Original Article

A Study on Employee Recruitment and Selection Process in Tech Anugraha, Chennai

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Abstract: This study explores the recruitment and selection process at Tech Anugraha, a technology firm based in Chennai. The report highlights the organization's strategic approach to attracting and hiring talent, focusing on on-campus recruitment, employee referrals, online job portals, and internal promotions.

Keywords: Employee Recruitment, Selection Process, Human Resources.

I. INTRODUCTION

The recruitment and selection process is a vital aspect of human resource management that focuses on attracting, identifying, and appointing the most suitable candidates for job positions. This process begins with recognizing the need for new employees and continues through sourcing, screening, and selecting the right candidate. Effective recruitment ensures that the organization draws from a diverse and qualified pool of applicants, while selection helps choose individuals whose skills and attitudes align with organizational goals.

II. RECRUITMENT NEEDS

A) Planned:

Requirements brought on by organizational and retirement policy changes Anticipated: An organization can forecast these demands by examining patterns in the internal and external environments. Unexpected demands arise due to resignations, deaths, accidents, illnesses, etc. The selection process, which includes final interviews, decision-making, communication of the decision, and appointment procedures, begins as soon as the recruitment process is complete.

B) Internal Sources of Recruitment

➢ Transfers. According to the organization's needs, employees are transferred from one department to another, according to their knowledge and experience.
➢ Promotions. Some employees are promoted in the organization with more benefits and greater responsibilities based on their skills and experience.
➢ Upgrading and Demotion of current employees in the organization according to their work performance.
➢ Any time there is a need, some Retired and Retrenched employees can also be recruited again if there is a shortage of skilled and qualified people or an increased workload.

C) Sources Of Recruitment

➢ Employee Suggestions and Referrals. Many firms have a mechanism that allows existing employees to recommend friends, family, and relatives for certain positions inside the company.
➢ Hiring at Factory Gate. Unskilled laborers hired anytime a permanent employee is not available are among the workers hired at the factory gate. Some might be hired to cover long-term openings depending on their effectiveness and qualifications.
➢ Internships. During this process, a number of students had the opportunity to work with the company and acquire significant job experience. In this manner, the company can also find qualified applicants for the different open positions.
➢ E-Recruitment. Since it involves using the internet to discover and hire qualified applicants for open positions, it is often referred to as online recruitment. Nowadays, practically every business uses the internet to connect with many job searchers and select the best candidates.

III. STATEMENT OF THE PROBLEM

Effective hiring and selection practices can persuade top management candidates, lower absenteeism and turnover, and increase employee engagement. My research on hiring and selection at TECH ANUGRAHA has allowed me to understand the various strategies and tactics used by TECH ANUGRAHA to provide their staff with excellent training.

IV. OBJECTIVES OF THE STUDY

➢ To analyze the effectiveness of the organization's current recruitment and selection practices in attracting and hiring suitable candidates in Tech Anugraha.
➢ To identify the challenges and deficiencies faced during the recruitment and selection process and suggest possible improvements in Tech Anugraha.
➢ To evaluate the role of recruitment strategies in building a skilled, diverse, and efficient workforce aligned with organizational goals in Tech Anugraha.
➢ To examine the impact of modern tools and technologies, such as online job portals, social media, and recruitment software, on hiring outcomes in Tech Anugraha.
➢ To recommend best practices and strategic approaches for improving the overall efficiency, fairness, and transparency of the recruitment and selection process in Tech Anugraha.

V. NEED OF THE STUDY

The recruitment and selection process is crucial for ensuring an organization hires the right talent to effectively meet its goals. In today's competitive business environment, companies must attract skilled individuals who can contribute to productivity and growth. Understanding the need for this study helps identify gaps or inefficiencies in the hiring process, such as delays, high costs, poor candidate fit, or lack of diversity.

VI. SCOPE OF THE STUDY

This study analyzes the recruitment and selection process within an organizational framework to understand how effectively talent is sourced, screened, and hired. It includes a detailed examination of each stage of the hiring process—right from manpower planning, job posting, candidate sourcing, and application screening to final selection and onboarding.

VII. HYPOTHESIS OF THE STUDY:

It means tentative generalization of the validity, which remains the tested. In short, it deals with certain assumptions made in the study.

A) Null Hypothesis

A hypothesis that assumes that there is a significant difference between sample statistics and population parameters is called a null hypothesis. Ho denotes it.

B) Alternative Hypothesis

A hypothesis that assumes that there is a significant difference between sample statistics and population parameters is called an alternative hypothesis. H1 denotes it.

C) Research Design:

The research design used in this project is descriptive. Descriptive research is a study that attempts to obtain all relevant and accurate descriptions of the situation. A descriptive study is designed to describe the details of the problem. Descriptive research includes surveys and fact-finding inquiries of different kinds.

VIII. RESEARCH METHODOLOGY

The strategy framework that directs the methodical and logical collection, analysis, and interpretation of data is known as research design. It outlines the variables, hypotheses, research problem, study type, and data-gathering techniques. A carefully thought-out study design guarantees the research topic is answered, yielding accurate and trustworthy findings. Depending on the study's goals, it includes a range of approaches, such as mixed, qualitative, and quantitative approaches.

IX. METHOD OF DATA COLLECTION

A) Sources Of Data

Achieve all the objectives through both primary and secondary data collection.

B) Primary Data

The primary data was collected using a questionnaire. The questionnaire was prepared mainly to know employee welfare facilities in the organization.

C) Secondary Data

Secondary data means already available data, the data collected in the annual report, and the organizational profile.

X. TOOLS USED FOR DATA COLLECTION

The researcher adopted the questionnaire method among the various methods that can be used to collect primary data. The researcher has prepared structured questionnaires, which contained predominantly multiple-choice questions.

A) Analytically Tools for the Study:
➢ Chi-square
➢ Correlation
➢ Percentage analysis

B) Period Of the Study:
The period of the study is from 02.01.2025 to 30.04.202

C) Area Of the Study:
The title research was done in the Employee Recruitment and Selection Process at TECH Anugraha journey in ANUGRAHA GROUP DESIGNS.

D) Limitation Of the Study
➢ The study is limited to a specific organization or industry, so the findings may not apply to all sectors or companies.
➢ Data collected through surveys and interviews may be subject to personal bias or incomplete participant responses.
➢ Time constraints may restrict the depth of analysis and the number of participants involved in the research.

E) Company Profile
Introduction Anugraha is associated with several reputable businesses across Chennai, each operating in distinct sectors and offering specialized services. From engineering to logistics and from agricultural exports to textile embroidery, these enterprises reflect the entrepreneurial dynamism of Chennai's industrial ecosystem. The term "Anugraha," meaning "blessing" in Sanskrit, has become symbolic of trust, quality, and commitment among its clientele. Despite functioning in varied domains, these companies are committed to excellence, customer satisfaction, and long-term business relationships.

a. Vision:
Anugraha aims to become a globally recognized leader in innovative solutions across its key divisions, including engineering products, logistics, and textile embroidery. The company envisions a future synonymous with quality, precision, and reliability, 20 catering to the evolving needs of industries across the globe.

b. Mission:
Anugraha's mission is to deliver high-quality engineering products, efficient logistics services, and artistic embroidery solutions that exceed customer expectations. The company is dedicated to fostering a culture of continuous improvement, embracing cutting-edge technologies, and ensuring a sustainable future through environmentally responsible practices.

F) Data Analysis and Interpretation

CHART SHOWING THE GENDER OF THE RESPONDENTS
DISTRIBUTION OF RESPONDENTS BY A STRUCTURED RECRUITMENT PROCESS.

Consistent Was the Information Provided	No of respondents	Percentage
Strongly Agree	35	35
Agree	45	45
Neutral	20	20
Disagree	0	0
Strongly Disagree	0	0
Total	100	100

(Sources of date: Primary Data)

INTERPRETATION

The above table data indicate that 35% Strongly Agree, 45% Agree, and 20% are Neutral.

DISTRIBUTION OF RESPONDENTS BY A STRUCTURED RECRUITMENT PROCESS.
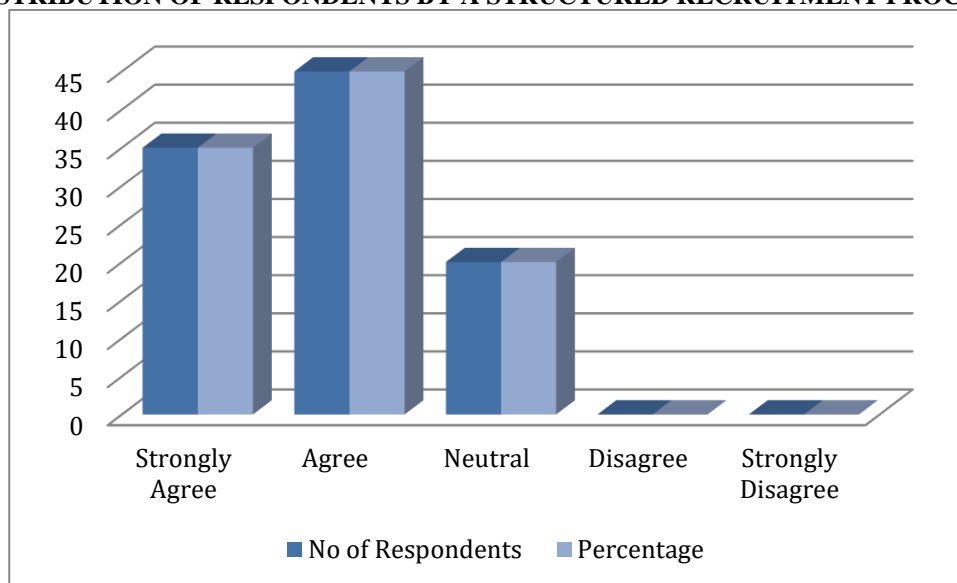
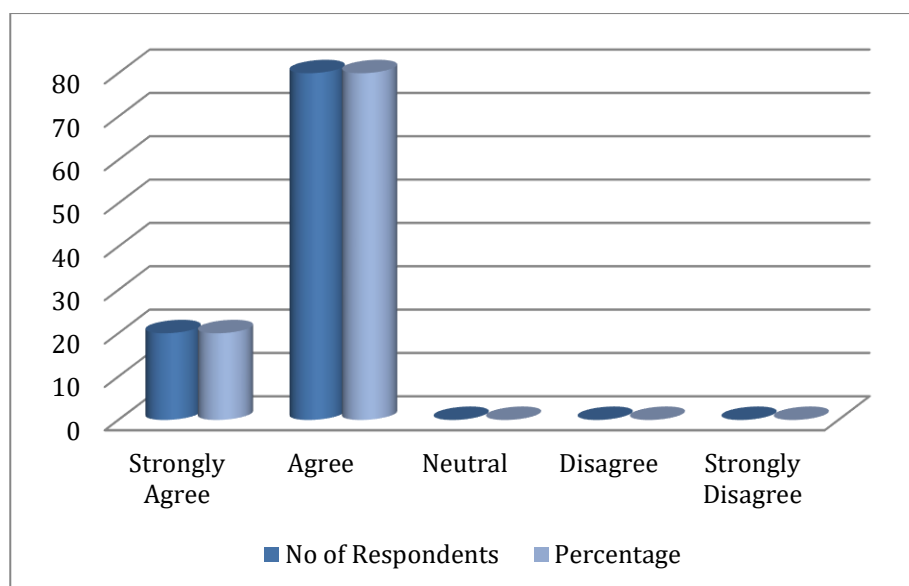**DISTRIBUTION OF RESPONDENTS BY USING DATA-DRIVEN METHODS FOR RECRUITMENT.**

Satisfied Were You with the Response Time	No of respondents	Percentage
Strongly Agree	20	20
Agree	80	80
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	100

*(**Sources of date:** Primary Data)*

INTERPRETATION

The above table data indicate that 20% strongly Agreed and 80% agreed.

DISTRIBUTION OF RESPONDENTS BY USING DATA-DRIVEN METHODS FOR RECRUITMENT.

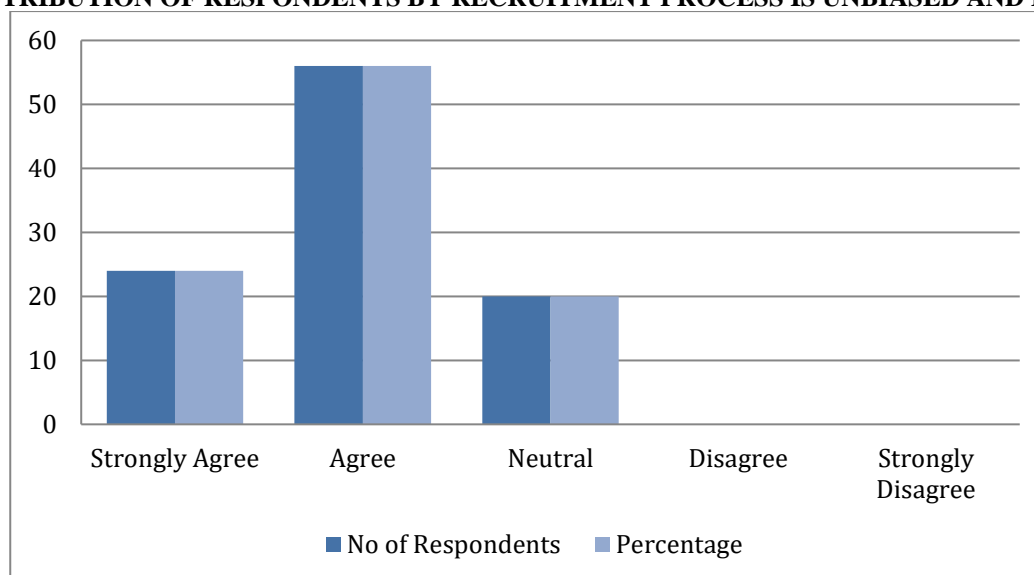**DISTRIBUTION OF RESPONDENTS BY RECRUITMENT PROCESS IS UNBIASED AND FAIR.**

Well-Integrated Were the Various Channels	No of respondents	Percentage
Strongly Agree	24	24
Agree	56	56
Neutral	20	20
Disagree	0	0
Strongly Disagree	0	0
Total	100	100

(Sources of date: Primary Data)

INTERPRETATION

The above table data indicate that 24% Strongly Agree, 56% Agree, and 20% were Neutral.

DISTRIBUTION OF RESPONDENTS BY RECRUITMENT PROCESS IS UNBIASED AND FAIR.

DISTRIBUTION OF RESPONDENTS BY RECRUITMENT SOURCES (E.G., JOB PORTALS, REFERRALS) ARE EFFECTIVE.

Satisfied Were You Overall with Your Multichannel Customer	No of respondents	Percentage
Strongly Agree	65	65
Agree	0	0
Neutral	35	35
Disagree	0	0
Strongly Disagree	0	0
Total	100	100

(Sources of date: Primary Data)

INTERPRETATION

The above table data indicate 6.4% were Strongly Agree, 56.9% were Agree, and 31.1% were Neutral.

DISTRIBUTION OF RESPONDENTS BY RECRUITMENT SOURCES (E.G., JOB PORTALS, REFERRALS) ARE EFFECTIVE.
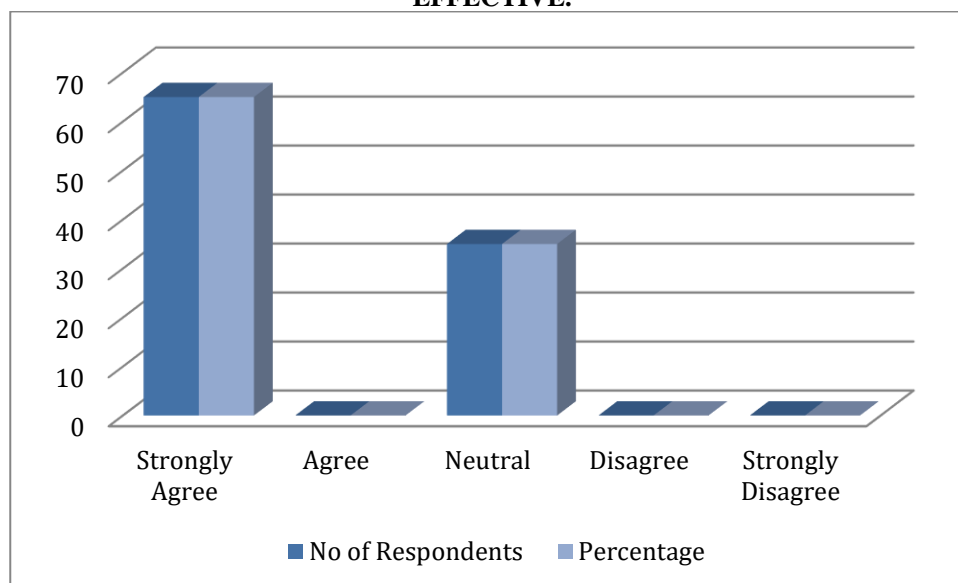
**DISTRIBUTION OF RESPONDENTS BY SELECTION PROCESS IS EFFICIENT AND TIMELY.**

Easy Was It to Navigate Between Different Channels	No of respondents	Percentage
Strongly Agree	20	20
Agree	50	50
Neutral	30	30
Disagree	0	0
Strongly Disagree	0	0
Total	100	100

(Sources of date: Primary Data)

INTERPRETATION

The above table data indicate that 20% Strongly Agree, 50% Agree, and 30% are Neutral.

DISTRIBUTION OF RESPONDENTS BY SELECTION PROCESS IS EFFICIENT AND TIMELY.
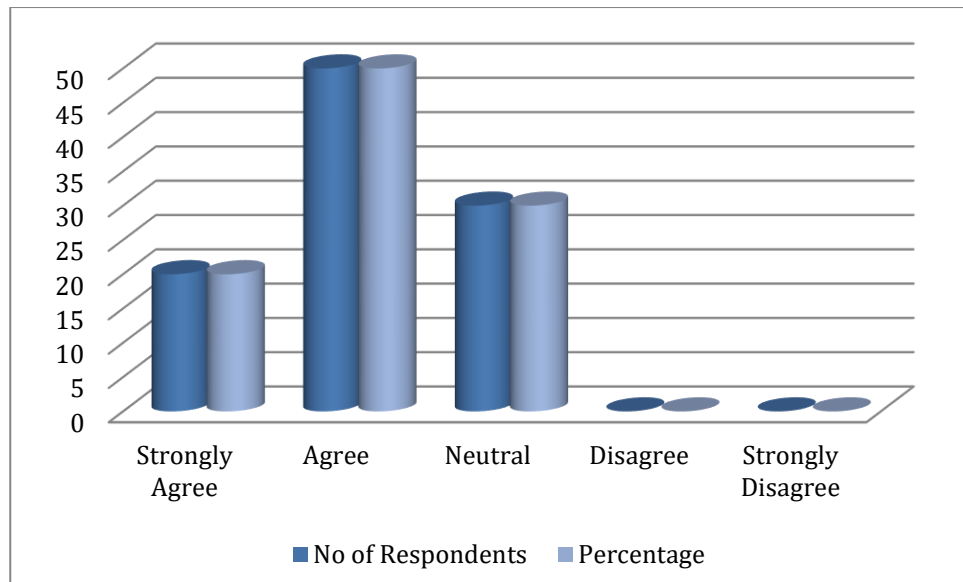
XI. FINDINGS:

➢ 55% of respondents strongly agree that customer satisfaction is essential for business success.
➢ 49% of respondents agree that quality of service influences customer retention.
➢ 46% of respondents agree that timely service delivery leads to higher satisfaction.
➢ 50% of respondents are satisfied with the company's grievance redressal process.
➢ 55% of respondents strongly agree that service consistency is crucial for loyalty.
➢ 51% of respondents agree that friendly staff behaviour improves customer experience.
➢ 47% of respondents strongly agree that value for money is an important satisfaction factor.
➢ 53% of respondents agree that feedback mechanisms are effective in the organization.
➢ 49% of respondents are neutral regarding satisfaction with complaint handling.
➢ 52% of respondents agree that the organization maintains clear communication.
➢ 56% of respondents agree that personalized service increases customer satisfaction.
➢ 48% of respondents are satisfied with the company's follow-up practices.
➢ 46% of respondents agree that employees are well-trained in handling queries.
➢ 55% of respondents agree that prompt responses lead to a positive impression.
➢ 51% of respondents agree that customer loyalty programs are effective.
➢ 50% of respondents agree that customer relationship management is adequately handled.
➢ 57% of respondents strongly agree that transparency builds trust with customers.
➢ 49% of respondents agree that accurate billing increases satisfaction.
➢ 52% of respondents agree that customers prefer companies with efficient service.
➢ 50% of respondents agree that overall customer experience determines repeat purchase decisions.

XII. SUGGESTIONS

➢ Invest in training programs for customer-facing staff to enhance communication and interaction skills.
➢ Additionally, consider implementing feedback mechanisms to ensure customers feel heard and valued.
➢ Implement systems or tools to streamline communication channels and improve response times, thus enhancing customer satisfaction.
➢ Identify and address common challenges faced by customers promptly and effectively. This may involve improving product/service quality, addressing issues with delivery or support, or streamlining processes to reduce customer frustration.
➢ Conduct market research or surveys to understand customer perceptions and identify areas where value can be improved or communicated more effectively.
➢ The company regularly gathers customer feedback to stay informed about their changing needs and preferences, allowing you to adapt your offerings accordingly.

> ➢ Use insights from customer feedback and data analysis to identify areas for improvement and implement strategies to enhance overall satisfaction continually.

XIII. CONCLUSION

This summarizes the research and survey conducted regarding Tech Anugraha's hiring and selection processes. The company's investigation and survey on the hiring and selection procedure are used to reach this conclusion. To a large extent, Tech Anugraha's hiring procedure is impartial, yet many biased hiring practices jeopardize the future of the staff. Most employees were happy, but adjustments are needed to reflect the evolving situation because the hiring process greatly affects how the business operates since new ideas and blood are brought in. The selection process is good, but it should also be modified according to the recruitment, and the job profile shows that the main objective of selecting the candidate could be achieved.

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