

# A STUDY ON RECRUITMENT AND SELECTION PROCESS AT BHARATHI CEMENTS PVT.LTD., KADAPA, A.P

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## ABSTRACT

Recruitment and selection is a significant role played by Human Resource Management towards assisting organizations to obtain qualified employees. This paper will focus on the recruitment and selection procedure that is used in Bharathi Cements Pvt. Ltd, Kadapa. The aims of the research are to examine the recruitment sources, learn the selection process, research the HR department, and the difficulties in the hiring process. The research will be founded on primary data gathered on 100 employees by means of a structured questionnaire. Data obtained was analyzed by the use of percentage analysis. According to the findings, the greatest source of recruitment is the employee referrals, the selection process is transparent and the organization employs various selection methods. The research recommends the enhancement of campus recruitment, shortening of approval process and use of digital recruiting tools in order to enhance efficiency of hiring.

**Keywords:** Recruitment, Selection, Human Resource Management, Hiring Process, Employee Recruitment.

## INTRODUCTION

The HRM is very important in the development and prosperity of an organization. Recruitment and selection are the most important of all the HR functions since it has a direct impact on the quality of employees in the organization. The success of every company is not only based on the technology and money but also on the skilled and efficient workers. As such, the HR department has a big responsibility in the selection of the right individual to the right job at the right time. Recruitment is the process of identifying and enticing potential applicants in order to apply in an organization in terms of employment. It entails hunting down the right candidates and motivating them to take up jobs. Selection involves using qualification, skills and job requirements to select the best candidate among the applicants. Recruitment and selection in the manufacturing industries like cement industries is a crucial part since the companies need technical skilled workers, engineers, supervisors and administrative personnel. Making the wrong choices when hiring candidates can result in production issues, safety concerns, and losses of money. Systematic recruitment and selection process is, therefore, necessary. Bharathi Cement Pvt. Ltd. is one of the established cement manufacturing companies in a competitive industrial environment with its location being in Kadapa district. The firm is in need of qualified personnel in various units like production, maintenance, quality management, logistics and management. This paper is aimed at evaluating the recruitment process and selection procedure used in the Bharathi Cements Pvt. Ltd., Kadapa and how this process can be improved.

## OBJECTIVES OF THE STUDY

- To examine the sources of recruitment applied by Bharathi Cements.
- To get an insight into the selection process adopted in various types of employees.
- The examine the role of HR department in recruitment and selection.
- To determine the obstacles encountered in the recruitment and selection.

## SCOPE OF THE STUDY

The research is done on recruitment and selection practice at the Bharathi Cement Pvt. Ltd. Kadapa.

The study helps:

- To know the sources of recruitment that the company uses.
- To examine the selection procedures.
- To determine the contribution of HR department in the hiring process.
- To give recommendations on how recruitment practice can be improved.

The research can be beneficial to management, HR students as well as the future researchers.

**LIMITATIONS OF THE STUDY**

The paper is restricted to Bharathi Cement Pvt. Ltd. Kadapa.

- It is a small sample size that might not be representative of all the employees.
- Only internship period was used as the study period.
- It was not possible to access some confidential company information.

The answers can be subjective depending on how the employees perceive.

**REVIEW OF LITERATURE**

Jha (2023) conducted a study on recruitment and selection process and found that structured recruitment practices improve employee performance and reduce employee turnover. The study highlighted the importance of proper selection procedures in organizational growth.

Sai Sharan and Karpagavalli (2023) studied the effectiveness of recruitment and selection in the public sector and concluded that transparent selection procedures improve employee satisfaction and organizational performance.

Bhakuni and Sandhu (2025) reviewed recruitment and selection strategies and identified major challenges such as skilled labor shortage, competition for talent, and recruitment delays.

Tuttle and Critchlow (2025) discussed digital transformation in recruitment and explained how online recruitment platforms and HR software improve hiring efficiency and reduce recruitment time.

Basak and Chatterjee (2025) studied recruitment practices and employee experiences and found that fair recruitment processes increase employee trust and job satisfaction.

Hukkeri and Pol (2025) examined the role of social media in recruitment and concluded that digital recruitment methods are becoming important in modern hiring practices.

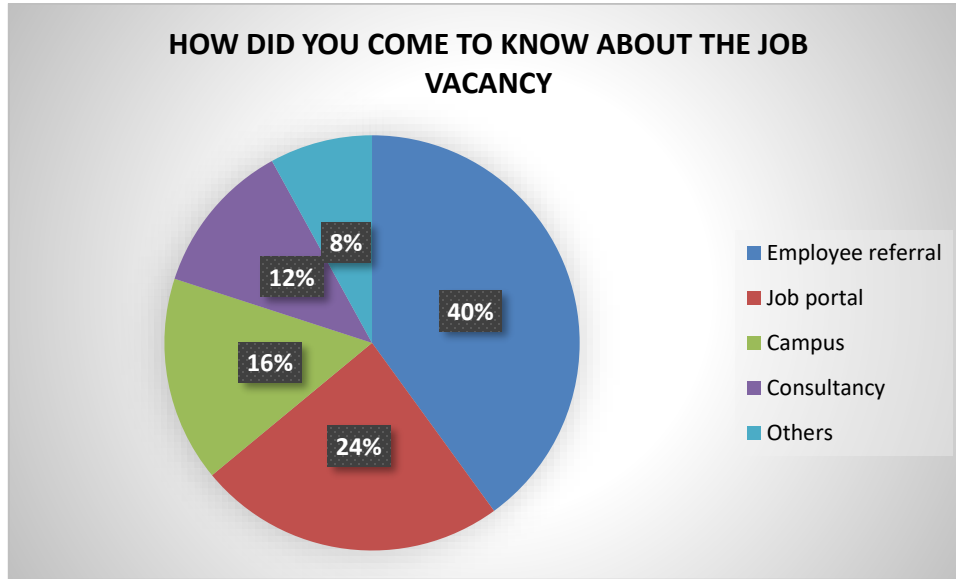
**RESEARCH METHODOLOGY**

Research methodology is defined as the systematic procedure applied to gather and analyze information to produce research objectives. The current research is founded on the descriptive research design because it explains the recruitment and selection practices used in Bharathi Cements Pvt. Ltd. The study was done using both primary and secondary data. The primary data was gathered using a structured questionnaire that was administered to employees in various departments including the HR department, production department and the administration department. The secondary data were gathered through HR manuals, textbooks, journals and company records. The study was done using convenience sampling method. It was a sample of 100 employees. The data obtained was examined on the basis of percentage analysis, and then presented in tables and charts in an easily comprehensible and interpretable format.

**ANALYSIS AND INTERPRETATION**

1.How did you come to know about the job vacancy?

Source	No. of respondents	percentage
Employee referral	40	40%
Job portal	24	24%
Campus	16	16%
Consultancy	12	12%
Others	8	8%
TOTAL	100	100%

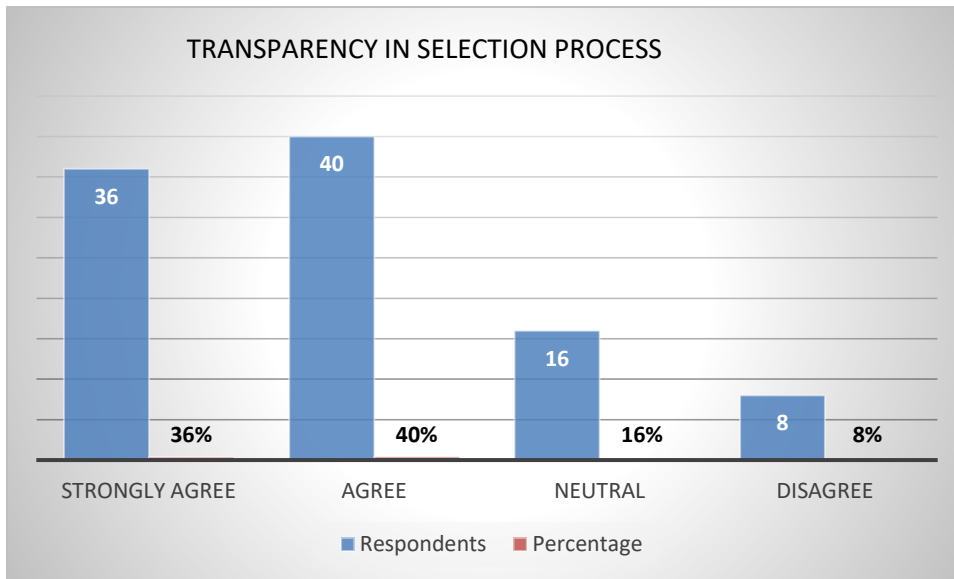


**Interpretation:**

By observing the above pie chart analyzed that the Majority 40% of employees joined through employee referrals, 24% job portal, 16% campus, 12% consultancy and 8% others. This shows internal references are a major recruitment source.

**2. Is the selection process transparent?**

Options	Respondents	Percentage
Strongly agree	36	36%
Agree	40	40%
Neutral	16	16%
Disagree	8	8%
Total	100	100%

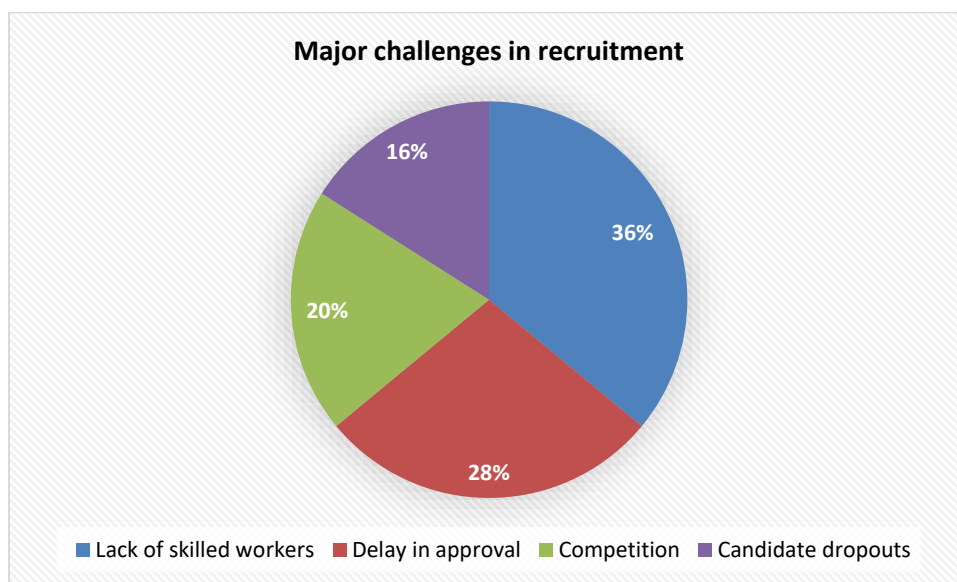


**Interpretation:**

By observing the above pie chart analyzed that 76% of respondents agree that the selection process is transparent, 16% is neutral and 8% is disagree indicating fairness in hiring.

3.Major challenge in recruitment?

Challenge	Respondents	Percentage
Lack of skilled workers	36	36%
Delay in approval	28	28%
Competition	20	20%
Candidate dropouts	16	16%
TOTAL	100	100%

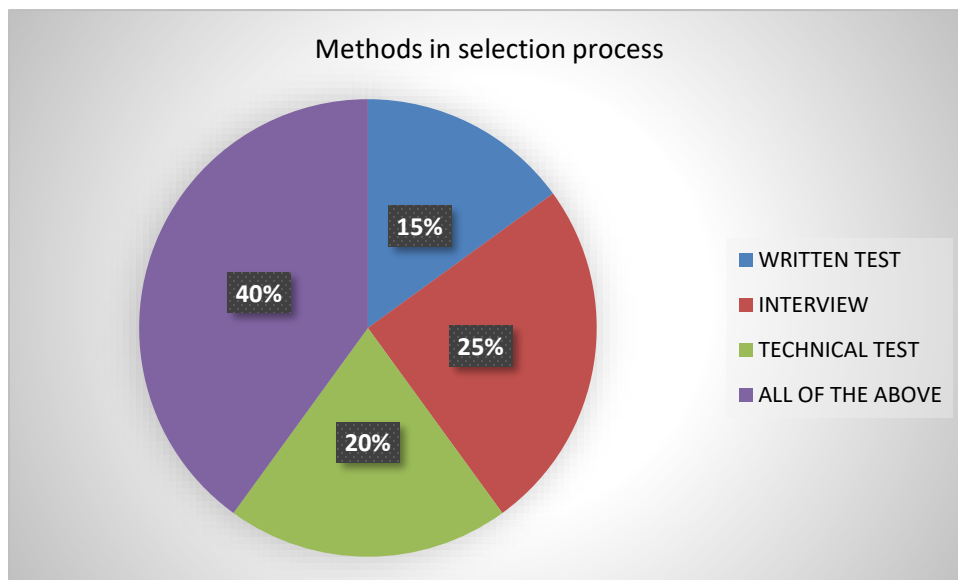


**Interpretation:**

By observing the above pie chart analyzed that the main challenge is shortage of skilled manpower 36%, followed by delay in approval 28%, 20% is competition and remaining 16% is candidate dropouts.

4.METHODS USED IN SELECTION?

OPTION	NO.OF RESPONDENTS	PERCENTAGE
WRITTEN TEST	15	15%
INTERVIEW	25	25%
TECHNICAL TEST	20	20%
ALL OF THE ABOVE	40	40%
TOTAL	100	100%

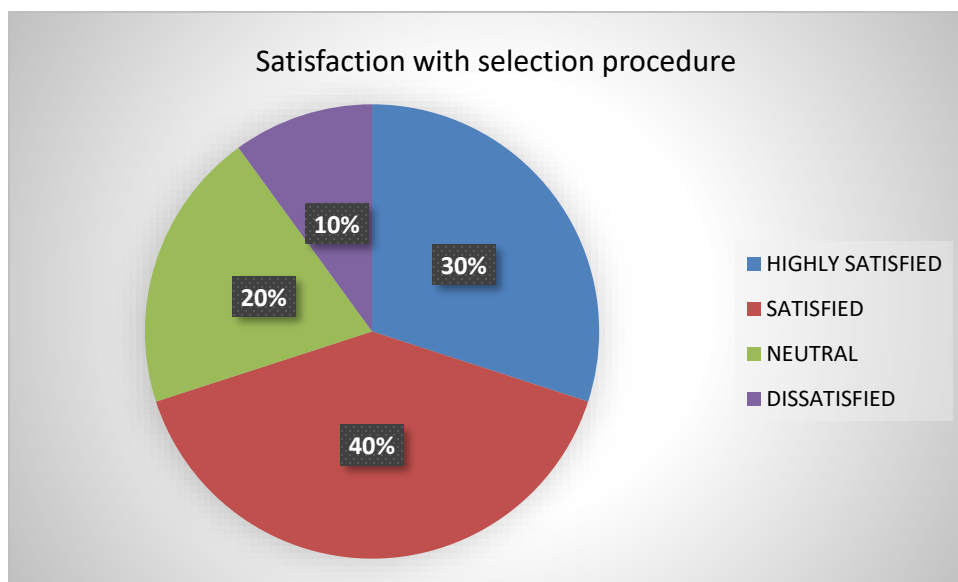


**INTERPRETATION:**

By observing the above pie chart 40% of respondents stated that all methods (written test, interview, technical test) are used, 20% in technical round, 25% is interview and remaining 15% is written test. This indicates that the company follows a comprehensive selection procedure.

**5. SATISFACTION WITH SELECTION PROCEDURE?**

OPTION	NO.OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	30	30%
SATISFIED	40	40%
NEUTRAL	20	20%
DISSATISFIED	10	10%
TOTAL	100	100%



**INTERPRETATION:**

By observing the above pie chart 40% of respondents are satisfied and 30% are highly satisfied with the selection

process, 20% neutral and 10% dissatisfied. This shows a good level of satisfaction among employees.

### **FINDINGS**

- Employee referral is the most used source of recruitment.
- The procedure of selection is organized and clear.
- HR department is a major coordinating factor.
- Various methods of selection are employed by the organization which includes written tests, interviews, technical tests, etc.
- Shortage of skilled workers is a big challenge.
- There is a delay in the ultimate approval.
- The majority of the employees are contented with the process of selection.
- Recruitment practices are useful in sustaining the organization and workforce planning.

### **SUGGESTIONS**

- Increase campus recruitment for technical roles.
- Shorten the time taken in the hiring process.
- Use digital HR tools for faster documentation.
- Strengthen employee referral programs.
- Train the HR staff in the new recruitment methods

### **CONCLUSION**

In the research conducted on the recruitment and selection process in Bharathi Cements Pvt. Ltd., Kadapa, it is found that the company has a systematic method of hiring. There is efficient use of both internal and external sources. The HR department is very instrumental in the coordination of the recruitment activities. Despite some of these issues such as shortage of skilled labor and delays in approval, the system of recruitment contributes to the growth of a company. The process can also be made to be more efficient and effective with slight refinements.

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