

A STUDY ON RECRUITMENT AND SELECTION PRACTICES OF ANDHRA PRADESH PAPER MILLS LIMITED, UNIT: KADIYAM

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Abstract

Recruitment and selection are critical processes in human resource management that aim to identify, attract, and hire the best candidates for organizational roles. Effective recruitment ensures a diverse and qualified candidate pool, while a well-structured selection process helps organizations choose the most suitable individuals. The recruitment process involves job advertising, sourcing candidates, and engaging with potential employees through various channels, including digital platforms, job fairs, and networking. Selection, on the other hand, focuses on assessing candidates through interviews, tests, background checks, and reference verification to determine their skills, experience, and cultural fit. This process is essential for enhancing organizational performance, reducing turnover, and maintaining a positive work environment. The growing use of technology, such as applicant tracking systems (ATS) and artificial intelligence (AI) in recruitment, has streamlined the process, making it more efficient and data-driven. This study explores the significance of recruitment and selection, factors influencing these processes, and modern trends that shape talent acquisition strategies in today's competitive job market.

Keywords: effective recruitment strategies, candidate satisfaction.

INTRODUCTION

Today, in every organization personnel planning as an activity is necessary. It is an important part of an organization. Human Resource Planning is a vital ingredient for the success of the organization in the long run. There are certain ways that are to be followed by every organization, which ensures that it has right number and kind of people, at the right place and right time, so that organization can achieve its planned objective. Recruitment and Selection plays a vital role in this situation. Shortage of skills and the use of new technology are putting considerable pressure on how employers go about Recruiting and selecting staff. It is recommended to carry out a strategic analysis of Recruitment and Selection procedure. With reference to this context, this project has been prepared to put a light on Recruitment and Selection process. This project includes Meaning and Definition of Recruitment and Selection, Need and

Purpose of Recruitment, Evaluation of Recruitment Process, Recruitment Tips. Sources of Recruitment through which an organization gets suitable application. Scientific Recruitment and Selection, which an organization should follow for, right manpower.

The objectives of Human Resource Department are Human Resource Planning, Recruitment and Selection, Training and Development, Career planning, Transfer and Promotion, Risk Management, Performance Appraisal and so on. Each objective needs special attention and proper planning and implementation. For every organization it is important to have a right person on a right job.

INTRODUCTION OF PAPER INDUSTRY

Paper may be defined as a mat of cellulose fibers arranged in cross fashion with hydrogen bonds and other forces. The basic unit of paper is cellulose fiber. In early days of mankind man used clay tables, copper plates, Tamrapatra, papyrus etc., for recording his thoughts.

Origin of Paper:

The first sheet of paper was created in China by Tsai Luno, a court official in 2nd century B.C, by using mulberry and other best fibers along with rags and hum waste. Then it gradually spread along Mediterranean around 1100 A.D. and thereafter to Europe and America.

PROFILE OF ANDHRA PRADESH PAPER LIMITED

Andhra Pradesh is one of the most developed states in terms of paper production. It often provided excellent platform for the development of paper mills. The state now contains 21 paper mills scattered all over the state. Andhra Pradesh stands 5th in the number of papers mills it contains. In Andhra Pradesh out of the 21 mills it possesses, 15 mills are functioning quite efficiently and the remaining has been an exception of work excellence, as they remained closed these days.

Andhra Pradesh is contrast to its fifth position in terms of number of paper mills, stands 2nd in terms of installed capacity. The installed capacity of Andhra Pradesh is 4.48 lakh tones per annum. The different paper mills situated in Andhra Pradesh and their installed capacity are clearly mentioned in the table given below:

Andhra Paper Limited & ITC paper boards Ltd are considered to be largest opening Mills in the State. The expansion plans of ITC Paper Boards Ltd will no doubt make Andhra Pradesh as a leader in Production of paper in India.

Paper industry supplies various types of paper boards specially paper to a number of end users. These end users include Govt, Education, Companies involved exclusively in packing newspaper magazines etc., Use of paper and paper product is intimately linked with cultural and economic development of country.

The demand for paper depends on a number of intangible factors such as population, national income, growth of literacy, and spread of education into distant parts of the country, standard of living and industrial production.

LITERATURE OF REVIEW

"The Use of Technology in Employee Selection: An Overview," the authors discuss the increasing role of technology in the recruitment process, particularly the rise of online assessments and the use of Applicant Tracking Systems (ATS) to streamline the recruitment process. Brown, S. P., & McHardy, P. (2003) "The Influence of Technology on the Recruitment and Selection Process," examines how advancements in AI, machine learning, and other technologies are transforming recruitment practices, such as through AI-driven resume screening and predictive

analytics. Stone, D. L., & Deadrick, D. L. (2015) "Managing Human Resources," the authors explore the legal framework surrounding recruitment and selection, emphasizing adherence to Equal Employment Opportunity (EEO) laws and the ethical considerations that must guide the hiring process to ensure non-discriminatory practices. Bohlander, G. W., & Snell, S. (2004) "The Validity and Utility of Selection Methods in Personnel Psychology: Practical and Theoretical Implications of 30 Years of Research," Schmidt and Hunter demonstrate the importance of cognitive ability tests in predicting job performance and argue that they offer the best predictive validity among other selection tools. Schmidt, F. L., & Hunter, J. E. (1998) "Managing Human Resources," the authors explore the legal framework surrounding recruitment and selection, emphasizing adherence to Equal Employment Opportunity (EEO) laws and the ethical considerations that must guide the hiring process to ensure non-discriminatory practices. Bohlander, G. W., & Snell, S. (2004)

NEED FOR THE STUDY

- The purpose of study is to learn the practical applicability of the theoretical knowledge gained about Recruitment & Selection process.
- To gain knowledge about, the process of Recruitment & Selection as well as to know the effectiveness or ineffectiveness of the process of Recruitment & Selection in Andhra Paper Limited.
- To provide suggestions if any for having an effective recruitment & selection process of Andhra Paper Limited..

OBJECTIVES OF THE STUDY

- To study Recruitment and Selection process in Andhra Paper Limited, kadiyam uit.
- To analyze the effectiveness of Recruitment and Selection process at Andhra Paper Limited.
- To find out how company is attracting and obtaining as many applications as possible from eligible job seekers.
- To help increase the success rate of the selection process by reducing the number of visibly under qualified or over qualified job applicants.
- To helping and ascertain how the company is reducing the probability that job applicants, once recruited and selected, do not leave the organization within a short span of time.
- Evaluate the effectiveness of various Recruiting techniques and sources for all types of job applicants.

METHODOLOGY OF THE STUDY

PRIMARY DATA

The primary data are those, which are, collected a fresh and for first time and this happen to be original in character. It is obtained through observation or through direct communication with managers. It includes of data from Andhra Paper Limited.

SECONDARY DATA

The secondary data means the data is already available i.e., they refer to the data, which has already been collected and analyzed by someone else. It includes periodicals, magazines, newspapers, company newsletter, reports, brochures etc. and through libraries and previous project for guidance.

The tools that are used for the collection of data are feedback forms, interviews and records of the organization. These tools helped in gathering the required information for the study conducted

RESEARCH INSTRUMENT

For doing the survey research, **structured questionnaire** with both open-ended and closed-ended questions was used.

SAMPLE SIZE:

The well Structured questionnaire with a sample size of 100 employees at Andhra Pradesh paper limited, Andhra Pradesh

DATA ANALYSIS AND INTERPRETATI

TABLE NO 5.1

1. Internal recruitment given importance

DIMENSIONS	RESPONDENTS	
	No of employees	%
Strongly agree	60	60%
Agree	24	24%
Disagree	8	8%
Strongly disagree	4	4%
Neither agrees nor disagree	4	4%
TOTAL	100	100%

GRAPH NO 5.1

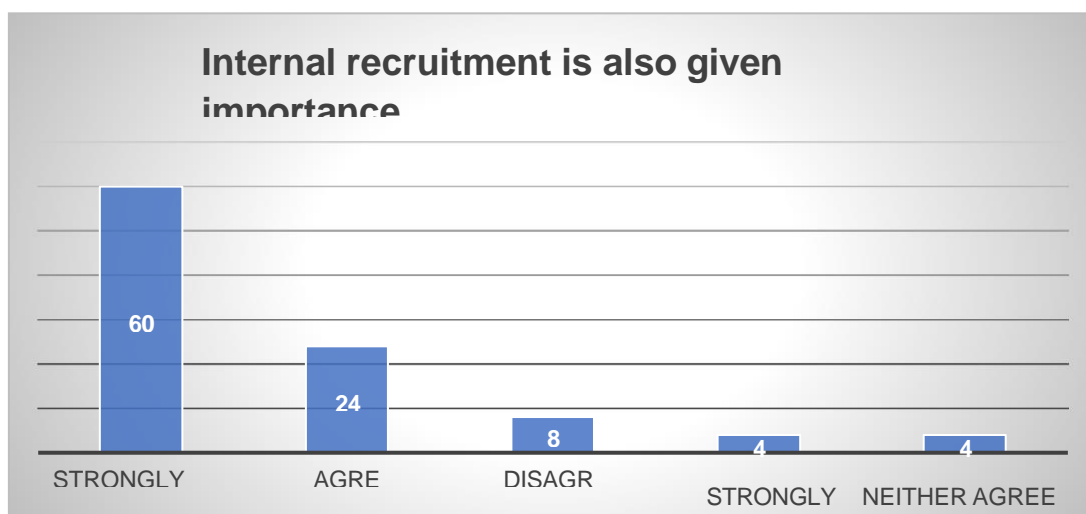


Table 5.1 explains that as per the survey it is found the majority of the employees strongly agree and want internal recruitment be given importance. The employees are preferring more of inter departmental test and other basic skills for getting internally posted.

TABLE NO 5.2

2. Recruitment takes place as soon as there are vacancies

DIMENSIONS	RESPONDENTS	
	No of employees	%
Strongly agree	28	28%
Agree	53	53%
Disagree	9	9%
Strongly disagree	4	4%
Neither agrees nor disagree	6	6%
TOTAL	100	100%

GRAPH NO 5.2

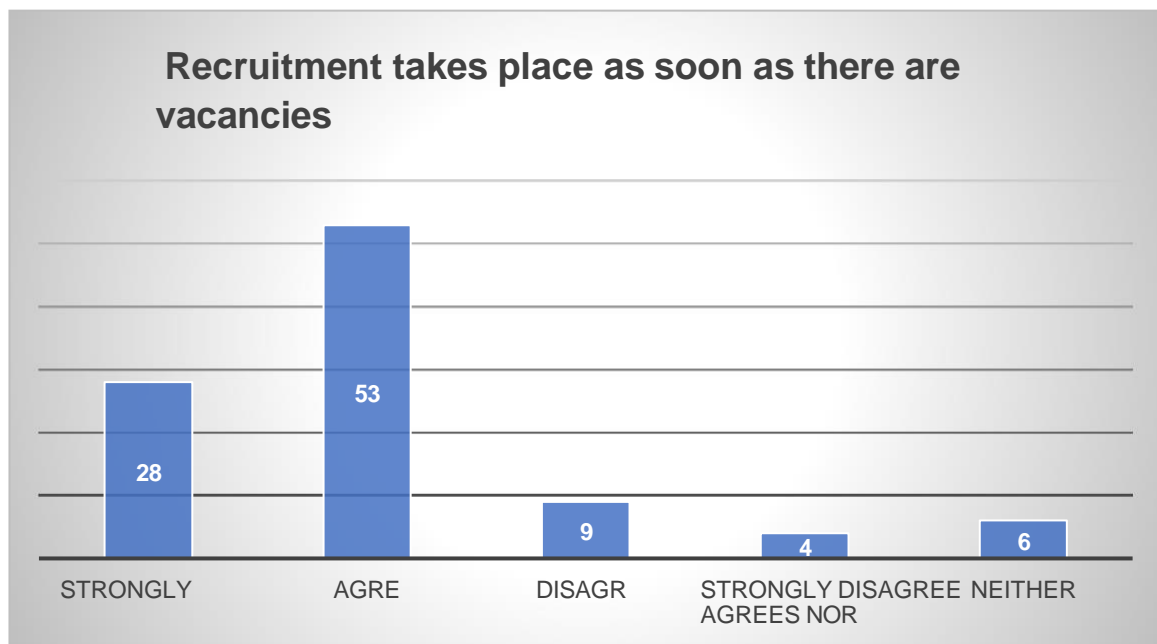


Table 5.2 explains that as per the survey it is found the majority of the employees has opened that that recruitment takes place as soon as vacancies a

TABLE NO 5.3

3.Adequate chances are given to both freshers and experienced aspirants

DIMENSIONS	RESPONDENTS	
	No of employees	%
Strongly agree	66	66%
Agree	16	16%
Disagree	14	14%
Strongly disagree	4	4%
Neither agrees nor disagree	0	0%
TOTAL	100	100%

GRAPH NO 5.3

Table 5.3 explains that as per the survey it is found that majority of the employees strongly agree that adequate chances are given for both fresher's and experienced person. They believe that a good and equal preference is given for both in the process of recruitment and selection. Freshers are very much eligible for vacancies in the organization.

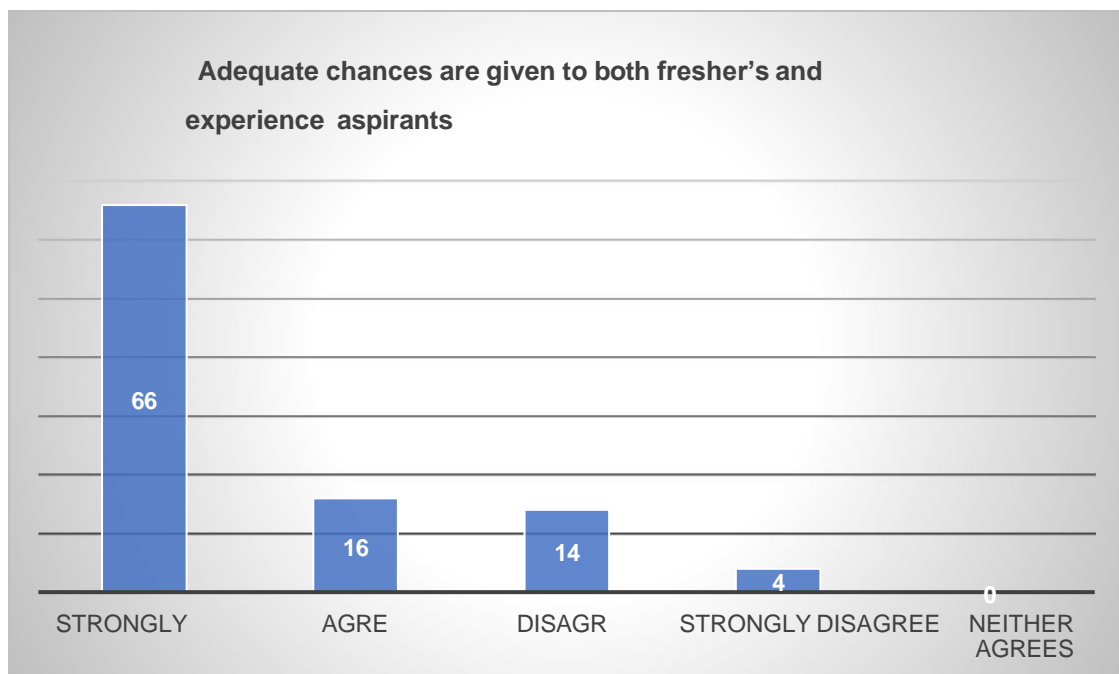


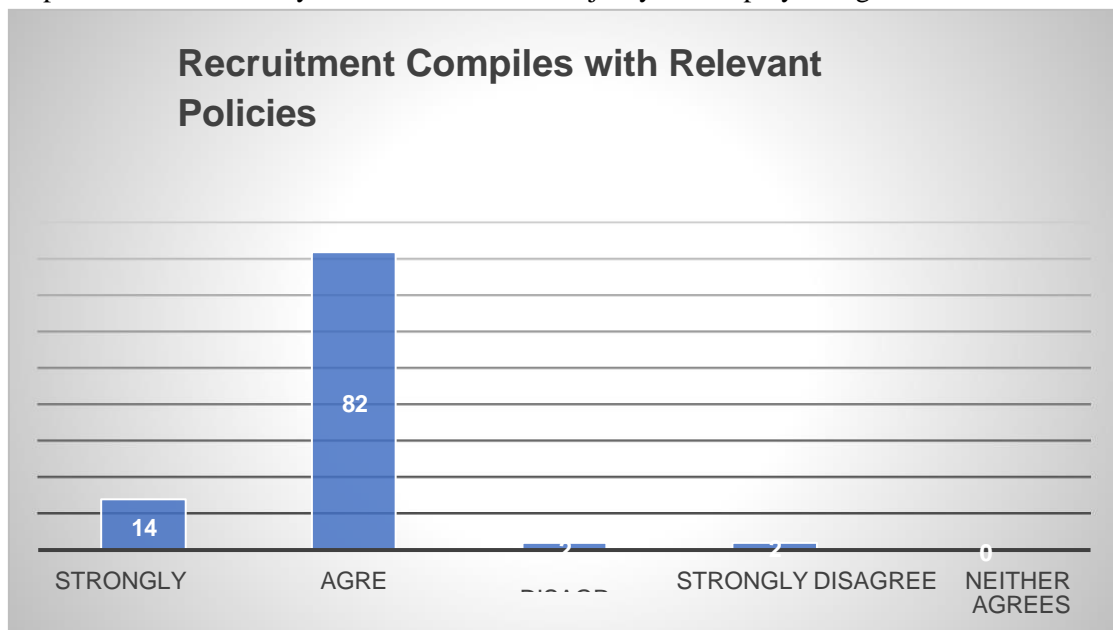
TABLE NO 5.4

4. Recruitment Compiles with Relevant Policies

DIMENSIONS	RESPONDENTS	
	No employees	of%
Strongly agree	14	14%
Agree	82	82%
Disagree	2	2%
Strongly disagree	2	2%
Neither agrees nor disagree	0	0%
TOTAL	100	100%

GRAPH NO 5.4

Table 5.4 explains that The survey it is indicates that majority of employees agree that recruitment and selection



compiled with relevant policies which help the organization in recruiting good employees.

Table: 5.5

5. Is work information provided during the interview is attractive?

DIMENSIONS	RESPONDENTS	
	No employees	of %
Strongly agree	70	70%
Agree	20	20%
Disagree	6	6%
Strongly disagree	4	4%
Neither agrees nor disagree	0	0%
TOTAL	100	100%

GRAPH NO 5.5

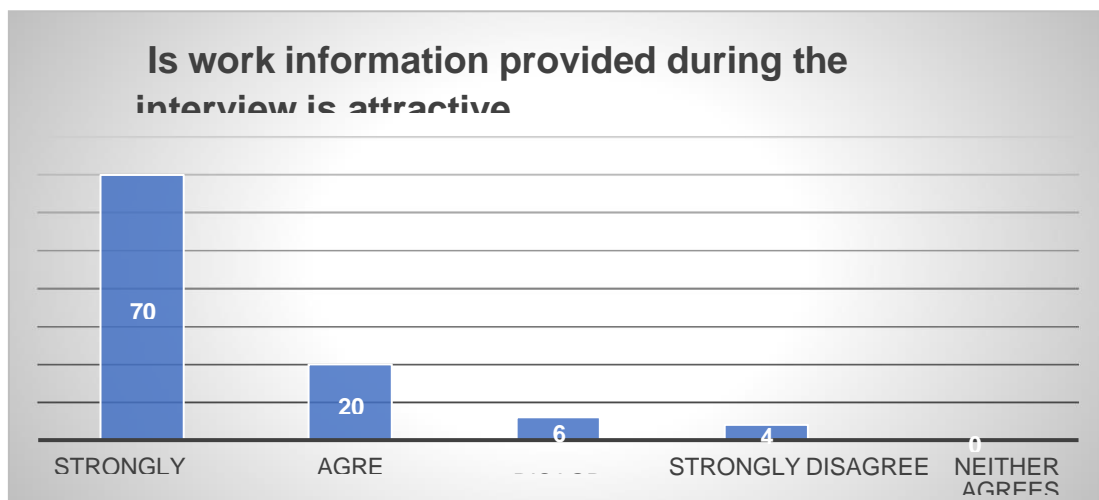


Table 5.5 explains that as per the survey it is found that majority of the employees strongly agree that work information provided during the interview is attractive as it is helpful for the candidates to understand more about company's strategies and also helpful to understand their work profile and better perform.

FINDINGS

- The percentage of usage of different internal methods of recruitment like employee referrals, interdepartmental transfers and inter group transfers, followed by organization is 10%, 25%, respectively.
- The findings depict the information regarding the preference of the external methods of recruitment like HR consultancy; News papers Advertisement followed by the organization are 60% respectively.
- The findings state that after the short listing of the candidates they are called for interview. The kind of interview depends on the level of job that the candidates have applied for. Evaluation reports is pooled together to decided upon the selection of the candidate for the employment.
- The finding from the employee samples show the satisfactory or dissatisfactory performance on the present recruitment and selection process of APL, as 80% of the respondents taken for study feel that the present recruitment and selection process is satisfactory .The rest 20% of the respondent is dissatisfactory.
- Selecting a candidate depends on many qualities like subject knowledge, physical, technical initiative and so on. In management evaluation report, the weights age given to the qualities in a candidate while interviewing, the candidate faces the test in the recruitment process technical test 40%, physical test 20% and subject test 40%.The evaluation report based on these qualities and score gained by the candidate indicated the selection or rejection of the candidate

SUGGESTIONS

- The company should make the optimum utilization of human resources.
- Also appropriate measure should be taken to mobilize the human resources from abundance to make equilibrium.
- The productivity of each employee has to be compared with rest of the employees in the work. The recruitment and selection process must be evaluated from bottom level to top level.
- The mode of training has to clearly mention in the format before selecting.
- In a selection process, it is better to select meritorious candidates and not only marks.
- Recruitment is to be done based on the talent in the subject as well as technical knowledge and importantly the skill levels.
- Aptitude test must be included to find the final suitability of the candidates.
- Situation test must be conducted in recruitment process.
- Campus recruitments must be conducted regularly.

CONCLUSION

The process starts with recruitment which continues with selection and ceases with placement of the candidate. Recruiting makes it possible to acquire the number and types of people necessary to ensure the continued operation of the organization and a right people in the right place. In the latter part of the study, it was discussed about the selection process and its steps that help in selecting an efficient candidate effectively. The sketch of selection procedure at Andhra Paper Limited involves Job Analyzes followed by different kinds of interviews, evaluation references and then placement. To conclude the recruitment and selection policies at APL, contain the organizations' objective, identification of the recruitment of the personnel well in employee referrals, Inter departmental transfers, HR consultancies, newspaper advertisements etc. Selection references criteria and also the cost effectiveness of the recruitment at every stage has to be motivated.

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