

A Study on Recruitment and Selection in Electrosteel Casting LTD, Srikalahasti

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ABSTRACT :

This study focuses on analyzing the effectiveness of the recruitment and selection process at Electrosteel Castings Limited, a leading manufacturing organization in the ductile iron pipes industry. The main objective of the project is to examine employee perceptions regarding recruitment sources, transparency, fairness, communication, and overall satisfaction with the selection practices adopted by the company. The research adopts a descriptive research design and collects primary data through a structured questionnaire administered to employees, supported by secondary data from reports, journals, and company records. The analysis highlights both strengths and gaps in the recruitment system, such as timely hiring practices, clarity of job responsibilities, coordination between HR and departments, and areas requiring improvement like communication delays and enhancement of recruitment sources. The study concludes by providing practical suggestions to improve recruitment efficiency, ensure equal opportunity, strengthen employee referral program's, and align hiring practices with organizational growth and workforce quality.

KEYWORDS : Recruitment, Selection, Human Resource Management, Organization Effectiveness, Interview Process, Talent Acquisition

INTRODUCTION :

Human Resource Management plays a vital role in the growth and sustainability of manufacturing organization by ensuring the availability of competent and skilled manpower. In capital-intensive industries such as ductile iron pipe manufacturing, the recruitment and selection process becomes more critical due to technical job requirements, safety considerations, and the high cost associated with improper hiring decisions. An effective recruitment system helps organizations attract qualified candidates, improve workforce productivity, and maintain operational efficiency.

Definition :

Recruitment Is The Process Of Searching For Prospective Employees And Stimulating Them To Apply For Jobs In An Organization. — Edwin B. Flippo

Selection Is The Process Of Choosing The Individual Who Can Most Successfully Perform The Job From The Pool Of Qualified Candidates. — Thomas Stone

Recruitment refers to the process of identifying, attracting, and encouraging potential candidates to apply for job vacancies, while selection involves evaluating applicants and choosing the most suitable candidate based on job specifications and organizational needs. A well-structured recruitment and selection process not only supports organizational performance but also enhances employee satisfaction, transparency, and fairness in employment practices. Therefore, analyzing the effectiveness of recruitment and selection practices is essential to identify strengths, understand existing gaps, and suggest improvements that contribute to organizational development and long-term success.

REVIEW OF LITERATURES :

Singh, V. (2020) :

Likely "Person-Job Fit in Technical Recruitment: Impact on Turnover in Cement Manufacturing". The study concludes that applying the Person-Job Fit model in technical recruitment improves job satisfaction, productivity, and safety while significantly reducing employee turnover. The use of psychometric and technical assessments helps select better-matched employees, leading to stable and efficient workforce outcomes.

Patel, M. (2021) :

Likely "Hybrid Digital Recruitment Strategies in Cement Industry Post-COVID-19". The study concludes that Hybrid Digital Recruitment—combining Online Screening With On-site Skill Assessments—improves hiring efficiency, reduces costs, and ensures accurate evaluation of technical and safety skills in the Post- COVID cement industry.

Rao & Devi (2022)

Likely "On-boarding and Organizational Fit: Keys to Retention in Manufacturing". Structured on-boarding and strong organizational fit play a greater role in improving employee retention than salary alone, especially through early post-selection interventions in manufacturing.

Nair, A. (2023)

Likely "Talent Crisis in Cement: Aging Workforce, AI Tools, and Gen Z Retention". The cement industry's talent shortage can be addressed through AI-based recruitment, skill transfer from senior employees, and modern practices that improve Gen Z attraction and retention.

COMPANY PROFILE :

Electrosteel Castings Limited is a prominent manufacturing organization involved in the production of ductile iron pipes, fittings, and allied infrastructure solutions widely used in water supply, sewerage, irrigation, and urban development projects. The company plays an important role in supporting national infrastructure growth by delivering durable and high-quality pipeline systems through the use of modern production technology and efficient operational practices. It functions through well-structured departments such as production, human resources, finance, marketing, and quality control, ensuring smooth coordination and achievement of organizational objectives. The organization emphasizes skilled workforce development, safety standards, quality assurance, and continuous improvement to enhance productivity and customer satisfaction. With a strong presence in both domestic and international markets, the company focuses on sustainable growth, innovation, and long-term value creation in the infrastructure sector.

OBJECTIVES OF THE STUDY :

1. To understand the recruitment and selection process at Electrosteel Castings Ltd. In the iron pipe division position.
2. To look at how the selection process works at Electrosteel Casting Ltd.
3. To recommend enhancements for the efficiency of recruitment and selection.

NEED OF THE STUDY

- In today's world, only businesses with skilled workers can stay in business.
- Getting the right people to work for you is important for your business to stay competitive in pipe manufacturing.
- Human resources are in charge of the work they are given and are responsible for it. The HR department is very important in every business because there are so many new ones.

SCOPE OF THE STUDY

- This study is limited to the recruitment sources and selection methods employed for positions within the Iron Pipe division.
- It includes everything from finding a job opening to bringing on a new employee.
- It does a great job of looking at employee referrals, job portals, and tel-recruitment practices.

DATA COLLECTION :

Data Sources:

- Primary Data: Structured questionnaires and personal interviews with employees and HR personnel of Electrosteel Castings Ltd., Srikalahasthi pipe Division
- Secondary Data: Company website, HR policy manuals, annual reports, industry journals, and HRM reference books

Sampling Method: Simple Random Sampling (Probability Sampling)

Sample Size: 171 employees from the pipe division

Research Instrument: Close-ended questionnaire

Data Analysis Tools: Percentage Analysis.

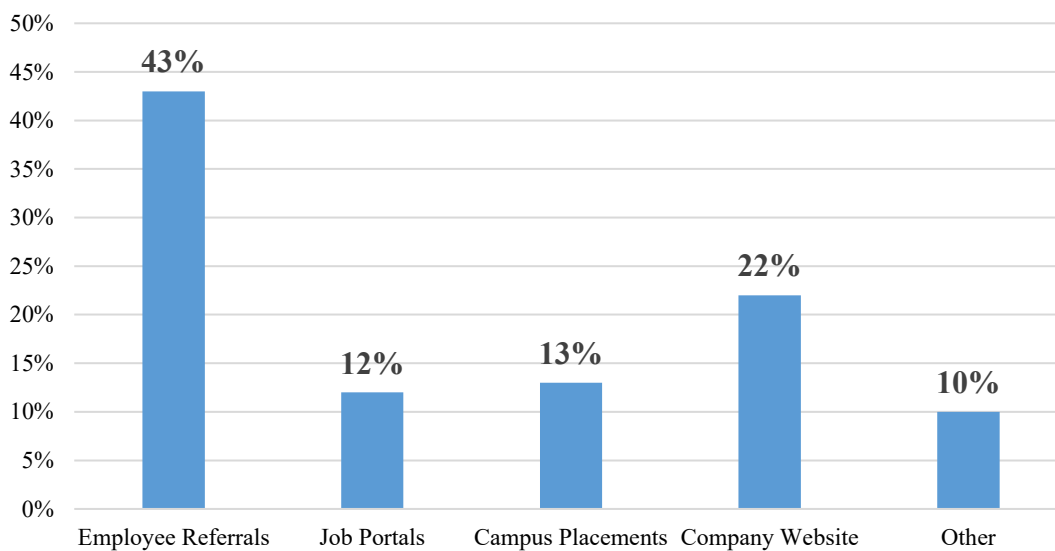
DATA ANALYSIS & INTERPRETATION :

TABLE - 1:

SOURCE OF RECRUITMENT USED FOR JOINING IN ELECTROSTEEL CASTINGS LTD.

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE(%)
Employee Referrals	74	43%
Job Portals	20	12%
Campus Placements	22	13%
Company Website	38	22%
Other	17	10%
TOTAL	171	100%

Source: Data Collected Through Questionnaire



INTERPRETATION:

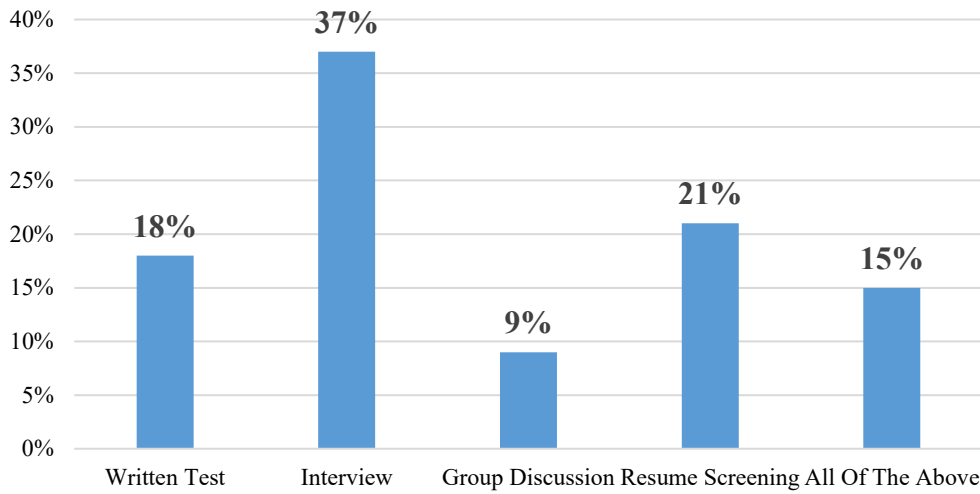
From the above analysis, 43% of employees were recruited through employee referrals, followed by company website (22%), campus placements (13%), job portals (12%), and other sources (10%), showing that employee referrals are the major recruitment source.

TABLE - 2 :

MAIN METHOD USED TO EVALUATE CANDIDATES DURING THE SELECTION PROCESS IN ELECTROSTEEL CASTINGS LTD.

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE(%)
Written Test	31	18%
Interview	63	37%
Group Discussion	15	9%
Resume Screening	36	21%
All Of The Above	26	15%
TOTAL	171	100%

Source: Data Collected Through Questionnaire



INTERPRETATION:

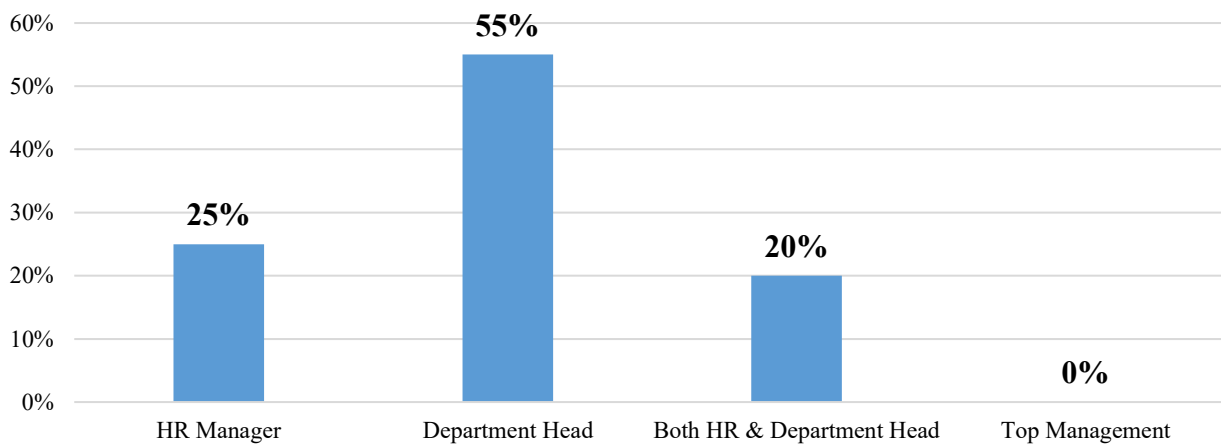
From the above analysis, 37% reported interviews as the main evaluation method, 21% resume screening, 18% written tests, 15% all methods, and 9% group discussions, showing that interviews are the primary selection tool.

TABLE - 3 :

INTERVIEWS ARE CONDUCTED BY THE CONCERNED AUTHORITY IN ELECTROSTEEL CASTINGS LTD.

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE(%)
HR Manager	43	25%
Department Head	94	55%
Both HR & Department Head	34	20%
Top Management	0	0%
TOTAL	171	100%

Source: Data Collected Through Questionnaire



INTERPRETATION:

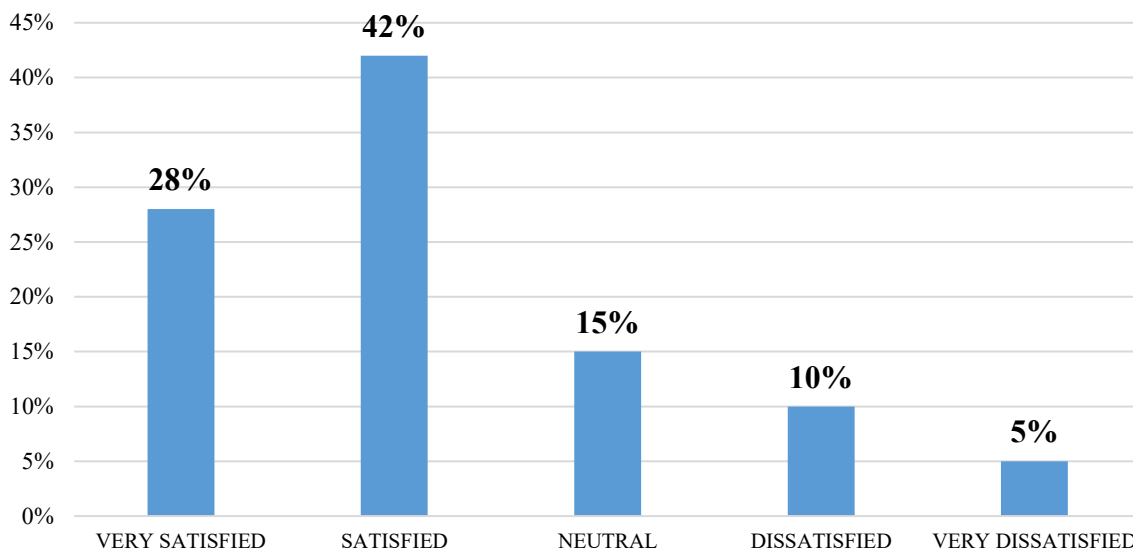
From the above analysis, 55% stated interviews are conducted by department heads, 25% by HR managers and 20% by both HR and department heads, indicating strong departmental involvement in interviews

TABLE - 4 :

OVERALL SATISFACTION WITH SELECTION PROCESS IN ELECTROSTEEL CASTINGS LTD.

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE(%)
Very Satisfied	48	28%
Satisfied	72	42%
Neutral	26	15%
Dissatisfied	17	10%
Very Dissatisfied	8	5%
TOTAL	171	100%

Source: Data Collected Through Questionnaire



INTERPRETATION:

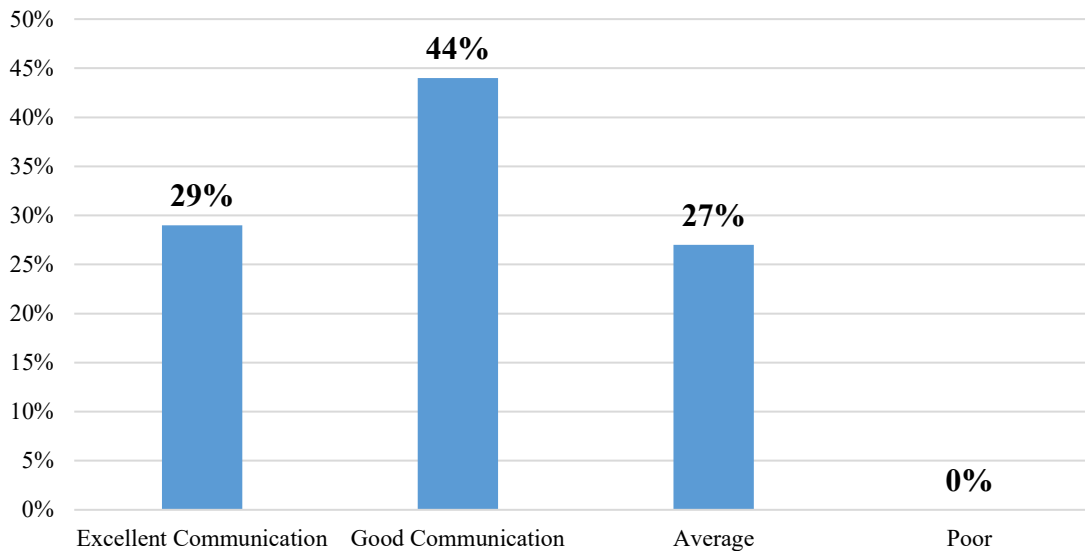
From the above analysis, 42% are satisfied with the selection process, 28% very satisfied, 15% neutral, 10% dissatisfied, and 5% very dissatisfied, indicating overall positive employee satisfaction.

TABLE - 5 :

PROPER COMMUNICATION WAS MAINTAINED DURING THE RECRUITMENT PROCESS IN ELECTROSTEEL CASTINGS LTD.

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE(%)
Excellent Communication	49	29%
Good Communication	75	44%
Average	47	27%
Poor	0	0%
TOTAL	171	100%

Source: Data Collected Through Questionnaire

**INTERPRETATION:**

From the above analysis, 44% reported good communication during recruitment, 29% excellent communication, and 27% average, while 0% reported poor communication, showing effective communication practices.

FINDINGS :

- Employee referrals 43% are the most common way to hire people, which shows that people in the company know each other well and hire based on trust.
- Interviews 37% are the most common way to choose candidates, followed by resume screening 21%.
- 55% of department heads are heavily involved in interviews, which shows that they are very technically involved.
- Overall, people are happy with the selection process 70% are satisfied or very satisfied.
- 73% of respondents said that communication during the hiring process was good or excellent, which shows that HR and candidates were able to talk to each other well.
- 46% of respondents reported that the recruitment process is usually conducted on time.
- Background verification is conducted in the organization as confirmed by 60% of respondents.
- Technical skills were considered the most important selection criterion by 36% of respondents.
- The selection process was rated as fair by 47% of employees, and 41% stated that they would recommend the company's recruitment process to others.

SUGGESTIONS :

- Strengthen referral programs while expanding external recruitment sources to ensure a wider talent pool.
- Improve transparency by clearly communicating recruitment stages, evaluation criteria, and job responsibilities to candidates.
- Reduce delays in communicating interview results by implementing automated notification systems.
- Introduce skill-based tests and practical assessments, especially for technical roles, to improve selection accuracy.
- Provide structured training for interviewers and ensure consistent background verification for all candidates.
- Enhance employer branding and improve coordination between HR and departmental teams to support an effective recruitment process.

CONCLUSION :

The study concludes that the recruitment and selection process at Electrosteel Castings Ltd is generally systematic, timely, and fair. The organization maintains strong departmental involvement, emphasizes technical competency, and ensures reasonable transparency and communication throughout the hiring cycle.

While overall employee satisfaction is positive, certain areas such as transparency enhancement, faster result communication, and broader sourcing strategies can be improved. By implementing structured improvements and maintaining disciplined recruitment practices, the organization can further strengthen its talent acquisition system and support long-term operational growth.

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