

STUDY ON RECRUITMENT PROCESS AT HINDALCO INDUSTRY LTD.

UNDER THE GUIDANCE OF

Dr. Fatima Qasim Hasan

Submitted By

ANAND KUMAR (22042010613)

SCHOOL OF BUSINESS GALGOTIAS UNIVERSITY

ABSTRACT

Personnel planning is now an essential task in every organisation. It plays a significant role in an organisation. Long-term organisational performance depends on the effectiveness of the organization's human resource planning. Every organisation has specific procedures that it adheres to in order to guarantee that the correct people are there at the right time and place in the proper quantity and type to help it accomplish its intended goals.

Planning for human resources is one of the goals of the human resource department. Selection and hiring, training and development, career planning, transfers and promotions, risk management, performance evaluation, and other related activities. Every goal need particular care, as well as careful planning and execution.

The proper person in the appropriate job is crucial for every organisation. Recruitment is crucial in this scenario. The usage of new technology and a skills gap are having a significant impact on how organisations approach hiring new employees.



ADITYA BIRLA GROUP

Type	Corporate group
Industry	Conglomerate
Founded	1857; 166 years ago
Founder	Shiv Narayan Birla
Headquarters	Mumbai, Maharashtra, India
Area served	Worldwide
Key people	Kumar Mangalam Birla (Chairman) Sushil Agarwal (Group CFO) Dr. Santrupt Misra (Group director)
Products	Carbon black Cement Chemicals Mining Metals Retail Textile Financial Services Renewables Telecommunication Pulp & Fibre Fashion to Retail Real Estate Entertainment

Mumbai, Maharashtra is home to the Aditya Birla Group (ABG), an Indian multinational Fortune 500 corporation. There are members of the group in 36 countries. The corporation will generate \$60 billion in revenue by 2023, with more than 50% of that coming from its international operations.

Metals, cement, fashion and retail, financial services, renewable energy, fibre, textiles, chemical, real estate, trading, mining, and entertainment are among the group's industries.

As of March 2022, ABG's seven publicly traded firms have a combined market value of more than \$70 billion. These businesses include Aditya Birla Capital, Ultra Tech Cement, Hindalco, Novelis, Grasim, and Aditya Birla Fashion & Retail..

HISTORY :

One of India's largest conglomerates, Aditya Birla Group asserts to be the most global of the nation's main enterprises. More than 72 manufacturing and service businesses are housed under this company, which also has holdings in Thailand, Indonesia, the Philippines, Malaysia, Australia, China, Egypt, and Canada. Grasim, the world's top producer of viscose staple fibre, is one of Aditya Birla's major subsidiaries. It also produces rayon grade pulp, cement, sponge iron, textiles, and chemicals. Hindalco is a top producer of aluminium and copper. UltraTech Cement makes portland cement and related products. Aditya Birla Nuvo makes apparel, textiles, and chemicals. the world's top producer of insulators, Birla NGK Insulators (a joint venture with NGK of Japan), the second-largest producer of viscose filament yarn in India, and Idea Cellular Ltd., a mobile service provider jointly owned with fellow Indian conglomerate Tata Industries. The business also runs a number of financial goods divisions and offers IT services and software development. The company's Birla Sun Life Asset Management Co. is the fourth-largest assets manager in the nation, and its Birla Sun Life Insurance Co. is India's second-largest private sector insurer. The business asserts to be the fourthlargest producer of carbon black and the eighth-largest cement maker in the world, respectively. Together, these operations bring in close to \$7.6 billion in annual income. Son of Aditya Birla and current CEO of the company is Kumar Mangalam

Birla.

Globally, the [Aditya Birla Group](#) is:

- A global leader in the production of copper and aluminium, and a metals powerhouse. The largest aluminium rolling company is Hindalco-Novelis. It has the largest singlelocation copper smelter and is one of the three largest producers of primary aluminium in Asia.
- In viscose staple fibre, it ranks first.
- Also number one in carbon black
- The fourth-largest insulator manufacturer
- The fifth-largest producer of acrylic fibre,
- The top 10 cement manufacturers worldwide
- one of the best fertiliser plants in terms of energy efficiency



PROBLEM IDENTIFY IN RECRUITMENT PROCESS



In a timely and cost-effective manner, "recruitment" is the process of identifying and recruiting the best and most qualified applicant for a job position. It is also known as the "process of locating potential employees and enticing and motivating them to submit applications for positions in an organisation."

It is a single, integrated process with a complete life cycle that starts with determining the employer's requirements for the position and concludes with the onboarding of the employee.

When we think of the recruitment process, we immediately picture steps like analysing the job requirements, luring candidates to apply, screening the candidates and choosing the best ones, hiring the selected candidates to join the team, and integrating them into the structure.

Obviously, the primary goal of the recruitment process is to identify candidates who are the most qualified for the open positions inside the organisation and who would aid in achieving organisational objectives. But a recruitment procedure is crucial for other reasons as well.

Depending on the individual organisational setting and sector, different obstacles may be addressed by HR in Hindalco Industries Limited's recruitment process. Here are some typical difficulties:

1. **Attracting qualified candidates:** Finding and attracting top talent can be challenging, especially in a competitive job market. HR departments often need to develop effective strategies to promote the company's brand and value proposition to potential candidates.

2. **Skill shortages:** In certain industries or specialized roles, there may be a shortage of candidates with the required skills and qualifications. HR departments must find innovative ways to identify and attract individuals with the necessary expertise.
3. **Diversity and inclusion:** It might be difficult to promote diversity and inclusion during the hiring process. HR departments must make sure that their hiring procedures are fair, inclusive, and effective at luring candidates from a variety of backgrounds.
4. **Technology adoption:** Keeping up with technological advancements in recruitment is crucial to streamline processes, reach a wider candidate pool, and improve efficiency. Adopting and integrating new recruitment technologies can be a challenge for HR departments, especially if there is resistance to change.
5. **Employer branding:** Building and preserving a positive employer brand is crucial for luring top candidates. The organization's culture, values, and growth possibilities must be highlighted by HR departments through successful employer branding campaigns.
6. **Retaining talent:** Finding qualified individuals is just one part of recruitment; another is keeping them on board. Creating retention techniques to make sure that new hires stay motivated and engaged in their jobs is a problem for HR departments.
7. **Regulation observance:** In order to maintain compliance throughout the hiring process, HR departments must keep up with changes in employment laws and regulations. Legal repercussions and reputational harm may result from failing to adhere to legal standards.

It's crucial to remember that elements like the company's size, location, requirements unique to the industry, and organisational culture may have an impact on the specific issues HR faces in recruiting at Hindalco Industries Limited.

OBJECTIVE OF THE STUDY



- To study the sources of recruitment followed in HINDALCO INDUSTRIES LIMITED.
- To understand the internal and external Recruitment sources in organization.
- To identify areas where there can be scope for improvement.
- To develop practical knowledge with theoretical aspect.
- To know about the importance of recruitment.
- To know about the role of recruiter.

RESEARCH METHODOLOGY



A research methodology is a means to describe how a researcher plans to conduct their investigation. It is a rational, methodical approach to a study issue. A methodology explains how a researcher will conduct the study in order to produce accurate, legitimate data that meet their goals and objectives. It includes the data they will gather, where they will get it, how they will gather it, and how they will analyse it.

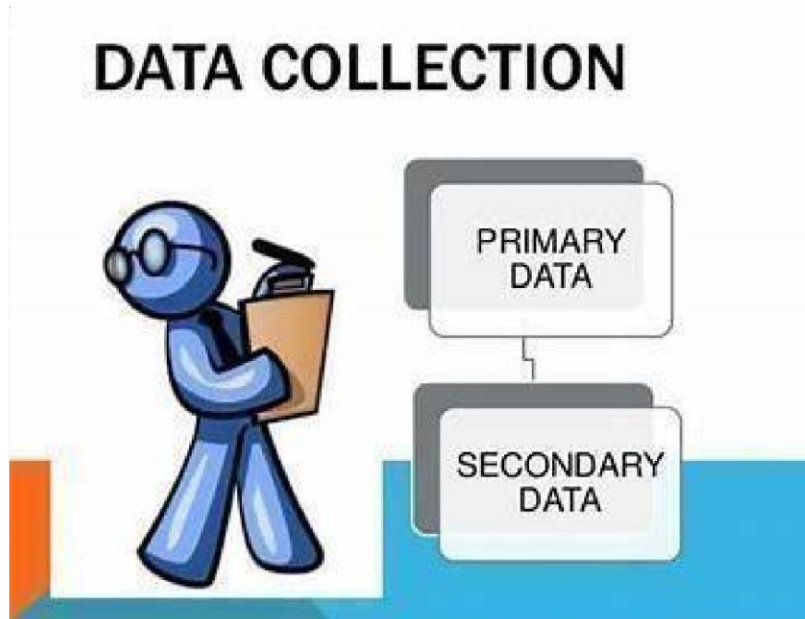
Research methodology gives the researcher an opportunity to put forward his agenda for having opted for genuine alternatives and also at the same time he can justify his riding out some other possibilities. Why research study has been undertaken, how the research problem has been formulated, what data has been collected, what particular technique if analyzing the data has been used and a lot of similar type questions are usually answered when we talk of research problem in study.

The methodical collection of data and information and its analysis for the progress of knowledge in any field can be very generally characterised as research.

Research looks for solutions to theoretical and practical questions by

the use of methodical approaches. According to Webster's Collegiate Dictionary, research is defined as "studious inquiry or examination; especially: investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws". Some people see study as a transition from the familiar to the unfamiliar.

METHOD OF DATA COLLECTION



● PRIMARY DATA:

Primary data collection is obtaining authentic information directly from the source or by speaking with respondents face-to-face. Researchers can get personal knowledge using this technique that is tailored to their research goals.

There are many methods for gathering primary data, including:

- ❖ QUESTIONNAIRE :- survey among has been official's employees
- ❖ PERSONAL INTERVIEWS :- with the company representative regarding recruitment.

● SECONDARY METHOD:

Instead of the researcher acquiring the data directly, secondary data refers to information that has been gathered, analysed, and published by someone else. Data from publications like academic journals, government papers, market research studies, and other existing databases can be included in this.

There are many methods for gathering secondary data, including:

- ❖ Internet, websites
- ❖ Organizational Report
- ❖ Case Studies
- ❖ Business Magazines
- ❖ Books
- ❖ Journals on e-learning Industry

RESEARCH DESIGN :



A research project's general plan, structure, or strategy that directs it from its inception to the end data analysis is referred to as its research design. The blueprint for how you, the researcher, will gather and evaluate data while guaranteeing consistency, reliability, and validity throughout your study is a solid research design.

Understanding the various research design types is crucial since it ensures that your strategy is appropriate for your research's goals, objectives, and questions as well as the resources at your disposal. Without a clear big-picture understanding of how you'll construct your research, you face the danger of perhaps making methodology decisions that are out of alignment, particularly those related to sampling, data collection, and data processing.

EXPLOERATORY RESEARCH :

The EXPLORATORY RESEARCH was determined to be the most appropriate method based on the primary goal of our inquiry. The main goal of this kind of research is to get understanding of the issue. It investigates the primary issue and makes an effort to determine the best possible path of action.



Probability sampling

Probability sampling is a sampling technique that entails picking a sample, or a section of the population, at random. It is also known as random sampling on occasion.

Each study unit (such as a person, business, or organisation in your population) must have an equal probability of being chosen for the selection to be considered random.



Simple random



Multistage



Cluster



Area



Sequential



Non probability sampling

Non-probability sampling is a sampling technique that takes into account factors other than randomness, such as the availability, closeness to the study subject's location, or subject matter expertise.

When the population parameters are either unknown or impossible to individually identify, non-probability sampling is used. Visitors to a website, for instance, that doesn't demand that users create accounts could be included in a non-probability sample.



Judgement



Snowball

Convenience

SAMPLE

“Using a predetermined technique of selection, a researcher chooses or picks a condensed collection of data from a larger population to use as a sample.

Observations, sampling units, or sample points are the names for these elements.”

SAMPLING

“As part of the sampling process in statistical analysis, a certain number of observations are chosen from a larger population. By choosing a small sample of the overall population, sampling allows researchers to analyse large groups of people.”

SAMPLE UNIT

“A sample unit, or just a unit, is an individual element or group of items that is the object of an observation.”

SAMPLE SIZE

“The sample size of an experiment is the number of distinct samples used.”

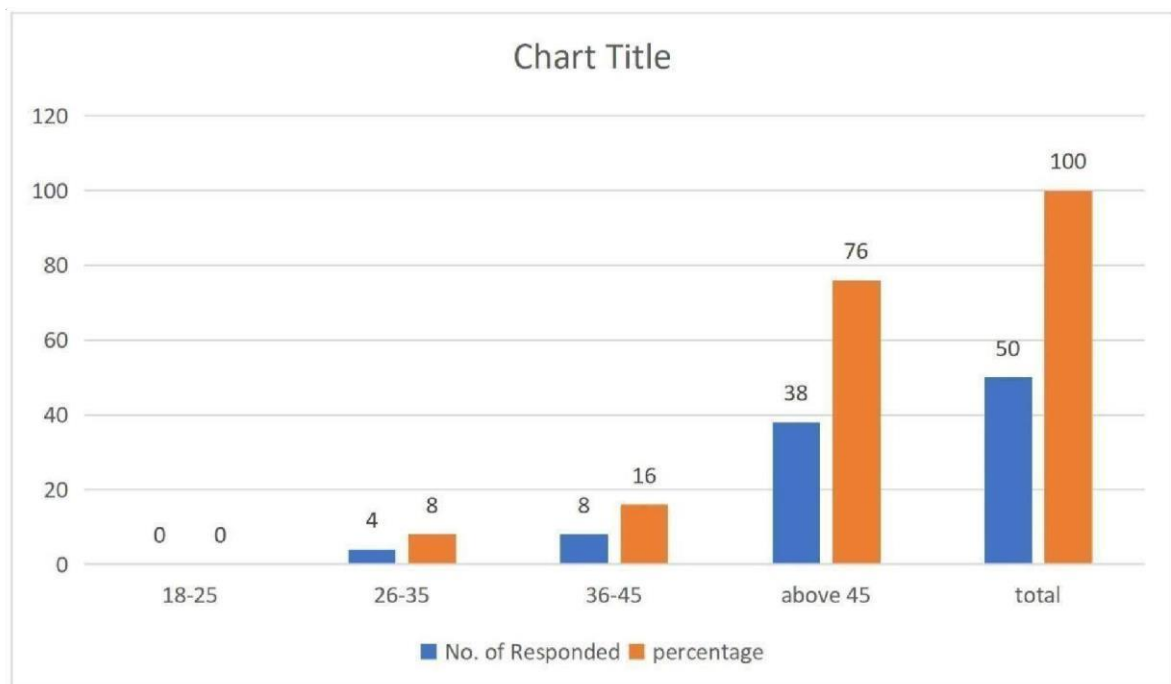
TABLE: Information of survey conducted

SAMPLING TECHNIQUE	☐ Convenience sampling
SAMPLE SIZE	☐ 50
SAMPLING AREA	☐ RENUKOOT
SAMPLE UNIT	☐ Official's Employees
PRIMARY DATA	☐ Questionnaires ☐ Personal interviews
SECONDARY DATA	☐ Website ☐ Magazines ☐ Organization report

DATAANALYSIS & DATAINTERPRATATION

Table 1: Showing the percentage of the age group

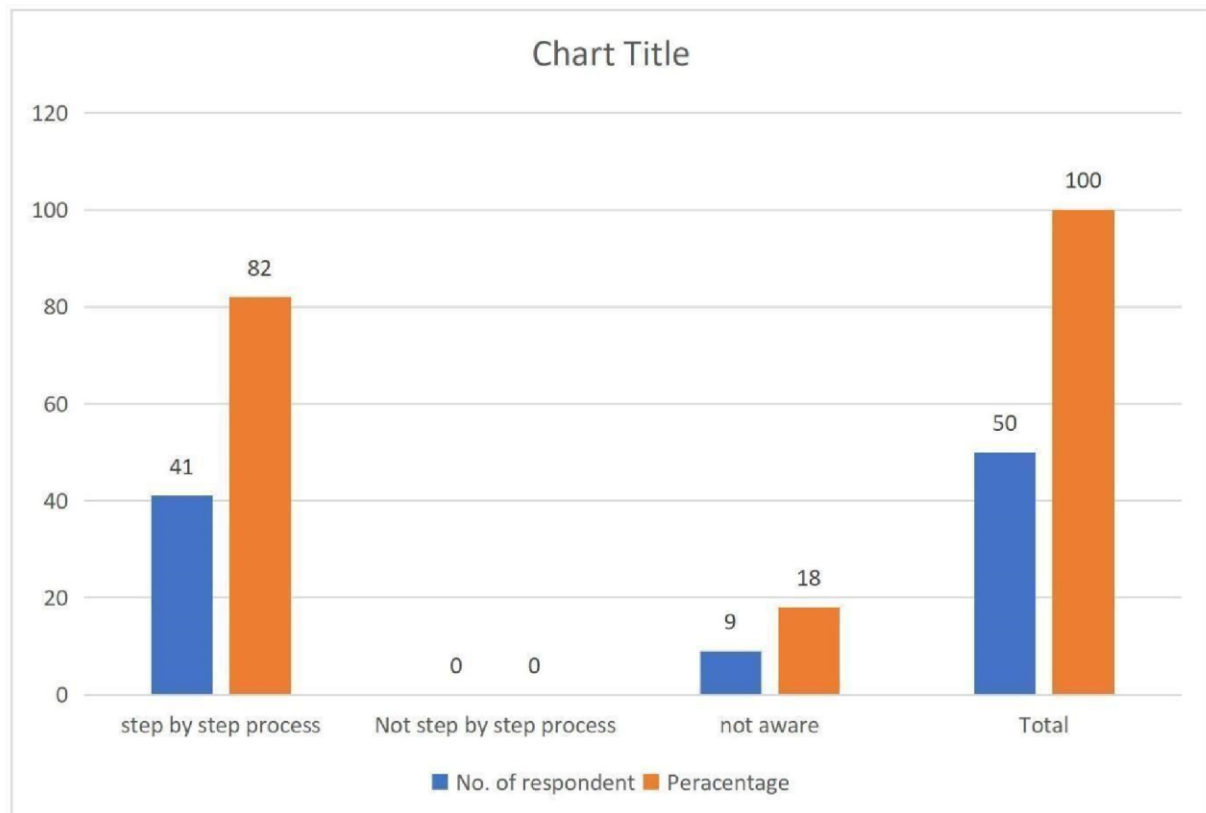
Particular	No. of Respondent	Percentage
18-25	0	0
26-35	4	8
35-40	8	16
Above 40	38	76
Total	50	100



From the above table it indicates that 8% belongs to 26-35 years, 16% belongs to 36-45 years and 76% belongs to above 45 years of the age respondents.

Table 2 : Showing the process of identifying job vacancies in Hindalco

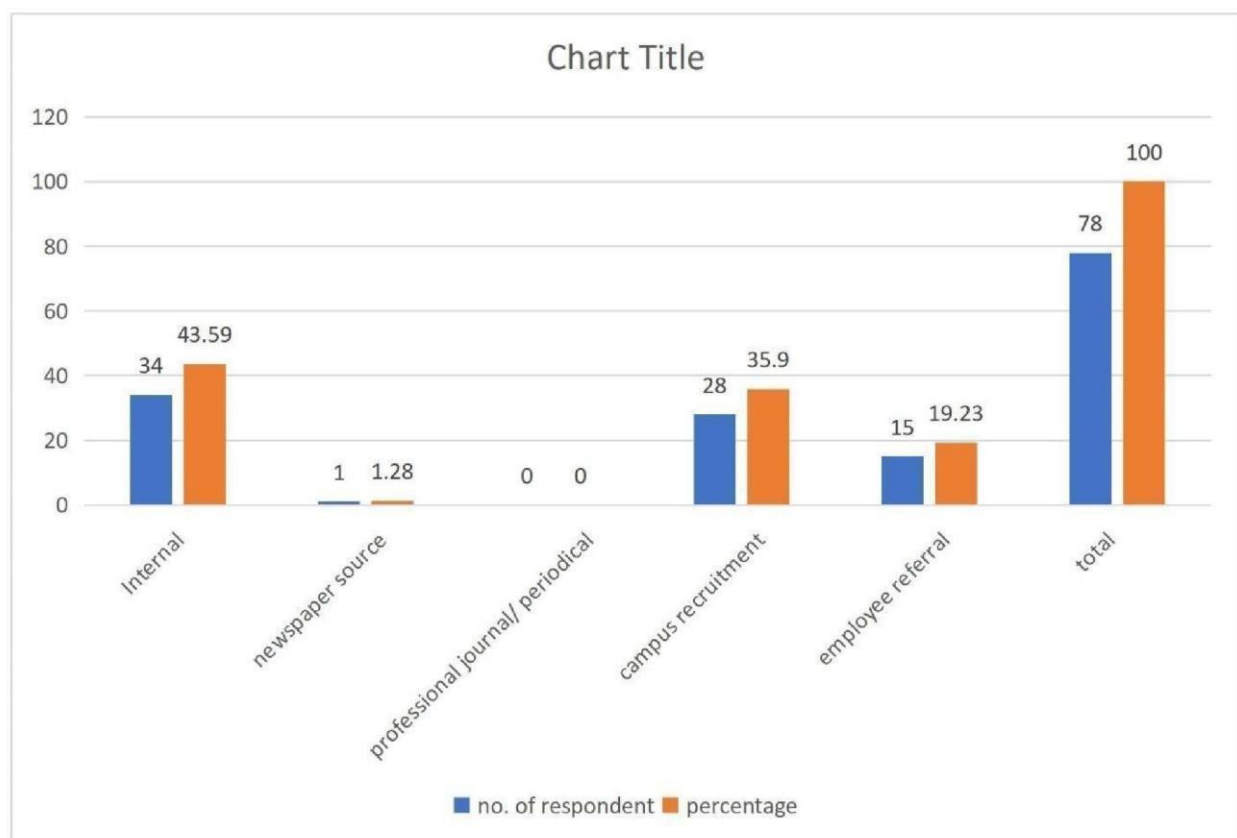
Particulars	No. of Respondent	Percentage
Step by step process	41	82
No follow step by step process	0	0
Not aware	9	18
Total	50	100



From the above table we can see that 82% respondent say that follow step by step process and 18% respondents not aware about the process of job identifying.

Table 3: Showing the source of recruitment are used in Hindalco

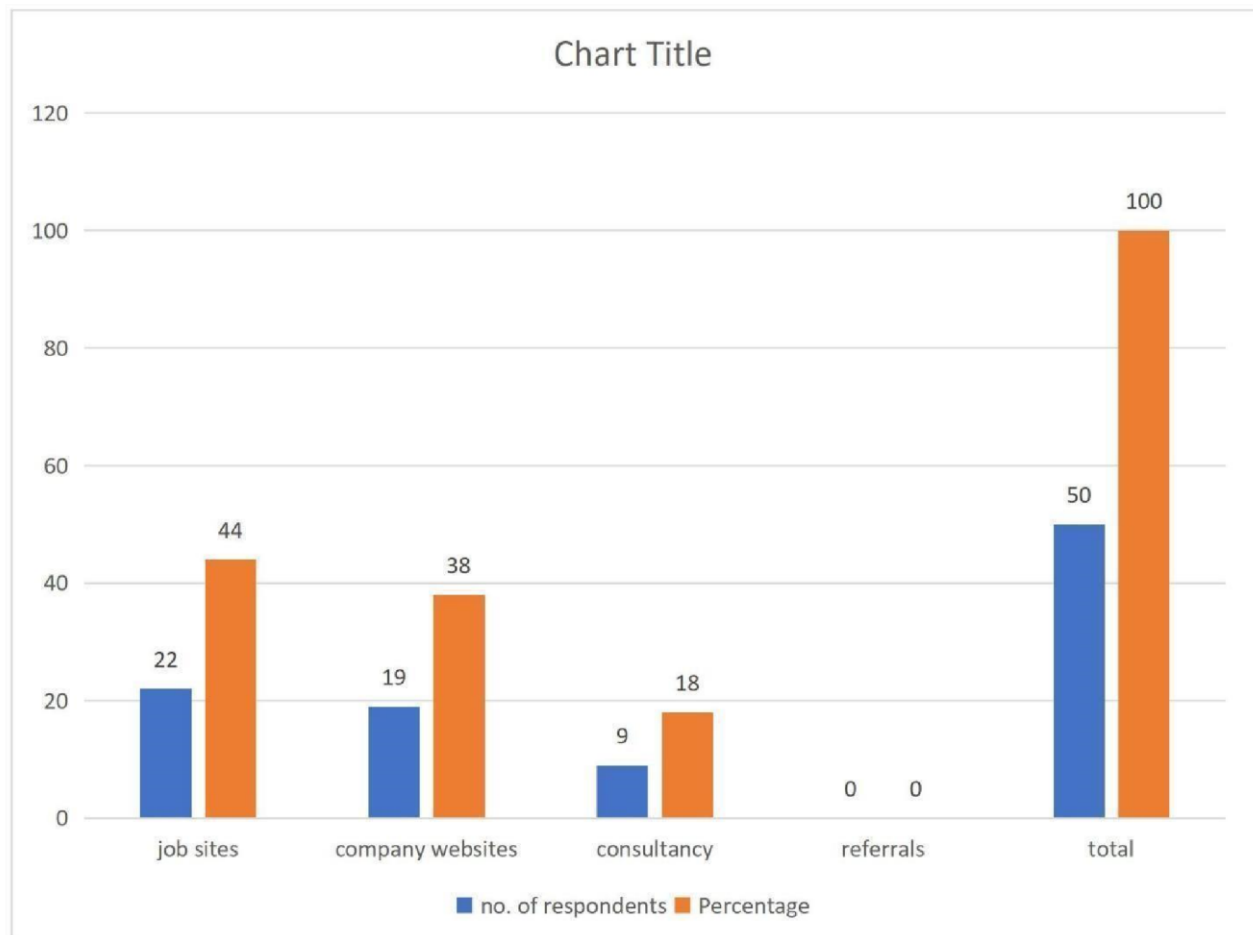
Particular	No. of Respondent	Percentage
Internal	34	43.59
Newspaper source	1	1.28
Professional journals/ Periodical	0	0
Campus recruitment	28	35.90
Employee referral	15	19.23



From the above table we can see that the most of respondents 43.59% say that internal recruitment, 1.28% respondents say that newspaper source, 35.90% respondents say that campus recruitment and rest say employee referral source of recruitment used in this organization.

Table 4 : Showing the which channel is used to post resume

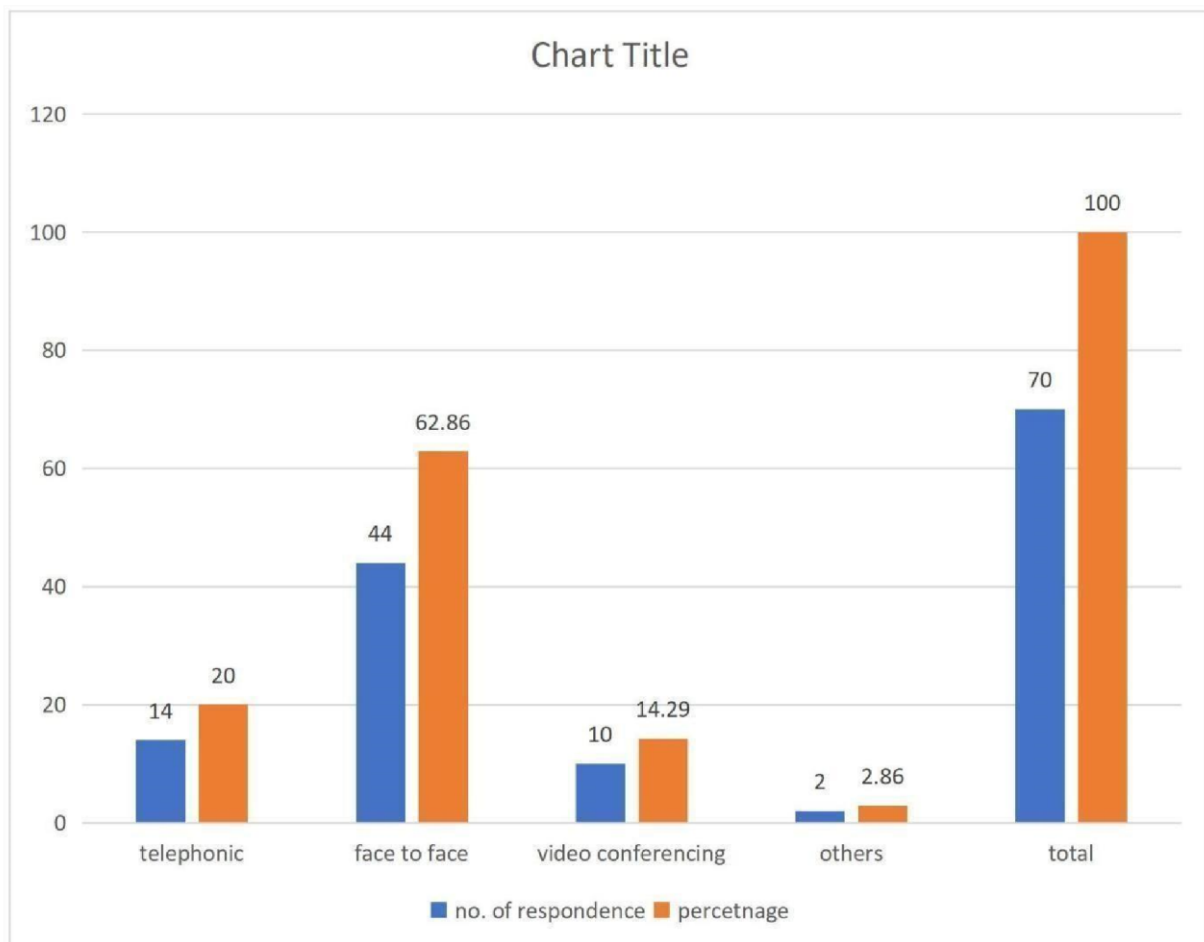
Particular	No. of Respondents	Percentage
Job sites	22	44
Company websites	19	38
Consultancy	9	18
Referrals	0	0
Total	50	100



From the above table we can see that 44% respondents say that job sites, 38% respondents say that company websites, 18% respondents say that consultancy to used the channel.

Table 5 : Showing the interview methods is used in Hindalco

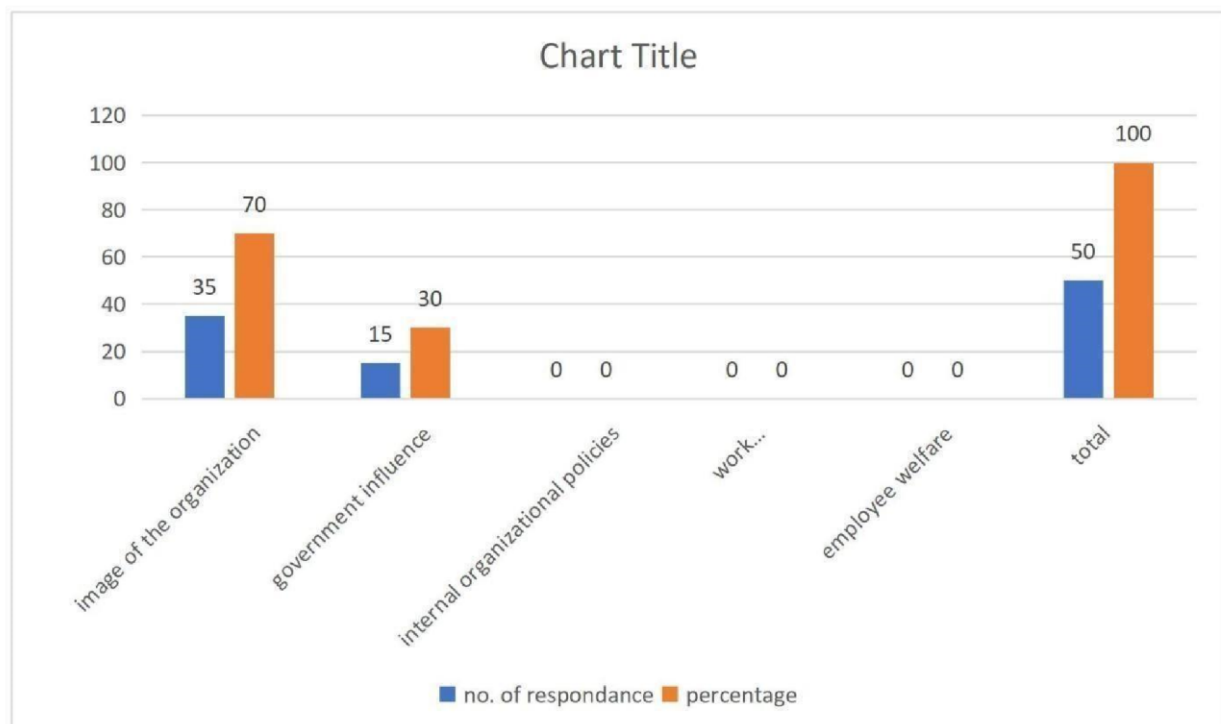
Particulars	No. of Respondents	Percentage
Telephonic	14	20
Face to face	44	62.86
Video conferencing	10	14.29
Others	2	2.86



From above the table we can see that the most of respondents 62.86% say that face to face, 20% say that telephonic, 14.29% say that video conferencing and rest say that others techniques used for interview.

Table 6 : showing the factors which attracts to be a part of organization

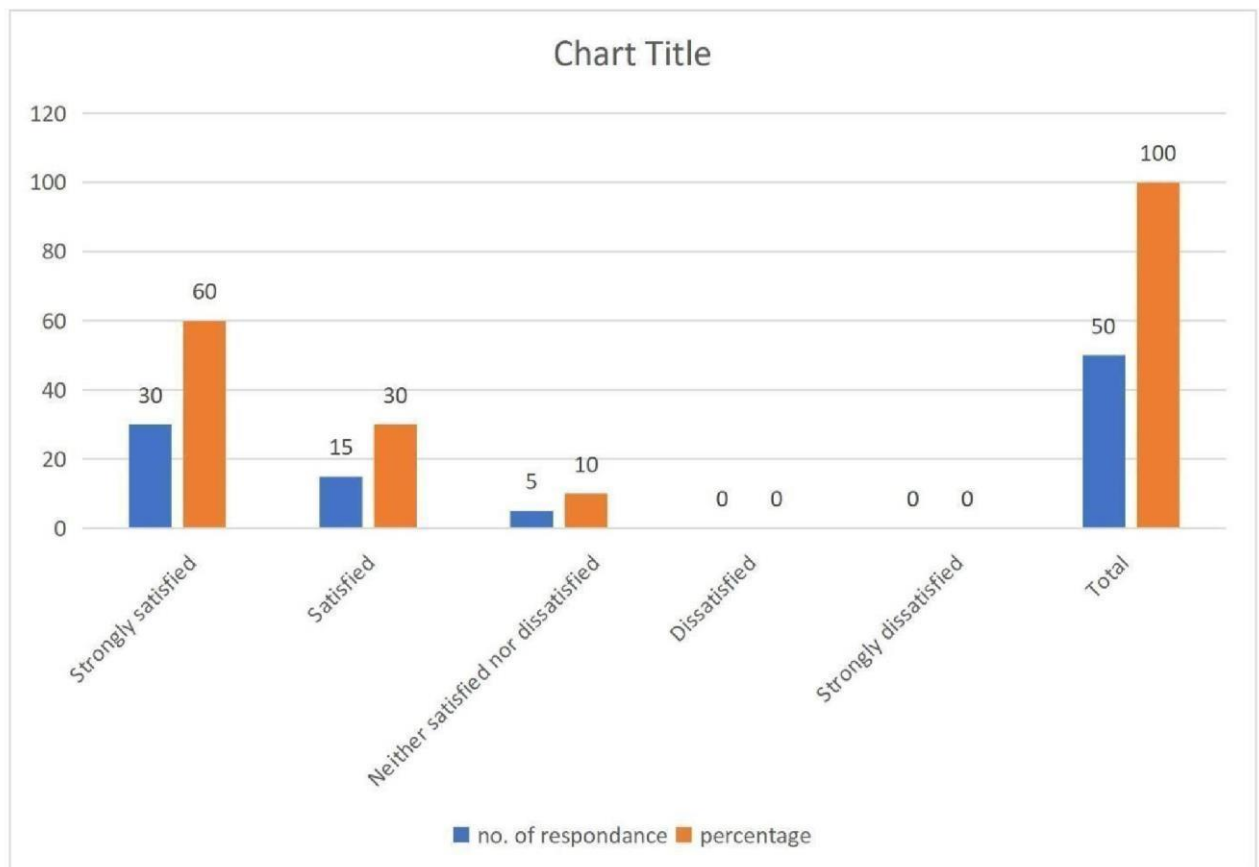
Particulars	No. of respondents	Percentage
Image of the organization	35	70
Government influence	15	30
Internal organizational policies	0	0
Work environment/ salary / compensation	0	0
Employee welfare	0	0
None of the above	0	0
Total	50	100



From the above table we can see that 70% respondents say that image of organization and 30% respondents are say that organization are attracted by government influence.

Table 7 : Showing the internal level of recruitment (hiring) to motivate employees

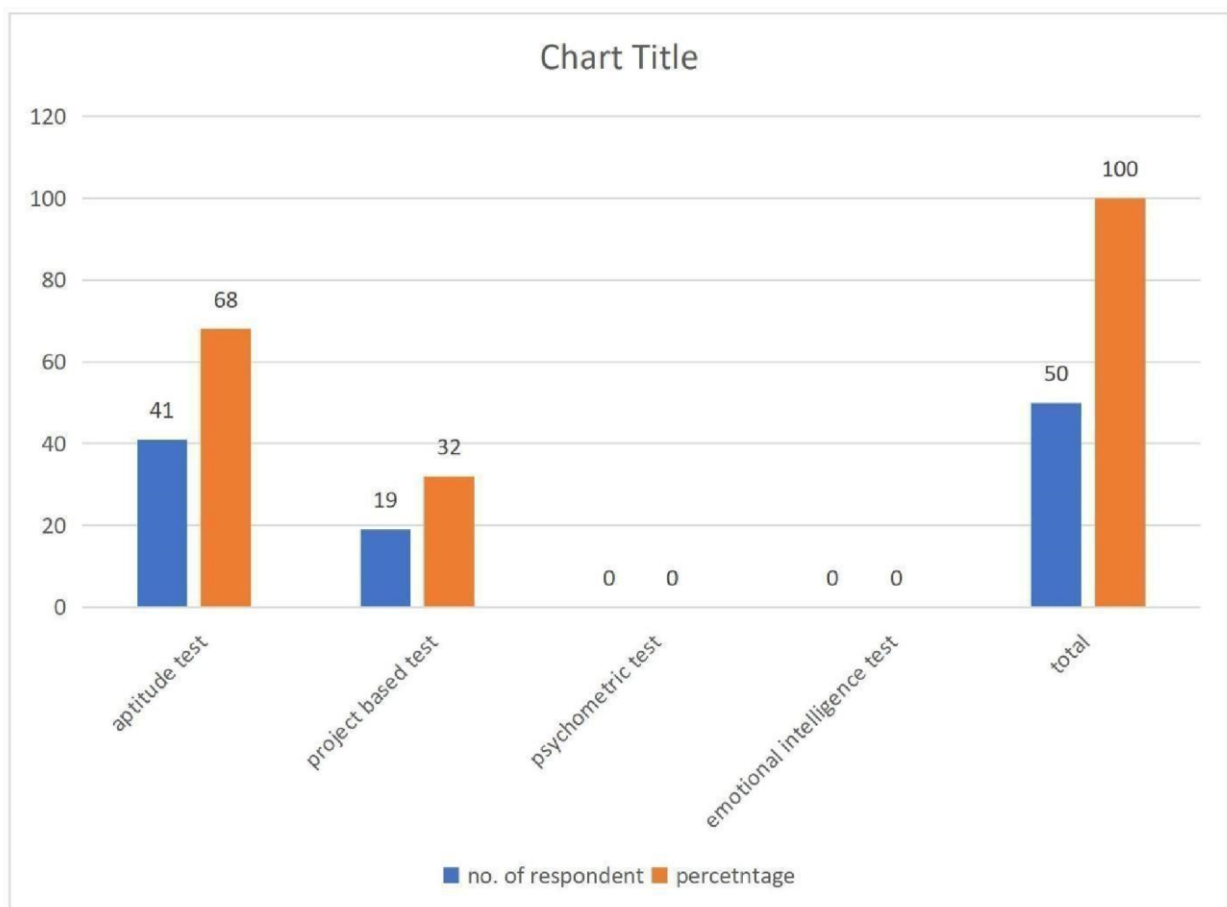
Particulars	No. of Response	Percentage
Strongly satisfied	30	60
Satisfied	15	30
Neither satisfied nor dissatisfied	5	10
Dissatisfied	0	0
Strongly dissatisfied	0	0
Total	50	100



From the above table we can see that 60% respondents say that they are strongly satisfied and 30% respondents say that satisfied and 10% respondents say that satisfied nor dissatisfied to the internal hiring.

Table 8 : Showing the percentage of test during the time of recruitment in Hindalco

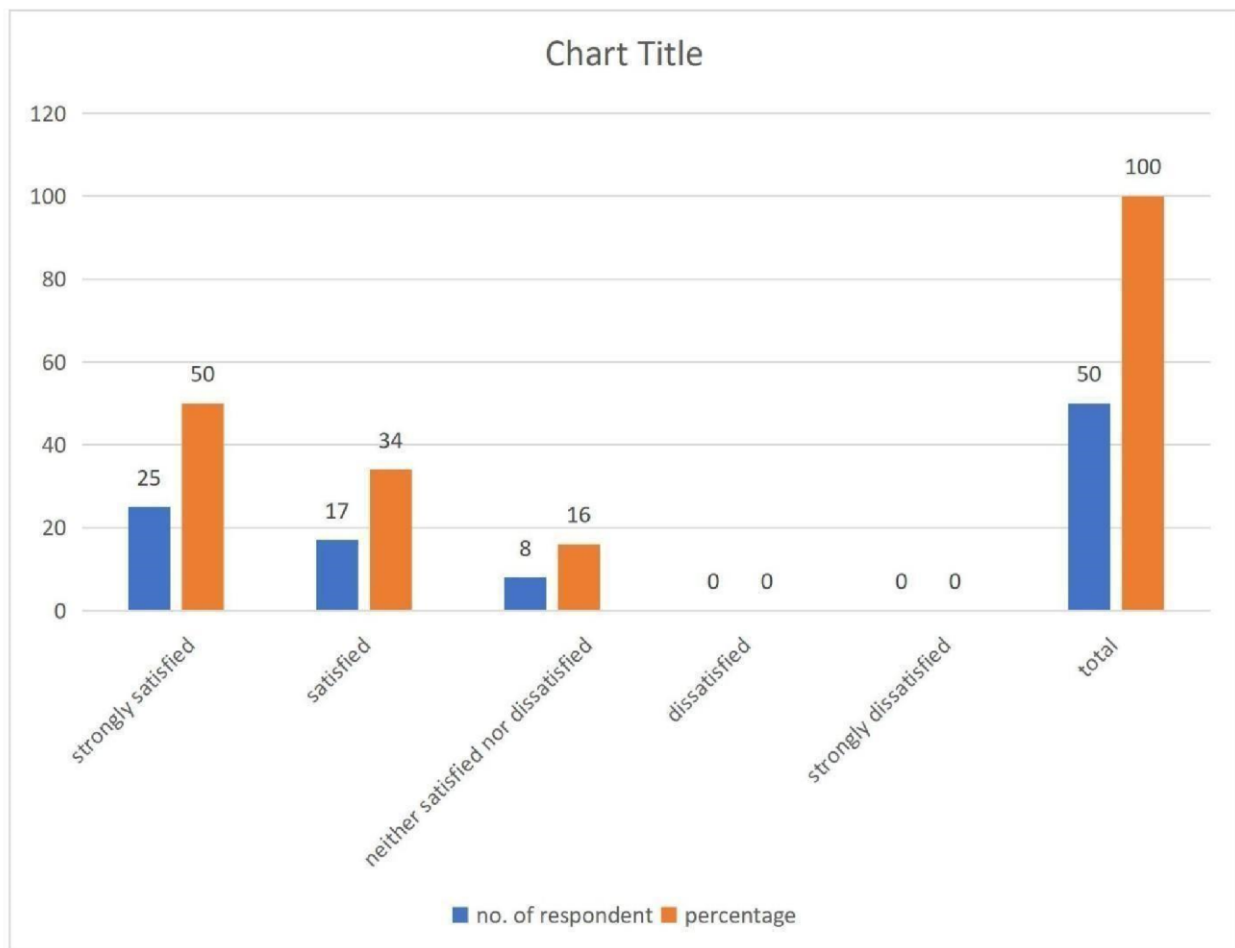
Particulars	No. of Respondent	Percentage
Aptitude test	41	68
Project based test	19	32
Psychometric test	0	0
Emotional intelligence tests	0	0
Total	50	100



From the above we can see that the most of the respondents 68% say that Aptitude test and rest are say the project based test conducted during the recruitment.

Table 9 : Showing the level of percentage of interviews process

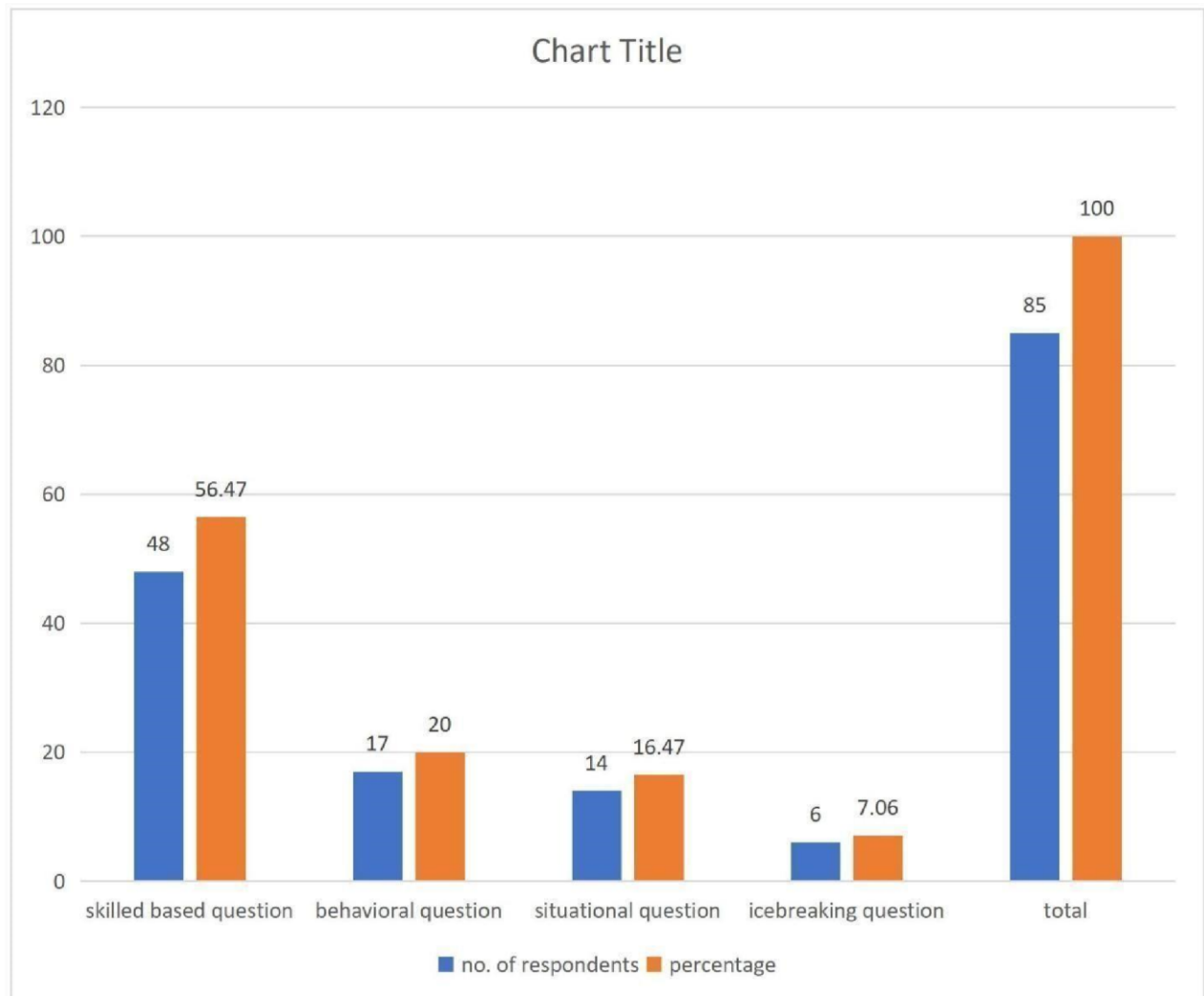
Particulars	No. of respondents	Percentage
Strongly satisfies	25	50
Satisfied	17	34
Neither satisfied nor dissatisfied	8	16
Dissatisfied	0	0
Strongly dissatisfied	0	0
total	50	100



From the above table we can see that 50% respondents say that they are strongly satisfied, 34% respondents say that they are satisfied and last 16% respondents say that they are neither satisfied nor dissatisfied.

Table 10 : showing the percentage of questions in the interviews

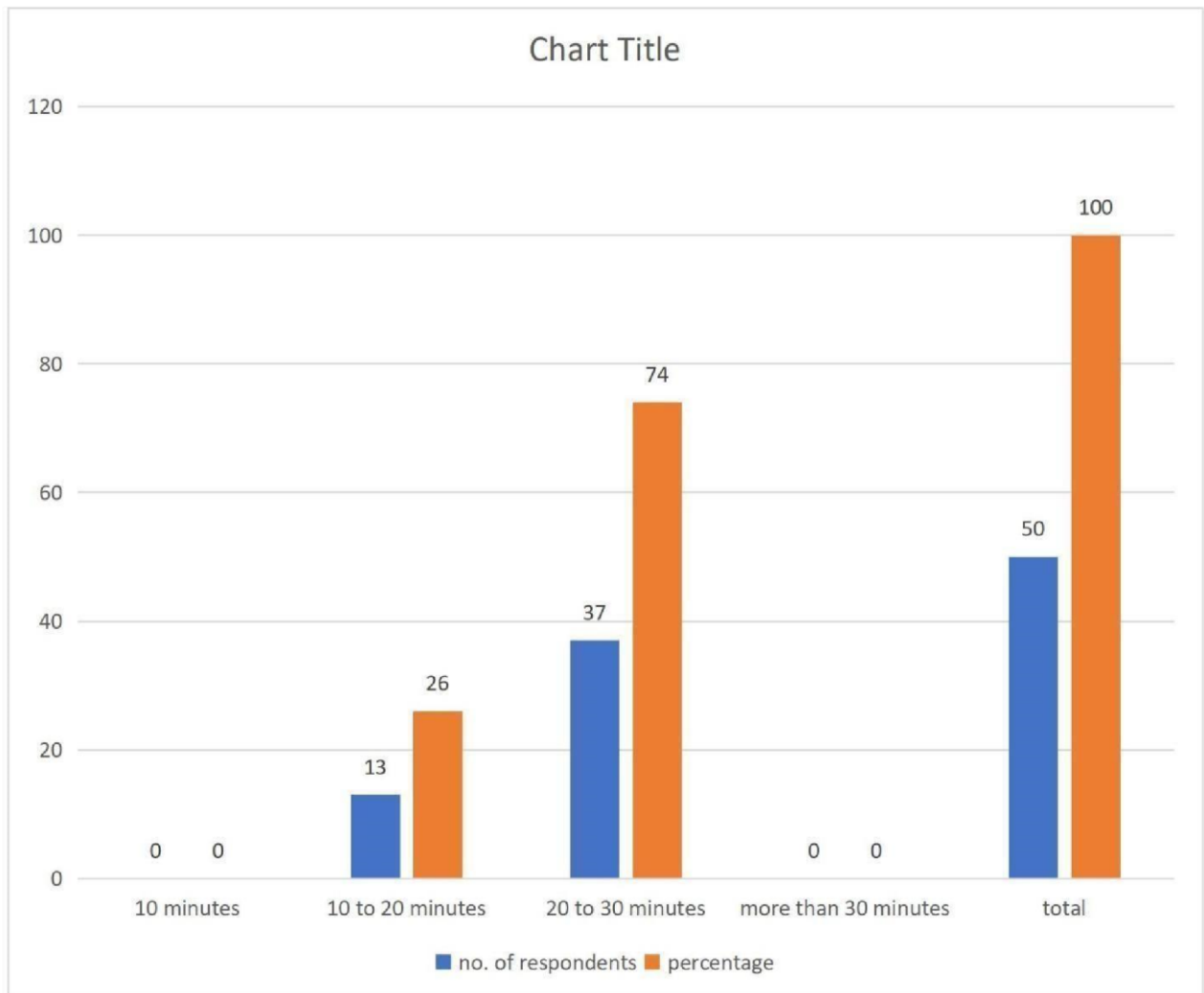
Particulars	No. of respondents	Percentage
Skilled based question	48	50.47
Behavioral question	17	20
Situational question	14	16.47
Icebreaking question	6	7.06



From the above table we can see that 56.47% respondents say that skilled based questions, 20% respondents say that behavioral questions, 16.47% respondents say that situational question and rest say that icebreaking question asked in the interviews.

Table 11 : Showing the average time for candidates during recruitment process

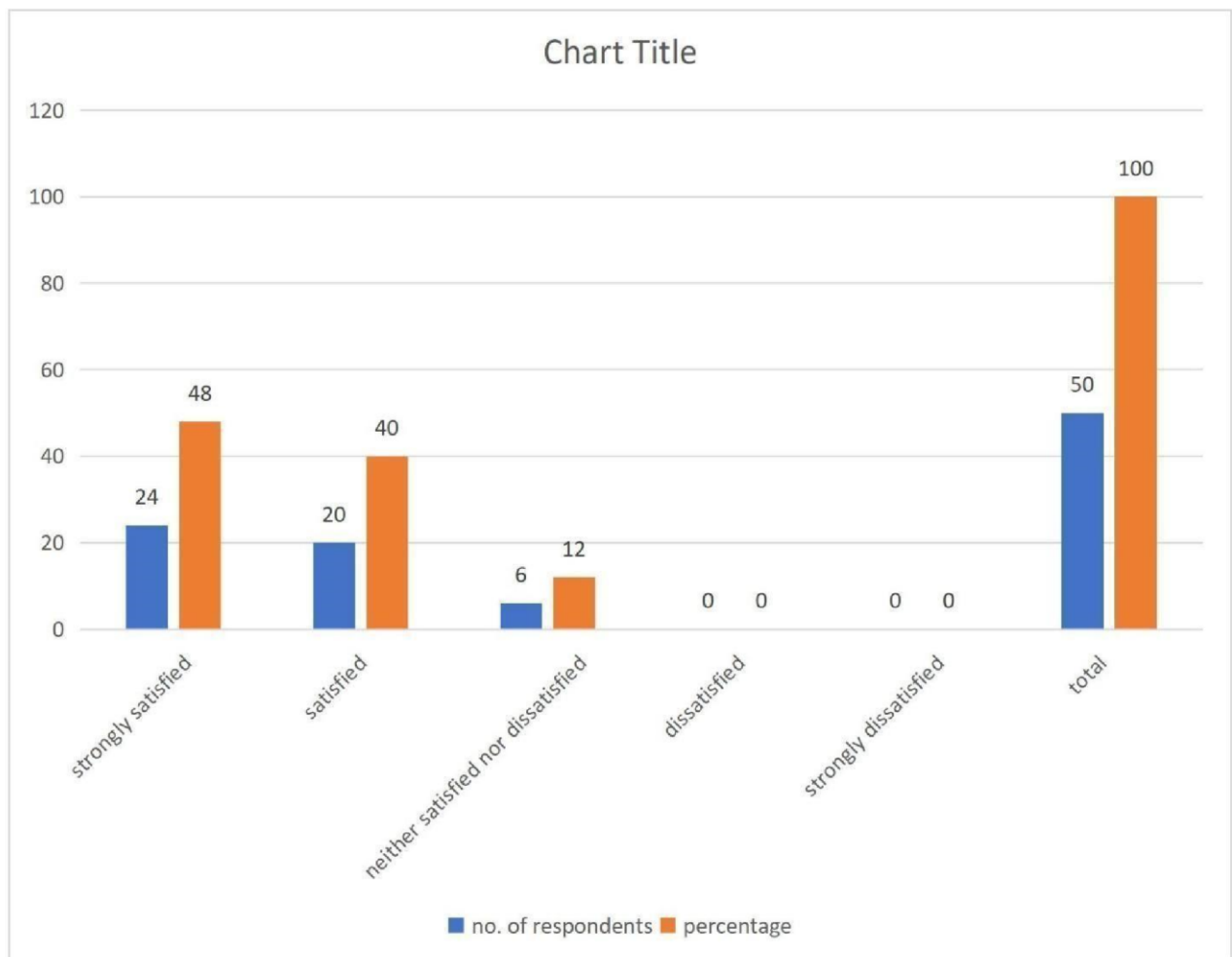
Particular	No. of respondents	Percentage
10 minutes	0	0
10 to 20 minutes	13	26
20 to 30 minutes	37	74
More than 30 minutes	0	0
Total	50	100



From the above table we can see that the most of the respondents 74% say that 20 to 30 minutes and rest say 10 to 20 minutes time spent by HR department.

Table 12 : showing the satisfaction level with panel interviews

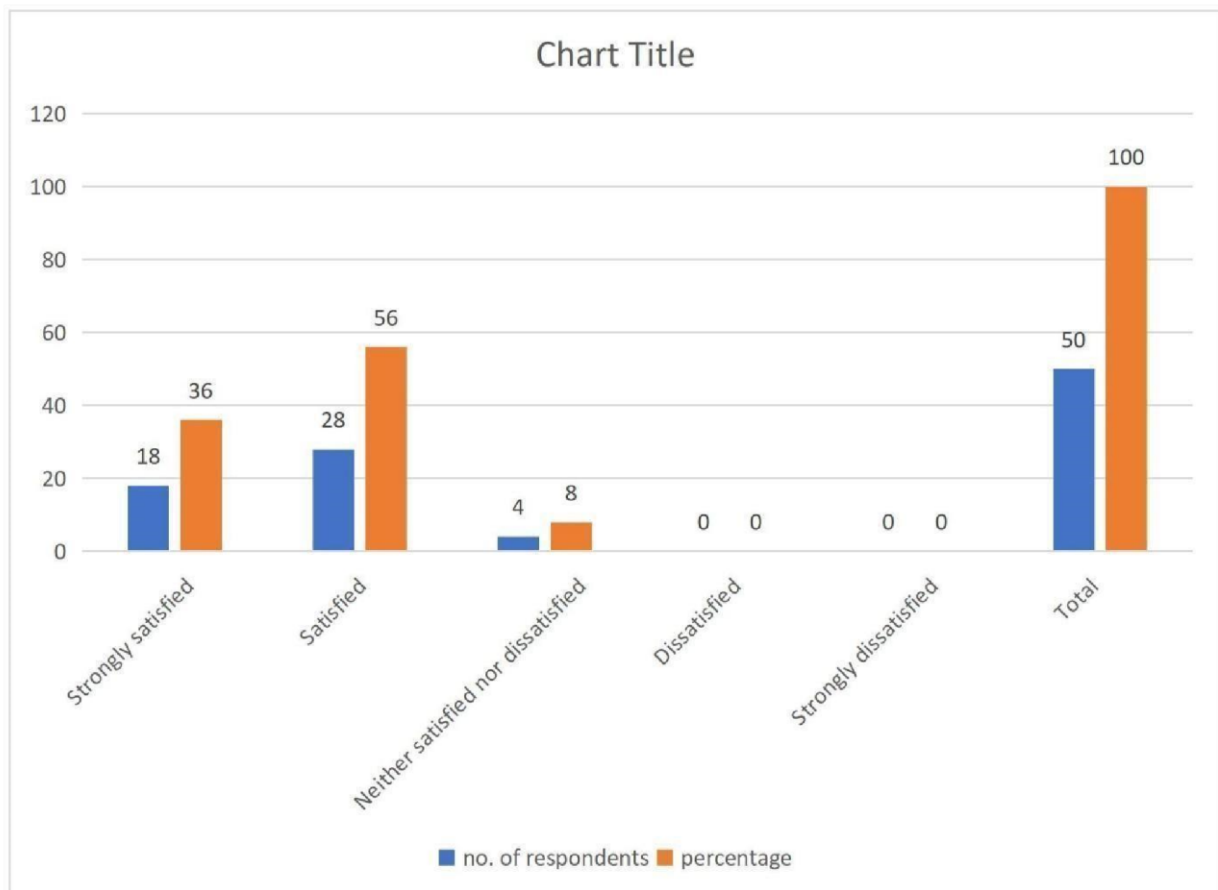
Particular	No. of respondents	Percentage
Strongly satisfied	24	48
Satisfied	20	40
Neither satisfied nor dissatisfied	6	12
Dissatisfied	0	0
Strongly dissatisfied	0	0
Total	50	100



From the above table we can see that 48% respondents say that they are strongly satisfied, 40% respondents say that they are satisfied and 12% respondents say that they are neither satisfied nor dissatisfied.

Table 13 : Showing the level of comfortable with interviewer

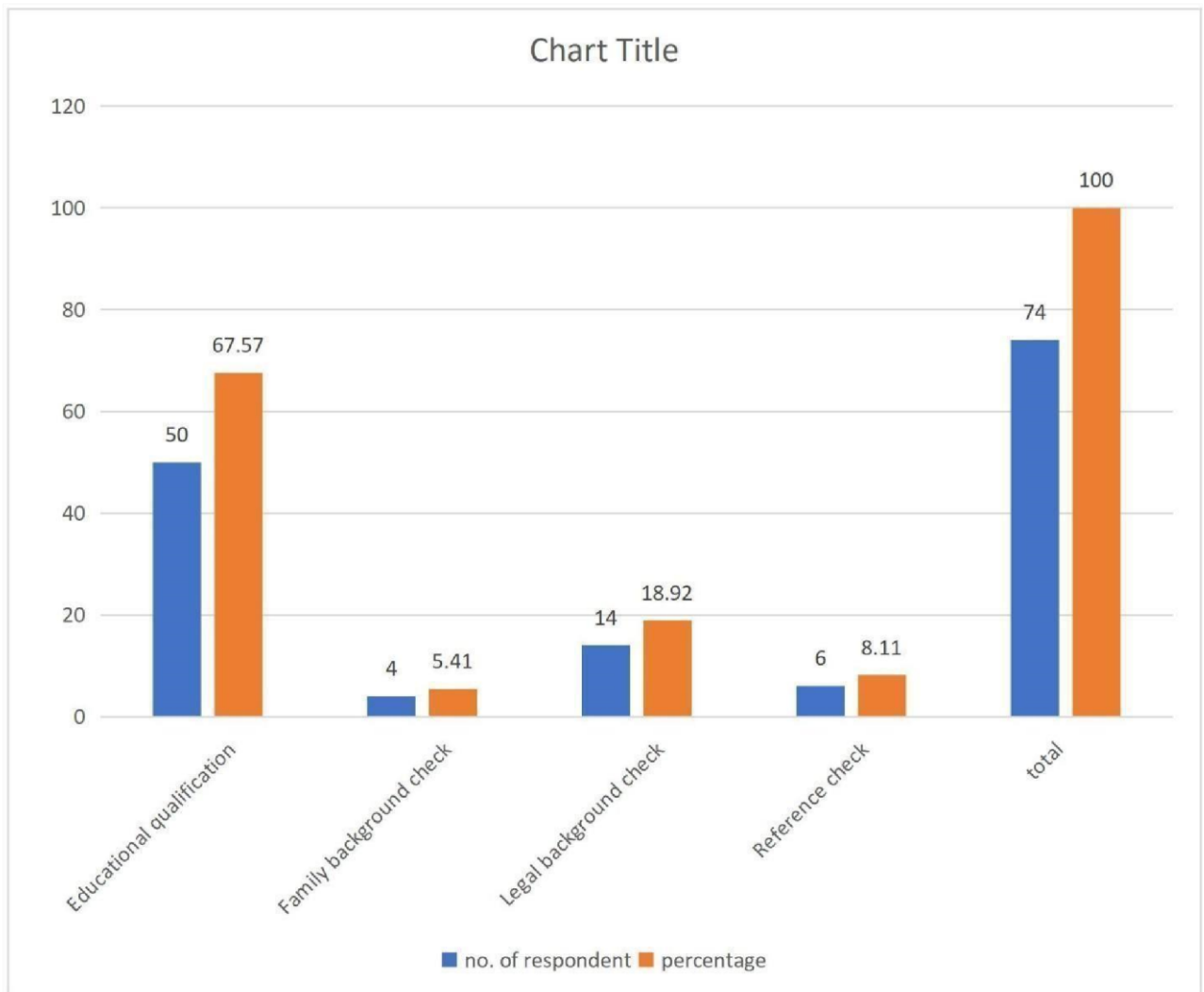
Particular	No. of respondents	Percentage
Strongly satisfied	18	36
Satisfied	28	56
Neither satisfied nor dissatisfied	4	8
Dissatisfied	0	0
Strongly dissatisfied	0	0
Total	50	100



From the above table we can see that the most of respondents 56% say that satisfied, 36% respondents say that they are strongly satisfied and other say that they are neither satisfied nor dissatisfied with interviewer.

Table 14: Showing the varification and details used during the recruitment

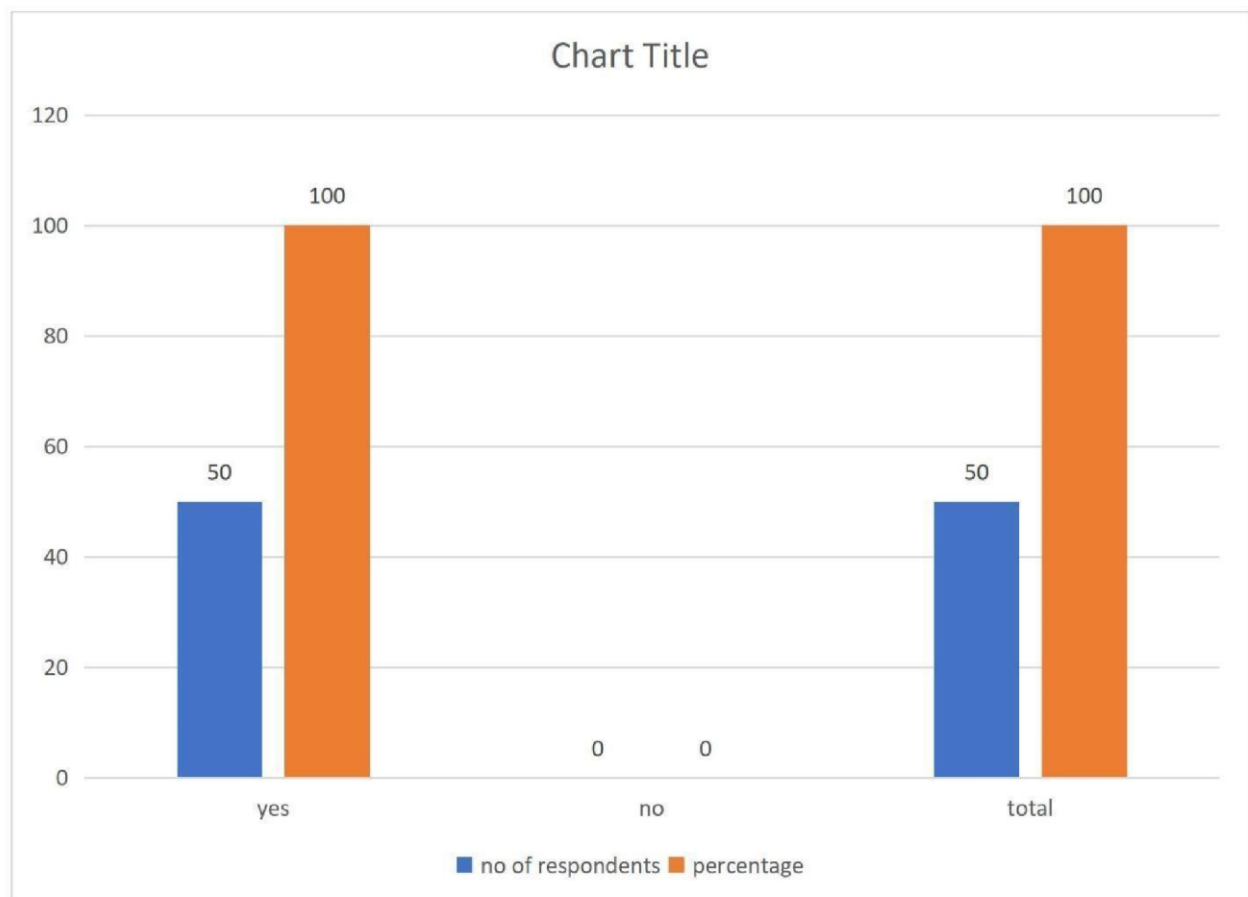
Particular	No. of respondents	Percentage
Educational qualification	50	67.57
Family background check	4	5.41
Legal background check	14	18.92
Reference check	6	8.11



From the above table we can see that the most of the respondents 67.57% say that educational qualification is important verification and details during the recruitment , 18.92% respondents say that legal background check, last 8.11% respondents say that reference check and 5.41% respondents say that family background check.

Table 15 : showing the organization conduct medical examination or not for employee during recruitment process

Particulars	No. of respondents	Percentage
Yes	50	100
No	0	0
Total	50	100



From the above table we can see that all respondents say that this organization conduct medical examination during recruitment process.

RECOMMENDATION

According to my observation following suggestions should be taken into consideration.

- Training needs identification should be done half yearly, so that it helps the employees in improving the performance in the remaining time period.
- Recruitment proper planned, structured according to openings in plant, new vacancies.
- Goal setting program undertaken with schedule to find potential prospective employees for higher posts, giving training, discussing on the job responsibility.

FINDINGS OF THE STUDY

- The majority of respondents stated they would follow a step-by-step method, while 20% claimed they were unaware of how to identify jobs.
- A majority of respondents said internal and campus recruitment sources are used in the organization.
- In the above study we can see that most of the respondents prefer to post their resume through company website and job sites.
- A majority of respondents said face to face and telephonic interviews method is used in organization.
- Most of the respondents said job description and company profile details shared by recruiter before the interview.
- A majority of all respondents (100%) said that this organization conduct medical examination during recruitment process.
- Most of the employee (60%) are satisfied with the internal hiring helps in motivating the employee.
- Most of the respondents (68%) said aptitude test, and (32%) said project based test are conducted during the time of recruitment.
- Most of respondents (67.57%) said educational qualification is important verification and details during the recruitment

LIMITATIONOF THE STUDY

The entire study applies only the specific concern.

There are huge numbers of employees but the study was made only with limited number of samples.

The findings and conclusion are based on the knowledge and experienced of the respondents.

The information collected from the employees may not be 100% true may some false.

Research was to be maintaining the decorum of the company.

Their recommendation are the outcome of an analysis made individually.

Another may arrive at certain other recommendation after using same data.

Due to heavy engagement of the top management people and other personnel, much other information could not be collected within the limited span of time.

CONCLUSION

It was useful to learn about the sources of recruitment in the Hindalco Company thanks to the project "A STUDY ON EFFECTIVE RECRUITMENT PROCESS." The majority of employees appear to be content with the current method, according to the data above. Studying the procedures and techniques utilised for recruiting and selection was made easier by this study.

The study on recruitment sources is more of an ART than a method. The duty of the HR professional is to select the best candidate from the talent pool of the population.

The current situation makes finding talent the largest problem for an HR manager.

BIBILOGRAPHY

www.hindalco.com [https://managementation.com/meaning-andconcept- ofrecruitment](https://managementation.com/meaning-andconcept-ofrecruitment)

www.scribd.com www.adityabirla.com

Other training documents available at the hr department report and manuals available in the training center.

www.google.com www.wikipedia.com

ANNEXURES (QUESTIONNAIRE)

1. Age
2. Job vacancies
3. Source of recruitment
4. Channel is used to post resume
5. Interview method is used in hindalco
6. attracts to be a part of organization
7. internal level of recruitment (hiring) to motivate employees
8. percentage of test during the time of recruitment in Hindalco
9. level of percentage of interviews process
10. percentage of questions in the interviews
11. average time for candidates during recruitment process
12. satisfaction level with panel interviews
13. level of comfortable with interviewer
14. varification and details used during the recruitment
15. organization conduct medical examination

