

A Study on The Effectiveness of Recruitment and Selection Process at Sri Varsha Food Products India Ltd, Renigunta, A.P

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Abstract- Recruitment and Selection are key functions of human resource management that ensure the hiring of qualified personnel to meet organizational needs and sustain growth. This study examines the effectiveness of the recruitment and selection process followed at Sri Varsha Food Products India Ltd., Renigunta. The main objectives of the research are to understand the general concept of recruitment and selection and the existing process at the company, examine recruitment policies, procedures, practices and sources, analyse selection methods and techniques, evaluate the process effectiveness, and offer suggestions for improvement. The study adopts a descriptive research design and collects data from 100 employees through structured questionnaires. Secondary data was obtained from company documents, industry reports, books, and journals. Percentage analysis was used to interpret the collected responses. The findings indicate that most employees are aware of the recruitment policy, employee referrals are the primary source with HR interviews dominant in selection; however, areas such as feedback provision, recruitment cycle time, and adoption of new methods require improvement. The study concludes that an effective recruitment and selection system plays a vital role in ensuring quality hires, employee adaptation, and organizational performance at Sri Varsha Food Products India Ltd.

Index Terms- Recruitment, Selection Process, Human Resource Management, Employee Awareness, Process Effectiveness, Organizational Performance.

I. INTRODUCTION

Human resource management (HRM) focuses on managing people as the core drivers of organizational success, emphasizing recruitment, selection, training, and development to ensure a competent workforce. Recruitment involves attracting qualified candidates

through diverse internal and external sources influenced by factors like company culture, pay, labor market conditions, and legal policies, while selection evaluates applicants via structured processes including tests, interviews, and reference checks to identify the best fit. Effective recruitment policies promote fairness, cost-efficiency, and alignment with organizational goals, creating a talent pool that supports sustained performance; poor selection, conversely, risks high turnover and inefficiencies. This introduction underscores recruitment as foundational to staffing, enabling organizations to secure the right talent for current and future needs. This study examines the effectiveness of the recruitment and selection process followed at Sri Varsha Food Products India Ltd., Renigunta in Tirupati district of Andhra Pradesh.

II. REVIEW OF LITERATURE

- Pratap Singh Rathore (2023) reviewed the impact of AI and automation on recruitment and selection processes, emphasizing that technology can enhance efficiency and hiring outcomes while requiring firms to balance automation with human decision-making to maintain fairness and quality.
- Nuno Ligeiro, Ivo Dias & Ana Moreira (2024) examined candidate reactions to AI-based recruitment systems, finding that while artificial intelligence can streamline recruitment and selection, organizations must consider candidate perceptions and fairness when integrating AI into hiring.
- Raji N. et al. (2024) analysed the role of artificial intelligence in talent acquisition, highlighting how AI technologies transform recruitment processes,

improve efficiency, and address talent shortages, but also raise ethical concerns related to bias and transparency.

- Dr. Kamla Bhakuni & Siya Maurya (2025) provided a comprehensive review of recruitment and selection practices in contemporary organisations, discussing methods, challenges, and emerging trends such as digital recruitment, candidate engagement, and strategic talent acquisition for organisational success.
- Pooja Hukkeri & Dr. Sanjivkumar Pol (2025) conducted a critical review of traditional and modern recruitment techniques, showing that digital tools like AI, ATS, and predictive analytics improve hiring performance, while traditional human-centric selection remains essential for nuanced judgment and employer branding effectiveness.

III. OBJECTIVES OF THE STUDY

1. To understand the concept of Recruitment and Selection in general and study the existing Recruitment and Selection process followed at Sri Varsha Food Products India Ltd., Renigunta.
2. To examine the existing recruitment policies, procedures, and practices adopted by the company and identify the various sources of recruitment used by the organization,
3. To analyze the selection methods and techniques followed in the company.
4. To evaluate the effectiveness of the current recruitment and selection process.
5. To offer suggestions and recommendations for improving the recruitment and selection process in the organization

IV. RESEARCH METHODOLOGY

The study follows a descriptive research design to examine the recruitment and selection process in the organization. Primary data: Structured questionnaires collected from employees. Secondary data: Books, journals, company records, and relevant reports. Sample Size : The sample size is approximately 133 respondents. The sample size ensures that the study results achieve a 95% confidence level with 5% margin of error.

$$\text{Sample size (n)} = N/1 + N*(e)^2$$

where, N=Population= 200
 e = Error = 0.05
 Therefore, n = 200/1+200*(0.05)²
 n =133

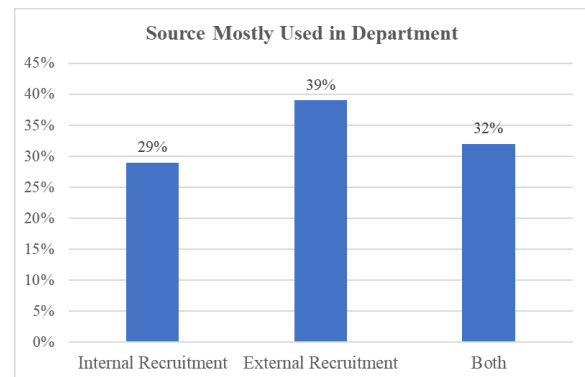
V. DATA ANALYSIS AND INTERPRETATION

Recruitment sources refer to the various channels through which organizations attract and hire employees. In most departments (especially in government, educational institutions, and corporate sectors), the commonly used sources of recruitment are broadly classified into Internal Sources and External Sources. Departments use a mix of internal and external sources depending on factors like cost, urgency, skill requirements, and organizational policies. Internal sources improve employee morale, while external sources bring fresh talent and new ideas.

Table -1: Source of recruitment mostly used in the study area

EMPLOYEE S OPINION	NO.OF. RESPONDENT S	PERCENTAGE(%)
Internal Recruitment	39	29%
External Recruitment	52	39%
Both	42	32%
TOTAL	133	100%

Source: Field Study

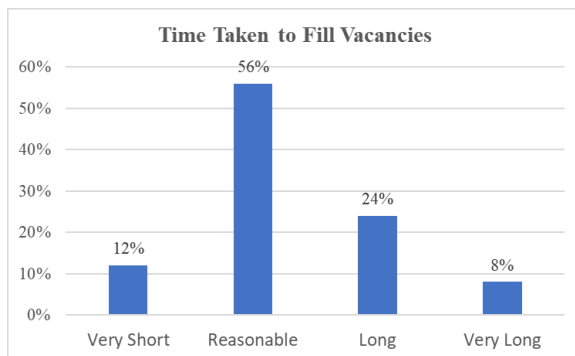


Interpretation: The above table presents the employees' opinion regarding the most commonly used sources of recruitment in the study area. Out of 133 respondents: 39 respondents (29%) stated that internal recruitment is mostly used. 52 respondents (39%) indicated that external recruitment is the most commonly used source. 42 respondents (32%) opined that both internal and external recruitment methods are used. The data clearly shows that external recruitment (39%) is the dominant source of hiring in the study area. However, a significant proportion (32%) also believes that organizations adopt a combination of both sources, indicat

TABLE - 2: Time Taken to Fill Vacancies

EMPLOYEE S OPINION	NO.OF. RESPONDENT S	PERCENTAGE(%)
Very Short	16	12%
Reasonable	74	56%
Long	32	24%
Very Long	11	8%
TOTAL	133	100%

Source: Field Study

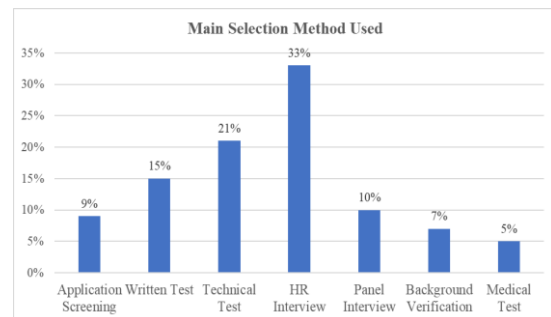


Interpretation: The table presents employees' opinions regarding the time taken by organizations to fill vacancies. Out of 133 respondents: 16 respondents (12%) stated that the time taken is very short, 74 respondents (56%) felt that the time taken is reasonable., 32 respondents (24%) opined that the process is long, 11 respondents (8%) indicated that it is very long. The majority of respondents (56%) perceive the recruitment time as reasonable, indicating general satisfaction with the duration of the hiring process.

TABLE - 3: Selection Methods used in current selection process

EMPLOYEE S OPINION	NO.OF. RESPONDEN TS	PERECENTAGE(%)
Application Screening	12	9%
Written Test	20	15%
Technical Test	28	21%
HR Interview	44	33%
Panel Interview	13	10%
Background Verification	9	7%
Medical Test	7	5%
TOTAL	133	100%

Source: Field Study

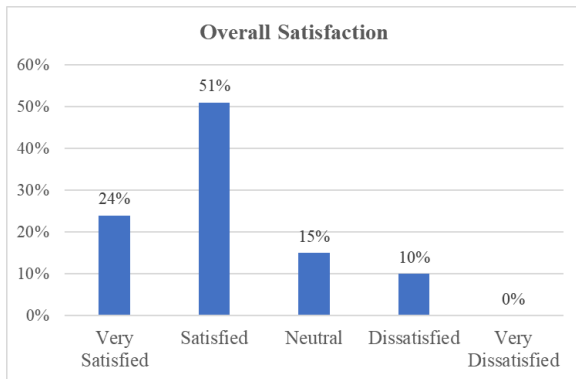


Interpretation: Table presents employees' opinions regarding the selection methods used in the current recruitment process. Among the various methods, HR Interview is the most widely used method, with 44 respondents (33%) indicating its usage. This suggests that personal interaction and behavioral assessment play a dominant role in final selection decisions.

Table - 4: Overall Satisfaction with the Recruitment and Selection Process

EMPLOYEES OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE (%)
Very Satisfied	32	24%
Satisfied	68	51%
Neutral	20	15%
Dissatisfied	13	10%
Very Dissatisfied	0	0%
TOTAL	133	100%

Source: Field Study



Interpretation: The table shows employees' overall satisfaction with the recruitment and selection process. Out of 133 respondents: 32 respondents (24%) are very satisfied, 68 respondents (51%) are satisfied, which is the highest proportion., 20 respondents (15%) expressed a neutral opinion, 13 respondents (10%) are dissatisfied, No respondents reported being very dissatisfied (0%), This indicates that a majority (75% combined very satisfied and satisfied) have a positive perception of the recruitment and selection process.

VI. FINDINGS

- External recruitment (39%) is slightly more preferred than internal recruitment (29%), showing the company's focus on attracting external recruitment.
- 56% consider the time taken to fill vacancies as reasonable.

- HR interviews (33%) play a key role in the selection process, and 73% believe the selection tests are relevant to the job role.
- Employee referral (33%) is the major recruitment source, followed by online job portals (18%), indicating reliance on internal networks and digital platforms.
- Overall satisfaction is high, with 51% satisfied with the recruitment process, while 68% suggest adopting new recruitment methods to further improve the system.
- A majority (73%) perceive the recruitment process as transparent, and 74% state that recruitment procedures are clearly communicated to candidates.
- Most respondents (75%) feel the interview process is fair and unbiased, and 75% agree that the selection process helps in choosing the right candidate.

VII. SUGGESTIONS

- Increase awareness programs so that all employees clearly understand the recruitment policies and procedures.
- Encourage more internal recruitment to support employee career growth and improve retention.
- Ensure that proper and timely feedback is provided to candidates after the interview process.
- Reduce the recruitment cycle time to improve efficiency and speed in filling vacancies.
- Introduce structured competency-based interviews and modern digital recruitment tools.
- Strengthen campus recruitment programs to attract young and skilled talent.
- Adopt technology-based recruitment systems such as applicant tracking systems to improve recruitment management and cost efficiency.

VIII. CONCLUSION

The study conducted at Sri Varsha Foods Pvt. Ltd. reveals that the organization maintains a well-structured and transparent recruitment and selection process. The majority of employees expressed their satisfaction with the existing system, and the selection methods are generally perceived as fair, relevant, and effective. While the current recruitment

practices are strong and stable, there is a scope for modernization and improvement, particularly in adopting advanced recruitment techniques and enhancing communication processes. In conclusion, Sri Varsha Foods Pvt. Ltd. has a solid recruitment framework, and with continuous improvement and strategic enhancements, it can further strengthen its human resource management practices and organizational performance.

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