

# A STUDY ON RECRUITMENT & SELECTION PROCESS AT DAINIK BHASKAR UDAIPUR

HIMANSHU ARORA  
MBA Student

Geetanjali Institute of Technical Studies, Udaipur

Dr. Kiran Soni  
Associate Professor

Geetanjali Institute of Technical Studies, Udaipur

## ABSTRACT

Recruitment is the process of searching for prospective employees and stimulating them and encouraging them to apply for the job in the organization. Selection is the process in which the candidates for employment are divided into classes who are offered employment and those who are not. The understanding of the process of Recruitment and Selection is done at Dainik Bhaskar, Udaipur. In DB Corp Ltd., manpower requirement is a designated process. Manpower budget is approved at the start of the financial year. Any variance in cost and number needs prior sanction. This sanction can be provided only by MD/Directors. The request with justified reasoning should be routed through corporate HR.

A human resource requisition form has to be raised for any manpower requisition, whether budgeted or non-budgeted. The form can be obtained from Corporate/State HR or the web portal

**Keywords:** Recruitment, Selection, Internal Sources and External Sources

---

## INTRODUCTION

### RECRUITMENT

Recruitment refers to the process of sourcing, screening, and selecting people for a job or vacancy within an organization. Though individuals can undertake individual components of recruitment process, mid and large-size organizations generally retain professional recruiters.

The job-seekers too, on the other hand, are in search of organizations offering them employment. Recruitment is a linkage activity bringing together those with jobs and those seeking jobs.

“Recruitment is the process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.” **Dale Yoder**

### SELECTION

The process of interviewing and evaluating candidates for a specific job and selecting an individual for employment based on certain criteria. Employee selection can range from a very simple process depending on the firm hiring and the position. Certain employment laws such as anti-discrimination laws must be obeyed during employee selection.

Selection is the screening & filtering process of job applicants who have been invited to apply for the vacant positions through which the process comes to an end. **M. Ataur Rahman**

**RECRUITMENT & SELECTION PROCESS****REVIEW OF LITERATURE**

**Burack (1985)**, “Recruitment sources are closely linked to the organizational activities as performance of employees, turnover, employee satisfaction, employee wishes and the commitment of the organization.”

**White and Escobar (2008)**, “Recruitment and Selection practices were important in the police department and in the world this paper shows the importance of seven issues relating to recruitment, selection practices in the organization.”

**Henry and Temtime (2009)**, “the recruitment and selection practices of the small and medium enterprises and make them to improve their HR practices.”

**Absar (2012)**, “importance of recruitment and selection in his paper by considering both public and private manufacturing firms in Bangladesh.”

**Gorter (1996)**, “some of the research professionals and scholars says that there is a close linkage between the recruitment and selection, employee satisfaction organization performance and HR practices.”

**Ritchie, Wiseman, & French (2012)**“he says that the importance of certain selection and recruitment activities in the organization.”

**Barber (2006)** they say that compared to the traditional recruiting sources the modern sources like referrals, casual applicants and direct approaches will benefit at large.”

## COMPANY PROFILE

DB Corp Ltd. Is one of the largest print media company in India, publishing 46 editions of Dainik Bhaskar (Hindi daily), 9 editions of Divya Bhaskar Newspaper (Gujarati daily), 6 editions of Divya Marathi Newspaper (Marathi daily), 1 edition of DB Post Newspaper (English Daily), and 220 sub-editions in four languages (Hindi, Gujarati, Marathi and English) in 12 states in India.

DB Corp Ltd. Is an only language paper in India having install high techno quality KBA machines from Germany capable of printing 72 pages all color with 255000 copies per hour?

Due to their unique launch ability, they became no.1 from the date of their launch in almost all places, out placing the decades old local newspaper of that place.

The company board consists of Mr. Sudhir Agarwal, (Managing Director) and Mr. Girish Agarwal & Mr. Pawan Agarwal (Director).

The group uses latest ERP solution software application product (SAP) to integrate all departments in every editions of newspaper.

## RESEARCH METHODOLOGY

### Research Design: - Exploratory

**Exploratory research is a research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design.**

### Sampling Design: -Simple

Simple sampling is a sampling process that utilizes some form of random selection. In probability sampling, each unit is drawn with known probability, or has a nonzero chance of being selected in the sample.

### Sample Size: -40

Sample size determination is the act of choosing the number of observation or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population for a sample.

### The objectives of the study are:

- ⇒ To study the existing policy of Dainik Bhaskar regarding Recruitment and Selection process.
- ⇒ To know the satisfaction level of employees towards the existing recruitment and selection process.
- ⇒ To identify the internal and external sources of recruitment and selection.

## DATA COLLECTION

For the purpose of preparation of the report, data has been collected from following sources:

**PRIMARY SOURCES:** The survey method is used to collect the primary data in this research as it is the Analytical research to find out the shortcomings and area of improvements according to the skill required for recruitment team. The data that is collected first hand by someone specifically for the purpose of facilitating the study is known as primary data

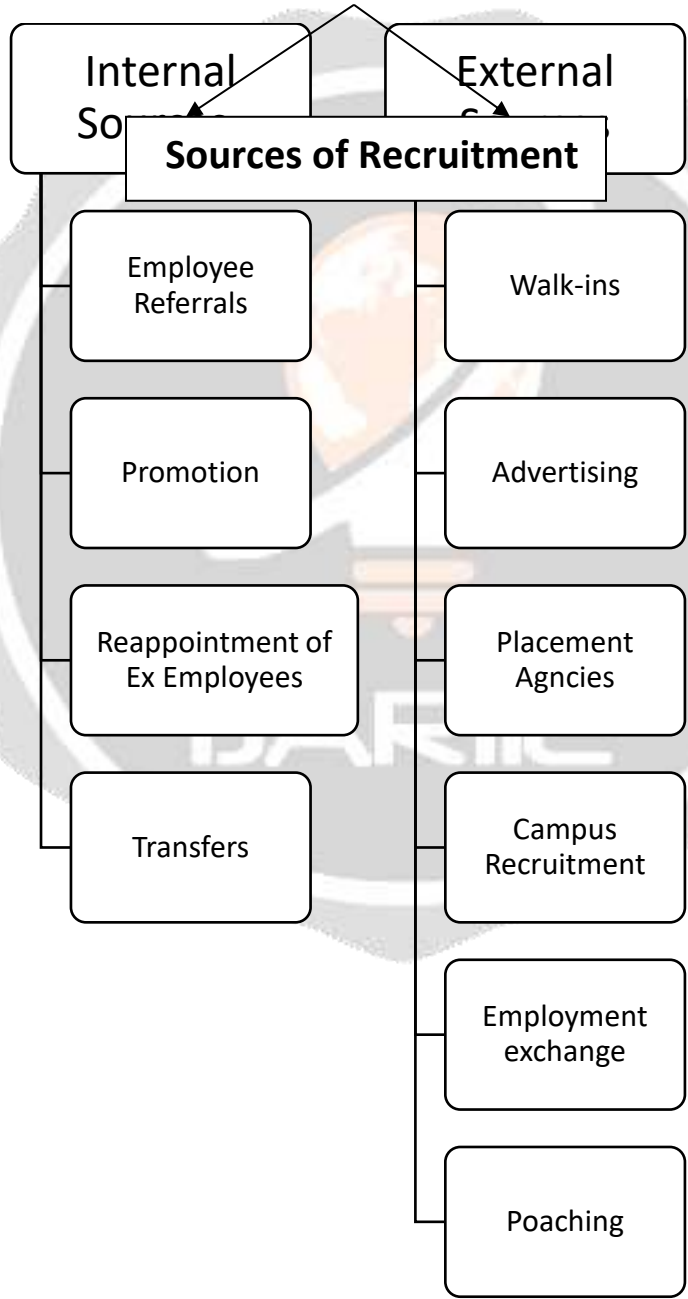
**SECONDARY SOURCES:** The secondary data is also used in a lesser proportion to find out the name and designation of the employer who are working with this organization and the company profile. Secondary data refer to information gathered by someone other than the researcher conducting the current study.

**SOURCES OF RECRUITMENT**

**Internal Sources:** Best employees can be found within the organization. When a vacancy arises in the organization, it may be given to an employee who is already on the pay-roll. Internal sources include promotion, transfer and in certain cases demotion. When a higher post is given to a deserving employee, it motivates all other employees of the organization to work hard.

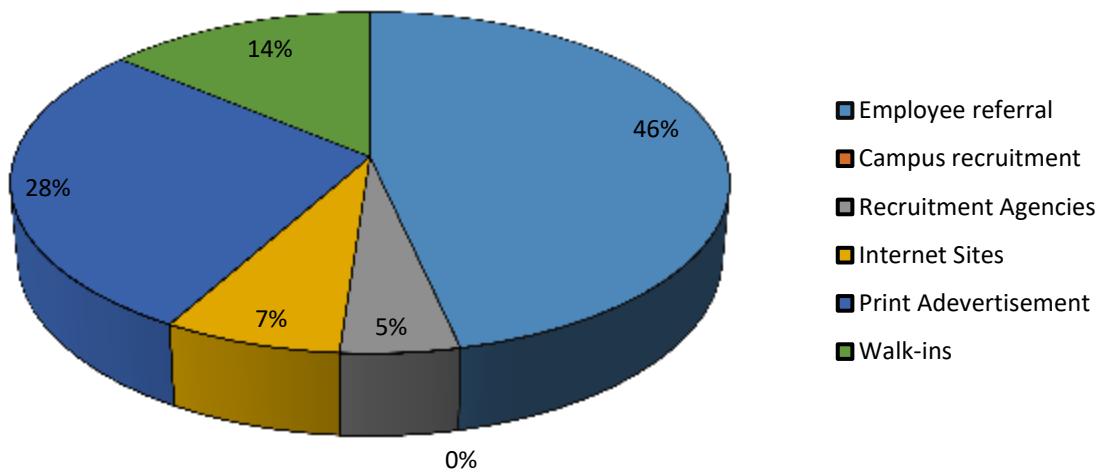
**External Sources:** All organizations have to use external sources for recruitment to higher positions when existing employees are not suitable. More persons are needed when expansions are undertaken.

DB Corp Ltd hires manpower from various sources that are categorized under two:-



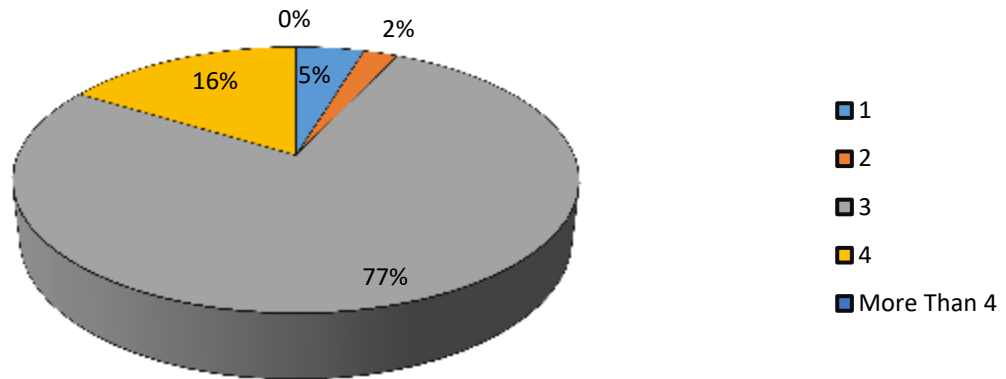
**Data Analysis:** In Bhaskar Group, recruitment is done from the both of the sources. In Udaipur unit 46% of employees are recruited through Employee Referrals, 28% from Print Advertisement 14% from Walk-ins, 7% from internet sites and 5% from Recruitment agencies.

S. NO	SOURCE	NO. OF EMPLOYEES
A	Employee Referral	46%
B	Campus Recruitment	0%
C	Recruitment Agencies	5%
D	Internet Sites	7%
E	Print Advertisement	28%
F	Walk Ins	14%
	<b>TOTAL</b>	100%



**Selection Stages:** The stages of selection are depending on the post like “Higher the post, more the stages”. 77% of employees who are senior executives and Executives are selected through 3 stages. The 16% employees who are Unit Heads is selected through 4 stages and 5% of employees are selected through more than 4 stages that are in marketing department. The rest 2% employees who are Lower level staff are selected through only 2 stages.

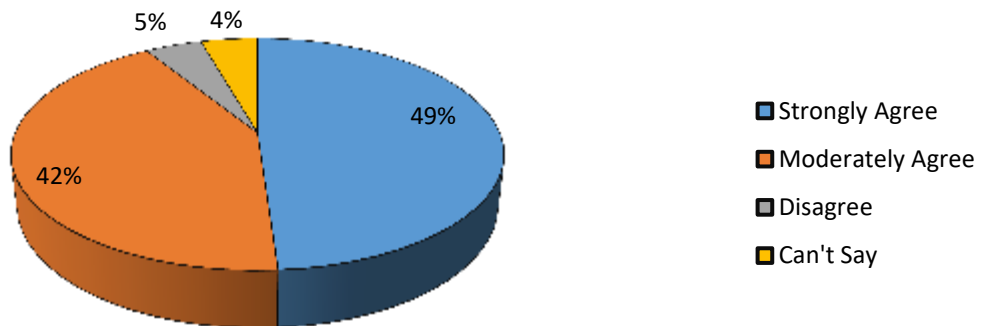
S. NO	STAGES	NO. OF EMPLOYEES
A	1	5%
B	2	2%
C	3	77%
D	4	16%
E	5	0%
	<b>TOTAL</b>	100%



**Recruitment Policy:** An organization must have a well-defined recruitment policy corresponding to the company and vacancy requirements. Existing employees can give a fair feedback on the suitability of the policy. 49% employees feel that the organization’s recruitment policy is strong & well defined. And 42% employees are said that they are moderately agreed. Rest 9% employee’s feels that the policy is not strong and not well defined.

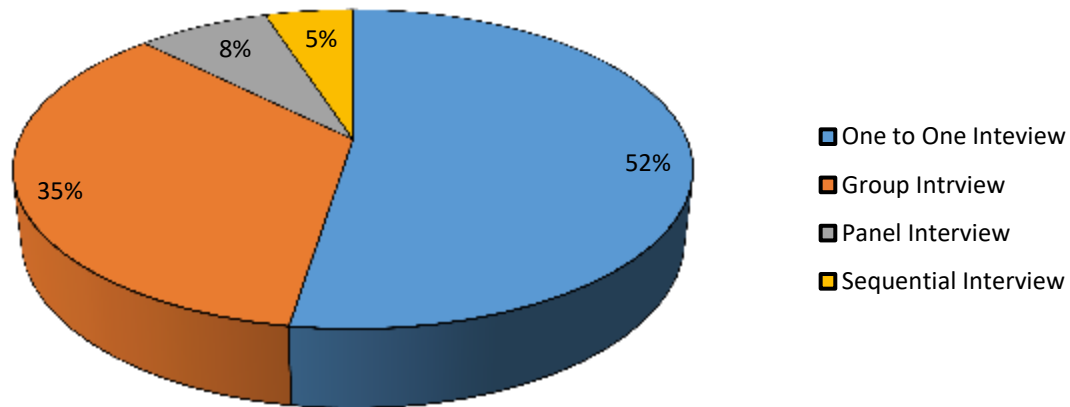
Majority of employees feels that policy is well defined which is a great morale victory on the part of management

S.NO	SOURCE	NO. OF EMPLOYEES
A	Strongly Agree	49%
B	Moderately Agree	42%
C	Disagree	5%
D	Cant Say	4%
	Total	100%



**Interview:** It is visible from the below representation that 52% of the employee favored One to One Interview, 35% of the employee favored Group interview while 8% of the employee favored Panel interview and 5% of the employee favored Sequential Interview.

S.NO	SOURCE	NO.OF EMPLOYEES
A	One To One Interview	52%
B	Group Interview	35%
C	Panel Face Interview	8%
D	Sequential Interview	5%
	Total	100%



## CONCLUSIONS

- After selecting the right person, the company's main aim is to place that person at the right job.
- For workmen hiring, company uses Employment Exchange as the primary source.
- They are in search of a person who has the maximum skills required for the job.
- If they get the wrong person in the wrong job, then productivity, culture and retention rates take a hit in a big way.

## RECOMMENDATIONS

- First of all management should review their recruitment policy and the areas of improvement for ensuring the best hiring.
- Organization should go for some more techniques of recruitment and selection.
- Some more practical knowledge should be given to the trainees

## REFERENCES

- Barber, A. E. (2006). *The Hiring Challenge*. Human resource strategies for the high growth entrepreneurial firm, 99.
- Bhoganadam, S. D., & Rao, D. S. (2014). A study on recruitment and selection process of Sai Global YarnTex (India) private limited. *International Journal of Management Research and Reviews*, 4(10), 996.
- Burack, E. H., & Singh, R. P. (1995). The New Employment Relations Compact. *Human Resource Planning*, 18(1).
- Gorter, R. C., Albrecht, G., Hoogstraten, J., & Eijkman, M. A. (1999). Professional burnout among Dutch dentists. *Community dentistry and oral epidemiology*, 27(2), 109-116.
- Henry, O., & Temtime, Z. (2009). Recruitment and selection practices in SMEs. *Advances in Management*, 3(2).
- J.S Lord, "External and Internal Recruitment", in Wayne F. Casio(ed.), *Human Resource Planning, Employment and Placement*, Washington: Bureau of National Affairs, 1989. Pp.2-73.
- Ritchie, S. J., Wiseman, R., & French, C. C. (2012). Failing the future: Three unsuccessful attempts to replicate Bem's 'Retroactive Facilitation of Recall' Effect. *PloS one*, 7(3).
- Thomas H Stone, *Understanding Personnel Management*, New York: CBS Publishing, 1989, p.173.
- White, M. D., & Escobar, G. (2008). Making good cops in the twenty-first century: Emerging issues for the effective recruitment, selection and training of police in the United States and abroad. *International review of law, computers & technology*, 22(1-2), 119-134.
- William B. Werther and Keith Davis. *Human Resources and Personnel Management*, New York: McGraw-Hill, 1996, p.195.