"A Study on Recruitment and Selection Process at MIDEA INDIA Pvt. Ltd., Supa, Ahilyanagar"

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Abstract - Recruitment and selection represent one of the most significant functions of Human Resource Management (HRM), as they directly influence organizational productivity, workforce quality, and overall performance. This research investigates the recruitment and selection practices at MIDEA INDIA Pvt. Ltd., Supa, Ahilyanagar. A descriptive research design with a mixed-method approach was employed using primary data (questionnaires, interviews, and observations) and secondary data (HR manuals, reports, and literature). Findings reveal that job portals and employee referrals are the most widely used sources of recruitment, while interviews, technical tests, and background verification serve as the key selection tools. Although the recruitment system is effective, challenges such as skill shortages, competition for talent, and hiring delays persist. The study proposes recommendations to enhance sourcing strategies, streamline hiring cycles, and strengthen induction programs.

Keywords— Recruitment, Selection, HRM, Talent Acquisition, Hiring Practices, MIDEA India

1.INTRODUCTION

Human Resource Management plays a critical role in ensuring that organizations attract and retain employees with the right skills and competencies. Recruitment and selection are central to HRM as they determine the quality of human capital entering the organization. In manufacturing companies like MIDEA INDIA Pvt. Ltd., where production efficiency and technical accuracy are vital, having a robust recruitment system becomes essential.

This research focuses on evaluating how effectively MIDEA INDIA identifies, attracts, evaluates, and selects suitable candidates for various technical and non-technical roles. The study further examines the challenges faced by HR during the hiring process and provides recommendations for improvement.

2. LITERATURE REVIEW

Recruitment is defined by Flippo as the process of searching for prospective employees and encouraging them to apply for jobs. Armstrong emphasizes recruitment as a method of attracting appropriate candidates for employment. Selection is the systematic process of choosing the most suitable candidates, according to Robbins & Judge.

Key theories relevant to the study include:

Attraction–Selection–Attrition Theory (Schneider, 1987): Organizations attract and retain individuals who match their work culture.

Human Capital Theory (Becker, 1964): Skilled employees significantly impact organizational productivity.

Predictive Validity Theory: Highlights the importance of using reliable and valid selection tools.

Equity Theory (Adams, 1963): Fair selection practices affect employee trust and employer branding.

The reviewed literature underscores the significance of using systematic, unbiased, and efficient recruitment methods, especially in manufacturing environments.

3.COMPANY OVERVIEW

MIDEA INDIA Pvt. Ltd. is a subsidiary of the global Midea Group, a Fortune Global 500 company and one of the world's largest manufacturers of consumer appliances, HVAC systems, and industrial automation equipment. The Supa, Ahilyanagar plant is a major production unit employing modern technologies, lean manufacturing practices, and a skilled workforce.

The HR department manages recruitment, training, performance appraisal, and compliance functions. Technical roles require rigorous screening, testing, and safety-oriented induction programs.

4. RESEARCH METHODOLOGY

A descriptive research design was utilized to examine the existing recruitment and selection system.

A. Research Approach

A mixed-method approach was adopted:

- Quantitative: Questionnaire responses from 20 employees.
- Qualitative: HR interviews and on-site observations.

B. Data Sources

1. Primary Data:
   Interviews, questionnaires, and observations.
2. Secondary Data:
   Company documents, HR manuals, websites, journals, and research articles.

C. Sampling Technique

Purposive sampling was used to select respondents directly involved in the hiring process:

- HR Executives
- Supervisors
- Newly recruited employees

Sample size: 20 respondents

D. Data Analysis Tools

Percentage analysis, tables, charts, and descriptive interpretation were applied.

5. DATA ANALYSIS

Key findings from primary data include:

A. Recruitment Sources

- Job Portals: 50%
- Employee Referrals: 25%
- Campus Recruitment: 15%
- Walk-ins: 10%

B. Effectiveness of Sources

- Highly Effective: 40%
- Moderately Effective: 50%

C. Selection Tools Used

- Interviews: 100%
- Technical Tests: 70%
- Written Tests: 60%
- Background Verification: 90%

D. Satisfaction with Selection Process

- Highly Satisfied: 35%
- Satisfied: 45%

E. Induction Program Quality

- Excellent/Good: 80% respondents

F. Major Challenges

- Skill Shortage: 35%
- Competition for Talent: 25%
- Hiring Delays: 20%
- High Candidate Expectations: 20%

RESULTS AND DISCUSSION

The results indicate that MIDEA INDIA follows a systematic, structured, and transparent recruitment and selection process. Job portals and referrals serve as the most effective recruitment sources, while interviews and skill-based tests are essential for candidate evaluation.

The selection process aligns with modern HR theories, especially the Predictive Validity Theory, suggesting the use of reliable assessment tools to forecast job performance. Still, challenges such as skill shortages and competition from nearby industries necessitate stronger employer branding and improved sourcing strategies.

The induction process is generally effective, though enhancement in role-based orientation can further improve new employee productivity

LIMITATIONS

- Study limited to a single plant (Supa unit).
- Responses may involve personal bias.
- Some HR data was confidential.
- Study period may not reflect seasonal hiring patterns.

RECOMMENDATIONS

- Enhance Employer Branding to attract skilled talent.
- Strengthen Campus Recruitment for technical roles.
- Adopt AI-Based Screening Tools to shorten hiring cycle time.
- Develop Skill-Development Partnerships with ITIs/Polytechnics.
- Improve Induction Programs with digital training modules.

6. CONCLUSIONS

The study concludes that the recruitment and selection process at MIDEA INDIA Pvt. Ltd. is efficient and aligned with HR best practices. Employees are largely satisfied with the fairness and clarity of the hiring process. However, the company must focus on reducing hiring cycle time, strengthening campus recruitment, and improving induction quality to address identified challenges.

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