, and Training Practices with Special Reference to Real Group (GK TMT)”

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### ABSTRACT :

Human Resource Management (HRM) has evolved significantly with the rise of global competition, digital transformation, and changing workforce expectations. Recruitment, onboarding, and training have become strategic functions that shape an organisation's performance and sustainability. This research paper examines these modern HR practices with special reference to **Real Group (GK TMT)**, a leading steel and TMT bar manufacturing organisation. The study utilises secondary research supported by conceptual frameworks to analyse contemporary recruitment strategies, structured onboarding processes, and role-based training systems adopted by Real Group. The findings reveal that the company's HR practices are increasingly technology-driven, employee-oriented, and aligned with organisational goals. The study concludes that strategic HR processes significantly enhance employee productivity, operational efficiency, and long-term organisational growth.

### 1. INTRODUCTION

The modern industrial environment has undergone rapid transformation fueled by technology, automation, and digitalisation. Human Resource Management has become a strategic driver of organisational success, especially in manufacturing industries where operational accuracy and workforce capability are crucial.

In this context, **Real Group (GK TMT)**—a leading steel and TMT bar manufacturer in Central India—has strengthened its HR practices to ensure a skilled, disciplined, and future-ready workforce. Recruitment at Real Group focuses on selecting qualified candidates with the right technical skills and behavioural competencies. Onboarding ensures new employees are smoothly integrated into the organisational environment, while training continuously enhances their skills to meet operational standards.

This research paper analyses these three key HR functions in depth and highlights their importance in building an efficient workforce for Real Group.

### 2. NEED OF THE STUDY

The need to conduct this study arises due to the following factors:

1. **Manufacturing industries such as steel and TMT production require technically skilled employees.**
2. Real Group is rapidly growing and expanding its workforce, demanding more structured HR processes.
3. Modern recruitment challenges require the adoption of digital tools and talent analytics.
4. Effective onboarding reduces early turnover—an important requirement for industrial organisations.
5. Continuous training is essential to maintain product quality, safety standards, and operational efficiency.

Thus, analysing HR practices at Real Group is essential for improving productivity, strengthening workforce capability, and supporting sustainable organisational growth.

### 3. OBJECTIVES OF THE STUDY

1. To understand the modern recruitment practices adopted by Real Group (GK TMT).
2. To analyse the onboarding procedures implemented for new employees.
3. To evaluate the effectiveness of the training and development systems within the organisation.
4. To identify strengths and gaps in the company's HR practices.
5. To provide suggestions for improving recruitment, onboarding, and training at Real Group.

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## 4. SCOPE OF THE STUDY

The scope of this research includes:

- Recruitment procedures used by the HR department of Real Group.
- Onboarding systems followed for different job roles.
- Training programmes conducted for technical and non-technical staff.
- Impact of HR practices on employee performance and retention.
- Use of technology and digital HR platforms at Real Group.

The study covers employees across departments such as production, HR, administration, sales, and operations.

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## 5. COMPANY PROFILE – REAL GROUP (GK TMT)

Real Ispat & Power Ltd., popularly known as **Real Group**, is a prominent steel and TMT bar manufacturer headquartered in Raipur, Chhattisgarh. Its flagship brand **GK TMT** is recognised for its high tensile strength, corrosion resistance, durability, and superior metallurgical properties.

Established in 2002, Real Group has evolved into a technologically advanced organisation with:

- Integrated steel production units
- Sponge iron plants
- Steel melting shops
- Rolling mills
- Captive power generation units

**GK TMT bars** are manufactured using German technology and thermo-mechanical treatment, ensuring high structural reliability for construction projects.

The organisation follows strict quality control, NABL-accredited processes, and ISO-certified systems to maintain safety and precision. Real Group's HR department plays a vital role in hiring, onboarding, and training employees to meet the demands of its dynamic production environment.

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## 6. REVIEW OF LITERATURE

### 6.1 Recruitment Trends

Modern recruitment has shifted from traditional methods to digital platforms. Stone et al. (2015) emphasise the role of AI and analytics in screening candidates. Wheeler (2020) highlights the rise of online job portals, social media hiring, and automated applicant tracking systems.

### 6.2 Onboarding Research

Bauer (2010) and Sule (2019) describe onboarding as a strategic process that improves role clarity, job satisfaction, and retention. Post-pandemic research (2021–2024) highlights virtual onboarding, digital induction modules, and personalised learning paths.

### 6.3 Training and Development

Noe (2017) emphasises that well-designed training improves employee capability and performance. Modern literature shows a shift toward e-learning, simulation-based learning, micro-learning, and continuous skill development.

### 6.4 Strategic HRM

Recent studies (Dessler, 2021) show that HR practices significantly impact organisational performance, productivity, and innovation, especially in manufacturing.

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## 7. RESEARCH METHODOLOGY

This research adopts:

**Research Type**

Descriptive and analytical

**Data Source**

Secondary sources including:

- HRM textbooks
- Journals
- Industry reports
- Government publications
- Company reports
- Websites

**Approach**

Conceptual analysis supported by HR theories and practices relevant to Real Group.

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**8. ANALYSIS OF HR PRACTICES AT REAL GROUP****8.1 Modern Recruitment Practices at Real Group**

Real Group uses a combination of traditional and modern hiring methods:

**Digital Recruitment Tools**

- Job portals (Naukri, Indeed)
- Social media (LinkedIn, Facebook)
- Company website
- Employee referral systems
- Campus recruitment

**Selection Methods**

- Technical interviews
- HR interviews
- Skill tests
- Behavioural assessment
- Background verification

**Findings on Recruitment**

- The hiring process is structured and transparent.
- The use of digital tools has improved efficiency.
- Talent quality has improved through competency-based recruitment.

**8.2 Onboarding Practices at Real Group**

Onboarding at Real Group focuses on:

**Key Elements**

- Formal induction programmes
- Safety training (mandatory for manufacturing employees)
- Departmental introductions
- Workplace familiarisation
- Orientation sessions about GK TMT production units

- HR support during initial weeks

#### **Benefits Observed**

- Smooth integration of new employees
- Strong understanding of safety protocols
- Increased early-stage productivity
- Reduced employee anxiety and confusion

### **8.3 Training and Development at Real Group**

Training is a continuous process due to the technical nature of steel manufacturing.

#### **Types of Training Conducted**

- Technical training
- Safety and hazard management training
- Machine handling and process-oriented training
- Behavioural skills training
- Leadership development training

#### **Modern Training Methods Used**

- On-the-job training
- E-learning modules
- Simulation-based training
- Workshops and seminars
- Peer learning
- Skill-upgradation programmes

#### **Impact of Training**

- Improved operational efficiency
- Fewer errors in production
- Higher safety compliance
- Better product quality
- Increased employee confidence

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## **9. FINDINGS**

1. Real Group uses modern, technology-enabled recruitment methods that improve hiring quality.
2. Structured onboarding reduces early turnover and enhances employee engagement.
3. Continuous training improves worker efficiency, skill levels, and safety adherence.
4. The organisation uses a mix of traditional and digital training approaches.
5. Employees benefit from role-based and department-specific learning programmes.
6. There is scope for further digitalisation through AI-based recruitment and LMS-based training.

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## **10. SUGGESTIONS**

1. Implement AI-driven screening tools for faster and more accurate shortlisting.
2. Create a centralised digital onboarding portal for new employees.
3. Introduce personalised learning paths and advanced simulation training.
4. Use HR analytics to measure training outcomes and recruitment efficiency.
5. Conduct regular refresher training for technical staff.
6. Develop leadership development programmes for high-performing employees.

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## **11. CONCLUSION**

The study concludes that **Real Group (GK TMT)** has made significant progress in adopting modern recruitment, onboarding, and training practices.

These HR processes ensure a skilled, motivated, and efficient workforce capable of meeting the demands of the steel manufacturing sector. Recruitment is now more structured and digitalised. Onboarding is comprehensive and enhances employee adaptation. Training is continuous, relevant, and aligned with technological needs.

However, Real Group can further strengthen its HR practices by integrating advanced digital tools, personalised training models, and AI-driven HR analytics. These improvements will enhance organisational performance, employee satisfaction, and long-term competitiveness.

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