

## **A STUDY ON RECRUITMENT AND PLACEMENT IN BHEL**

**Dr. S. Poongavanam,**

Assistant Professor,  
AMET Business School,  
AMET University, Chennai, India

### **ABSTRACT**

Recruitment is a core function in Human Resource Management. Successful recruitment, selection and placement practices are key components at the entry point of human resources in an organization. Companies are implementing latest technology in the recruitment process. There employees are given an interview, comfortably at their home with an internet connection and a web cam through I-Studio a video based platform by the company. Recruitment process ends after placement offered to the candidate. A good recruitment process helps the company to find a potential and achievable employee for the betterment of the company. This article focuses on the different sources of recruitment followed by the company in order to attract the talent and experience employees to achieve the goals. It also analyzed on placement given to the employees are as expected by them. The article concludes that majority of employees are highly satisfied with the recruitment and placement process followed by the company.

**Keywords:** Recruitment, satisfaction level & Placement.

## **INTRODUCTION:**

Recruitment refers to the overall process of attracting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization. Recruitment starts with selection and ends with the final placement for the candidate. It smooths the progress of acquiring the employee necessary to ensure continuous business in the organizations. Recruitment is also known as selecting the potential applicants for actual or anticipated vacancies and it acts as link in bringing together the people with jobs and those seating jobs. The main aim of recruitment is to identify suitable man power based on the job requirements and job specifications. It is the most important function of HRD on the other hand selection is concerned with getting right information about the applicant. The aim of the selection process is to decide whether the prospective candidate possesses the qualification for the specific job. to the vacancies in selected industries.

Das, A. and Ghosh, S., (2004) examined the issue of corporate governance in the Indian banking system by using data on banking systems for the period 1996-2003, the findings reveal that CEOs of poorly performing banks are likely to face higher turnover than CEOs of well performing ones. Designing the training , placement and recruitment process was analyzed (Riyaz rainaye 2004) and focused on various facets of training and managements attitude towards training, inputs, quality of the job. Richards (1997) the real objective must focus on the individual manager with reference to recruitment and selection, not the position in the company. The author's discussed on core competencies, job profiling and identification of competencies gaps-either against core competencies for individuals or against job profiles. Lincoln, Krishna and Rao (2008) suggested that HR policies which include recruitment and selection of Public Sector Banks should be revised there by making them more competitive in this challenging era of globalization. The Man Power Services Commission defines training as a planned process to modify attitude, knowledge, skill, behavior through learning experience, to achieve effective performance in an activity or range of activities. Every organization must provide opportunities for continuous development of employees not only in their present jobs but also to develop the capabilities for other jobs also. Organization must grow along with the employees, because organization should adapt itself to the changing environment. Training and Development programmes are necessary in any organization for improving the quality of work of the employees at all levels particularly in a world of fast changing technology and environment. It is observed that, most of the industries had satisfied all the procedures of recruitment. (Sudhamsetti. Naveen, Dr.D.N.M Raju, 2014) In order to motivate the employees most of the industries offers incentives of both monetary and non-monetary. It is also noted that industries are advised to follow the existing recruitment and selection policies in future also and they should give equal importance to external sources like agencies, references and data banks in order to get the desired & required employees. Absar (2012) says the importance of recruitment and selection in his paper by considering both public and private manufacturing firms in Bangladesh (M.M.Absar, 2012). Some of the research professionals and scholars say that there is a close linkage between the recruitment selection employee satisfaction organization performance and HR practices (Gorter, 1996). In his paper Recruitment and Selection of public workers: An international compendium of modern trends and practices say that the importance of using technology in the recruitment and selection process for updating the organizational resources.

## **OBJECTIVES:**

1. To study the recruitment sources followed in BHEL
2. To study the appropriateness of placement activities in BHEL
3. To study the employees satisfaction on recruitment and placement.
4. To give viable suggestions

## **METHODOLOGY:**

It is a descriptive research where primary data is collected through questionnaire. The secondary data was collected from journals and internet. A convenient sampling technique is used to collect data. The

sample size for this study is 120. A structure questionnaire is framed after discussion with the HR persons. Pilot study consisting of 20 respondents was done to refine the questions

**LIMITATION:**

Some respondents refused to respond or co-operate during the survey. They feel that the survey is an invasion of their privacy.

The respondents were reluctant to participate because they were busy.

Time factor & Survey cost depend on multitude of factors, the amount of professional time required to design the questionnaire length, availability and interest of the respondents increases the cost of the survey.

**DATA ANALYSIS & FINDINGS**

**Table 1: Different Recruitment Sources**

Description	Frequency	Percent	Cumulative Percent
Consultancy	1	.8	.8
Employment exchange	1	.8	1.7
Other media	12	10.0	11.7
Newspapers	67	55.8	67.5
Campus interviews	39	32.5	100.0
<b>Total</b>	<b>120</b>	<b>100.0</b>	

It is clear that, 67 (55.8%) of the respondents are recruited through Newspapers, 39 (32.5%) of the respondents are recruited through Campus interviews and 12 (10%) of the respondents are recruited through other media, 1 (0.8%) of the respondents are recruited through Employment exchange, only 1 (0.8%) of the respondents are recruited through Consultancy. Thus, most of the respondents are recruited through Newspapers.

**Table- 2: Descriptives Statistics**

Description	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Consultancy	1	3.00	.	.	.	.	3.00	3.00
Employment exchange	1	2.00	.	.	.	.	2.00	2.00
Other media	12	2.08	.288	.083	1.89	2.26	2.00	3.00
Newspapers	67	2.34	.478	.058	2.22	2.46	2.00	3.00
Campus interviews	39	2.35	.485	.077	2.20	2.51	2.00	3.00
<b>Total</b>	<b>120</b>	<b>2.32</b>	<b>.470</b>	<b>.042</b>	<b>2.24</b>	<b>2.41</b>	<b>2.00</b>	<b>3.00</b>

**Table 3: Anova**

H0 – There is no significant difference between these mean values of different recruitment sources.

Description	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.329	4	.332	1.529	.198
Within Groups	24.996	115	.217		
<b>Total</b>	<b>26.325</b>	<b>119</b>			

P =.198

P >.05

Since P value (.198) is greater than the .05 at 5% level of significance. Null hypothesis is accepted. Therefore there is no significant difference between these mean values of different recruitment sources.

**Table- 4: Employee Placement Is Appropriate**

Description	Frequency	Percent	Cumulative Percent
Never	1	.8	.8
Rarely	7	5.8	6.7
Occasionally	24	20.0	26.7
Often	61	50.8	77.5
Very Often	27	22.5	100.0
<b>Total</b>	<b>120</b>	<b>100.0</b>	

It is clear that, 61 (50.8%) of the respondent’s project often, that employee placement is appropriate, 27 (22.5%) Very Often, 24 (20%) occasionally, 7 (5.8%) rarely and only 1 (0.8%) Never. Thus, employee placement is appropriate oftenly.

**Table-5: Descriptive Statistics**

Description	Level							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Never	1	3.00	.	.	.	.	3.00	3.00
Rarely	7	2.14	.377	.142	1.79	2.49	2.00	3.00
Occasionally	24	2.41	.503	.102	2.20	2.62	2.00	3.00
Often	61	2.26	.443	.056	2.14	2.37	2.00	3.00
Very Often	27	2.40	.500	.096	2.20	2.60	2.00	3.00
<b>Total</b>	<b>120</b>	<b>2.32</b>	<b>.470</b>	<b>.042</b>	<b>2.24</b>	<b>2.41</b>	<b>2.00</b>	<b>3.00</b>

**Table6: Anova**

H0 – There is no significant difference between these mean values of employee placement is appropriate.

Description	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.313	4	.328	1.509	.204
Within Groups	25.012	115	.217		
<b>Total</b>	<b>26.325</b>	<b>119</b>			

P =.204

P >.05

Since P value (.204) is greater than the .05 at 5% level of significance. Null hypothesis is accepted. Therefore there is no significant difference between these mean values of employee placement is appropriate.

**Table 7: Satisfaction Level on Recruitment and Plaement**

Description	Frequency	Percent
Highly satisfied	90	75
Satisfied	11	9
Nuetral	10	8
Dissatisfied	10	8
Highly dissatisfied	0	0
<b>Total</b>	<b>120</b>	<b>100.0</b>

The above table shows that 75 % of the employees were highly satisfied with the recruitment and placement of employees, 9% were satisfied with the recruitment and placement assistant given and only 8 % were dissatisfied with the placement and recruitment

#### **FUTURE SCOPE OF RESEARCH:**

The present study focus on two aspects recruitment and placement practices but there were lot of areas untouched by the researcher. It will very helpful for the industry people if the researcher focus on the other HR practices which are followed in the organization. Researchers must try to analyses the practices like organization performance, employee satisfaction, online recruitment, online screening, online interview etc.

#### **CONCLUSION:**

It is concluded from the above study that the recruitment and placement activities followed had improved the performance considerably. Most of employees felt that placement activities done by the company are appropriate and it's as expected by the employees. In the same way in the sources of recruitment company gives more importance to the newspaper and campus interviews in order to attract the young and talented experienced employees.

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