

## A STUDY ON EMPLOYEE SELECTION PROCESS TOWARDS ATLAS TEXTILE EXPORTS PVT LTD WITH REFERENCE TO KARUR

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### ABSTRACT

The successful functioning of any industry is determined by the factors like men, material, money and market. Among all these factors, manpower assumes greater significance. Manpower is the life blood of any industry. Therefore, every effort should be taken on a priority basis to keep this factor for achieving the main objectives of the industry. The textile industry occupies a unique place in our country. It is the second largest employment generator after agriculture. The textile industry being labor-intensive is a major contribution to the country's economy with its vast potential for creation of employment opportunities in the agricultural and industrial sectors. Business organizations are made up of people and function through people. Textile industries are no exception to this. Hence, it is essential for every organization to adopt the human resource management practices in the administration. This paper also analyses the human resource management in textile industry.

**Keywords:** Textile sector, recruitment and selection process, Human resource department.

### 1. INTRODUCTION

The selection process can be defined as the process of selection and short listing of the right candidates with the necessary qualifications and skill set to fill the vacancies in an organisation. The selection process varies from industry to industry, company to company and even amongst departments of the same company. Employee Selection is the process of putting right men on right job. It is a procedure of matching organizational requirements with the skills and qualifications of people. Effective selection can be done only when 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 of 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 procedure. All the potential candidates who apply for the given job are tested.

### 2. OBJECTIVES OF THE STUDY

- To know the methods of recruitment been carried in the selection process.
- To study the selection process of employees at Atlas Textile Exports Pvt Ltd in Karur.
- To know the level of awareness about the recruitment policy among the employees.
- To evaluate the impact of the recruitment and selection process on employee's performance of textiles industries.

#### 2.1 SCOPE OF THE STUDY

Selection of personnel for an organization is a crucial, complex and continuing function. The ability of an organization to attain its goals effectively and to develop in a dynamic environment largely depends upon the effectiveness of its selection programs. In a situation where the right person is not selected, the remaining functions of personnel management, employee-employer relations will not be effective. If the right person is selected, he/she is a valuable asset to the organization and if faulty selection is made, the employee will become a liability to the organization.

#### 2.2 LIMITATIONS OF THE STUDY

- The un-cooperative attitude of many respondents many thought that the researcher has something to do with information given considering the sensitive nature, other than for academic purpose.
- It is difficult for the researcher to collect data from some employees of the organizations of the case study.
- The constraints also contributed immensely to limit the extent to which the data are collected.
- Time constraints contributed to a measurable extent to the assumptions made because the researcher is working to beat the time stipulated for this work.

### 3. METHODOLOGY

#### 3.1 RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find

out the end result for a given problem and thus the solution helps in future course action. The research has been defined as “A careful investigation or enquire especially through search for new facts in any branch of knowledge”. To give more additional to the old research new ones are conducted.

### 3.2 SAMPLING TECHNIQUES

Disproportionate stratified random sampling techniques has been used in sampling due to the following reasons:

- It provides information about parts of the all the area of *Karur*.
- It provides help in gaining control management system in textile industry.

### 3.3 SAMPLING SIZE

A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is 150 respondents are taken as the example for this investigation.

### 3.4 DATA COLLECION

The following techniques were adopted for data collection.

#### 3.4.1 Primary data

Primary data was collected through face to face interviews while filling up questionnaires (150 respondents).

#### 3.4.2Secondary data

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

### 3.5 STATISTICAL TOOLS:

- SIMPLE PERCENTAGE
- CHI-SQUARE ANALYSIS
- CORRELATION
- ANOVA

## 4. FINDINGS AND STUDY

1. Majority 63.3% of the respondents are male
2. Maximum 41.3% of the respondents are in the age between 20-25 years
3. Majority 62.0% of the respondents are unmarried.
4. Maximum 44.0% of the respondents are qualified in UG.
5. Maximum 35.3% of the respondents are earning Rs. 45,001 – Rs. 60,000.
6. Maximum 38.0% of the respondents are inexperienced person
7. Maximum 37.3% of the respondents are using employee knowledge for selection
8. Maximum 35.3% of the respondents are strongly agree with information secured.
9. Majority 37.3% of the respondents are following personal interview method
10. Majority 38.7% of the respondents are provided to very good equal opportunity
11. Majority 36.0% of the respondents are influencing to join a pay package.
12. Majority 40.0% of the respondents are felt about agree with modern technology.
13. Majority 36.7% of the respondents are required by one week.
14. Majority 42.7% of the respondents are agree with lengthy process of selection.
15. Majority 37.3% of the respondents are importance of hiring of talented employees.
16. Majority 42.0% of the respondents are agree with cost of selection process.
17. Majority 35.3% of the respondents are highly satisfied with improve their job sites.
18. Majority 38.7% of the respondents are satisfied with encourage the employees.
19. Majority 35.3% of the respondents are strongly agree with get right candidate.
20. Majority 62.0% of the respondents are hiring policies easier for recruiter and it avoids confusion.
21. Majority 41.3% of the respondents are opinion for excellent outsourced
22. Mostly 37.3% of the respondents are belong to Internet recruitment
23. Mostly 32.0% of the respondents prefer Lack of motivation.

## 5. SUGGESTIONS

- Organizations can try to introduce modern recruitment process like audio, video technique instead of using traditional technique.
- Organization can use detailed web analytics to track their career website and advertising effectiveness
- Organization can adopt or be a early adopter of every new sourcing idea and technique that becomes available by which probably they get a few extra candidates.

- If the hiring policies are flexible enough and revised often, then recruitment process becomes easier for recruiter and it avoids confusion.
- Some organizations can encourage the concept of employee referral as it is cost effective and saves the time for recruitment.
- Organizations can outsource their recruiting activities partially/ completely with top consultancies that are authorized and have certification
- The organization can try to improve their job sites, because most of the job seekers do approach from internet only
- The organization must try to retain their existing employees. Hence employee retention strategy helps to save and reduce recruitment cost and portrays a culture of loyalty among the employees towards the organization.

## 6. CONCLUSION

It is an established fact that human resources are assets and strategic business tools in an organization to derive corporate performance that provides a distinct competitive advantage. There is a virtual war to poach and retain talent amongst companies, as the quality workforce is the best insurance against cutthroat competition. Hence effective recruitment plays the key role and retaining talented employees can take the company to greater heights. Recruitment-a selection process for people to an organization is a critical process. If not done systematically and properly, the possibility of getting the right people is uncertain. It is essential that a structured selection process ensuring right kind of people are selected and placed at right positions. The textile companies' strength lies in using all possible techniques to ascertain the right choice and bringing in a total clarity to the entire process. Textile Organizations paying attention to this regard are certain to maintain their leading status amongst their counterparts in the market.

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