

A STUDY ON EMPLOYEES RECRUITMENT AND SELECTION PROCESS TOWARDS PUROFLO INDIA WATER PURIFIER SYSTEMS

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Abstract—This abstract provides an overview of the on employees recruitment and selection process implemented by Puroflo India Water Purifier Systems, a company specializing in water purifier manufacturing. The strategies discussed encompass advertising, sales promotion, public relations and traditional advertising. The objective is to enhance brand visibility, expand market reach and increase consumer engagement. By leveraging these strategies effectively, Puroflo India Water Purifier Systems aim to position itself competitively in the purifier manufacturing and sustained growth. And convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis, correlation and ANOVA statistical tools have to reach the findings of the study.

Keywords: Recruitment, Selection Process, Sales Promotion, Advertising, Public Relations.

INTRODUCTION

Human Resource Management (HRM) plays a critical role in the success of organizations by attracting, engaging, retaining, and developing a talented workforce. The recruitment process is a crucial aspect of HRM as it helps organizations to find and hire the best candidates for open positions. The recruitment process involves several steps, including job analysis, sourcing candidates, screening resumes, conducting initial interviews, assessing candidate fit, making a job offer, completing joining formalities, creating engagement opportunities, retention and finally managing the exit formalities. Once a job offer is accepted, onboarding is the next important step in the process, which helps new hires to acclimate to their new role and the organization. In this article, we will explore each step in the recruitment process and the importance of each step in HRM. All the activities in HRM can be outsourced to organizations like ManpowerGroup, such services are termed Recruitment Process Outsourcing. As an extended arm of the Organization's HR Department, RPO Service providers support the HR initiatives, processes and requirements that organizations need to expand and grow without multiplying your HR personnel.

STATEMENT OF THE PROBLEM

Based on the problem discussion above, the purpose of this project work is to gain a better understanding of Employees recruitment and selection process and its impact on the sales of an organization. In a competitive world, there are many problems in marketing of detergent industry. Some problems can be solved, but many problems may not be solved. Now a day, most of the people are living in rural areas. Rural marketing is important for developing our economy. Manufacturers face many problems in marketing their product in all areas because most of the rural consumers earn low incomes, have low levels of literacy, low levels of brand awareness, communication and transportation facilities. The consumers are finding various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of organizational development with special reference towards puroflo India water purifier systems.

OBJECTIVES OF THE STUDY

Primary objectives:

- ❖ A study on organizational development with special reference toward puroflo India water purifier systems.

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Secondary objectives:

- ❖ To examine the various promotional strategies and its effects on the organisation
- ❖ To examine the impact of promotional strategies on the sales of an organisation.
- ❖ To understand the organization structure and processes in a practical setting.
- ❖ To know how the key business processes are being carried out in a manufacturing firm.
- ❖ To identify the study on organizational development with special reference towards puroflo India water purifier systems.
- ❖ To increase sales by publicity through the media which are complementary to press and poster advertising.
- ❖ To disseminate information through salesmen, dealers etc., so as to ensure the product getting into satisfactory use by the ultimate cons.

SCOPE OF THE STUDY

- ❖ This research work tends to analysis the impact of organizational development with special reference towards puroflo india water purifier systems.
- ❖ The study helps to know promotional strategies in water purifier manufacturing units.
- ❖ The study explores the new ways of attracting customers.
- ❖ The study will be conducted to understand the structure, functions and process of
- ❖ various departments and their interdependence.
- ❖ The study will be conducted to identify and analyse key concept of the organization.
- ❖ The study is helpful to the organization to understand current market situation, strategy
- ❖ and policies adopted by competitor.
- ❖ The study made and collected is useful for the future planning of the company.

LIMITATIONS OF THE STUDY

- ❖ The possibility of respondent bias is more and accuracy of the study is based on the information given by the respondents.
- ❖ The study is limited to Dharmapuri only and the findings cannot be generalized.
- ❖ Time is the main constraint otherwise more detailed and wide data would have been collected. Many customers are not interested in responding to the questionnaires as they are busy in shopping.
- ❖ An in depth study of the company could not be carried out due to shortage of time.
- ❖ Restrictions on company activities.

RESEARCH METHODOLOGY

Descriptive research

A population, circumstance Instead, our challenges are meant to be accurately and methodically explained via descriptive research. It can respond to what, where, when, and how questions, but not why. A descriptive research strategy allows for the investigation of one or more variables utilizing a variety of research methodologies.

DATA COLLECTION METHOD

The target population, the available resources, and the research objectives should all remain full into version after creation a decision a data gathering technique. Combining several approaches can give a further systematic picture of in what way worthy record management affects employee productivity.

Primary Data:

Primary data would It involves getting information straight from worker or employee in the organization. This could be done through survey or interview where research task specific question related to record management practices and their perceived impact on productivity and some questionnaires' close ended with ordinal and nominal scale 5-point Likert scale.

By collecting primary data, researcher can get first-hand knowledge tailored to their research objective, allowing for a deeper comprehension of the impact of proper record management on worker productivity in the specific context being studied.

Secondary Data:

Secondary data to examine existing information and draw conclusions. Information obtained after initial information is referred to as secondary data by someone else for a different purpose, such as government reports, academic studies, or industry surveys. Here's how you could approach conducting a study using secondary data.

For ex: Books, Magazine's, website links, library etc.

SAMPLING METHOD

Making statistical conclusions from a particular an amount of the population or to estimate its characteristics requires the decision to make of certain individuals or members of that population. A sample's rationalities founded on two factors: accuracy and correctness.

QUESTIONNAIRE DESIGN

A set of written for printed questions with multiple-choice answers. Their creations were thoroughly created for surveys or statistical research purposes are known as questionnaires. Their creations were thoroughly created Hypothesis

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TESTS

The chi-square formula is used for comparing two or more statistical data sets, especially when dealing with categorical

The Formula for Chi Square Is

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where:

c = degrees of freedom

O = observed value(s)

E = expected value(s)

variables. It is denoted by

- Null hypothesis (H0) -There is no associations difference between the datasets.
- Alternative hypothesis (H1) - There is associations difference between the datasets.

Chi-Square Tests			
	Value	Df	Asymptotic Significance(2- sided)
Pearson chi-square	0.554	4	0.968
Likelihood Ratio	0.53	4	0.970
Linear-by-Linear Association	0.415	1	0.519
N of valid cases	274		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 0.89.

Interpretation: Interpretation: The chi-square test data for the total dataset show no significant relationship between the variables under examination. The Pearson Chi-Square test ($\chi^2 = 0.554$, $df = 4$, $p = 0.968$) and the Likelihood Ratio test ($\chi^2 = 0.530$, $df = 4$, $p = 0.970$) produce similar findings, indicating assuming the absence of substantial difference between the observed and expected frequencies different.

It is worth noting that the study is founded on 274 proper cases, which provides a large sample size for the tests. As a result, no evidence exists to suggest any significant correlations or associations among the variables in this dataset.

FINDINGS

- A large proportion of respondents (76.9%) agreed (agree + strongly agree) that it's essential to frequently check the adherence to rules and procedures for record keeping.
- As indicated by 75.4% of respondents, tracking employee productivity is helpful in determining who the most productive employee is.
- As stated by 74.6% of respondents, keeping track on employee productivity.
- For 73.9% of respondents, having track of worker output aids in assessing employee performance.
- In the opinion of 68.1% of respondents, productivity information gathered from personnel can be beneficial for developing appropriate standards and goals.
- Agree, with 52.3% strongly agreeing, that worker productivity records should be utilized to identify workplace inefficiencies.
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- Feel that the work environment and corporate culture have an impact on productivity, with 48.2% and 30.4% strongly agreeing
- Based on 48.2% of those surveyed, the system efficiently manages employee information across many departments or locations.
- The system complies with legal and regulatory requirements, as stated by 47.1% of those polled.
- In the case of 47.6% of respondents, compliance with document management rules and procedures will be routinely checked.
- When needed, 45.7% of the participants stated it was easy to access and retrieve individuals records.
- The majority of respondents, 44.9%, the system for managing worker records is reliable.
- Of the respondents, 43.8% say that tracking productivity among staff members might assist discover areas for workflow improvement.
- Consider flexible work arrangements (such as remote work or flexible hours) to boost productivity, with 42.4% in agreement and 26.4% strongly in agreement.
- system is simple for 35.5% of respondents to use, including for adding, modifying, and deleting entries.
- As reported by 32.7% of respondents, the system provides real-time updates and information access.
- More of the participants (25.5%) strongly disagreed than strongly agreed (12.4%) to the statement.
- More of those surveyed strongly disagreed (25.5%) than strongly agreed (12.4%) that rules and procedures for record management should be consistently monitored.

SUGGESTIONS

- Improve the management of personnel data among several locations or divisions.
- Make more effort into enhancing the record management system's accuracy.

- Implement real-time updates and make sure information is accessible.
- Emphasize a focus on keeping track of employee productivity to find potential cost reductions.
- Use productivity data from employees to assess their performance.
- Utilize worker productivity data to set reasonable expectations and goals.
- Recognize the significance of worker productivity statistics in displaying the contributions of employees.
- Examine records of employee productivity to evaluate the effectiveness of business strategy.
- To increase productivity, promote a positive workplace culture and atmosphere.
- Implementing flexible work arrangements could help you improve productivity.
- Regularly monitor compliance with record management policies and procedures.
- Address concerns raised by respondents who disagreed with regularly monitoring compliance.

CONCLUSION

As per my knowledge what I studied in this research, highlight the significance of proper record management on worker productivity. An efficient record management system positively impacts various aspects of productivity, including employee data management, compliance adherence, and information accessibility, accuracy, and performance evaluation. Organizations should prioritize improving their record management practices to optimize worker productivity and overall performance. It is recommended that organizations invest in technology to streamline record-keeping processes, ensure data accuracy, and provide real time access to information. Regular training and education for employees on proper record management practices can further enhance the system's effectiveness. By implementing a disaster recovery plan, organizations can safeguard records, ensuring business continuity in the event of a disaster.

Moreover, organizations should establish a clear record classification system and a record retention policy to ensure proper categorization and organization of records. Assigning clear responsibilities and accountabilities for record management to specific employees or department can promote ownership and accountability. Regularly reviewing and updating record manager policies and procedures aligns with business needs and regulatory requirements, enhancing output, efficiency, decision-making, cost savings, and employee satisfaction, gaining competitive advantage.

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