

A STUDY ON RECRUITMENT AND SELECTION” WITH REFERENCE TO “COCA COLA BEVARAGES (P) Ltd SRI KALAHASTHI”

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ABSTRACT:

During my PROJECT, I gained practical knowledge of how an organization's human resource division operates and coordinates its activities to ensure the smooth operation of the organisation at all levels by ensuring the appropriate number of people are available at the company to conduct recruitment and selection programmes. Not only that, but I have gained insight into the organization's working culture and observed how Coca-Cola treats its employees with value and empowerment to ensure they are motivated to give their all to the organisation.

The report begins with a Coca-Cola organisation profile, which includes the company's history, mission, vision, products and services, organisational hierarchy, and organogram. The following section contains the project, Human Resource Management in All Coca-Cola Beverages Pvt Ltd. The project includes an introduction to the topic as well as a study of recruitment and selection. Each chapter begins with a detailed discussion of HR functions, followed by Organization Practice at Coca-Cola Pvt Ltd, which explains how things are done in the HR Department.

KEY WORDS:

Worker selection, recruitment and selection, procedure, and procedure for selection

1. INTRODUCTION:

Recruitment is the process of finding people with the necessary qualifications and in sufficient numbers to apply for jobs within a company. The act of seeking potential personnel with multidimensional abilities and expertise that align with organizational plans is critical to a company's success; thus, a broader strategic recruiting perspective is required

Organizations require many employees to fill the various jobs established by the organization process. Each job within an organization contributes in a unique way to the achievement of its objectives. The organizational recruiting process must be robust enough to attract and select qualified candidates who meet the job

specifications. Human resource personnel and operations managers oversee the recruiting process, which begins with human resource planning and ends with the selection of the required number of applicants.

"The fundamental principle of selection and recruitment is the right person for the right job." Every organization should think about who they hire, especially their managers.

Operational manpower is equally valuable and necessary for the efficient operation of a business.

DEFINITION:

Recruitment, as defined by EDWIN FLIPPO, involves actively seeking out and enticing qualified candidates to apply for open positions within a business.

2.REVIEW OF LITERATURE:

Jackson et al. (2009) and Bratton and Gold (1999):

As discussed by Jackson et al. (2009), Human resource management approaches in any business organization are developed to meet corporate objectives and materialization of strategic plans via training and development of personnel to attain the ultimate goal of improving organizational performance as well as profits. The nature of recruitment and selection for a company that is pursuing HRM approach is influenced by the state of the labor market and their strength within it. Furthermore, it is necessary for such companies to monitor how the state of labour market connects with potential recruits via the projection of an image which will influence and reinforce applicant expectations. Work of Bratton & Gold (1999) suggest that organizations are now developing models of the kind of employees they desire to recruit, and to recognize how far applicants correspond to their models by means of reliable and valid techniques of selection.

In this relationship, both parties make decisions throughout the recruitment and selection and it would be crucial for a company to realize that high-quality job seekers, pulled by their view of the organization, might be lost at any level unless applications are provided for realistic organization as well as work description. In view of Jackson et al. (2009) and Bratton & Gold (1999) applicants have a specific view of expectations about how the company is going to treat them, recruitment, and selection acts as an opportunity to clarify this view. Furthermore, one technique of developing the view. suggested by Bratton and Gold (1999), are realistic job previews or RJPs that may take the form of case studies of employees and their overall work and experiences, the opportunity to "cover" someone at work, job samples and videos.

The main objective of RJPs is to allow for the expectations of job seekers to become more realistic and practical. RJPs tend to lower initial expectations regarding work and a company, thereby causing some applications to select themselves; however, RJP's also increase the degree of organization commitment, job satisfaction, employee performance, appraisal and job survival among job seekers who can continue into employment (Bratton & Gold 1999) Jackson et al. (2009).

3. RESEARCH METHODOLOGY:

Methodology:

The procedure of the research includes research design, the method of data collection, sampling method and analysis. The research type will be exploring and descriptive. A combined approach will be used in this approach which will have both qualitative and quantitative data. The primary method to be used in this research project will be questionnaires filled by the company employees. As per my previous experience with the executive search firm I had been in touch with the Hindustan Coca Cola Beverages Pvt. Ltd. and managerial candidates were searched through our search firm for the company. Therefore, I will try my level best to get in touch with them and get the questionnaires filled regarding Recruitment and Selection process in their organization.

I would like to do survey as to know what all problems employees face while the recruitment process and what makes them leave and change their organization. This will help me in the recommendation part of my research project which can help in improving the recruitment and selection process of Coca Cola Company in India. Also models related to Human Resource Management will be used and data exploration will be done for advertising, job description, usage of several agencies and consultancies, online job portals, internal recruitment which is done within the organization, types of employment such as employment on contract, part-time, temporary, permanent or full-time, etc.

- Essential hypotheses and recommendations will be proposed.
- Therefore, the different methods of data collection will be: -

▷ **Primary data** – This will contain questionnaires which will contribute as a lot of qualitative data.

▷ **Secondary Data** – This will include all the literature such as books, journals, online source, company website, etc. This data collection may consist of both qualitative and quantitative data.

4 DATA ANALYSIS AND INTERPRETATION

OPINION OF EMPLOYEES WITH REGARD TO THE RECRUITMENT PROCEDURE IN THE ORGANIZATION

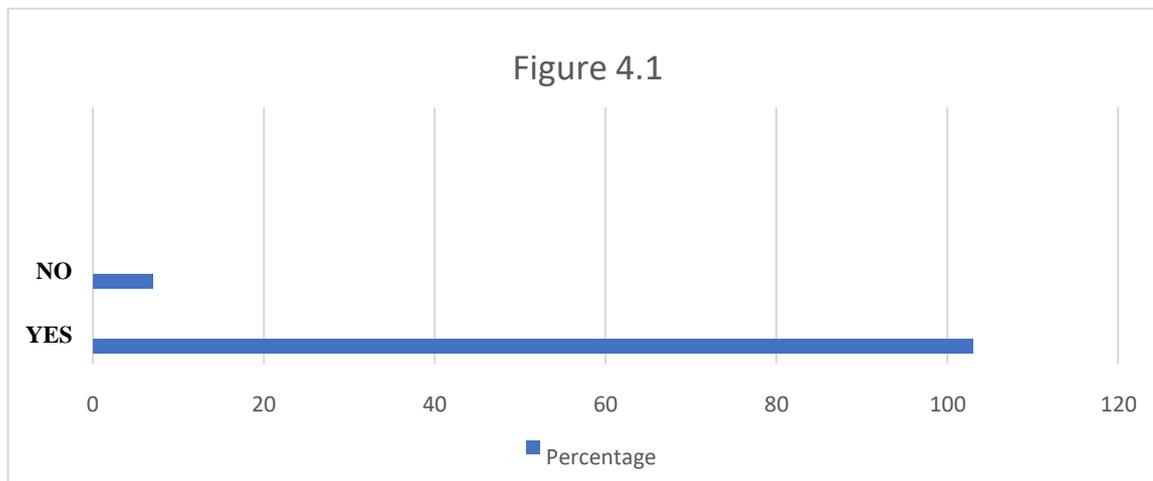
TABLE –4.1

1. EMPLOYEES OPINION ON RECRUITMENT PROCEDURE IN THE ORGANIZATION

OPNIONS	No. of Respondents	Percentage
YES	103	94%

NO	07	06%
TOTAL	110	100

CHART:



INTERPRETATION:

From the above table and figure 4.1 depicts that 94 % of the employees opined that agree to the recruitment procedure in the organization and 6% of the employees opined that disagree to the recruitment procedure in the organization.

OBSERVATION:

Hence, it can be concluded that most of the employees are agree to the recruitment procedure in the organization.

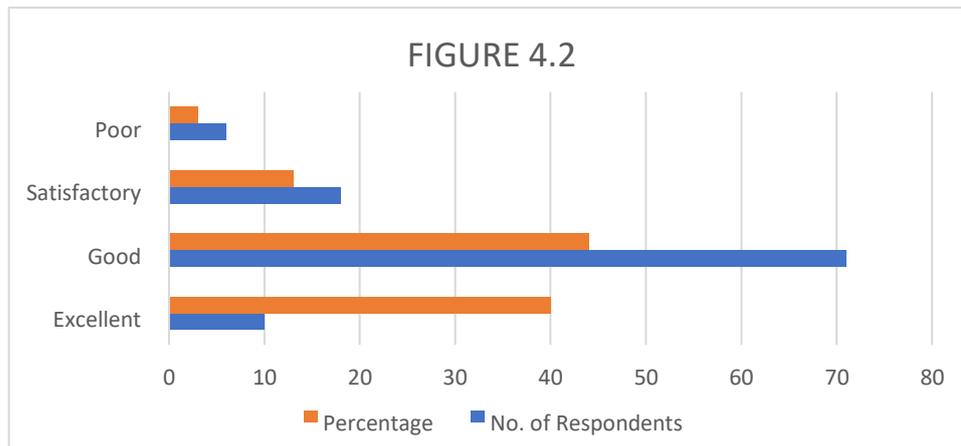
EMPLOYEES OPINION ON DOES THE ORGANIZATION FOLLOW DEFINITE RECRUITMENT PROCEDURE

TABLE 4.2

2 DOES THE ORGANIZATION FOLLOW DEFINITE RECRUITMENT PROCEDURE

OPNIONS	No. of Respondents	Percentage
Excellent	15	13
Good	71	64
Satisfactory	19	17
Poor	6	5
Total	110	100

CHART



INTERPRETATION:

From the above table and figure 4.2 depicts that 13% of the employees opined ther the organization follows excellent definite recruitment procedure in the organization. Where 64% of the employees a are opinion as good, 17% of the employees are satisfactory and 5% of the employees are opinion poor.

OBSERVATION:

Hence, it can be concluded that most of the employees are agreed in organization. They are implementing recruitment procedure.

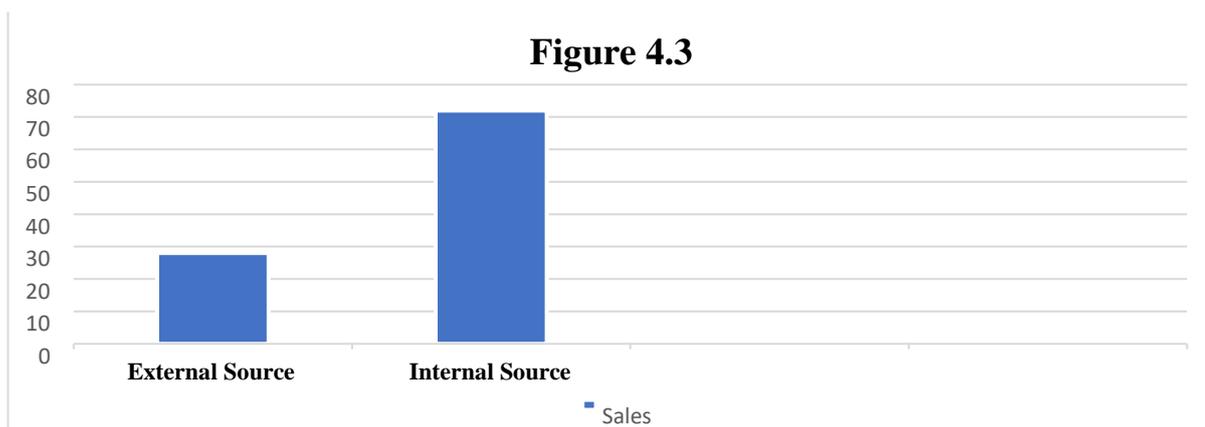
EMPLOYEE VIEWS ON THE SOURCE OF THE RECRUITMENT PROCESS IN THE ORGANIZATION

TABLE- 4.3

3. OPINION ON THE ORGANIZATION'S SOURCE OF RECRUITMENT PROCESS

OPNIONS	No. of Respondent	Percentage
External Source	31	28
Internal Source	79	72
Total	110	100

CHART:



INTERPRETATION:

From the above table and figure 4.3 depicts that 72% of the employees opined that the organization follow the internal source of recruitment, 28% of the employees opined that the organization follow the external source of recruitment.

OBSERVATION:

Hence, it can be concluded that most of the employees opined that the organization follow the internal source of recruitment.

FINDINGS

- Most of the employees opined that agree to the recruitment procedure in the organization.
- Most of the employees opined that the organization follows definite recruitment procedure in the organization.
- Most of the employees opined that the organization follow internal sources for recruitment procedure.

Suggestions

Most respondents indicated that the current recruitment process is effective. Therefore, the organization must retain the current recruitment process in order to attract candidates with a variety of talents and experiences.

Hindustan Coca Cola Beverages Pvt Ltd, Srikalahasthi utilizes both internal and external resources to recruit and choose candidates. The management uses internal sources for recruitment, which reduces training costs, time consumption, and consulting expenses while also boosting employee morale.

Presently, selection and recruitment are based on prior experience. The organization may assess the abilities, qualifications, and expertise of new applicants to encourage innovative and creative ideas from new blood.

Conclusion

The following inferences are warranted based on the findings presented above:

Most people who were polled thought that the recruitment and selection procedure at Hindustan Coca-Cola Beverages Pvt Ltd, Srikalahasthi was positive.

The organization needs to put more of its attention toward the Recruiting Sources and Methods. And convey to the individuals who have been shortlisted how they might pass through the various testing and interview processes.

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