



Sathagiri Institute of Medical Sciences & Research Center

Date: 19th April 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Shusama Kumari (USN No.1AZ16MBA64) from Acharya Institute of Technology, MBA student in the year 2016-2018 has done "Project Work" in the HR Department at Sathagiri Institute of Medical Sciences and Research Centre, Bangalore with effect from 15th January 2018 to 24th March 2018.

She has completed the above said Project Work programme satisfactorily.

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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 08/05/2018

CERTIFICATE

This is to certify that **Ms. Shusama Kumari** bearing USN **1AZ16MBA64** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “A Study on Effectiveness of Recruitment Process” in Sapthagiri Institute of Medical Sciences & Research Center, Bangalore is prepared by her under the guidance of **Prof. Bhagyashree G Kasturi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

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Dean-Academics
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ACHARYA

DECLARATION

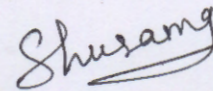
I, **Shusama Kumari**, hereby declare that the Internship report entitled “**Effectiveness of Recruitment process**” with reference to “Sapthagiri Institute of Medical Science & Research Centre(SIMS&RC), Bangalore “prepared by me under the guidance of **Bhagyashree .G.Kasturi**, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by **Mrs. Suma**, Group Head HR, SIMS & RC.

I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a winter project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

Place: BANGALORE

Date: 28/5/18



Signature of student

ACKNOWLEDGEMENT

I am truly grateful to my external guide **Mrs. Suma**, Group Head HR, SIMS & RC, and my internal research Guide, **Prof. Bhagyashree G Kasturi**, for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firm who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

I deem it a privilege to thank our principal, **Dr. Sharanabasava Pilli, Dr. Mahesh**, Dean Academics and our HOD, **Dr. Nijaguna** for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

Humans are necessary part of any enterprise. The performance of its humans determines the fate of the corporation. For this reason choice of right human beings and putting them at proper place will become necessary. Recruitment is a strategic characteristic for HR branch.

The study is concerning helpfulness of recruitment procedure which recruit good candidates act as essential asset of a organization. In reality, recruitment offers a right kind of candidates which helps in appropriate operation of organization. A technique where specific groups work brand fresh applicant might be recruit in a manner with the purpose of they could outfitted for the right profession.

Employment shapes procedure hire the workers. The orderly procedure generate a pool of capable applicant for association job. Technique consists of the stair like HR preparation attracting interviewee in addition to showing them. Walk influenced with different factor which know how to be interior as fine as exterior. The company makes use of diverse techniques and sources for this cause.

To research Recruitment manner, project is carried out for 2 months at Sapthagiri hospital(SIMS&RC). That is a properly geared up for quicker, well timed & efficient resources to cater to all manpower recruitment. Training & development and overall performance control, procurement, deliver related activity assigned by Sapthagiri hospital. They provide pleasant health cares and uses high-quality modern strategies having qualified doctors.

The reason of the study of my project is to understand the conduct as well the strategies utilized in recruitment a candidates. Observations and advice had been made in an effort to enhance the excellent of the attempt taken . Attrition and recruitment are at once proportional to each other while retention and recruitment are inversely proportionate. In the identical way, the value of the corporation and attrition are directly related with every other. Higher the attrition fee higher would be recruitment in turn increasing the organization fee. This attrition found while carry out the training.

CHAPTER 01
INTRODUCTION

1.1 INTRODUCTION:

The internship is undertaken at SIMS&RC on the topic "Effectiveness of recruitment process" during final semester of MBA conducted by Visvesvaraya Technological University(VTU). It helps to know about the difference between theoretical and practical knowledge of the MBA degree. The internship was done for 10 weeks which targets to train and prepare students for managerial function. The motive of the internship is to develop interpersonal skills and communication skills and interact with people of organization.

The study on recruitment process plays a very vital role in HR department of organization. Without effective recruitment, it is difficult to hire right kind of people for the organization. Recruitment is one of the major functions of human resources.

This topic is chosen to know the process of recruitment and modern techniques used to hire in human resources inside the organization.

1.2 INDUSTRY PROFILE:

Healthcare in India has become the largest country in terms of employment and revenues. Industry has the USD160 billion growths in India and expected to touch USD 280 billion by 2020. India is planning to lead in the field of medical and pharmacy like other field. India has the highest healthcare costs of families. In the survey of WHO 2007, India ranked 184 among 191 countries spent on health and medical care out of total GDP Southern India and northern India is famous in the field of healthcare. They provided many free medical programmes for customers or patients. India used to provide free health care campaigns to the public. SIMS & RC is an medical and pharama industry situated in Hessarghatta main road. India is the 3rd largest medical industry in terms of revenues and jobs. This industry is also famous in Karnataka state.

Sapthagiri is a super speciality healthcare hospital offering premium services and amenities. The industry flourishing in the field of medical science and pharmacy. It has accredited with international quality certification. Sapthagiri Pharmacy provides 24 hrs facility to the customers.

Sapthagiri has medical colleges and engineering colleges with specialist professors. Sapthagiri super speciality hospital is a part of sapthagiri hospital. It has a research centre.

India is planning to go for merger and acquisitions with foreign markets.

1.3 COMPANY PROFILE:

The SIMS&RC is established on 2009 in addition to running under chairman Sri. G. Dayanand. In this basis of contributions persistently pursue brilliance inside SIMS&RC using consistently striking in probably the most cutting-edge medical gadget and injecting professionalism and strength, in organize so as crew release each day jobs in rationally thought-provoking as well as main issue-free surroundings.

The structure is stand in chikkasandra, Hessarghatta main road i.e Sapthagiri Hospital, a part of SIMS & RC establishments, flagship 350 bedded nation artwork competence. Sapthagiri wellness core is balanced to exist a 1200 mattress distinctiveness handling centre by means of today's surgical tactics, distinguished minor be concerned facility, correct laboratory & diagnostics. It resolve likely the following target for advanced tolerant care presenting more than few advantages in expressions consolation, expediency and fee. Sapthagiri health center is an upscale Multi-strong point health facility, positioned centrally on extensive acre land which can be accessed from any part of the town. It offer first-rate clinical conveniences imparting dedicated concern & extend excellent requirements of medical superiority inside Bangalore.

The medical institution is a thoughtfully designed structure showcasing the want of a cutting-edge distinctiveness hospital with a extraordinary infrastructure facility for housing 1200 beds and four operation theatres at gift. The hospital has a place exclusively for the outpatients and a traveler's front room with the high-tech services. Hospital provides quite come to medical specialties, present day diagnostic centers offering integrated care and has all the services of an ultra current sanatorium. In Sapthagiri hospital, there are 17 departments which are obstetrics, Psychiatry, Orthopedics, OT complex, Radiology & Imaging, Anesthesiology, Casualty, Dentistry, Dermatology, ENT, Medicine, OBG, Ophthalmology, pediatrics, Physiotherapy, Surgery, TB & chest diseases.

There are 105 doctors available in the SIMS&RC. There are 1500 employees and 52 professors.

Sapthagiri clinic has all of the present day amenities housed at one destination and is an added gain to the clinical centers. Every floor has a traveler's ready room location with cozy seating arrangement and TV sets for enjoyment and comfort.

1.3.1 Promoters:

GD groups are the promoters of Sapthagiri hospitals. Chairman shri G Dayanand has successfully operating the hospital.

1.3.2 Vision:

Vision to achieve an excellence and integrity in medical education and healthcare.

Mission:

Mission is to provide the highest quality of healthcare to the urban and rural mass delivered by professionals who are among the best in their fields.

Quality policy:

SIMS & RC shall adhere to set up itself as a centre inside the area of medicine, endorsing a deep feel of societal cost device and high requirements, via continuous improvement of processes at each stage of carrier

1.3.3 Products & services:

- ❖ Casualty , emergency and trauma management.
- ❖ Serious care units.
- ❖ Outpatient services in all specialists.
- ❖ Specialists out patient services.
- ❖ Patient services in all specialists.
- ❖ Specialists outpatients services(appointments only).
- ❖ Obstetric services, regular delivery , delivery by Caesarian section, post delivery management.
- ❖ Physiotherapy.
- ❖ Dentistry
- ❖ Procedures (all types).
- ❖ Laboratory and blood bank.
- ❖ Pharmacy
- ❖ Ambulance services.
- ❖ Health check up camp (weeks).
- ❖ Health assessment and inpatients facility.

1.3.4 Areas of operation:

Medical and institutions in Bangalore,medical colleges, engineering colleges. Our hospital is empanelled with: Yashaswini, Suvrana arogya chetna, Vajapayee,ESI, BMTC,BBMP,Insurance,BEML,CORPORATE COMPANIES..

1.3.5 Infrastructure:

The SIMS & RC has an innovative designed infrastructure showcasing medical and health care departments. It includes 1200 beds and four operation theatres at present infrastructure. The medical institution has an area completely for the outpatients and a

tourist's living room with the trendy centers. The health facility affords more than a few scientific specialties, current diagnostic facilities providing integrated care and has all the facilities of an ultra contemporary health centre.

Sapthagiri health center has all of the present day services housed at one destination and is an added advantage to the scientific facilities. Every floor has a vacationer's waiting room vicinity with cozy seating association and television units for leisure and comfort. Sapthagiri has 17 department ,transport facility ,institutions and canteen facility.

1.4 COMPETITORS INFORMATION :

- ❖ People Tree Hospitals, Tumkur road
- ❖ Orthopedic Hospitals, Tumkur road
- ❖ Prakriya Hospitals
- ❖ NRR Hospital, hessarghatta main road
- ❖ Siddaramanna Hospital

1.5 SWOT ANALYSIS:

STRENGTH:

- Very highly professional workforce
- Very strong consumer base

WEAKNESS:

- Limited infrastructure facility
- High attrition rate
- Absence in global platform
- Marketing is limited to social media

OPPORTUNITY:

- Right economic conditions prevailing in India makes it ideal to plunge into global market.
- Make use of the prevailing conditions in Indian HR consultancy.
- Seize the opportunity for expansion of branches towards North India.
- Increase the customer base by advertising in other source of media such a Newspaper, Magazines, TVs, Radio, Sponsoring activities etc.
- Population increase leads to more demands.
- International markets
- Growth in economy increase the profit incurred
- Modern acquisitions will increase the productivity

THREATS:

- ❖ Stiff competition from well established players in the market.
- ❖ Future financial crisis
- ❖ Hike in raw materials

1.6 FUTURE GROWTH AND PROSPECTS:

The SIMS & RC is planning to open some more colleges and institutes. SIMS is planning to expand the hospital areas and bring more specialized doctors. They are moved towards new technology in field of medical science.

CHAPTER 02
CONCEPTUAL BACKGROUND & LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

1. **Recruitment:**

Recruitment is the manner of penetrating the applicants and motivating them to use for jobs in any agency.

2. **Objectives of recruitment:**

- ❖ Determine the present & future requirement of firm
- ❖ Help to add to achievement rate of collection course by reducing visibility of candidate details.
- ❖ Increase organizational and individual effectiveness.
- ❖ Identify preparing possible work applicant who are fitting candidates

3. **Recruitment methods:**

Direct recruitment: The recruiter directly stimulating the candidates the candidates to apply for any job. It helps to eliminate the neutralman in the process of sourcing. Ex : campus, scouting and word of mouth

Indirect recruitment: Advertisement in newspaper, journal, magazines, social sites etc are used to publicize vacancies and this method is used to reach out large target group.

Third party method: recruitment done with help of any third party like consultants, employee exchange agencies, internet recruitment etc.

4. **Sources of recruitment:**

Internal sources of recruitment: It means company looks for candidates inside the organization and through which company hire on the basis of present employee reference or promote.

- ❖ Circulars: It is a document with a special message related to job vacancy circulated to mass audience in organization.

Here, it usually follow AIDA principle.

A(attention)-get the attention of all employees.

I (interest)-create interest to read the circulars.

D (desire)-desire to have a career growth.

A (action)- attend interviews.

- ❖ Intranet advertisement: It is an private network for internal people of organization to invite or inform about vacant position .
- ❖ Employee referrals: **It is a techniques where employment is done from the employee friends or present employees area.**
- ❖ Promotion /appointment: The act or fact of being raised in position or rank on the basis merit, experience and merit & experience.

External sources of recruitment: It is method of employment to get people outer area of the company.

- ❖ Advertisement in newspaper:
- ❖ Advertisement in TV
- ❖ Advertisement in radio
- ❖ Advertisement in internet
- ❖ Wanted signboards: Job vacancies are displayed on boards
- ❖ Consultants: Behalf of the company, an other agency will do the recruitment by charging fee.
- ❖ Employee exchange: It is a kind of office which helps to finds the right kind of candidates to the company and also help the candidates who searches for job.
- ❖ Campus recruitment: candidates are searched in the educational institutions.
- ❖ Employee referrals: current employees may suggest their friends and relatives for the job in their own company.

- ❖ Unsolicited applications: Those send their requests for appointment against a vacancy.

5. Recruitment process:



Understanding client requirement: In this stage, the vacancies are identified. It means which clients are required.

Sourcing of profiles ,mapping of position, key result areas: Here, the profiles are seen in various job portals or advertisement of the job.

Reaching & targeting right profiles: Final reach of the candidates through the advertisement.

Final short listing of candidates: In this stage, final short listing of candidates are done for interviews.

Scheduling and facilitating interviews: Interviews date and time are given for the shortlisting candidates.

Final selection: The final selection of candidate is done among the candidates.

6. Trends in recruitment:

- ❖ Outsourcing : Handing over a part of recruitment to other company.
e.g: not able to advertise then given to other company.
- ❖ Poaching/Raiding : The person who already worked in a reputed company get attracted by the competitors.
- ❖ E-recruitment: The use of technology to carry out the recruitment.
- ❖ Passive candidates: It means search for those employees who doesn't seek for job but open to new opportunities.
- ❖ ATS(applicant tracking software): It tracks the applicants who is seeking for job to meet the company requirement.

7. Benefits of recruitment:

- ❖ Helps to attract possible candidates for reimbursement of association.
- ❖ It helps to enhance lake of job in search of candidate at low charge.
- ❖ Boostchances of assortment procedure by declining the overqualified candidates.
- ❖ It helps in choosing and making ready potential process applicants who may be the precise candidature.
- ❖ It helps in growing business enterprise and individual effectiveness.

2.2 LITERATURE REVIEW:

1. **Wanda M. Costen (2012):** Enlistment and choice include one of the fundamental elements of (HR). Despite the fact that enlistment is frequently viewed as the main phase of the choice or employing process, each is really a different and unmistakable process through and through. These two procedures consolidated eventually decide the nature of the workers in an association. Securing, creating, and rousing capable individuals with the correct abilities and methodologies are critical in vital enrollment. Vital enrollment has two parts: ability administration and obtaining and improvement.

2. **Dave Bartram (2008):** The Internet has just dramatically affected the manner by which enrollment and choice are completed in North America, and the effect is progressively being felt as far as changes by and by in Europe and Asia-Pacific. The paper displays a photo of the present improvement of the Internet as a medium when all is said in done and as an enlistment and choice medium specifically. The new medium has empowered the boundless selection of computer-base appraisal and anticipated will supplant paper as evasion standard prior to lengthy. A scope of issues are raised and examined. These incorporate security, classification, confirmation, control of evaluation conditions, control over training and uniformity of access. It is contended that as the second era of clients assumes control from the original, so imbalance of expertise and access are ending up less and less of an issue. At long last, some potential zones of mishandle of the framework are noted and a call is made for the improvement of worldwide norms to ensure the rights and interests of test suppliers, test clients and test takers.

3. **Alan M. Saks(1994):** The reason of this advantage know-how of used to be to inspect mental procedures meant for outcomes of staffing supply & employer statistics on novices' process endurance. official source of employment were in evaluation with casual assets, & replica located on pragmatism and met prospect hypothesis for consequences for knowledge accurateness customary one's employment supply & institution on profession endurance became as soon as confirmed. The effects of direction examination indicate that truthfulness of knowledge obtained one's staffing supply & association turned into hugely concerning a couple

of of the hypothesized method variables of the realism hypothesis which might be concerning next task survival.

4 **Valery Yakubovich, Daniela Lup(2006)**: Although present premise forecast that a referral's probability of creature hire boost with task routine of referrer, no observed proof is to be had guide maintain. To cope with inconsistency, go moldy enrollment technique feature resolution, biased decision, & decision & hypothesize so as to possibility of transient precise staffing degree will increase presentation of referrer below goal decision and self-willpower, other than leftovers undecided at phase of slanted resolution.

5. **Mary L. Connerley, Sara L. Rynes(1997)**: There can be very limited expertise to be had on the subject of whether managerial employment practice pressure impersonation complete with the aid of the usage of recruiters on task applicants. Based totally on the dearth of -sided statistics approximately recruitment methods, the prevailing look at received information straight as of 1571 applicant & 216 matched recruiters who interview them. Final marks put forward with the intention of, just like preceding observe, a colossal share of inconsistency in applicant universal impersonation of recruiters will described as perform of impersonation as regards extra particular recruiter traits & behaviours, extensively alleged problem for hopeful & expertise agreed candidates, & interest concerning activity emptiness. The outcomes of the learn are referred to and guidelines for destiny research elucidated.

7.**Gerald R Ferris, Howard M Berkson, Miichael M Harris(2002)**: With incredibly short joblessness tiers, opposition exquisite staff extraordinarily eager. Corporations that attempt to maximise activity candidates' activity offer attractiveness will ought to admire extended aggressive information thru extra super enrollment program. Apparent that candidates worried in trade attribute & shell out method, however inside modern "supplier's market," compensate & trade enhancement stages are also noticeably depreciate.

8.Crossley.J.(1992): The investigation endeavors to build up a sensible procedure for a substance examination of business entertainment and tourism work declarations, and to direct an investigation of the considerable number of positions recorded in a noteworthy metropolitan daily paper in the USA for one year. An aggregate of 433 business diversion and tourism work declarations were incorporated into the substance examination. These declarations secured roughly 553 individual positions. By and large, an investigation of this write can give a composed diagram of the business diversion and tourism work showcase in a given district.

9. Mike Millmore(2003):The incorporation between the administration of HR and association system is apparently the main thing outlining hypothesis & put into practice as of additional customary work force administration birthplaces. To accomplish this key incorporation it is expected that every one of the wrap of exercises production, as honed by associations, determination be also coordinated, upright, to line up among key goals. Enrollment & choice has various point alleged as answer faction indoors HR & this paper look to probe point which training give verification of fundamental bargain.

10.Retha M.M.Snyman (2001):The article is a report of an examination of the business/commonsense world 's point of view of the part and duties of the data and information director and the investigation of the discoveries against a hypothetical/scholarly foundation. Data about business openings and prerequisites for the situation of data and learning chiefs was extricated from work advertisements ,which showed up in the three week by week national daily papers with the most elevated dissemination figures in South Africa. The discoveries uncovered that businesses appear to have an issue in defining the position and part of the data and information administrator in their associations. It additionally demonstrated that associations ought to know about the way that what the convey to the general population by means of occupation commercials can think about their insight into data and information administration.

11. **Robert Harris and Leo Jago (1997):**While the number and size of occasions keeps on expanding in Australia as the thousand years approaches, the degree to which this development is supported by proper preparing and training is hazy. This paper tries to archive the present circumstance as respects instruction and preparing in the expansive occasion field. In doing as such, reference is made to particular courses and individual units offered by colleges, TAFE, private suppliers and industry affiliations. Moreover, distributed research that has tried to distinguish key substance regions for consideration in occasion programs is recognized and depicted to give bits of knowledge to those occupied with occasion related course/subject advancement. Catchphrases: Special Events, MICE, Hospitality Courses Introduction The field of uncommon occasions has demonstrated generous development as of late (Light 1996). An unmistakable sign of this development is the expansion in size of the yearly extraordinary occasion schedules that are delivered by numerous tourism associations. Going with this expansion in the quantity of unique occasions being held has been an increment in the quantity of

extraordinary occasion delivering organizations (Getz 1997), and also the foundation of various expert organizations whose capacity is to arrange or bolster the activity of uncommon occasions

12. Anne T. Berg Barbara G. Vickrey John T. Langfitt Michael R. Sperling (2003):

Different investigations have inspected indicators of attack results subsequent to epilepsy surgical procedure. the majority are solitary □ center arrangement constrained example measure. Small data accessible regarding determination procedure meant for operation &, specifically, extent of patients who at last operation & qualities distinguish the individuals who against the individuals. Such data essential designed for giving epidemiologic & medical setting which epilepsy operation is presently perform in US and additional created nations. Observational accomplice of 565 surgical competitors tentatively enrolled from June 1996 during January 2001 at six Northeastern & single Midwestern surgical focuses. Institutionalized qualification criterion & convention for pre surgical assessments were utilized at every seven locales.

13. Neil Anderson(2003):This paper shows a story survey of late research into candidate and spotter responses to new innovation in representative determination. Candidate responses inquire about is audited specifically, and ponders into three fundamental subjects are talked about: Applicant inclinations and responses, identicalness, and unfavorable effect. Next Bartram (2001), an amphibian □ monarchist relationship utilized at a few phases in survey. Four noteworthy reactions of surviving candidate responses look into bottom noticed: its theoretical introduction, a short □ terms focus winning responses height results, over □ dependence on understudies as surrogates, and an inconsistency scope of essential investigate question. Second piece of document investigates disregarded issue of spotter appropriation of new innovation intended for worker choice.

14. Daniel C Feldman, Brian S Klaas(2002):This field contemplate looks at the encounters of administrators and experts hunting down occupations through Internet. outcome propose office by Internet route essentially connected with measure of broad employment seeking, especially for the individuals who need to investigate work alternatives at first in private without dread of retaliation from managers. The information likewise propose that chiefs and experts will probably utilize the Internet for work chasing when the geological extent of the quest for new employment be large, while noteworthy pay increment wanted, & after together little in addition to substantial firm are creature measured as budding bosses.

15. Peter Cappelli(2001):90% of vast U.S. organizations are now enrolling through the Internet. By just signing on to the Web, organization spotters can find tremendous quantities of qualified possibility for employments at each point, monitor them in action, & call most encouraging instantly. Settlements may gigantic: expenses significantly less to enlist somebody on-line, and the time spared is similarly awesome. In this editorial, Peter Cappelli analyzes a portion rising specialist organizations & advances - relational arrangers, work sheets, procuring administration frameworks programming, and candidate screening systems that test aptitudes and record interests

16. M SUSAN TAYLOR & THOMAS J. BERGMANN (1987):Managerial employment actions have hypothesize have an effect on applicant reaction toward company, sovereign of consequences exert by using work attribute linked with placement (e.g., area, profits, identify). Recruitment actions have been notably associated with applicants' reactions most effective on the first meeting degree. On the other hand, process attribute emerge important predictors of candidates' reaction at each of 4 staffing tiers in which were assess. No assist become discovered for 3 hypothesize moderate variables—professed comparison of career offer, applicants' paintings revel in, & their exertions marketplace possibilities.

17. Swaroff, P.G, Barclay, L. A, & Bass, A. R. (1985):Tested relations between recruit source, worker tenure, and productivity for 618 male technical salespersons over a 2-yr duration. All facts were received from personnel data. In contrast to previous investigate, family member among enrollment supply & activity term now neither observed, nor changed into recruit supply determined to linked with worker productivity. A evaluation of research effects with textbook shows & practitioner article is likewise furnished, by means of dialogue of the distance among explore & live out. (24 ref) (PsycINFO Database file (c) 2016 APA, all rights reserved).

18. S. Jarau ,M. Hrcir, V. M. Schmidt,R. Zucchi, F. G. Barth(2003): The bees have been allowed to build up meals advert labium & hunter variety to build up, would do beneath everyday wild situation. The median quantity of bees gathering differed significantly some of kind .It became maximum in kind employ perfume trails. In sort lay scent path to guide nest mates to grub cause primary employees regarded postpone of quite a lot of action accompanied by swift boom in hunter quantity. Median time essential to conscript foragers to be had differ some of the species between ninety five.0 and 240.0 min. These variations can at least partly be

defined by means of variations inside the employment mechanism & not sincerely comply with from difference in settlement bio-mass.

19. James ABreaugh MaryStarke(2000): During the previous 30 years, quantity of studies on enrolment topic has expanded noticeably. Regardless of boom, latest opinions of employment imaginary tale frequently comprise incredibly cynical attitude. Reviewer over we still complete now not understand amazing treaty approximately why enrolment sports outcomes they achieve. Particularly, latest opinions criticize lots of research performed for organism inadequately calculated, slim awareness, and not beached in principle.

20. Barber, Alison E., Hollenbeck, John R., Tower, Spencer L., Phillips, Jean M.(1994): This learn investigate the crash of meeting center (joint recruitmen&selection as opposed to staffing merely), meeting happy, and character variations on candidates' in sequence attainment at some point of interview & perseverance in pursue job. Candidates for a function in study hub were intentional longitudinally in randomized untried layout. Effects indicate candidates received greater statistics from interviews focusing totally on recruitment.

CHAPTER 03
RESEARCH DESIGN

3.1 STATEMENT OF PROBLEM:

A study on effectiveness of the recruitment process at SIMS & RC.

3.2 NEED OF THE STUDY:

The need of the study of recruitment process are as follows:

- ❖ To determine the satisfaction level of the employees in recruitment process.
- ❖ To select the right kind of the candidates who can give more productivity.
- ❖ To identify the effective tools and techniques of recruitment.

3.3 OBJECTIVE OF THE STUDY:

- ❖ To recognize various methodology of recruitment in study and how they select candidates.
- ❖ To gain leading trends in corporate world.
- ❖ To study the advantage of the recruitment in the company.
- ❖ To understand the employee satisfaction related to recruitment process.

3.4 SCOPE OF THE STUDY:

- ❖ To determine the recruitment policies at Sapthagiri.
- ❖ To compare the recruitment policy and general policies.
- ❖ To estimate the effectiveness of recruitment process.
- ❖ To develop the present recruitment policies.

3.5 RESEARCH METHODOLOGY:

- ❖ **Type of research:** Descriptive research design
- ❖ **Collection of data:** There are two types of data
 1. **Primary data:** The data is collected through observation, questionnaire.
 2. **Secondary data:** The data is collected through books, internet, projects etc.
- ❖ **Time frame :** 10 weeks

- ❖ **Instrument** : questionnaire
- ❖ **Sample design:** Simple random sampling will be used in the study. The population in this study will be employees itself.
- ❖ **Sample size:** The sample size will be used in the study are 100.
- ❖ **Sample unit:** Sample unit will be employees of the company itself.

3.6 HYPOTHESIS:

- ❖ H0: The association between Employee referral and Satisfaction level is insignificant.
Ha: The association between Employee referral and Satisfaction level is significant.
- ❖ H0: there is no relationship between timeliness of recruitment process and satisfaction level.
Ha: there is relationship between timeliness of recruitment process and satisfaction level.

3.7 LIMITATIONS OF THE STUDY:

There are also some restrictions created by internal and external factors. They are :

- ❖ The duration of the internship project is 10 weeks. So, time limitation of the study creates a problem in this research programme.
- ❖ Study held by limited number of respondents and the population of the candidate was very high. 50 people is not enough to do the research study.
- ❖ The problem of the study is the respondents attitude as the can be biased.
- ❖ The limitation of the study is to reach the respondents.

3.8 CHAPTER SCHEME:

The project has five chapters. The project is consists of introduction, background of study & literature review, research methods, data analysis & interpretation and conclusions. Each chapter is briefly described below:

Chapter 1: Introduction

This chapter contains introduction of study, industry 7 company profile, vision, mission,promoters, products or facility ,competitors information,SWOT ,future growth and prospectus .

Chapter 2:Background & literature review:

This chapter contains 20 literature reviews and theoretical background of the study.

Chapter 3: Research design

This chapter explains statement of problem, need of study, objectives ,scopes, research methods, sample size, sample design, hypothesis ,limitations and chaper scheme.

Chapter 4: Data analysis & Interpretation

This chapter contains data and shows number of respondents and the data analysis with interpretation. It also shows the hypothesis testing and their results.

Chapter 5: Findings, conclusions and suggestions

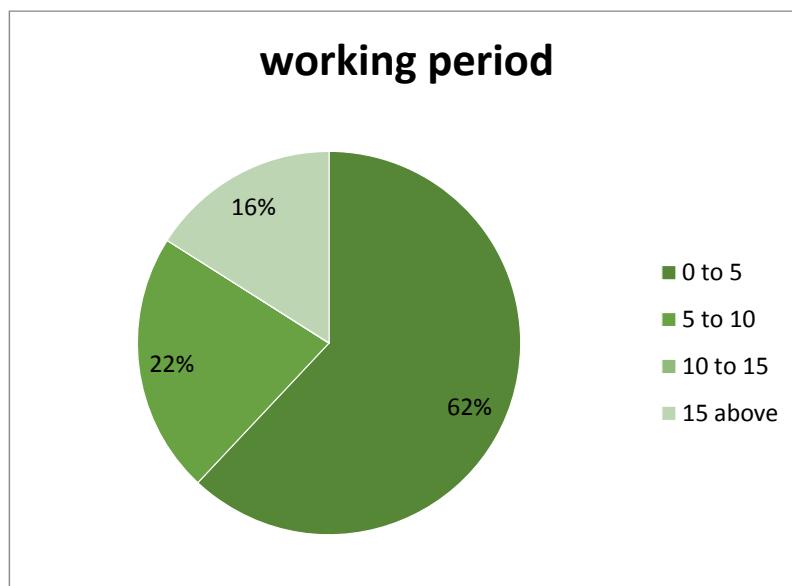
This chapter shows the conclusions, findings and recommendation to the organization for better improvement.

CHAPTER 4
DATA ANALYSIS
&
INTERPRETATION

Q1. Table showing service of employees in the organization.

Source	Respondents	Percentage
0-5 yrs	31	62
5-10 yrs	11	22
10-15 yrs	0	0
More than 15 yrs	8	16
Sum	50	100

Chart no.1 showing the service of employees in the organization.



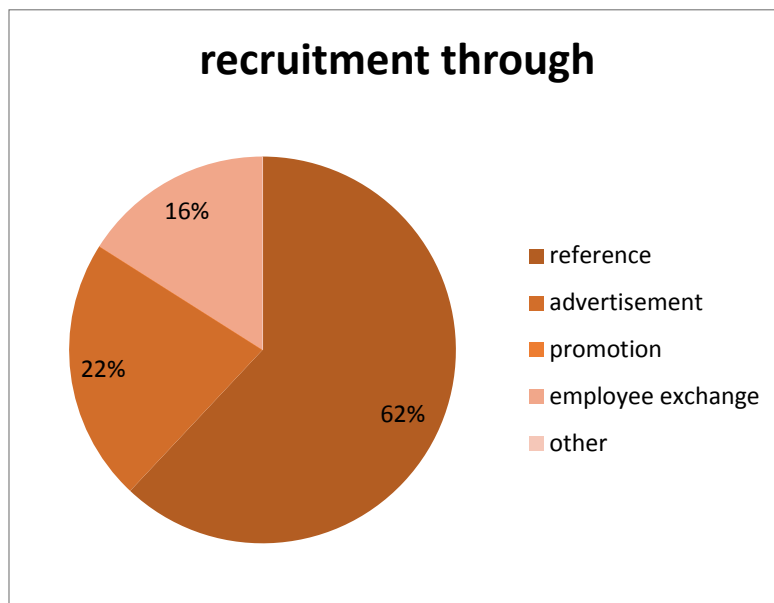
Interpretation:

62% worked for 0-5 years, 22% worked for 5-10 years and 16% worked for more than 15 years.

Q2. Table showing that candidates recruited in the organization through.

Source	Respondents	Percentage
Reference	31	62
Advertisement	11	22
Promotion	0	0
Employee exchange	8	16
Other	0	0
Sum	50	100

Chart no. 2 showing that candidates recruited in the organization through.



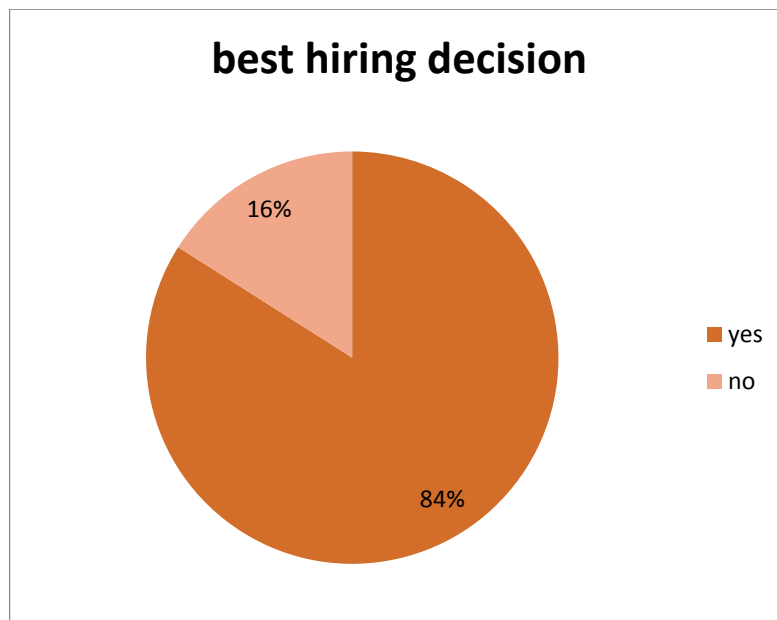
Interpretation:

It is observed in the chart that 62% employees were recruited through reference, 22% recruited through advertisement and 16 % recruited through employee exchange.

Q3. Table showing that HR trains the recruiters to make the best hiring decisions.

Source	Respondents	Percentage
Yes	42	84
No	8	16
Sum	50	100

Chart no.3 shows that HR train the recruiters to make the best hiring decisions.



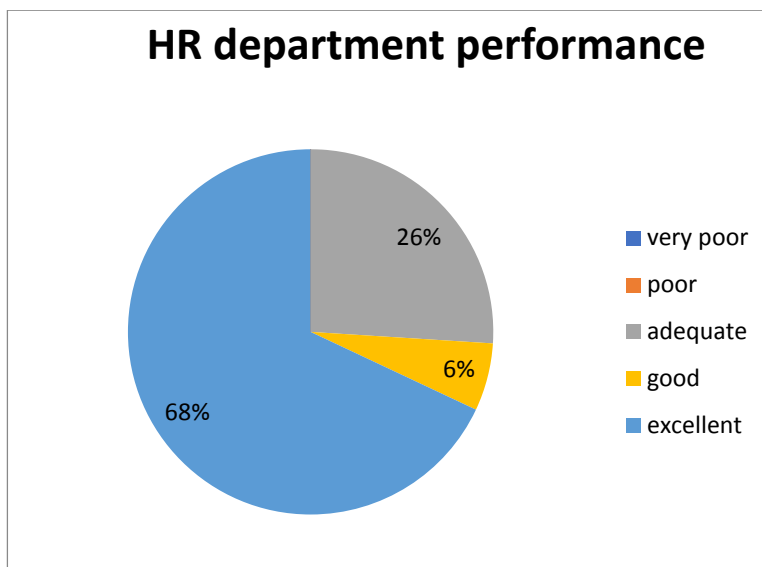
Interpretation:

84% employees agree that HR train the recruiters for best hiring decisions and 16% employees said no for the statement.

Q4. Table showing HR department's performance in recruitment process.

Source	Respondents	Percentage
Very poor	0	0
Poor	0	0
Adequate	13	26
Good	3	6
Excellent	34	68
Sum	50	100

Chart no.4 showing the HR department's performance in recruitment process.



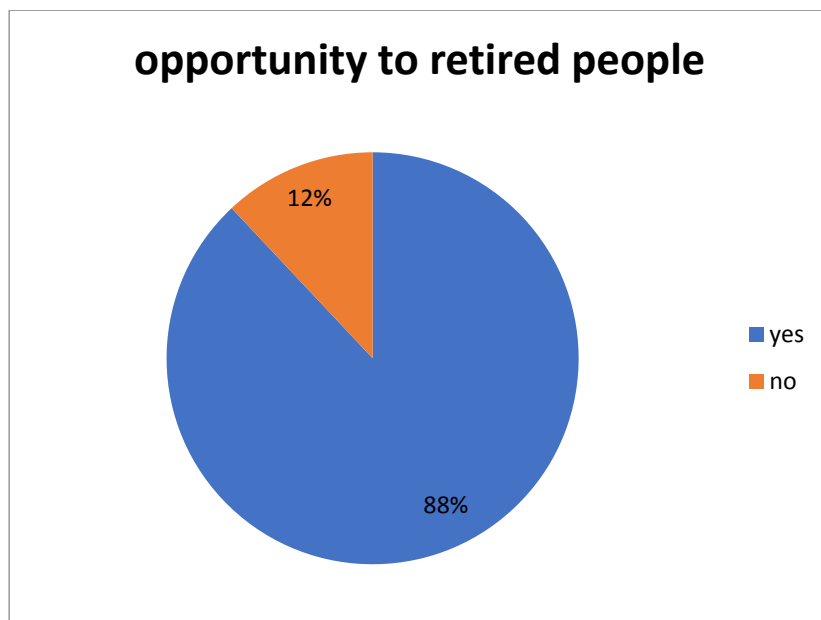
Interpretation:

68% respondents rated excellent for HR performance and 13% rated adequate and 6% said good about the HR performance.

Q5. Table showing organization giving the opportunity to retired people work again.

Source	Respondents	Percentage
Yes	44	88
No	6	12
Sum	50	100

Chart no.5 showing organization give the opportunity to retired people work again.



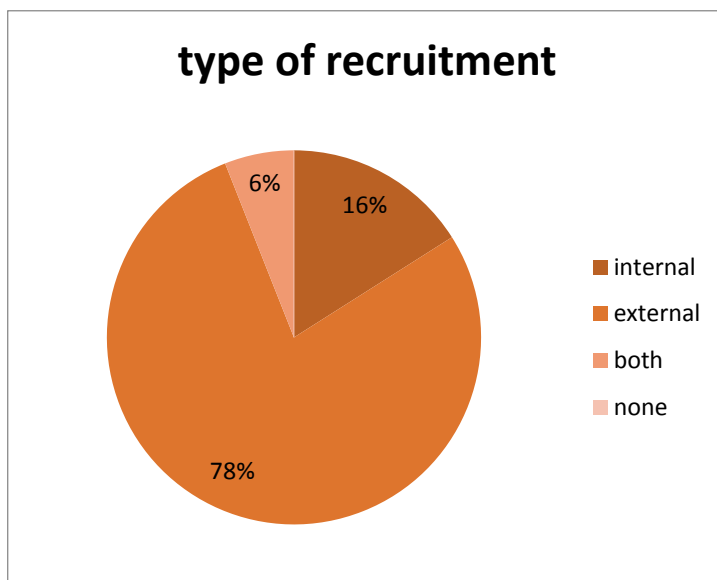
Interpretation:

In this, 88% agrees that the organization recruit the retired people again and 12% disagrees with the statement.

Q6. Table showing the type of recruitment used by the organization.

Source	Respondents	Percentage
Internal	8	16
External	39	78
Both	3	6
None	0	0
Sum	50	100

Chart no.6 showing type of recruitment used by organization.



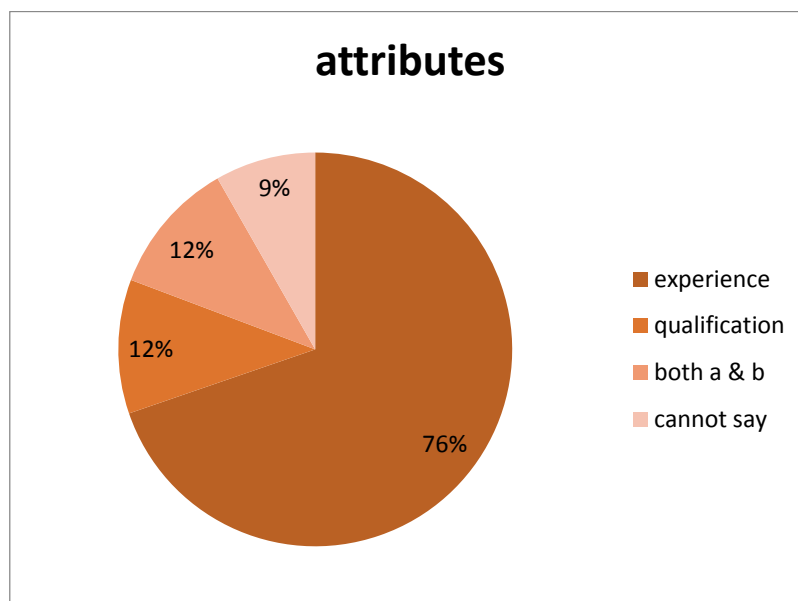
Interpretation:

78% respondents told that the company undergo with external recruitment whereas 16% said that the company undergo with the internal type of recruitment and 6% said both type.

Q7. Table showing the foremost attributes or criteria taken in to preference for recruitment process.

Source	Respondents	Percentage
Experience	38	76
Qualification	6	12
Both a & b	6	12
Cannot say	0	0
Sum	50	100

Chart no.7 showing The foremost attributes or criteria taken in to preference for recruitment process.



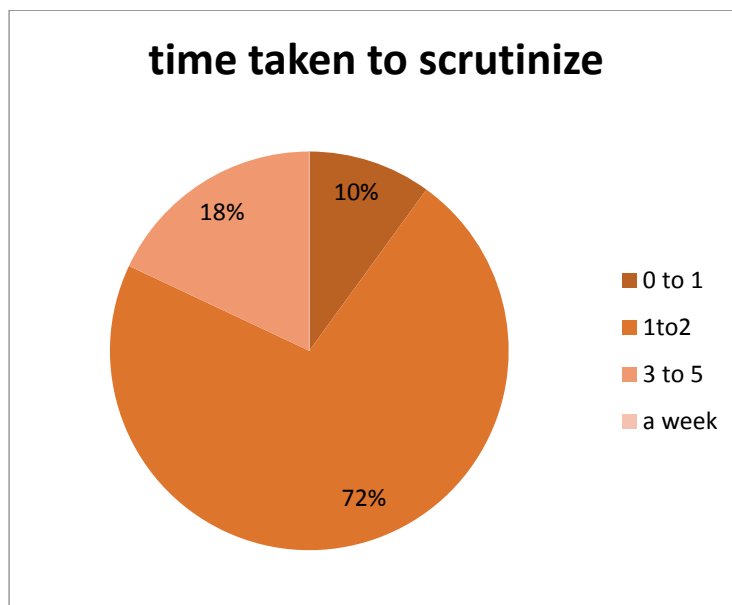
Interpretation:

About 76% respondents says that experience is the foremost attributes for recruitment, 12% respondents goes with qualification and 12% agrees with experience and qualification and 9% cannot able to say.

Q8. Table showing time (days) taken by HR team to scrutinize resume.

Source	Respondents	Percentage
0-1	5	10
1-2	36	72
3-5	9	18
A week	0	0
More than a week	0	0
Sum	50	100

Chart no.8 showing time (days) taken by HR team to scrutinize resume.



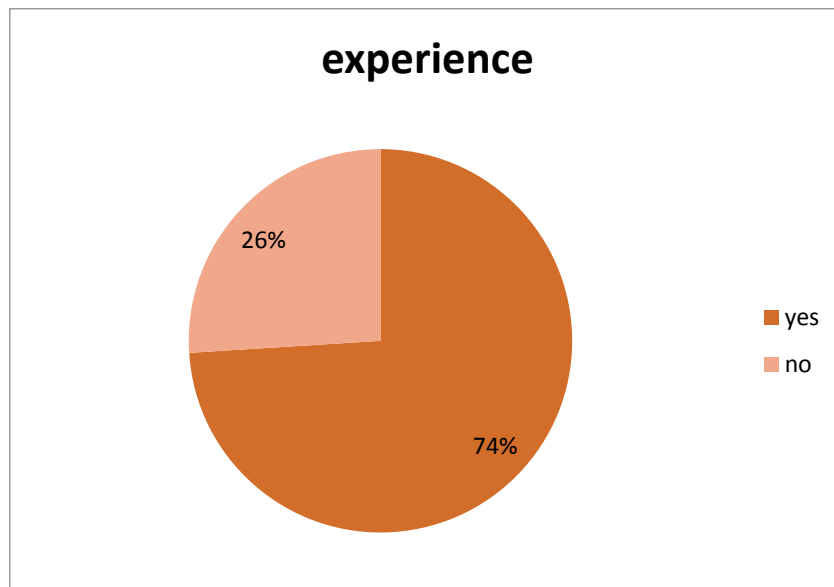
Interpretation:

72% says that HR takes 1-2 days to scrutinize the resume whereas 18% said that they take 3-5 days, 10% said that they take 0-1 days to scrutinize.

Q9. Table showing the previous experience help in getting into SIMS&RC.

Source	Respondents	Percentage
Yes	37	74
No	13	26
Sum	50	100

Chart no.9 shows the previous experience help in getting into SIMS&RC.



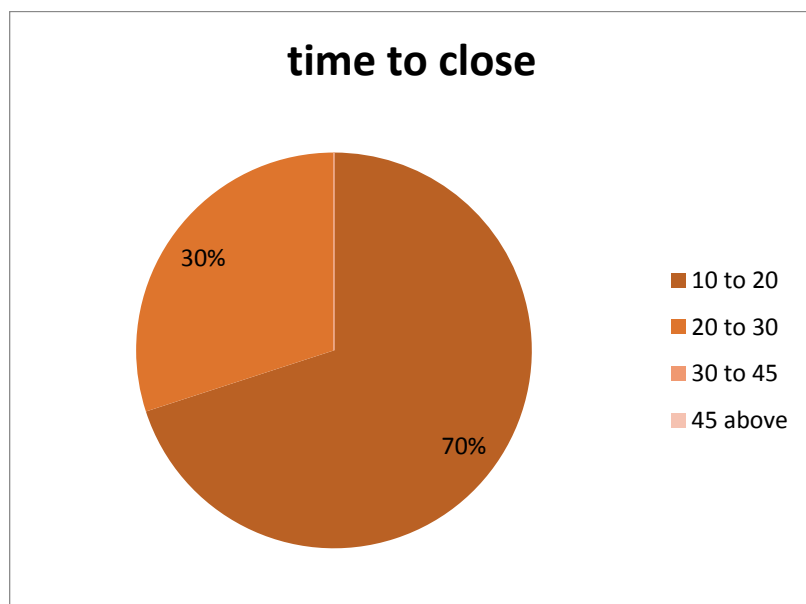
Interpretation:

74% respondents told that they uses the previous experience to get into the SIMS&RC whereas 26% told that they don't have any experience in getting into SIMS&RC.

Q10. Table showing maximum time (days) required to close a position in recruitment process.

Source	Respondents	Percentage
10-20	35	70
20-30	15	30
30-45	0	0
45 above	0	0
Sum	50	100

Chart no.10 shows maximum time (days) required to close a position in recruitment process.



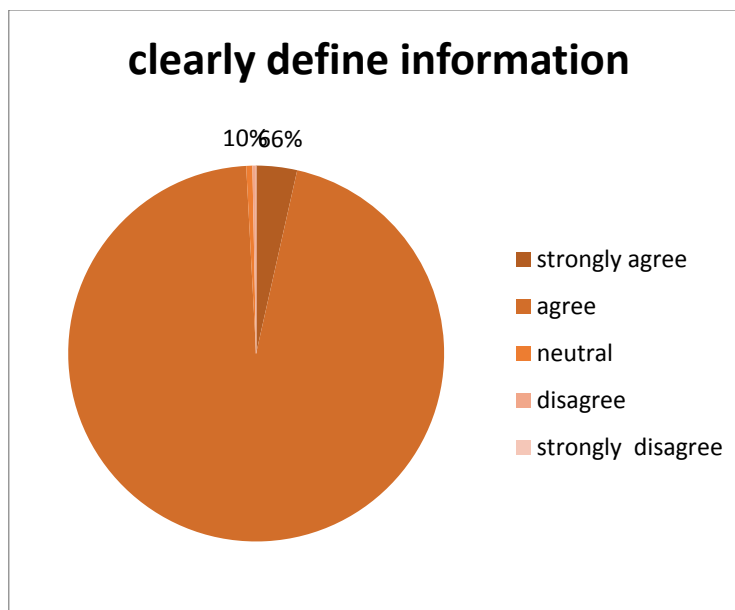
Interpretation:

Almost 70% employees replies that the maximum days are 10-20 days to close a position in recruitment process and rest 30% replies that 20-30 days to close a position.

Q11. Table showing that organization clearly define the position objectives, requirements and candidate specifications in the recruitment process.

Source	Respondents	Percentage
Strongly agree	33	66
Agree	9	18
Neutral	5	10
Disagree	3	6
Strongly disagree	0	0
Sum	50	100

Chart no.11 showing that organization clearly defines the position objectives, requirements and candidate specifications in the recruitment process.



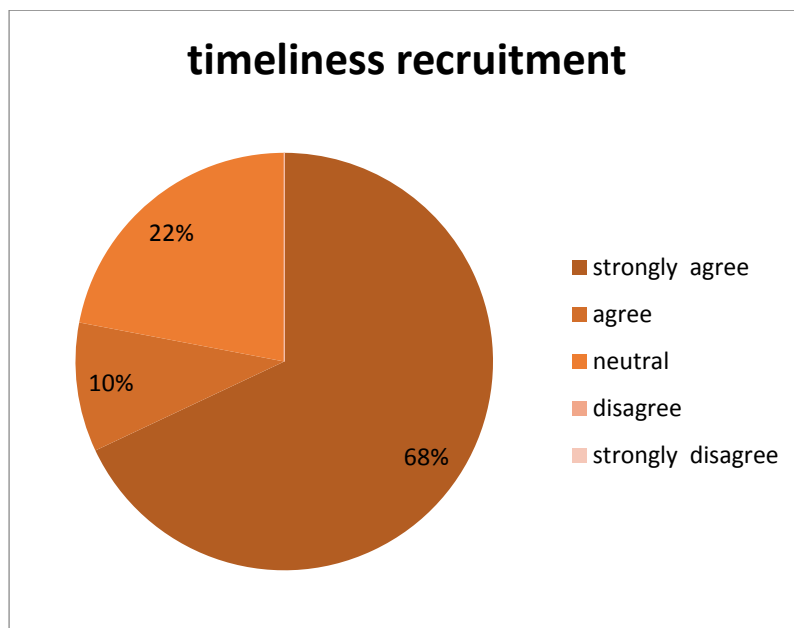
Interpretation:

About 66% strongly agree that the organization clearly define the position, 18% agree that the organization clearly define the information, 10% were in Neutral opinion and 6% disagree with the statement.

Q12. Table showing the organization does timeliness recruitment process.

Source	Respondents	Percentage
Strongly agree	34	68
Agree	5	10
Neutral	11	22
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no. 12 showing the organization does timeliness recruitment process.



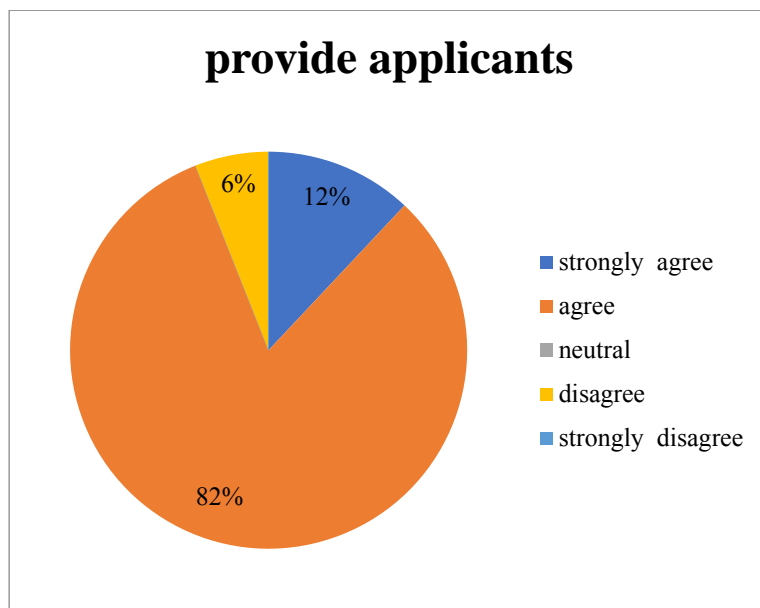
Interpretation:

68% employees strongly agreed that organization does timeliness recruitment, 22% having Neutral opinion and only 10% agreed about timeliness recruitment.

Q13. Table Showing HR providing an adequate pool of quality applicants .

Source	No. of respondent	Percentage
Strongly agree	6	12
Agree	41	82
Neutral	0	0
Disagree	3	6
Strongly disagree	0	0
Sum	50	100

Chart no. 13 showing HR provides an adequate pool of quality applicants.



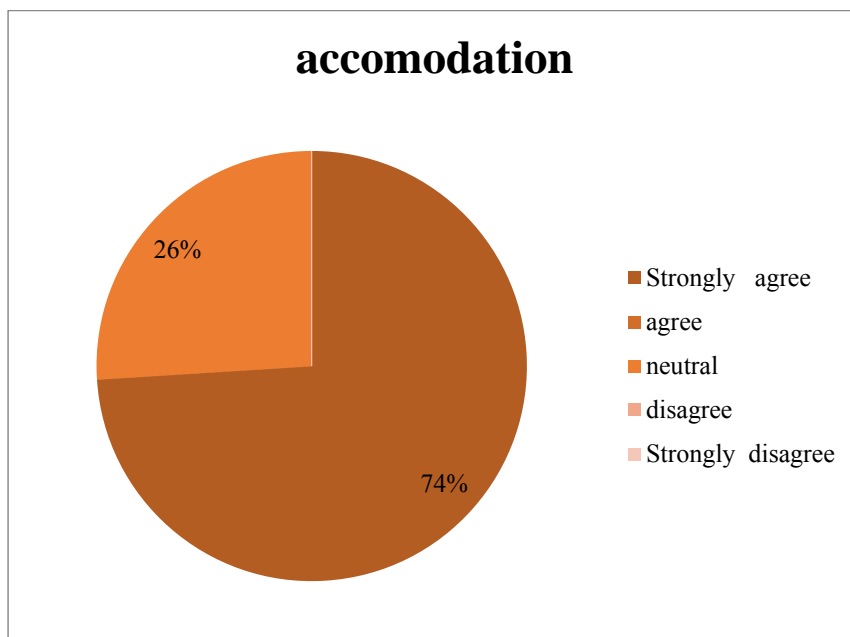
Interpretation:

It is found that 82% agreed saying HR provides adequate pool of quality applicants, 12% strongly agreed and 6% disagreed with the statement.

Q14. Table showing to rate the criteria used by the organization for short listing the candidates.

Source	Respondents	Percentage
Strongly agree	37	74
Agree	0	0
Neutral	13	26
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no.14 shows to rate the criteria used by the organization for short listing the candidates.



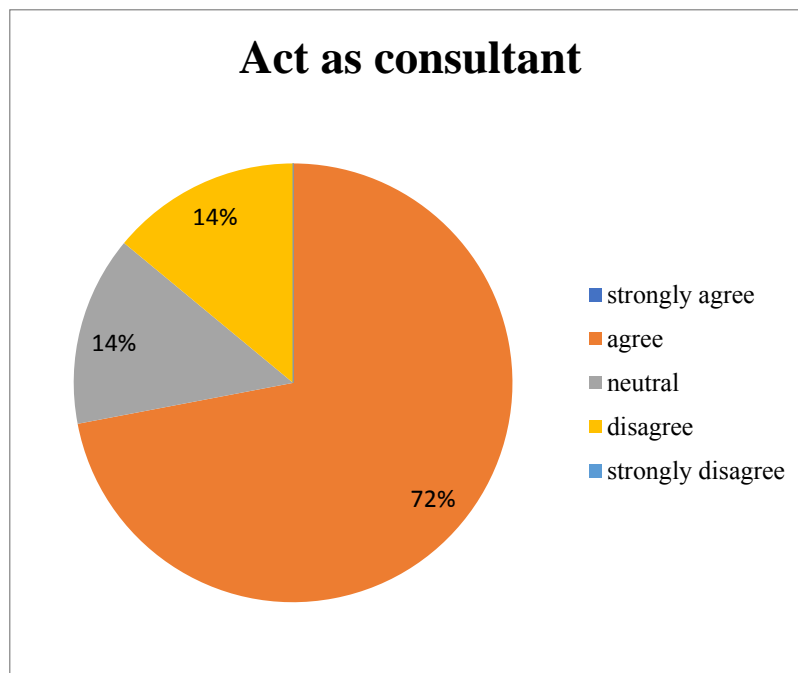
Interpretation:

It is found that 74% respondents rated strongly agree of short listing the candidates in the organization and 26% having Neutral opinion.

Q15. Table showing HR team act as a consultant to enhance the quality of the applicant pre-screening process.

Source	Respondents	Percentage
Strongly agree	0	0
Agree	36	72
Neutral	7	14
Disagree	7	14
Strongly disagree	0	0
Sum	50	100

Chart no. 15 showing HR team act as a consultant to enhance the quality of the applicant pre-screening process.



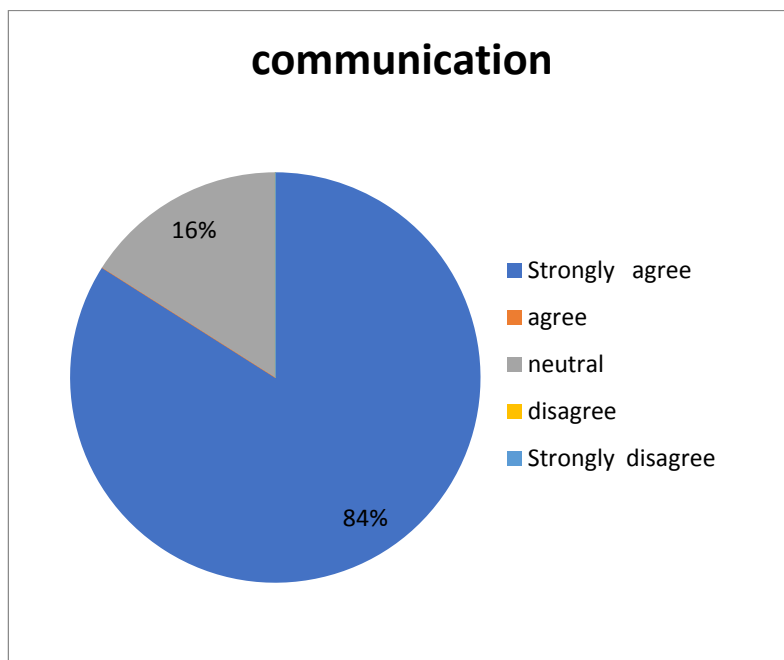
Interpretation:

72% of the respondents agree that HR act as consultants to enhance the quality of applicant pre - Screening process.

Q16. Table showing the communication done and behavior by the recruiters.

Source	No. of respondent	Percentage
Strongly agree	42	84
Agree	0	0
Neutral	8	16
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no. 16 showing the communication done and behavior by the recruiters.



Interpretation:

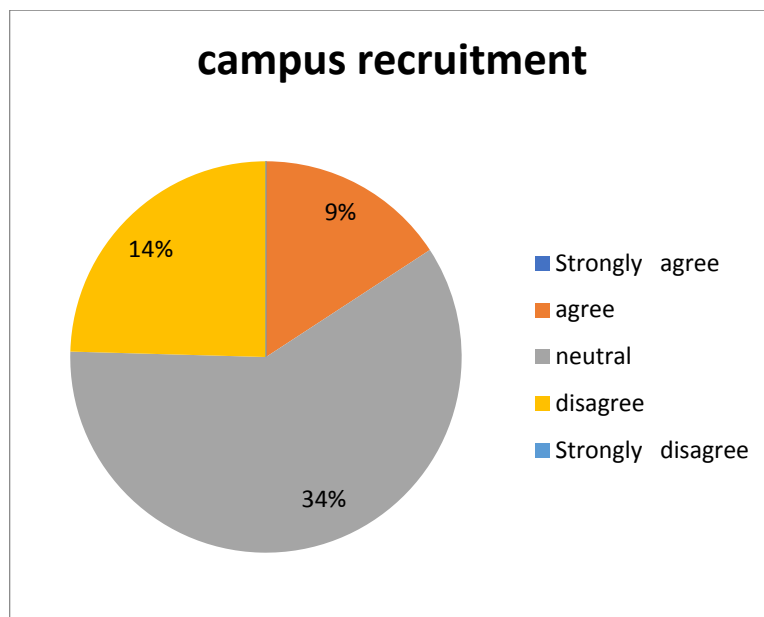
84% employees agree that recruitment done on the basis of skill and knowledge where as 10%

Disagree and 6% feels Neutral with this statement.

Q17. Table showing the organization hire through campus recruitment.

Source	No. of respondent	Percentage
Strongly agree	0	0
Agree	9	18
Neutral	34	68
Disagree	7	14
Strongly disagree	0	0
Sum	50	100

Chart no. 17 showing the organization hire through campus recruitment.



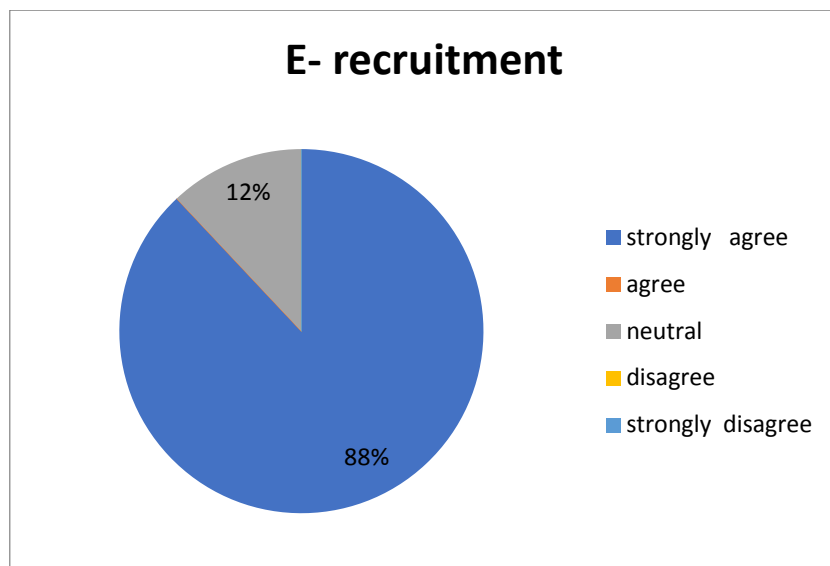
Interpretation:

60% strongly agree that organization take feedback and 40% disagree that organization don't take feedback.

Q18. Table showing e-recruitment like websites, portals & social networking sites plays an important role in recruitment process of an organization .

Source	No. of respondent	Percentage
Strongly agree	44	88
Agree	0	0
Neutral	6	12
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no.18 shows that e-recruitment like websites, portals & social networking sites plays an important role in recruitment process of an organization.



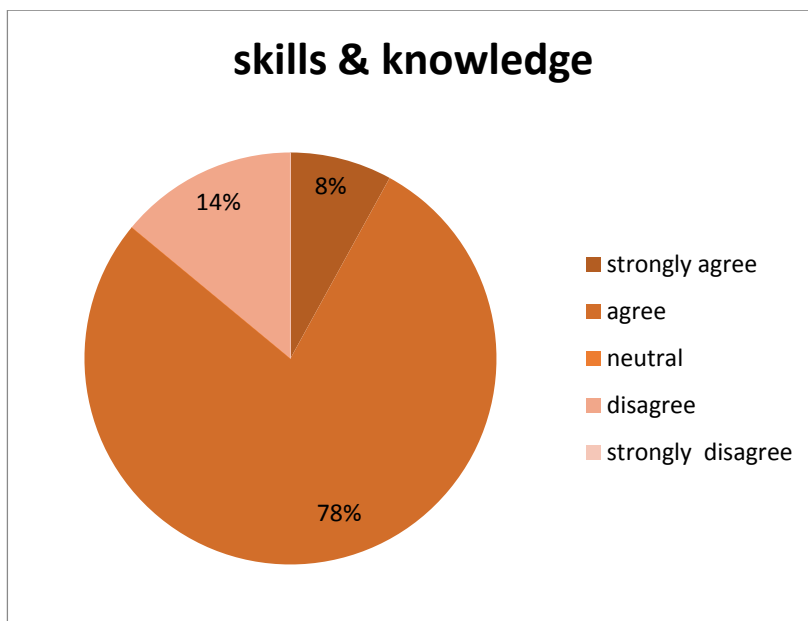
Interpretation:

88% employees strongly agree that e-recruitment plays a vital role of an organization and 12% saying Neutral on this statement.

Q 19. Table showing that recruitment is done on the basis of skill & knowledge.

Source	Respondents	Percentage
Strongly agree	4	8
Agree	39	78
Neutral	0	0
Disagree	7	14
Strongly disagree	0	0
Sum	50	100

Chart no.19 shows that recruitment is done on the basis of skill & knowledge.



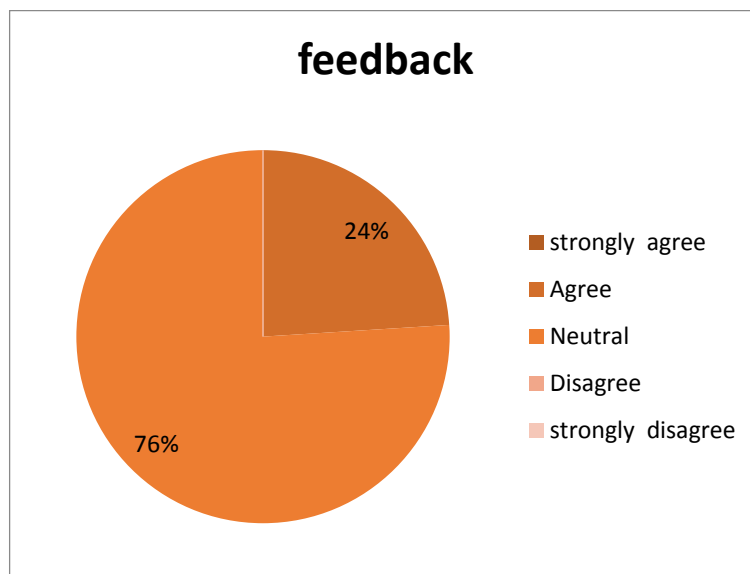
Interpretation:

78% employees agreed that recruitment is done on the basis of skills and knowledge, 14% disagreed that recruitment requires skills and knowledge and 8% strongly agreed on this statement.

Q20. Table showing the organization takes any feedback on the recruitment process from the candidates.

Source	Respondents	Percentage
Strongly agree	0	0
Agree	12	24
Neutral	38	76
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no. 20 showing the organization takes any feedback on the recruitment process from the candidates.



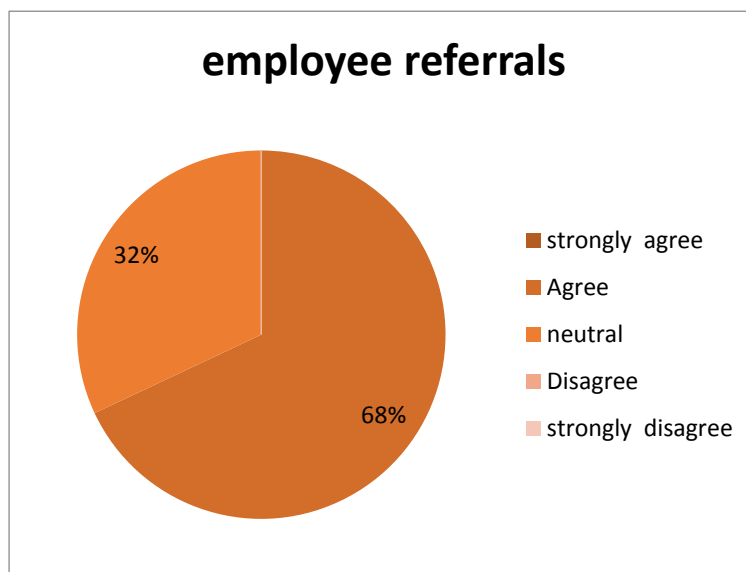
Interpretation:

76% respondents having Neutral feeling that the organization takes feedback on recruitment process and 12% agreed with the statement.

Q21. Table showing a employee referral helps to attract talented candidates to the organization.

Source	No. of respondent	Percentage
Strongly agree	0	0
Agree	34	68
Neutral	16	32
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no. 21 shows a employee referral helps to attract talented candidates to the organization.



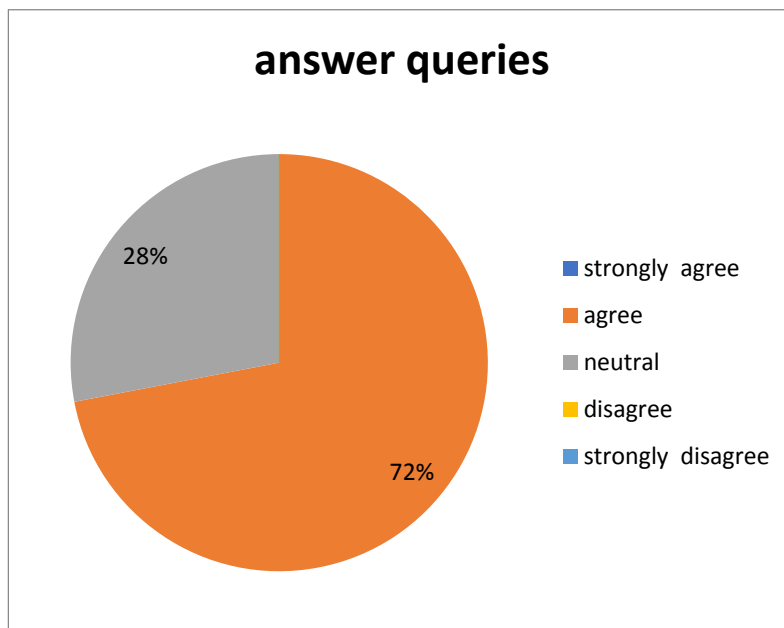
Interpretation:

68% employees agreed that the employee referral helps to attract the talented candidates and 32% having Neutral feeling on this statement.

Q22. Table showing the recruiters able to answer your all queries related to your job.

Source	No. respondents	Percentage
Strongly agree	0	0
Agree	36	72
Neutral	14	28
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no.22 shows the recruiters able to answer your all queries related to your job.



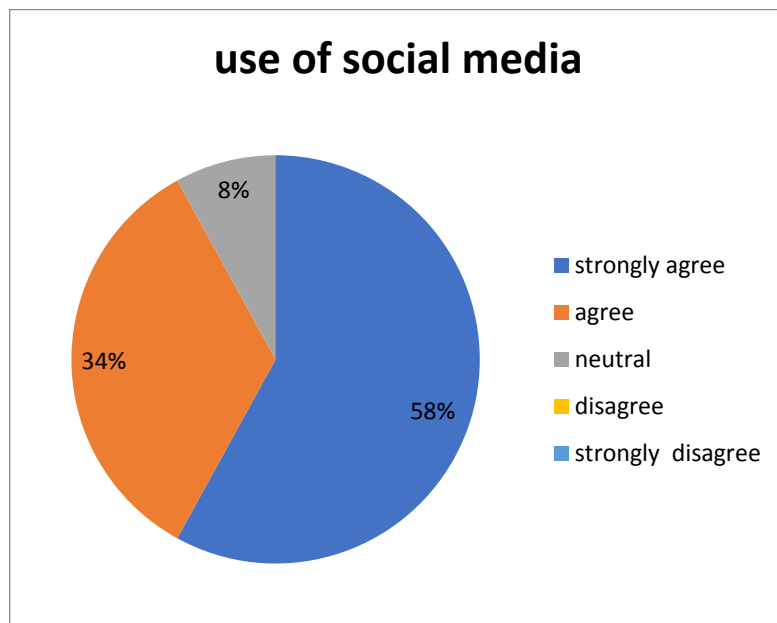
Interpretation:

72% respondents agreed that the recruiters were able to answer all the queries and 28% respondents Neutral on this statement.

Q23. Table showing the organization use social media like linkedIn, facebook, twitter etc in recruitment & selection process.

Source	Respondents	Percentage
Strongly agree	29	58
Agree	17	34
Neutral	4	8
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no.23 showing the organization use social media like linkedIn, facebook, twitter etc in recruitment & selection process.



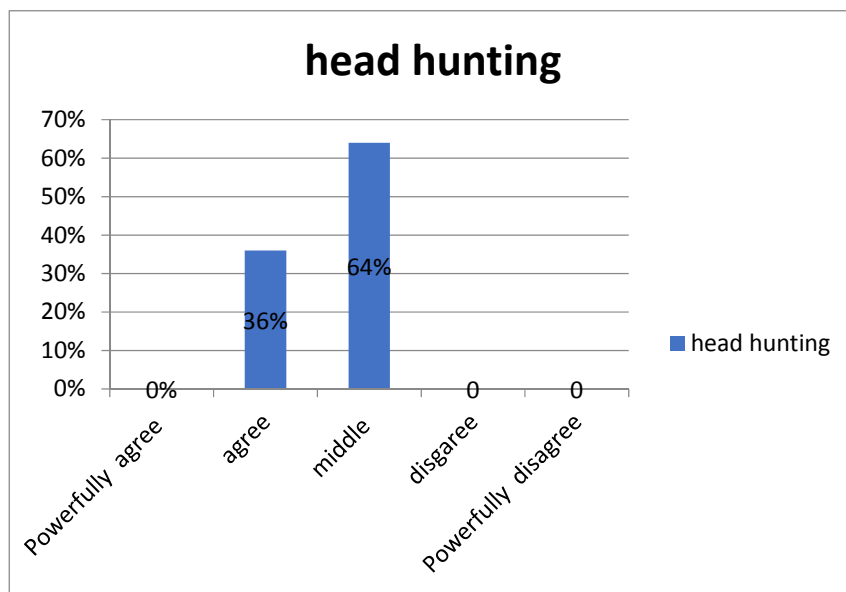
Interpretation:

Among all, 58% employees strongly agreed that the organization uses the social media and 34% employees agreed and rest 8% employees having Neutral feeling on this statement.

Q24. Table showing HR department uses head hunting process.

Source	Respondents	Percentage
Strongly agree	0	0
Agree	18	36
Neutral	32	64
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no. 24 showing HR department uses head hunting process.



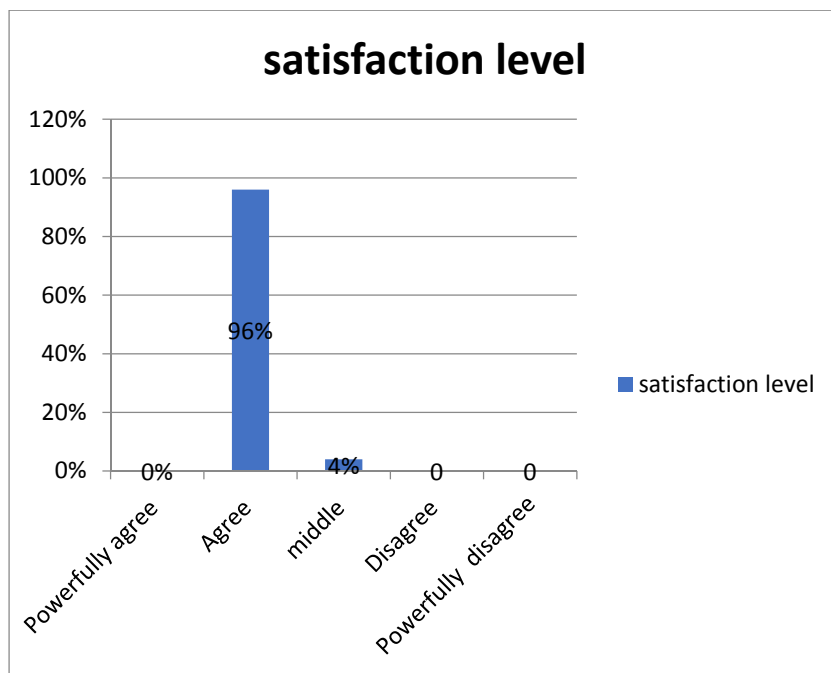
Interpretation:

64% respondents having Neutral feeling that the organization uses the process of head hunting and 36% agreed that they uses head hunting.

Q25. Table showing to rate the satisfaction level of the overall recruitment process.

Source	No . of respondents	Percentage
Strongly agree	0	0
Agree	48	96
Neutral	2	4
Disagree	0	0
Strongly disagree	0	0
Sum	50	100

Chart no.25 showing that rate the satisfaction level of the overall recruitment process.



Interpretation:

96% respondents agreed with the satisfaction level of overall recruitment process and 4% having Neutral feeling on the same statement.

4.2 STATISTICAL TOOL RESULTS

Hypothesis 1:

H0: The association between Employee referral and Satisfaction level is insignificant.

Ha: The association between Employee referral and Satisfaction level is significant.

Correlations

		Q21.Employee e referral helps to attract talented candidates to the organization.	Q25. Satisfaction level of the overall recruitment process.
Q21.Employee referral helps to attract talented candidates to the organization.	Pearson Correlation Sig. (2-tailed) N	1 50	.298* 50
Q25. Satisfaction level of the overall recruitment process.	Pearson Correlation Sig. (2-tailed) N	.298* 50	1 50

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The employee referral helps to attract talented candidates and the employee satisfaction level is significant and positive with significant value 0.036 which is less than 0.05. it means that the employees are satisfied with overall recruitment process and employees feels that Employee referral program helps in attracting the talented candidates.

Hypothesis 2:

H0: there is no relationship between timeliness of recruitment process and satisfaction level.

Ha: there is relationship between timeliness of recruitment process and satisfaction level.

Correlations

		Q25. Satisfaction level of the overall recruitment process.	Q12. The organization does timeliness recruitment process.
Q25. Satisfaction level of the overall recruitment process.	Pearson Correlation	1	-.010
	Sig. (2-tailed)		.946
	N	50	50
Q12. The organization does timeliness recruitment process.	Pearson Correlation	-.010	1
	Sig. (2-tailed)	.946	
	N	50	50

Interpretation:

The above correlation table shows that there is no significant relation between the timeliness of recruitment process and satisfaction level as the significant level is 0.946 which is greater than 0.05. But the relationship is inverse and insignificant, as the timeliness of recruitment process increases, the satisfaction level decreases.

CHAPTER 5
FINDINGS, CONCLUSION & SUGGESTIONS

5.1 FINDINGS:

- ❖ During the survey, it is found that the recruitment process of one company differs from other company.
- ❖ The company do utilize social networking sites or different job portals for staffing & for ruling best candidates.
- ❖ According to assessment, practical that respondents are satisfied with short recruitment process.
- ❖ From the survey results, HR department prefers mostly social networking sites for recruiting.
- ❖ As per the survey, it is found that the organization uses around 70% external recruitment as well as internal recruitment.
- ❖ The recruitment process is not so lengthy.
- ❖ It is found that the management is successful with accordance of time.
- ❖ Reference is used for recruitment mostly.
- ❖ In house recruitment is followed.
- ❖ After analysis of the organization I found the organization uses of quite powerful approach of doing choice of candidates .

5.2 CONCLUSION:

The important thing to notice that with help of investigation, I establish through questionnaire that the organization is follow an valuable recruitment process utmost volume of candidates.

As consistent with my study, out of the numerous strategies of sourcing candidates, the best one is – employee referrals and networking. HR function should be good. New methods are to be adopted for recruitment inside the company. Corporation need to focus on long term consistent performance instead then short time period. The emphasis towards training and improving capabilities of recruiters needs to be greater and additionally consistent. The best hiring can increase the productivity of the organization. With the survey, It is concluded that people wanted short time of hiring and less paper work. Social networking plays a very crucial role in recruitment and it also saves a lot of time for recruiters.

5.3 SUGGESTIONS:

- ❖ The company should use more and more social sites or job portals for recruiting candidates.
- ❖ The process of recruitment and selection process should not be long because the candidates' doesn't like this.
- ❖ Online recruitment and social networking play a very good role from both the side employer and employees.
- ❖ Company should use more and more electronic media or social media for recruitment.
- ❖ Organization should take feedback of recruitment process from each and every employee.
- ❖ Organization should give training to recruiters for best hiring.
- ❖ Monitoring activities related recruitment should be done related recruitment process.
- ❖ The recruitment process should be more and more efficient.

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BOOKS

- Recruitment & selection books- By Gareth Roberts
- Hiring the people you want-By Eric Garner

ARTICLES

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ANNEXURE

Questionnaire

Name:

Sexual category: Male() female()

Age: below 20() 20 to 30() 30 to 40() 40 above()

Designation:

Department:

Q1. Since how many years have you been working with this organization?

- a)0-5 Years b)5-10 Years c)10 to 15 Years d) More than 15 Years

Q2. You had been recruited in the organization through.

- a) reference b)advertisement c)promotion d) employee exchange e)other

Q3. Does HR train the recruiters to make the best hiring decisions?

- a)Yes b) No

Q4. Rate the HR department's performance in recruitment process.

- a) very poor b)poor c) Adequate d)good e)excellent

Q5. Does the organization give the opportunity to retired people work again?

- a) yes b)no

Q6.What type of recruitment did your organization undergo?

- a) Internal b) External
c)both d) none

Q7.The foremost attributes or criteria taken in to preference for recruitment process is /are.

- a)experience b)qualification c)both a & b d)cannot say

Q8. The time(days) taken by HR team to scrutinize your resume.

- a) 0 to 1 b) 1 to 2 c) 3 to 5 d)a week e)more than a week

Q9. Does your previous experience help you in getting into SIMS&RC?

- a)Yes b) no

Q10.The maximum time (days) required to close a position in recruitment process.

- a)10 to 20 b)20 to 30 c)30 to 45 d)45 above

Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q11. The organization clearly define the position objectives, requirements and candidate specifications in the recruitment process.					
Q12. The organization does timeliness recruitment process.					
Q13.HR provide an adequate pool of quality applicants .					
Q14.Rate the criteria used by the organization for short listing the candidates.					
Q15.The HR team act as a					

consultant to enhance the quality of the applicant pre-screening process.					
Q16. Rate the communication done and behavior by the recruiters .					
Q17.Your organization hire through campus recruitment					
Q18.E-recruitment like websites, portals & social networking sites plays important role in recruitment process of an organization .					
Q19.Recruitment is done on the basis of skill & knowledge					
Q20. The organization takes any feedback on the recruitment process from the candidates.					
Q21.Employee referral helps to attract talented candidates to the organization.					
Q22.The recruiters was able to answer your all queries related to your job.					

Q23. The organization use social media like linkedIn, facebook, twitter etc in recruitment & selection process.					
Q24.The organization uses the process of head hunting.					
Q25. Rate the satisfaction level with the overall recruitment process.					



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY
REPORT(16MBAPR407)

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Internal Guide: Prof. Bhagyashree G Kasturi

USN No: 1AZ16MBA64

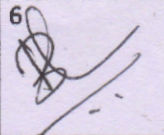

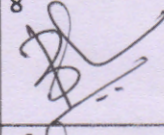
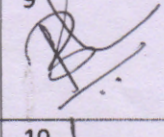
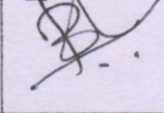
Specialization: HR & Marketing

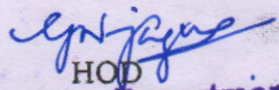
Title of the Project: Effectiveness of Recruitment

Company Name: Sapthagiri Institute of Medical Science & Research Centre (SIMS & RC).

Company Address: No.15 Chikkasandra, Hesaraghatta Main Road
Bangaluru, Karnataka 560090

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction About SIMS&RC and its Operation	PW	1
22-01-18 to 27-01-18	Learning about different operations and products by SIMS&RC	PW	2
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company	PW	3
05-02-18 to 10-02-18	Analysis of the position of the company	PW	4
12-02-18 to 17-02-18	Research Problem Identification	PW	5

19-02-18 to 24-02-18	Population of the Research instrument for data collection	Pu	6 
26-02-18 to 03-03-18	Theoretical background of the study	Pu	7 
04-03-18 to 10-03-18	Data collection and Data analysis	Pu	8 
12-03-18 to 17-03-18	Interpretation of data gathered during the survey	Pu	9 
19-03-18 to 24-03-18	Final report preparation and submission	Pu	10 


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