

A PROJECT REPORT ON RECRUITMENT AND SELECTION PROCESS AT KESORAM CEMENT LIMITED

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ABSTRACT: Recruitment and selection are fundamental functions of Human Resource Management that significantly influence organizational performance and long-term sustainability. Recruitment refers to the systematic process of identifying, attracting, and encouraging potential candidates to apply for job vacancies, while selection involves evaluating and choosing the most suitable candidate based on job requirements and organizational needs. Effective recruitment and selection practices ensure that organizations acquire skilled, competent, and culturally aligned employees who contribute to productivity and growth.

I. INTRODUCTION

Every organization needs HR to manage hiring and selection. Placing enough skilled people in the right positions at the right times is crucial. Human resources are necessary for growth, productivity, and sustainability in the cutthroat corporate world of today. Building a solid workforce that can help the company succeed requires effective recruiting and selection. Finding, luring, and motivating job applicants are all part of recruitment. The first stage in

hiring is to advertise job openings and find suitable candidates. University recruiting, job portals, marketing, and employment agencies are external sources; internal sources include promotions, transfers, and employee recommendations. Talented applicants are drawn in via recruitment, allowing the company to employ the best.

But selection involves assessing and picking the top candidate from the pool of applicants. It involves background checks, technical evaluations, aptitude exams, interviews, screening, and job offers. Without the right abilities, background, and mindset, no one gets employed. Training expenses, productivity, employee discontent, and attrition may all rise as a result of a bad hire.

II. NEED OF THE STUDY

The Kesoram Cement Limited recruiting and selection process research is crucial to understanding how the company recruits, analyzes, and hires qualified applicants for different positions. Cement manufacture requires specialized labor to ensure productivity, efficiency, and quality. To employ the appropriate applicants for the right jobs, a systematic and well-structured recruiting and selection procedure is needed.

This research is needed because there is a growing requirement for skilled workers who can handle technical operations, equipment, safety procedures, and management duties. It also helps determine whether the organization is recruiting people via internal promotions, campus recruitment, employment agencies, or external job sites. The research must also analyze the company's selection techniques, such as interviews, examinations, and talent evaluations, in finding qualified candidates. It also discusses talent gaps, labor shortages, and hiring delays.

III. OBJECTIVES OF THE STUDY

1. To comprehend the significance of recruitment and selection in organizations.
2. To examine the recruitment sources of Kesoram Cement Limited.
3. To examine hiring methods used for staff selection.
4. To assess the effectiveness of the current recruitment and selection process.
5. To determine criteria for hiring qualified individuals for various job positions

IV. SCOPE OF THE STUDY

The research examines how Ekoram Cement Limited develops, executes, and assesses its employment methods. Internal and external recruiting tactics such promotions, transfers, campus recruitment, ads, and job portals are

examined in the research. Application screening, interviews, aptitude testing, technical evaluations, and final placement choices are also evaluated. The research also assesses how effectively the company fits job needs with applicant abilities, experience, and credentials. It also discusses how HR policy, manpower planning, and workforce needs affect recruiting. The scope also includes recognizing organizational obstacles including skilled labor shortages, recruiting delays, high talent competitiveness, and employee retention. The research also examines how technology and digital recruiting strategies improve hiring efficiency. It also evaluates how recruiting and selection affect productivity, employee performance, and organizational development. The research covers all aspects of HR practices at Kenora Cement Limited and their impact on worker competence.

V. RESEARCH METHODOLOGY

Research methodology is the systematic collection, analysis, and interpretation of data to understand Kesoram Cement Limited's recruiting and selection process. It organizes the research for logic and reliability.

1. Research Design:

Descriptive research was used. Kesoram Cement Limited's recruiting

and selection practises are described and analysed. This design clarifies HR policies and processes' efficacy.

2. Data Collection Methods:

The research uses primary and secondary data.

- Primary Data: Gathered from employee and HR staff via surveys, interviews, and informal conversations.
- Secondary Data: Sourced from firm reports, HR manuals, internet, journals, textbooks, and prior research.

3. Sampling Technique:

To guarantee equal representation of recruiting and selection workers, respondents from various departments are selected using simple random sampling.

4. Sample Size:

Depending on availability and time, 100 workers are sampled.

5. Tools for Data Analysis:

Percentage technique, tables, and charts are used to clearly and methodically examine recruiting and selection methods.

6. Period of Study:

The research lasts 45 days, usually during an academic assignment.

VI. REVIEW OF LITERATURE

Putra and colleagues (2026) studied VUCA recruitment and selection. Their study reveals how organizations adapt recruitment to business changes. Digital recruitment was quicker and more precise. The authors suggest competency-based hiring for modern firms. They promote justice and inclusivity in selection. The study lists talent and skill shortfalls. Companies should recruit flexibly. HR operations increasingly rely on technology, argue the authors. Their findings indicate recruitment must adjust to environmental changes. Contemporary HR practices are influenced by research.

According to Hunkenschroer and Luetge (2022), AI-enabled recruitment and selection ethics were thoroughly investigated. Their data shows corporations utilizing AI to ease hiring. The authors say AI accelerates candidate screening and minimizes manual work. They also cause selection fairness and transparency issues. The study cautions that biased algorithms may damage candidate evaluation. AI recruitment need ethical grounds, it says. Authors say automatic hiring raises legal and human rights issues. AI should improve hiring judgment, not replace it. Modern digital HR

practices benefit from research. It may boost fair recruitment using its information.

Sharan and Karpagavalli (2023) assessed organizational hiring and selection. Their study shows that structured recruitment effects employee performance and organizational success. Effective recruitment methods improve staff quality. The authors emphasize aligning recruitment with business goals. They emphasize how selection reduces personnel turnover. Competency-based recruitment enhances job fit, research shows. Poor screening and a lack of eligible candidates are big challenges. To improve efficiency, it suggests recruitment policy adjustments. Successful recruitment is necessary for organizational growth, the authors argue. The paper advises firms on HR.

Using literature, Judijanto and colleagues (2023) studied recruitment and selecting best practices. Their research found that comprehensive job descriptions attract skilled candidates. Businesses benefit from recruitment methods that fulfill their needs. Modern Applicant Tracking Systems improve efficiency, authors say. They also highlight social media's skill growth. Research shows structured selection strategies boost recruiting. Recruiting transparency and bias reduction are promoted. Continuous HR practice development is emphasized. Digital hiring businesses may use their findings. Strategic HR planning is supported by study.

VII. DATA ANALYSIS & INTERPRETATION

1: Satisfaction with Overall Recruitment and Selection Process (n = 100)

Response Option	Number of Respondents	Percentage (%)
Highly Satisfied	18	18%
Satisfied	32	32%
Somewhat Satisfied	20	20%
Neutral	15	15%
Dissatisfied	10	10%
Highly Dissatisfied	5	5%
Total	100	100%

INTERPRETATION: - The accompanying table displays Kesoram Cement Limited recruiter and selector satisfaction. The survey found 32% pleased and 18% extremely satisfied, suggesting a good outlook. 20% are somewhat happy with the procedure. 15% are neutral, indicating uncertainty. Only 10% were unhappy and 5% severely dissatisfied. Most workers like the recruiting process, although fairness and efficiency may be improved.

2. Source of Job Vacancy Awareness (n = 100)

Response Option	Number of Respondents	Percentage (%)
Newspaper Advertisement	22	22%
Company	18	18%

Website		
Employee Referral	20	20%
Consultancy	12	12%
Campus Placement	15	15%
Social Media	13	13%
Total	100	100%

INTERPRETATION: -The data reveals that 22% of respondents learned about job openings via newspaper ads and 20% from employee recommendations, demonstrating strong conventional and internal networks. Digital recruiting is relevant with 18% company websites. Campus positions contribute 15% and social media 13%, demonstrating online impact.

3. Clarity of Job Description (n = 100)

Response Option	Number of Respondents	Percentage (%)
Strongly Agree	20	20%
Agree	35	35%
Neutral	18	18%
Disagree	15	15%
Strongly Disagree	7	7%
Not Sure	5	5%
Total	100	100%

INTERPRETATION: -The data shows that 55% of respondents (Strongly Agree and

Agree) think the job description was properly conveyed during recruiting, indicating good company communication. However, 18% are indifferent, indicating incomplete comprehension. Around 22% (Disagree and Strongly Disagree) think job descriptions were unclear, indicating recruiting communication discrepancy. A mere 5% are uncertain. The results indicate that job position communication needs improvement for transparency and applicant comprehension, even if clarity is typically high.

4. Transparency of Selection Process (n = 100)

Response Option	Number of Respondents	Percentage (%)
Excellent	25	25%
Very Good	28	28%
Good	20	20%
Average	15	15%
Poor	8	8%
Very Poor	4	4%
Total	100	100%

INTERPRETATION: -The research shows that 73% of respondents assessed selection transparency as Excellent, Very Good, or Good. This suggests Kesoram Cement Limited's recruiting process is transparent. However, 15% ranked it average, indicating improvement. Only 12% rated it negatively or extremely poorly, suggesting discontent or prejudice. The data demonstrate that openness

is mostly maintained, but improving fairness and communication might boost recruitment and selection trust

VIII. FINDINGS

1. Most respondents (50%) are satisfied or quite satisfied with the recruitment and selection process, reflecting a positive perception. However, some respondents still believe improvements are required.
2. Newspaper advertisements, employee referrals, and company websites are the primary job awareness channels, combining traditional and digital recruitment methods.
3. While over half of the respondents report clear job descriptions, some still identify communication issues.
4. Most respondents (73%) perceive the selection process as transparent, indicating fairness in recruitment methods

IX. SUGGESTIONS

1. The HR department should provide applicants with frequent updates on recruitment and selection status to enhance transparency and satisfaction.
2. To avoid delays in employment, the organization should streamline approval processes and optimize

selection stages.

3. Provide applicants with clear and precise job descriptions to reduce uncertainty and improve role understanding.
4. The organization should expand online and social media recruitment to attract a wider pool of talent.
5. A standardized selection system is necessary for fair and consistent evaluation of applicants

X. CONCLUSION

The Ekoram Cement Limited recruiting and selection research shows that the company hires in an organized manner. The recruiting approach attracts qualified individuals via employee recommendations, media ads, corporate websites, and university placements. The selection procedure is open, systematic, and uses interviews, written examinations, and competence evaluations. Most respondents found the recruiting and selection process fair and efficient. HR is well-regarded for handling recruiting. However, recruiting delays, communication gaps, and inconsistent updates have been discovered. While the process is typically seamless and user-friendly, job descriptions, recruiting cycles, and communication platforms require refinement. Increasing these areas

will increase applicant experience and satisfaction.

Websites

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