



A STUDY ON RECRUITMENT AND SELECTION OF EMPLOYEES: IN CASE OF LOTUS HOSPITALS FOR WOMEN & CHILDREN, VISAKHAPATNAM

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Abstract: *The aim of the project is to study and understand the process of recruitment and selection in Lotus Hospitals for Women & Children. The objective of the study is to know the perception of employees regarding recruitment and selection measures. The proposed research is based on descriptive study. The data is collected through two principles sources of Primary and Secondary. It was found that about 60% of the recruitment and selection measures is done by external sources, 20% of the recruitment & selection measures is done by internal sources, and 20% of the recruitment & selection measures is done by both. Company should try to use the internal recruitment measures first because it incurs less cost and acts as a motivational factor to the employees.*

I. INTRODUCTION

Recruitment is the measures of attracting individuals on a timely basis in sufficient numbers and with appropriate adequacy, to apply for jobs within an organization. The measures of searching prospective employees with multidimensional skills and experience that suits organization strategies is fundamental to the growth of the organization this demands more comprehensive strategic perspective of recruitment.

According to EDWIN FLIPPO, "Recruitment is the measures of searching for prospective employees and stimulating them to apply for jobs in the organization".

A selection measure is a managerial measure. It consists of a number of agitations. A candidate who fails to qualify for a particular step is not eligible for appearing for the subsequent step. Employee selection is the measures of putting right men on the right job. It's a programme of matching organizational requirements with the skills and adequacy of people. Effective selection can be done only where there is effective matching. By selecting best candidate for the required job, the organization will get quality performance of employees. Moreover, organization will face less absenteeism and employee turnover problems. By selecting right candidate for the required job,

organization will also save time and money. Proper screening of candidates takes place during selection programme. All the potential candidates who apply for the given job are test.

In this study, the researchers have accompanied a survey on recruitment & selection in Lotus Hospitals for Women & Children's, Visakhapatnam at various levels of job. It is observed that the hospital adopted a policy on manpower planning where the hospital maintains dignity and integrity. It is necessary for Visakhapatnam Lotus Hospitals for Women & Children's to stand in the competition which is possible only when it has better individuals whose attitudes, skills and knowledge match with the job requirements. Training would an employee to reach the expectations of the organization.

Technology is changing tremendously and can revolutionize any Hospital industry. It is therefore essential for the organizations to develop and enrich the employees to cope up with the technological changes. Globalization made the world a small village. It is necessary that every organization has to meet global standards. Therefore there is requirement to introduce new skills and Programs to meet the standards.

Therefore every organization should provide recruitment and selection to all employees

irrespective of their position, qualification, skill or suitability of the job. This is not a one-time measure but an ongoing HRD function for the betterment of individual and the organization.

In view of its importance, the study is proposed to be accompanied in Visakhapatnam Lotus Hospitals for Women & Children's, Visakhapatnam, an imperative research on recruitment is required.

The Lotus group of hospitals is owned by Sri Viswa Group of Medicare. LTD. Dr. V.S.V. PRASAD is CEO of the Lotus Hospitals For Women & Children. The Lotus Hospitals for Women & Children, Visakhapatnam. Today, the Hospital stands tall with 55 beds, including 40 critical care beds, with annual inflow of 2, 00,000 patients for consultations, and 17000 patients for admission. Lotus Hospitals for Women & Children, The Institute of Medical Sciences, the flagship Hospital of Lotus Group, comprises contemporary accommodation amenities ranging from general wards to super deluxe rooms with the presence of 02 specialists more than 20 Consultants the Hospital Provides specialty medical services in Neonatal, Pediatric and Obs. & Gyn. Specialty hospital etc. round the clock.

II. OBJECTIVES

The main objective for undertaking this project is:

1. To know the perception of employees regarding recruitment and selection measures.
2. To know the recruitment measures followed in Visakhapatnam Lotus Hospitals for Women & Children.
3. To know the selection measures followed in Visakhapatnam Lotus Hospitals for Women & Children.
4. To review HR policies pertaining to recruitment and selection.

III. RESEARCH METHODOLOGY

The proposed research is based on descriptive study. The Research is accompanied with a Hypothesis that Recruitment and Selection is productive and effective in Visakhapatnam Lotus Hospitals for Women & Children's, Visakhapatnam.

The data is collected through two principles sources of Primary/ Raw and Secondary where the raw data is the information collected directly without any reference. In this study it is gathered through structured questionnaire and interview of concerned officers and staff either individually or collectively and supplemented with personal observation. The secondary data are collected from already published sources such as pamphlets of annual reports, returns and internal records. The data collection includes Collection of required data from annual records of Visakhapatnam Lotus Hospitals for Women & Children's, Visakhapatnam, Reference from textbooks and journals related to recruitment and selection and Use of Internet and other electronic media for collecting current and updated information for the study. A questionnaire is constructed in consultation with the concerned persons for data on employee opinion. The collected data is tabulated and the percentages are calculated on the responses received against each factor in the scale. The percentage of responses is shown through a graphical representation .Necessary inferences are drawn after testing the hypothesis.

Literature Review

In this era of globalization, an organization needs to prosper and survive effectively and efficiently in the global economy. Every employer of the organization must promote and practice recruitment and selection measures in an exceptional way. The success of the organization depends on the qualified employees and it's directly linked with organizational performance. Proper recruitment and selection is the lifeblood of every organization as like a capital.

According to Nanavati and Ahmed (2013), the healthcare industry in the country, which comprises hospital and medical doctors, is projected to grow by 23 percent per annum to touch US\$ 77 billion from the current estimated size of US\$ 35 billion. An crucial scope to improve healthcare services mainly the rural India (which accounts for more than 70 percent of the population) is set to materialize as a probable demand source.

Breaugh (2008), had discussed employee recruitment and its vital areas for future research and studied recruitment and selection measures. He also addressed recruitment measures related topics, including

targeted recruitment and the site visit to make smooth functioning of the measures. The author recommended that before deciding on employment issues, an organization should thoughtfully establish its staffing objectives.

Florea and Badea (2013) confirmed that through the use of internet and by administering the extremely competitive and time-consuming measures of searching, skilled man power can be fulfilled by constructing an effective recruitment program by HR. Kartiga et al. (2015) explain that, the measures of recruitment does not come to an end with the selection of the suitable candidates, but it involves sustaining and retaining the employees who are selected. Singh and Goyal (2015) in their study throw light up on the fact that if the HR managers took timely feedbacks, the organization experienced a greater applicant attraction for a job. A study by Ullman (1996) found that new employees recruited through formal sources (i.e. newspaper, advertisements, employment firms) had a high turnover rate as compared to informal sources (i.e., employee recommendation, direct appliance). He was one of the first to examine recruitment sources. Unwin (2005) emphasized that recruitment is the one of the element for attracting and retaining employees. It means more priority should be given to the practices that are used at the time of hiring and recruitment of a good candidate. An investigation by Reddy (2004) says that Six Sigma is the best appliance for staffing. The study also marvels the consequences that as per the business requirement aspirants were appointed through other sources and references.

IV. DATA ANALYSIS AND INTERPRETATION

- It was found that about 60% of the recruitment and selection measures is done by external sources, 20% of the recruitment & selection measures is done by internal sources, and 20% of the recruitment & selection measures is done by both.
- 64% of the employees are recruited through the advertisement and employees selected by the campus recruitment are 12% and employees selected by the consultancies are 4% and 20% are all of the above. Advertisement and campus recruitment and consultancies are the major sources which provided eligible candidates for the hiring in Visakhapatnam Lotus Hospitals for Women & Children.
- 48% of employees opted agree, 38% of employees opted strongly agree, 6% of employees opted Can't Say, 2% of employees opted disagree, 6% of employees opted strongly disagree.
- Employees are satisfied with the selection measures of organization is 50% strongly agree, 30% of employees opted agree, 14% of employees opted can't say, 6% of employees opted disagree
- 28% of the respondents were of the opinion that stress test, psychometric test and personality tests should be used for the selection, while the others were satisfied with the existing recruitment and selection measures. Most of the employees in Visakhapatnam Lotus Hospitals for Women & Children's are unaware of these types of tests as they mostly are fresher.
- It was found that different recruitment measures is adopted for different grades of employment. Like, for the recruitment of trainers in Visakhapatnam Lotus Hospitals for Women & Children's knowledge is considered more and for the developers technical knowledge is given importance. Some employees are not understanding the grades of organization.
- 60% of the employees feel that HR department is good where and 30% say that excellent, where as 10% says it average. Some employees are not happy as they have to spend a little more time if they have to take demo training sessions.
- 100% of employees are comfortable to HR policies of the organization.
- 40% employees are working for 0-3 years. 30% employees are working for 5-10 years. And 10% employees are working for 3-5 years, 20% employees are working for more than 10 years.
- Vacancies are declared by 70% of the employees. 30% are not declared by the employees.
- 70% Employees said that they are using satisfactory methods of interview. 30% Employees said that they are not using the satisfactory method of interview.

- In this organization selection method is good.70% of the good, 24% of the average and 6% of the poor.
- Employees said that the 56% of the HOD interviews, 28% of the HR interviews and 16% of the functional interviews. Employees most like the HOD interviews and HR interviews in this organization.
- Employees said that the 48% of the knowledge, 12% of the past experience, 22% of the discipline, 18% of the all. Most crucial quality in employee is knowledge and experience.
- Employees are satisfied with the pre-employment health checks. 54% agree, 26% disagree and 20% satisfied with the organization.

V. RECOMMENDATIONS

- Recruitment must be done analyzing the job firstly which will make it easier and will be beneficial from the hospital point of view.
- More emphasis should be given on internet and advertisement so that more and more candidates apply for the jobs and it will be easy to find the right employee among them.
- The recruitment and selection Programme should not be too lengthy and time consuming.
- Company should try to use the internal recruitment measures first because it incurs less cost and acts as a motivational factor to the employees.
- Provided training to employees so that get better knowledge, skills and attitude.
- Company should amend some parts of their HR policies for better effectiveness.

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