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Research Article

Analysis of appointment process in Brindavan Agro Industries Pvt. Ltd.

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ABSTRACT
Recruitment is the indispensable part of any organization. It starts from giving out the advertisement to the interviewing of candidate. It also takes care of the role one has to play in an organization and specifies its value in terms of money and grade. This study is to find out the effectiveness of the selection process of Brindavan Agro Industries. It is a well-known group and the first bottler for Coca-Cola India since Oct 24, 1993. Main area of its supply business is western parts of Uttar Pradesh. Data of 40 working employees is being collected through random sampling and descriptive design. Process of selection is found quite satisfactory, there are few gaps to be filled and scope of improvement exists.

Introduction
Recruitment & Selection Process
Recruitment refers to the process of distinguishing, attracting, interviewing, selecting, hiring and onboarding employees (Breaugh et al., 2013). In other words, it involves everything from the identification of a staffing need to filling it.The recruitment and selection process belongs to HR process. The recruitment is the ability of organization to source new employees, keeps the organization operating and improving the quality of the human capital employed in the company. The quality of the recruitment process is the main driver for the satisfaction of managers with the services provided by Human Resources (Lievenset al., 2009).
The main goal of the recruitment & selection is the finding of best talents from the job market to keep the organization competitive (Compton et al., 2009). Depending on the size of an organization, recruitment is the responsibility of a range of workers. Larger organizations may have entire teams of recruiters, while others only a single recruiter. In small outfits, the hiring manager may be responsible for recruiting. In addition, many organizations outsource recruiting to outside firms. Companies almost always recruit candidates for new positions via advertisements, job boards, social media sites, and others. Many companies utilize recruiting software to more effectively and efficiently source top candidates. Regardless, recruitment typically works in conjunction with, or as a part of Human Resources.

Process of recruitment
Recruitment starts with the short description about the job. The pre-requisites is being asked as per the job role and its advertisement is made (Zhao et al., 2011). After the advertisement is being flashed, various candidates approach and they are shortlisted according to the defined parameters (Piotrowski, et.,2006). The Interview is conducted for the shortlisted ones and the most suitable one is selected for the desired vacancy.
The organization selection process can be described by the various steps as shown in figure (Figure 1).

Figure 1: The Process of Recruitment and Selection Process

1. Job Analysis: Once a vacancy arises, the HR manager will first identify and record the responsinilities and tasks which are related to the job (Nelson et al., 1997). After analysis the responsibilities and tasks are noted down which becomes the job description for the job. It includes:
1. A Job Title
2. Department of the business in which the new employees would work
3. Details of the tasks to be performed
4. Responsibilities involved
5. Place in the hierarchical structure
6. Methods of assessing the performance

2. Job Specification: On the basis of job description, a job specification is made. It is a document which outlines the requirements, qualification and qualities, skills and knowledge required for the job. It is also known as person specification (Garner er at., 2012).

3. Job Advertisement: After completing the person specification, the vacancy is advertised. It can be advertised internally (on the company notice board or newsletter) or externally (newspaper or magazine).The advertisement conatin the element of a person specification with additional information like the name and profile of the company, date and time interview, address of the company and the contact person (Ordanini et al., 2008).

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4. Applications Received and Shortlisted: Once a job is advertised, there might be hundreds of application received. All of the applications received might not be suitable for the job. Thus a shortlisting of the applications can be done. The applications suitable to the job specification will be called for interview and those who do not qualify the criteria will be injected.

5. Interview: The shortlisted candidates will be called for an interview to verify their qualifications, personal qualities and aptitude for the job. It may involve a face to face discussion between the interviewer and interviewee. The firm may also conduct skill test, aptitude test or personality test if it deems fit so (Rynes et al., 1998).

6. Selecting the Suitable Candidate: The candidate who scores the maximum in the interview will be selected for the job and given an appointment letter.

About the Organization:
The Coca-Cola Company is the largest manufacturer, distributor and marketer of non-alcoholic beverages concentrates and syrups in the world. Coca-Cola India Pvt. Ltd. produces carbonated drinks. It offers soft drinks, juice drinks and bottled water a well as ice tea and cold coffee (Dhar et al., 2005). The company was incorporated in 1992 and is based on Gurgaon, India. Brindavan Agro Industries (Coca Cola) is a well known & reputed firm in the beverage industry under the flagship of coca cola India limited. This plant is situated in Hodal-Hassanpur Road, Chhata, Uttar Pradesh. This plant was set up on October 21, 1993.

Methodology:
Data Collection Tools: After the research problem, we have to identify and select which type of data is to research. At this stage, we have to organize a field survey to collect the data. One of the important tools for conducting market research is the availability of necessary and useful data.
1. Primary Data: For primary data collection, following aspects are considered:
- ❑ Sampling
    - Sample Size: 40
    - Sample Design: Random Sampling
    - Sample Area: Agra
- ❑ Research Instrument

2. Secondary Data: Company's Profile, Journal and various Literature Studies.
3. Data Analysis and Interpretation: Questionnaires, Pie Chart.
Random sampling of 40 currently working employees is done with descriptive research design.

Questionnaire: This is the most popular tool for the data collection. A questionnaire contains questions that the researcher wishes to ask his respondents which is always guided by the objective of the study.
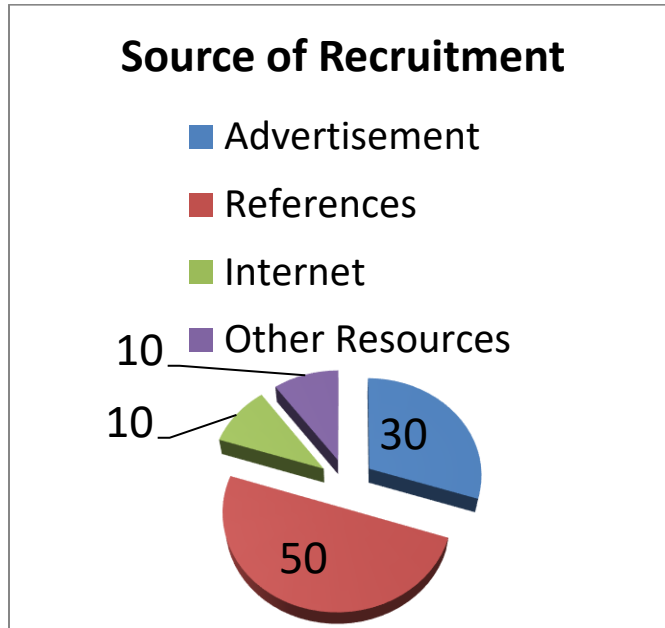To do the analysis, questionnaire is prepared which includes the following questions:
(1) What is the source of recruitment?
(2) Is the recruitment source appropriate?
(3) Are the large applications collected through the mentioned sources?
(4) Do you want to suggest any other way to recruitment?
(5) What were the main criteria of selection?
(6) Which factor is being considered during selection?
(7) What kind of interview was taken?
(8) How many rounds of interview were held?
(9) Does company provide all information during interview?
(10) How do you rate the selection process?

(11) Does recruitment process provide right person at right job?
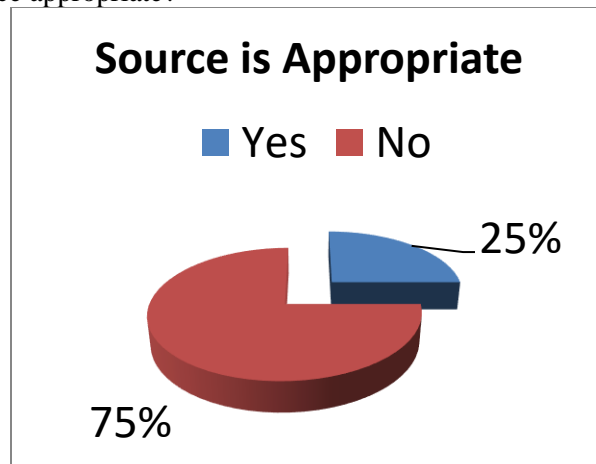(12) How do you rate the H.R recruitment practices?

Data analysis & Interpretation:
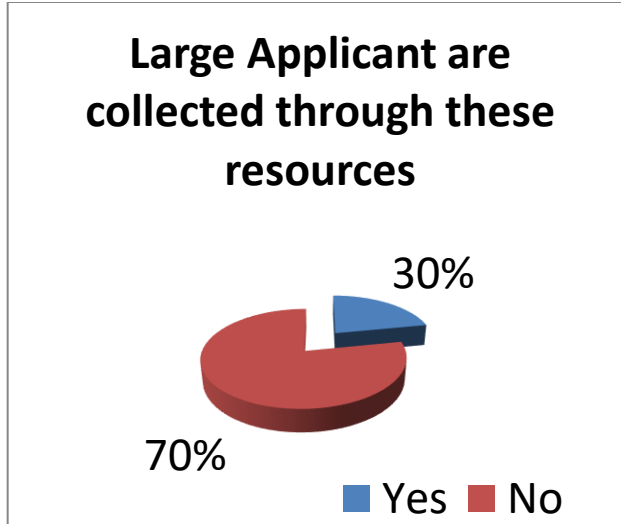**Q.1** What is the source of recruitment?

Interpretation: The above graph shows that 30% respondents thinks advertisement , 50% think references, 10% thinks Internet, remaining 10% thinks other resources.

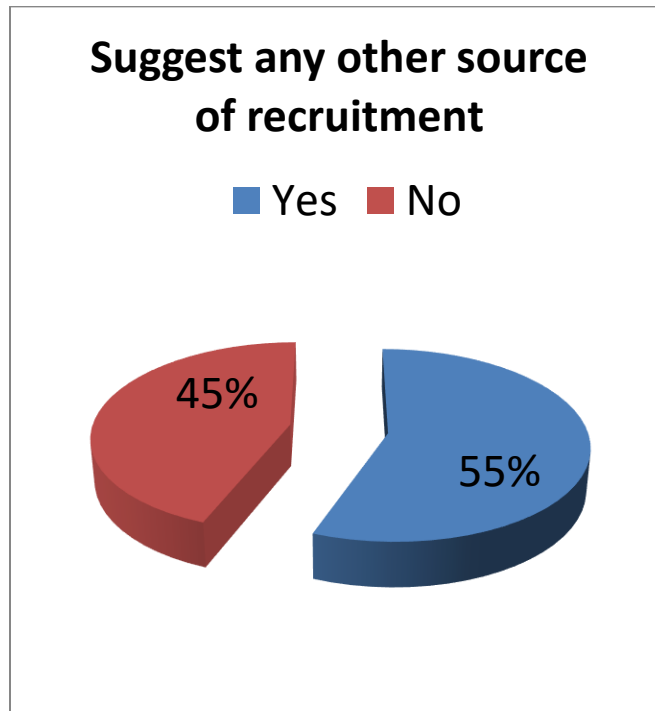Q.2 Is the recruitment source appropriate?

Interpretation: The above graph shows that 25% respondents thinks this souce is appropriate for recruiting advisors remaining75% does not favour this.

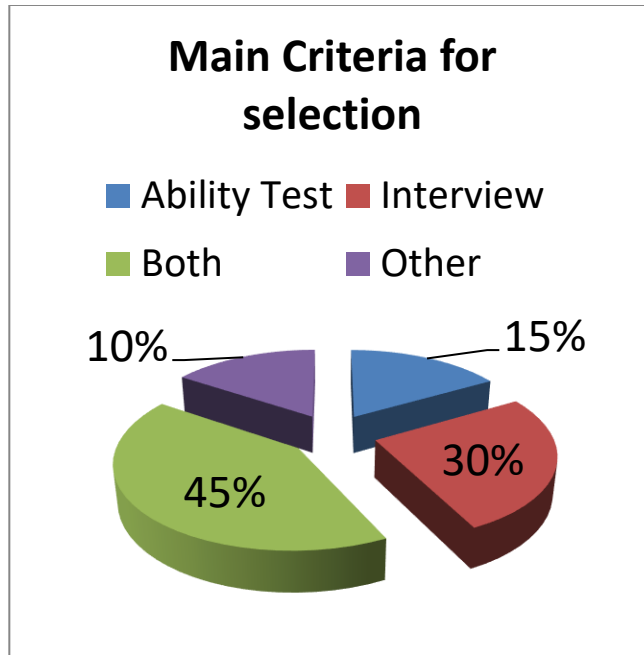Q.3 Are the large applications collected through the mentioned sources?

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Interpretation: The above graph shows that 30% respondents agree with this and remaining 70% does not favour this.

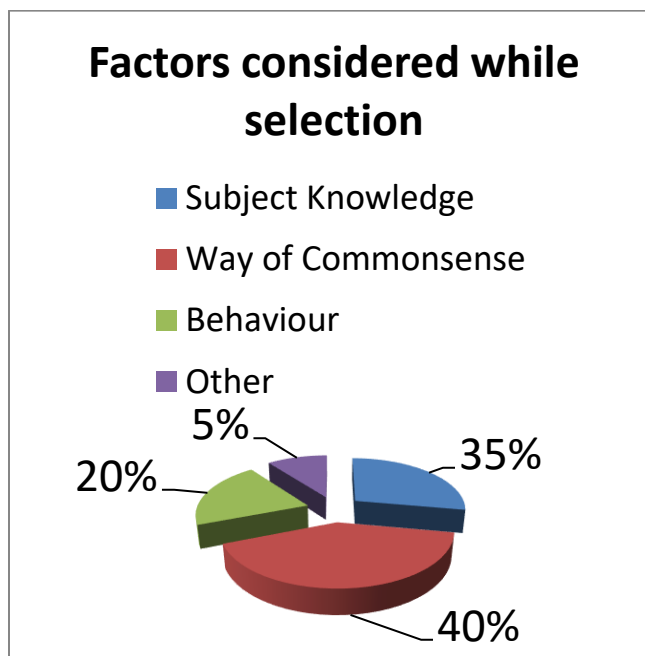Q.4 Do you want to suggest any other way to recruitment?

Interpretation: The above graph shows that 55% respondents suggest the other source and remaining 45% does not suggest this.

Q.5 What were the main criteria of selection?

Interpretation: The above graph shows that 15% respondents anticipate ability test, 30% anticipate Interview, 45% thinks aboth interview and ability test and rest think different other criteria for slection.

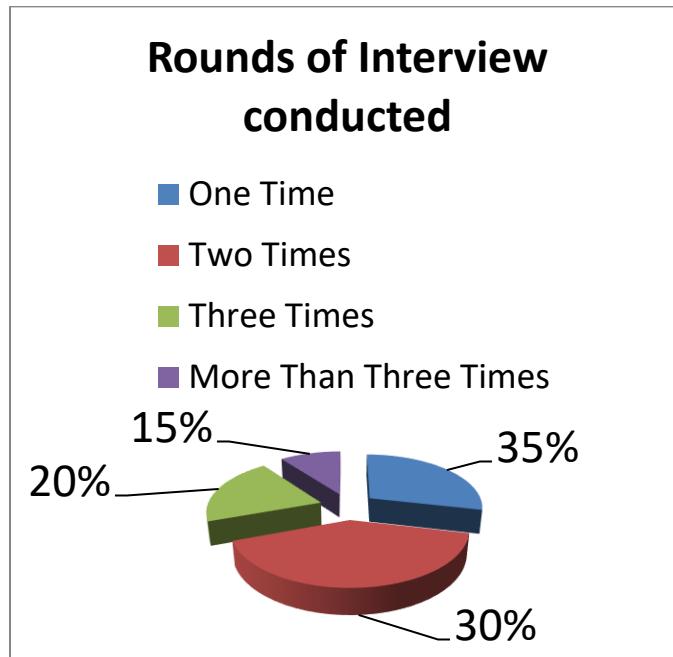Q.6 Which factor is being considered during selection?

Interpretation: The above graph shows that 35% respondents think subject knowldege shot\uld be considered for the selection, 40% think way of knowledge should be the factor, 20% thinks candidate behavior should be the factor and rest think different other criteria for slection.
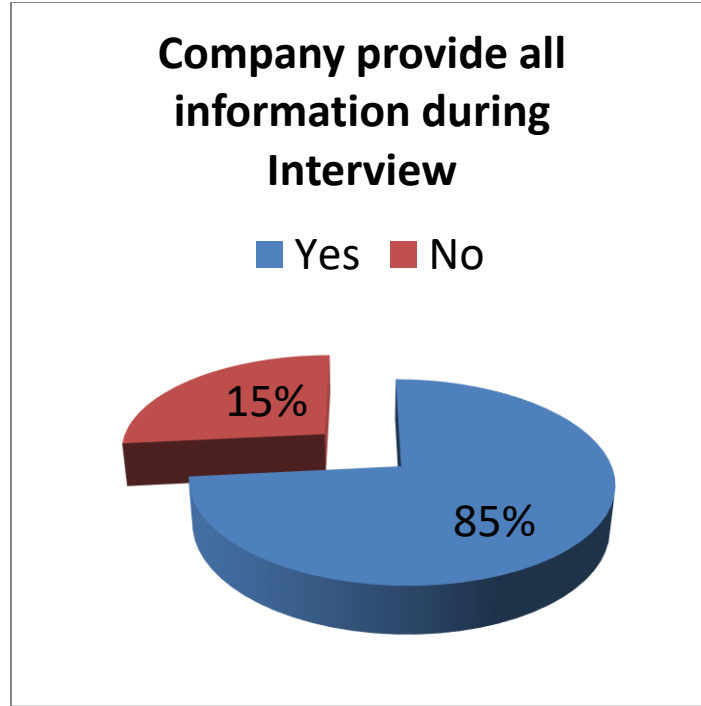
Q.7 What kind of interview was taken?

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Kind of Interview taken

- ■ Stress Interview
- ■ Group Interview
- ■ Knowledge Based

20%

50%

30%

Interpretation: The above graph shows that 20% respondents answered stress interview, 30% participants answered Group Interview and remaining 50% participants answered knowldege based interview.
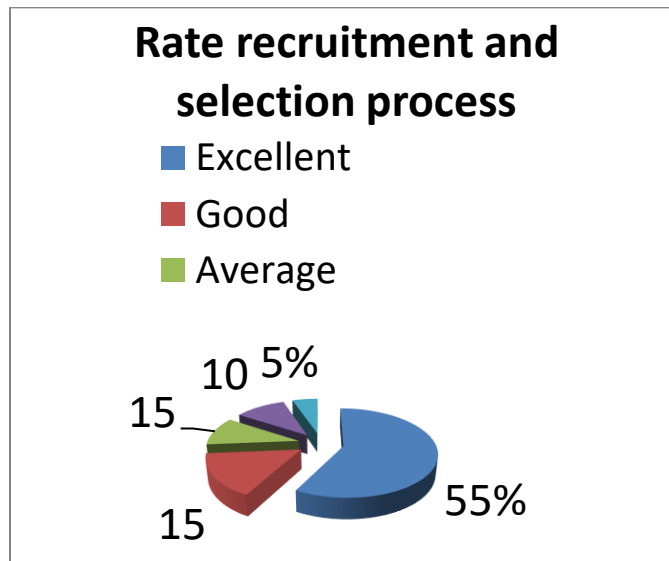
Q.8 How many rounds of interview were held?

Rounds of Interview conducted

- ■ One Time
- ■ Two Times
- ■ Three Times
- ■ More Than Three Times

15%

35%

20%

30%

Interpretation: The above graph shows that 35% rounds in one time interview, 30% participants rounds in two times interview, 20% rounds in three times interview and remaining 15% participants rounds in more than three times interview were conducted by respondents.

Q.9 Does company provide all information during interview?

Company provide all information during Interview

Yes ■ **No**

15%

85%

Interpretation: The above graph shows that 85% employee says that company provide all the informations during interview and 15% does not agree with this.
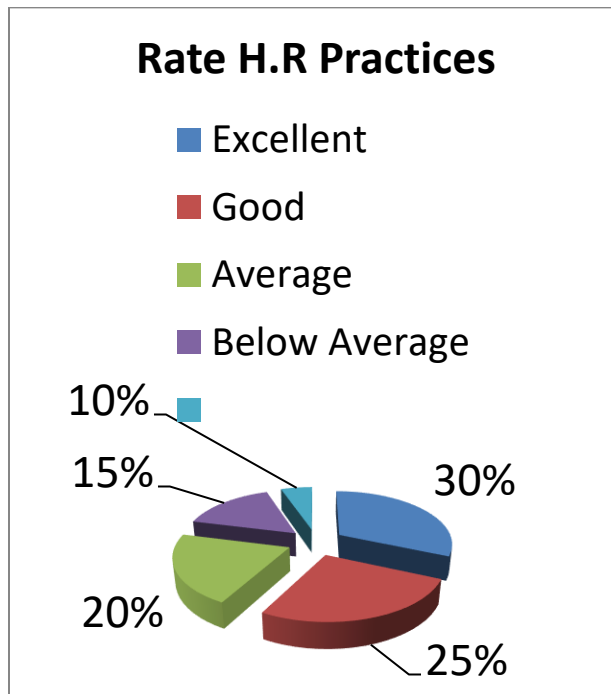
Q.10 How do you rate the selection process?

Rate recruitment and selection process

■ Excellent
■ Good
■ Average

10 5%

15

15

55%

Interpretation: The above graph shows that 55% respondents says the recruitement process in Brindavan Agro Industries Pvt. Ltd is excellent, 15% say good, 15% say average, 10% say below average and 5% say poor.

Q.11 Does recruitment process provide right person at right job?

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Procedure of recruitment give right person at right job

■ Yes ■ No ■ To some extent

10%
15%
75%

Interpretation: The above graph shows that 75% respondents favours the procedure, 15% does not favours the procedure and 10% favours to some extent.

Q.12 How do you rate the H.R recruitment practices?

Rate H.R Practices

■ Excellent
■ Good
■ Average
■ Below Average

10%
15%
30%
20%
25%

Interpretation: The above pie chart shows that 30% respondents are excellent, 25% respondents are good, 20% respondents are average, 15% respondents are below average and 10% are poor rate of HR practices of the copmany.

Conclusion

Process of recruitment is quite satisfactory but it could be improved by using more sources of the recruitment. If the recruitment process is considered then it is found to be systematic. The study shows that internet should be prioritize for the advertisement so that large pool of applicant can be selected

providing allied job profile and salary. This helps to create a good impact on the candidate making his decision easy for the company.

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