## 2A STUDY ABOUT HUMAN RESOURCE MANAGEMENT IN RECRUITMENT AND SELECTION

**KMML, CHAVARA, KOLLAM**

Report submitted to SDE University of Kerala at Kariyavattom in partial fulfilment of the requirement for the award of degree in bachelor of business administration



Submitted by

**JESEENA.K**

BACHELOR OF BUSINESS ADMINISTRATION

Under the guidance of **Mrs: Nithya. R**

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# DECLARATION

I declare that the thesis entitled Recruitment and selection is a record of the Bonafide research work carried out by me under the supervision and guidance of **Dr: Nithya.R**. This has not been previously submitted for the award of any diploma degree associate ship of similar title.

NAME: JESEENA PLACE: KOLLAM

# FACUALTY SIGNED

I certify that the thesis entitled recruitment and selection is a Bonafide record of the research work carried out by **Jeseena K** under my supervision and guidance. This has not been previously submitted for the award of any degree, diploma, associate ship or other similar title.

Name of the researcher: **Dr: Nithya. R**

Place: Kariyavattom

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# EXECUTIVE SUMMARY

Kerala minerals and metals limited in Chavara, Kollam. It is a public sector enterprise under the government of Kerala. It is one of the best companies in India. KMML is India`s only rutile grade titanium dioxide manufacturing facility (through chloride route). The entire process and operations of KMML revolve around the three pivotal units the Mineral Separations (MS) unit, the Titanium Dioxide Pigment (TP) and the Titanium Sponge. Many people’s work here in different departments. Recruitment and selection process conducted through the public service examination and contract basis .KMML regularly conducts recruitment drives to attract talented individuals who can contribute to the company’s growth and success. The recruitment process is designed to identify candidates with the right skills, qualifications, and attitude to excel in their respective roles. KMML offers a wide range of job positions across different departments, including mining, production, engineering, finance, human resources, and [marketing.](https://www.mysarkarinaukri.com/find/marketing-jobs)

# INTRODUCTION

Recruitment and selection of the human resource for an organisation is the major and basic function of human resource management. Recruitment and selection depend on the organisation‟s policy guiding. The basic principle in selection is „‟right man for the right job‟ ‟and can be achieved only through scientific recruitment and selection. This is because the ability of an organisation is determined to a great extent to ability of its work force. The old belief that capital was fundamental to the progress of the organisation and does not hold good, any longer employees around the world have begun to believe that a smart workforce is the key to the success of an organisation. Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources at time. A recruitment process includes all the steps that get from job description to offer letter including initial application, the screening, face to face interviews, assessments, background checks, and all the other elements crucial to making the right hire. The selection process can be described as the procedure of identifying and short-listing qualified people with the requisite qualifications and skill set to fill vacancies in a company. The selection procedure differs from industry to industry, company to firm and even within the same organizations of different department.

KMML stands for its total quality culture in terms of people, product, services, work place safety, energy and environment. The company is fully equipped to train manpower at all levels covering the entire range of activities from mining of manufacture to marketing. The emphasis to attract nature and train the best human resources in the industry. The company`s biggest asset is the human resource quality.

With a 2000 plus workforce have a full-fledged human resource development department that focus on regular training and refresher courses for skill betterment and personality development and also to in calculate quality consciousness safety awareness.

KMML is committed to training and retraining the best of human resources from the world over. Building capabilities in the organisation across boundaries in the mining sector. The company`s HR strategy and policy look to achieve optimum productivity through best use of the human and technology potential.

# STATEMENT OF THE RESEARCH PROBLEM

The project work is based on the RECRUITMENT AND SELECTION. Behind the success of any organisation is collective action of different department. Recruitment and selection are done by the Human resource management department. HRM is the strategic management employees within an organisation. This is typically direct manpower management that involves man power planning, recruitment and selection, training and development, induction and orientation, transfer, promotion, compensation, lay off and retrenchment, employee productivity. Recruitment process is the “process of searching for prospective employees and stimulating g and encouraging them to apply for jobs in an organisation “. It is one whole process with a full life cycle,that begins with identification of the needs of the company with respect to the job, and ends with the introduction of the employee to the organisation.

# SIGNIFICANCE OF THE STUDY

The significance of study recruitment and selection. Recruitments the first step in an employee`s life cycle, recruitment is an organised method. recruitment and selection process play a significant role in shaping an organisation`s success. To attract bright talent for the job companies, need to invest time and effort. This fosters a culture of excellence and high performing teams, without which organisational growth cannot be achieved. Also, the business landscape is ever -evolving, so it‟s important for organisation‟s to continuously refine their recruitment and selection strategies to adapt to changing market dynamics.

# SCOPE OF THE STUDY

This conceptual study helps us to know about the We are interested to study about the recruitment and selection in KMML. The main scope of the study is how to impact the recruitment and selection process in KMML for future.

* To understand the actual working conditions of human resource department.
* To get in the touch with the industrial and organisational environment

# RESEARCH METHODOLOGY

Research methodology is a scientific and systematic way to solve research problems. Methodology is a science that helps in studying how research is done scientifically. This section deals with the research design, research approach and research instrument and research period for the completing study.

# RESEARCH DESIGN

Research design is the basic frame work which provides guidelines for the rest of the research process. The research design specializes the methods for data collection and data analysis. It specialises the pin point to carry out the research properly.

# RESEARCH APPROACH

The data for the study had collected using structured questions Research instrument

Research instrument used in the survey is questionnaire. Questionnaire is a printed set of questions arranged in a logical order to be filled by the respondents. The number of questions should be limited to the objective and scope of investigation.

# DATASOURCES

* Primary data

Primary data are those which are collected fresh and for the first time and this happen to be original in character. The primary data collected for this study through questionnaire.

* Secondary data

In this project work the researcher has taken text textbooks, websites, profile etc…to collect secondary data.

# SAMPLING

Sampling is the process of selecting a sufficient number of elements from the population so that the study of sample and an understanding of its properties or characteristics would make it possible for us to generalise such properties or characteristics to the population elements.

### Sample population

There are2000members in KMML including employers and employees.

### Sampling units

Sampling units are the employees of KMML, Chavara.

### Sampling size

This refers to the number of items to be selected from the universe to constitute a sample. out of total strength the sample is taken amongst 70 employers and 400employers

### Sampling area

The study was conducted at KMML, Chavara, Kollam.

### Sampling procedure

Data have been collected using simple random sampling method. simple random sampling is a sample selected from a population in such a way that very number of populations have s an equal chance of being selected and the selection of any individuals does not influence the selection of any other.

### Data analysis techniques

The tool used is percentage analysis. This method is used to describe relationship.

Percentage of respondents =No respondents /Total no of respondents\*100

# LIMITATIONS OF THE STUDY

* + It is a government firm, certain data and documents are considered as confidential which are unavailable.
  + Due to limitation of time, study could not be made more detailed.
  + It is difficult to know the respondent`s response was genuine.
  + The managers time availability for discussion were limited and frequently interrupted due to official commitments.
  + The survey is conducted only on limited respondents. The study was conducted within a period of stipulated time.

# 2.LITERATURE REVIEW

Edwin Flippo defines “Recruitment and selection process as “A process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organisation.”

In simple terms, recruitment and selection are concurrent processes and are void without each other. They significantly differ from each other and are essential constituents of the organisation. It helps in discovering the potential and capabilities of applicants for expected or actual organisational vacancies

.it is a link between the jobs and those seeking jobs. according to Korsten (2003) and Jones et al. (2006),Human Resource Management theories emphasise on techniques of recruitment and selection and outline the benefits of interviews, assessments and psychometric examinations as employee selection process .They further stated that recruitment process may be internal or external or may also be conducted online .Typically, this, process is based on the levels of recruitment policies ,job posting and details ,advertising ,job application and interviewing process ,assessment ,decision making ,formal selection and training

Jones et al. (2006) suggested that examples of recruitment policies in the health care, business or industrial sector may offer insights in to the processes

involved in establishing recruitment policies and defining managerial objectives,

Successful recruitment techniques involve an incisive analysis of the job, the labour market scenario/conditions and interviews, and psychometric tests in order to find out the potentialities of job seekers,

.

Further more, small and medium sized enterprises lay their hands on interviews and assessment with main concern related to job analysis, emotional intelligence in inexperienced job seekers, and corporate social responsibility. Other approaches to selection outlined by Jones et al (2006) include several types of interviews, role play, group discussions and group task, and so on.

Any management process revolves around recruitment and failure in recruitment may lead to difficulties and unwanted barriers for any company, including untoward effects on its profitability and in appropriate degrees of staffing or employee skills (Jones et al2006).In additional in sufficient recruitment may result in to lack of labour of labour or hindrances in management decision making ,and the overall recruitment process can itself be advanced and amended by complying with management theories

.according to these theories, the recruitment process can be largely enhanced by means of Rodgers seven point plan ,Munro -Frasers fivefold grading system, personal interviews, as well as psychological tests(Jones et al2006)

Towards that end Taher et al (2000) carried out a study to critique the value added and non-value activities in arecruitment and selection process. The strategic manpower planning a company, training and development programme ,performance appraisal ,reward system and industrial relations, was appropriately outline in the study ,This study was based on the fact that efficient HR planning is an essence of organisation success ,which flows naturally into employee recruitment and selection ( Tahar et al)

.therefore demand rather than supply must be the prime focus of the recruitment and selection process and a greater emphasis must be put on

planning, supervising and control rather than mediation .Extending this principle a realistic approach to recruitment and selection process was demonstrated, and the study found that an organisation is efficient only when the value it commands exceeds the price involved in determining the process of decision making or product.

# 3.INDUSTRY PROFILE

The world is rapidly shrinking with the advent of communication, transportation and financial flow product development in one industry are finding enthusiastic acceptance in other industry. As the industry, which is manufacturing industry, product definitely depends on the end user industries. Industry plays a significant role in every firm; industrial development has been given on greater importance in Indian planning of account of industrial development. Industry in necessary in productivity, employment, national income and rate of capital formation in India witnessed large scale diversification India.

The minerals and metals industry has been flourishing since ancient times. Fr: Williom Gregor in the year 1789 discovered ilmenite in Konwat in England. He found that the black sand contains some important metal but he failed to discover it. In 1875 a Hungarian Scientist Martin Kein which found the same metal contents in the refine minerals. The geological survey of India found the presence of monazite in the costal sands of Kerala. Besides the Mineral deposits also found in TamilNadu, Orissabecause of which they also have established mineral industries. Now India occupies tenth place among the industry developed countries in the world.

Kerala has the richest and one of the most extensive heavy minerals and sand deposits of the world. The Chavara deposits contain Ilmenite, RutileLeucoxene, zircon, monazite and ilmenite, the commercial significance was known for the first time in 1909 when Dr:Schomberg, a German scientist discovered the presences of Monazite in the black beach sands Manavalakurichi in the East Travancore state. The presence of mineral sand in the coir rope traditional item of export from this part of the country led to the discovery.

Originally, a rare earth mineral separation plant till 80‟s, KMML began its prestigious pigment production with a licensed capacity of 48000 MT per year and the plant had an installed capacity to produce 22,000 MT Per year. The effort for debottlenecking and incremental expansion in the past years

became a reality in 2005 and the installed capacity was declared as 40,000 MT per annum. Recently, KMML-ISRO-VSSC entered into an MOU for the production of Titanium. Metal /sponge which is considered to be a milestone in the history of KMML.

KMML is now in the aerospace industry and defence application with the commissioning of the Titanium sponge plant. The TSP is a joint venture of KMML Vikram Sarabhai Space canter and the defence Metallurgical research laboratory (DMRL)

The Rs.143 crore TSP project was fully funded by the VSSC with the inauguration of TSP. India became the 7 th country in the world having technology for producing Titanium Sponge which is the raw material for Titanium metal.

# TITANIUM DIOXIDE INDUSTRY IN INDIA

The Indian reserves of Ilmenite and Rutile is expected to the around 60 million tons. The important source of ilmenite in India is the beach sands of south Kerala and Tamil Nadu.Beach reserves are also seen in Maharashtra, Orissa and Andhrapradhesh. The reserves in Tamil Nadu and Kerala are around 25 million tons there are about 20 million tons reserves in Orissa. The information throws light in to the probabilities of new manufacture and completion in Titanium Dioxide Pigment Industry in the Indian Market with the increasing demand for the paints, rubber, plastics and printing ink etc. The arrival of new manufacture will be more in the near future. This will ultimately result in tight competition.

# ABOUT TITANIUM DIOXIDE

Titanium is the ninth most abundant element in the earth`s crust, and the fourth most abundant metallic element. In nature, Titanium is found in the forms of Rutile (Titanium Dioxide, tio2) and Ilmenite (Titanium iron oxide,

FeTio3). These two mineral forms are the most common and commercially exploitable.Titanium Dioxide, also known as Titanium Oxide OreTitania is the naturally occurring oxide of Titanium. When used as a pigment, it is called Titanium white, Pigmentwhite. It has a wide range of application, from paint to sunscreen to food colouring, Titanium Dioxide is the

Pigment which imparts whiteness, brightness to paints, paper andink, plastics, toothpastes and even food product, medicines (i.e. Pills and tablets) andcosmetics. Titanium naturally resist corrosion from acids, Alkalis,and natural salt and polluted water.

Significant Titanium -bearing Ilmenite deposit exist in western Australia,Canada, China, India, Mozambique, New Zealand, Norway,Ukraine. Total reserves of Titanium are estimated to exceed 600 million tonnes.

Major deposits of Rutile and Ilmenite are found in beach sand near continental coastlines where erosion and wave action have elevated concentration of minerals. The majority of the naturally mined Rutile today comes from Australian beaches, where it appears as common blank sand. The main economic reserves of Rutile are found in South Africa, India, Sri Lanka and Australia. Today, while Ilmenite provides 90% of the total world Titanium mineral supply, it is almost totally used to upgrade the Titanium content to synthetic Rutile, andtitanium lag. Together, the synthetic and natural Rutile are the principal raw material for Titanium production. However, of all the mined and synthetic.

# TITANIUM PRODUCTS

## 1. TITANIUM DIOXIDE PIGMENT

**KEMOX RC800** - Low oil absorption, medium durable alumina treated rutile titanium dioxide pigment produced by the chloride process. Its high gloss producing properties for interior trade sale paint and industrial coatings.

Printing inks, High gloss coating, industrial coatings, law ablativity pigmentfor letterpress gravure polyamides and exterior applications where maximum chalk resistance is not required.

### KEMOX RC 802

Its surface treated alumina and silica RC 802 good capacity and weathering property. It has high gloss.

**KEMOX RC802** recommended for both interior and exterior applications. This is recommended for architectural and industrial paints both solvent and water based.

### KEMOX RC 808

Recommended for automotive, industrial and architectural finishes. It is also recommended, for oil coating cured finishes, emulsionpaint, system powder coating, water borne coating and printing inks.

## KEMOX RC 822

Recommended for interior and exterior enamels and lacquers for industrial and architectural purpose.

## KEMOX RC 800 PG

Finds application in plastic requiring a blue white high dispersion TIO2.Other areas of application are powder coating polyethylene films and vinyl sheet goods. It is used in most other common plastic /rubber floor like applications.

**KEMOX RC813**

Can be described as universal pigment for all coating formulated at higher percentage pigment volume concentrations.

**KEMOX RC800 PG +**

Find applications in plastic requiring a blue white high dispersion TIO2 major area of application is in high loaded masterbatches, polyolefin, films and in pipe and other plastic application.

**KEMOX RC 822+**

Exterior and interior industrial coatings, exterior and interior architectural coatings, powdercoatings, solvent and water- basedcoatings, PVC and vinyl pipes. Is intended for wide range of applications it is to cover adequately in aTDS.

**MAGNESIUM CHLORIDE** – Magnesium chloride is mainly used for the production of welding flux-de-icing in cold countries.

**NANO TITANIUM DIOXIDE PIGMENT (RUTILE) NANO KEMOX**-

Untreated rutile nano titanium dioxide having particle size in the range of 30-40 nm. This pigment finds extensive application in the coating, plastic or cosmetic industry after further surface treatments.

**NANOKEMOX 100 HB**

Find extensive application in the plastic industry.

**NANOKEMOX 102 HB**

The pigment find application in cosmetic industry, This pigment hydrophobic and extensive UV protection.

**NANOKEMOX 102 HL**

This pigment is hydrophilic and have extensive UVProtection. This pigment application cosmetic industry.

NANOKEMOX108HL is a zirconia, silica. alumina and organic treated can rutile dioxide pigmen twitch particle size in the range of 30-40nm. These pigments provide high exterior durability and UV protection. used for coati ng industryand find extensive find extensive application in metallic coating these can also be used in wood coating. these pigment high weather resistance and photostability.

# TITANIUM OXICHLORIDE KMML GRAGE

it is an aqueous solution of TITANIUM TETRA CHLORIDE it is a clear liquid pale yellow in colour. The compound is highly corrosive. This used the manufacture of pearlescent pigment and titanium dioxide etc. The compound is a chemical intermediate for storage transportation and handling classification refer to the material safety data sheet.

**TITANIUMTETRACHLORIDE (TICKLE)**

Titanium tetrachloride is exclusively used in the manufacture of titanium dioxide pigment. Titanium sponge /metal. Titaniumsalts, butyl, titanate and Titanium oxy chlorides.

ILMENITE MONOZITE SILIMENITE ZIRCONE LEOUCOXENE RUTILE

TITANIUM SPONGE

1. Grade1(aerospace grade:99.70) %TI&BHN85-110,

SIZE2TO25MM

1. NON-AEROSPACE GRADE: 99.00%TI&BHN>110, SIZE 2 TO 25MM
2. TI FINES :99.00%TI&BHN>150, SIZE, 2MM
3. OFF GRADE: BHN >150, SIZE 2 TO 25 MM Production demand

Titanium dioxide is a significant raw material in paint, medicine,plastic,ink etc. with the globalisation of business communication has become faster by means of telephone, fax, computer, transportation, periodical, etc. which boosts the demand for the products like plastic and paper This resulted in higher demand for titanium dioxide in the sectors. The demand for this product is likely to be around 4 million tons. Manufacturer is committed to develop sufficient capacity to satisfy that fact demand.

## PRODUCT DEMAND

Titanium Dioxide is a significant raw material in paint, medicine, plastic, ink etc. With the globalization of business,the communication has become faster by means of telephone, fax, computer, transportation, periodical etc…, which boosts the demand for the products like plastic and paper. This resulted in higher demand for titanium dioxide in the sectors. The demand for this product is likely to be around 4 million tons. Manufacturer is committed to develop sufficient capacity to satisfy that fact demand.

|  |  |  |  |
| --- | --- | --- | --- |
| SL NO: | CONSUMER INDUSTRY | PERCNTAGE | TIMES PER ANNUM |
| 1 | Paint and coating | 57 | 188100 |
| 2 | Plastics | 20 | 660000 |
| 3 | Paper | 13 | 429000 |
| 4 | others | 10 | 330000 |
|  | total | 100 | 1607100 |

## CHALLENGES

* + Competitors like Dupont, Ishiharaand crystal
  + Duplication chances by stockiest
  + Mining policy of entrants in flock to this sector
  + Development of products for variety of uses
  + Financial sources
  + Political interference
  + Unavailability in the skilled labours
  + Complex management structure
  + The central decision to remove tax for the import of Titanium dioxide product
  + New technology development

## WORLD SCENARIO

Like many companies in the present economic climate companies operating in the minerals and mining market are undertaking policies of cost improvement and margin maintenance whilst looking to further develop immature (such as China where it is hoped the development of a growing IT industry will increase demand for precious metals and aluminium used in computers).Although turbulent by its very nature the metals and mining industry and the companies with it ,should enjoy a moderate compound annual growth rate (CAGR)going forward with the forecast predicting that the annual growth rate (CAGR)going forward with forecast predicting that the market will reach a value of $900billion in by 2007

The metals and mining industry companies six sub categories: Aluminium

,gold are precious Metals ,Other metal extraction ,coal mining and steel .The largest segment of the global market is iron and steel followed by aluminium .The Iron and steel metals and steel segment comprises of more than half the industry in terms of volume .regionally Asia-Pacific is the largest market for metals and mining followed by Europe .The metals and mining sector find end use in industries such as automobiles and consumer durables that rely upon this industry for the raw materials with which they created their familiar everyday products ,computer in particular require aluminium, steel and precious metals in their [production .for these reason for demand for a broad range of different types of products translates in to demand for the products produced in the industry sustaining in the even the harshest economic climates .

The industry is therefore also highly cyclical and has been negatively affected by the global down turn of the [past few years. The industry is highly affected by fluctuations in its largest segment ,steel (which accounts for over 60%of the market value )which has been strongly affected the metals and mining market .chronic over

production is a problem in several sectors, especially the beleaguered steel manufacturing industry. The overall outlook for the global metals and miningindustry remains positive with the recovery in the global economic conditions .Developed regions like US and Europe are showing sign of uptake in industrial output and economic revival .Emerging regions like , Asia -pacific re fuelling demand as industrial output increases to satisfy latent demand. Transportation is one of the most important market for the aluminium sub-Industry, and it expected to prove an important driver of feature growth. Increasing numbers of automobiles are aluminium intensive ,benefiting from the recyclability and light weight characteristics of the metal .The event that revolutionized the Titanium Dioxide industry was the development of chloride technology by m/s Dupond around 1959.In the 1960 s and 1970major investment was made in the Titanium dioxide plant in the Europe/ S Huntsman of UK ,m/s. Kronos of Germany and m/s .Than Etmul house of France have emerged as the leading European companies in the field of titanium dioxide

.The Japanese industry has picked up in recent years and the Japanese production has now reached level of about 280000 tones .M/Ishihara is the leaders of the Japanese Titanium Dioxide industry. A global increase in mining capacity is currently the reason for the upcoming numbers new project around the world .These will be replacing in part dwindling reserves from exiting products .current demand is increasing but may not be sufficient to support the projected production from the all the new projects .The major mineral sand deposits of the world are spread throughout different continents across the globe ,The exploration for mineral sand deposits has intensified since the mid 1980 due to increasing use and demand for heavy minerals The major countries where these deposits are found are Australia, Canada, India, Kenya, Madagascar, Mozambique South Africa etc. The global industry has been boosted by the recent recession. Although the general outlook is positive, the competitive landscape differs across the sectors of precious metals and minerals sub- industry. The gemstone sector is more susceptible to economic change than old and I s characterised by smaller producers. The diamond industry contrast is highly consolidated, but has come under ethical pressure recently because of alleged links with African warlords.

## INDIAN SCENARIO

The history of Indian titanium industry bearing mineral date`s way back to 1909 when the German Geologist Mr: Schomberg discovered the presence of monazite in the black beach sand attached to traditional export item coir. First plant was set up by the erstwhile state of Travancore in1950. However, thereafter the growth of the Indian industry has been rather sluggish India has one of the most expensive deposits of a variety of minerals, particularlyIlmenite and Rutile, which are primary material for the production of Titanium Dioxide pigment. India has over 7000kms of coastal line and has huge reserve of minerals in the beach sand.

Mining and mineral industry constitute the backbone for industrial expansion in India. The mining sector contribute substantially in the socio-economic prosperity of our country by supplying essential raw materials to the industry sand power sector gifted with a wide range of its minerals. India is one of the leading producers and exporters of several minerals in the world. Mining industry in India started its journey back in 1774.When the East India Company permitted an English Company to undertake mining activity in the coal field in ranging gold mining in Kolar Gold. In India 80%of mining is in coal and the balance 20%is in various metals and other raw materials such as gold, Copper, Lead, Bauxite, Zinc and Uranium. India with diverse and significant mineral resources is the leading producer of some of the minerals.

India is not endowed with all the requisite mineral resources of the 89 minerals produced in India, four are fuel minerals, 11metalic, and 52non metallic and 22minor minerals. India is the largest producer of mica blocks and mica splitting rank 3rd in the production of coal and lignite‟s, barites, and chromate,4th in iron ore 6th in bauxite and manganese ore,10th in Aluminium and 11th in crude steel, Iron ore, steel. Iron ore copper ore chromate and zinc concentrate percent of non-metallic minerals (base year 1993-94=100) for the year 2005-06 is expected to be 154.23 as compare to 153.48 in 2004-05Currently there are four units in India engaged in the manufacturing of Titanium, Dioxide pigment (Rutile Anatase) with a total combined capacity of44560 metric tons per annum. These units are

* + - Kerala Minerals and Metals Ltd Chavara, Kollam
    - Travancore Titanium Products Ltd, Trivandrum.
    - Kilburn Chemicals Ltd, Chenni.

KMML is the only unit producing Rutile grade Titanium Dioxide Pigment in India with an installed capacity of 30000 tons per annum .India is having a vast area of coastal region ,which is addition to many other advantage is also richly endowed with the important mineral deposits .Titanium is mainly used in paint Industry .It is also used in case of links ,plastics ,textiles,ceramicetc. .Although utility of such extracted minerals and metals is unlimited, the sources are limited .At present in India, the KMMLand Travancore Products (TTPL) are the only two manufacturers who produce TIO2. KMML.Produce Rutile grade TIO2 Pigment whereas TTPL produce Anatase grade TIO2 pigment

## STATE SCENARIO

God`s own country is best owed with along coastal belt .Kerala state is endowed with a number of deposits of minerals such as heavy mineral sand ( ilmenite

,Rutile ,Zircon ,monazite ,sillimanite )gold ,iron ore , graphite ,China clay, fireclay, tile and brick clay, silica sand,lignite,limestone,lime shell ,granite ,gem stones,magnetite,However mine activities on large scale confined mainly to a few minerals heavy minerals ,China clayand to a lesser extend limestone ,silica sand and granite .i/n fact ,heavy minerals and China clay contribute more than 90% of the total value of ,mineral production in this state .This state owns mineral deposits like China clay ,limestone ,lime shell, silica.Sand, Bautix, graphite, iron ore etc. The major mineral based industries like Kerala minerals and metals ltd Chavara, Indian rare earth limited, Chavara, MalabarCements, Walayar.Travancore Cements ltd, Kottayam Kundraceramic, Kollam. English Indian clays ltdTrivandrum. Excel glass industry, AlappuzhaKerala clays and ceramic products ltd, Pazhayangadi,Kannur are some of the mineral based industries working in this state since several years the resources of beautifulornamental granites in this state are being exported to different countries.

At present in Kerala TTP and KMML are the only two manufacturers who produce Titanium Dioxide pigment. Indian Rare Earth ltd (IRE) a government of India

undertaking has a mineral separation unit in Chavara which separates minerals from the beach sands. IRE also operates two mineral separation units which are located in

Manavala kurichi in Tamil Nadu and Challarpur in Orissa. Firstly, Travancore products were started by his highness Sri Chithira Thirunnal in 1946and titanium dioxide using the sulphate process technology. Later the KMML situated in Chavara came in to existence and started producing titanium dioxide with the help of HCL acid process technology (chloride technology)

The mineral industries extracting minerals from different parts of Kerala are

* Indian Rare Earth limited, Kollam.
* Travancore Titanium Products, Trivandrum
* Kerala Minerals and Metals Ltd, Kollam

## CERTIFICATE OF KMML

1) ISO 9001:2000

Certificate from Bureau Veritas Quality International (BVQI)and holes certification of United Kingdom Accreditations Service (UKAS). The United Kingdom Accreditation service is the sole national accreditation body recognized by government to assess, against internationally agreed slandered of an organisation that provide certification for testing, inspection and calibration services. And accredits certification from ANSI-ASQ National Accreditation Board (ANAB) Is the US accreditation body for management system (ANAB) is a member of the international Accreditation Forum and a signatory of the IAF Multilateral Cooperative Arrangements (MCA), ANAB ensuring internationally for good quality management system.

## OBJECTIVES

* Continual improvement in the areas of delivery
* Encouraging innovation and technology updating
* Training and empowering the work force
* Better communication, cost reduction
* Safe and clear space
* Caring for requirement of the society „
* Compliance with documented quality system.

ISO14001:2004

Certificate from Bureau Veritas Quality International(BVQI)And accredits certification of National Accreditation Board for Certification bodies (NABCB).NABCB IS member of International Accreditation Forum(IAF) having Multilateral Recognition Arrangement (MLA) to certify ISO14001- Environmental Management System and holes certification of United Kingdom Accreditations Service(UKAS) The United Kingdom Accreditation Services the sole national accreditation body recognised by government to assess, against internationally agreed standards of an organisations that provide certification for testing ,inspection and calibration services

KMML has been certified as ISO14001:2004 in the year 2005 as recognition of protection and safeguarding the environment.

### objectives

* Protecting and safeguarding the environment by strictly complying with the statutory and regulatory requirements.
* Managing and continually improving process activities and products
* Controlling the impact of the products and processes on land, air and water
* Preventing the environment from environmental pollution
* Reducing health and safety risks
* Optimising the use of resources

### 3)OHSAS18001:1999

Certificate from Bureau Veritas Quality International (BVQI). The occupational Health and Safety Assessment series (OHSAS) specification gives requirements for an occupational health and safety (OH&S)

management system, to enable an organisation to control its OH&s risks and improve its performance

### USER INDUSTRIES OF KMML TiO2 PIGMENTS

Titanium dioxide (TIO2)

pigments goes into the manufacturing of a variety of products such as

* Dress Materials
* Facial creams
* News print
* Emulsion
* Wood print
* Enamels
* Plastic
* Tooth paste
* Rubber product
* Cosmetic

**NATIONAL AND INTERNATIONAL AWARD CONFERRED ON KMML**

* National award for research and development efforts industry for the best research and development efforts by department of science and technology (1992)
* FACT MKK NAIR Memorial productivity award 1993-94,94-95 for the best productivity performance by Kerala state productivity council.
* Energy conservation award 1999 in appreciation for outstanding achievements towards energy conservation and management in the category of large-scale industries.
* FACT MKK NAIR Memorial productivity Award 2001-2002 for second in productivity performance by Kerala. state productivity council2001
* FACT MKK NAIR Memorial productivity Award 1999- 2000,2000-01 for first in productivity performance by Kerala state productivity council.
* Energy conservation Award 2001 for conservation and management in the category of large-scale industry by energy management centre, kerala2001
* Special Export award for export performance by chemicals and Allied Export promotion council (CAPEXIL)sponsored by ministry of commerce government of India.2002-03
* Award for best revenue performance 2003 for the best performance by central exercise, customs Kollam division2003
* Marketing campaign award 2003for best marketing campaign by Asia pacific coating 2003
* International gold medal Award for quality of the product efficiency of the company by forum Lumpur Global Rating Ukin 2003
* APCJ Award from Asian pacific coating forum for the best international marketing campaign may2003
* CAPEXIL Award for best export performance 2003 -2004& 2005.
* KMML bags the “best public undertaking award 2010”

## EMPLOYEE STRENGTH

There are about 210 officers and 1122workmen in KMML. The total strength is 1770

## FUTUREPLANS OF KMML

The company is studying the possibility of the productivity of more economic titanium metal sheets. Recently, researches established that aeronautic industry could

use titanium metal instead of aluminium alloy or Dur aluminium covering s. The company is in the process of expansion and the target expected is approximately as shown below.

* Anew mineral separation plant of capacity 2lakh tons per year ilmenite.
* Anew synthetic Rutile plant of capacity 1.3Lakh tons per year.
* Existing Ilmenite Beneficiation Plant (IBP)50,000 units per annum capacity utilization
* Capacity enhancement of TiO2 pigment plant 1 lakh tons per year
* Titanium sponge plant 500 metric tons in collaboration with AVISMA technology.
* Introduction of Mineral Research Institute
* Introduction of new Iliad dispend boiler
* Introduction of nano pigment production
* Enhancement of mineral separation plant
* Introduction of filter plus plant iron oxide cake production
* Introduction of additional chlorinators and Titanium Tetra chloride plant
* Implementation of social accountability standards system 8000
* Introduction of 100 titanium oxygen plant
* Introduction of new 100 fluids dispend plant

# POLLUTION CONTROL

KMML has elaborate Pollution Control system with respect to both water and air pollution. The waste (acid) from ilmenite beneficiation plant is sent to Effluent Neutralization plant (End). ENPconsist of a Primary neutralization Tank (PNT) and secondary. Neutralization Tank (SNT) where it is treated with caustic soda solution

.The totally neutralized slurry from the SNTis pumped to 50000 m3 capacity setting pond provided with imperious clay ,polythene lining at bottom side where the solids are settled .The dye solution from setting pond of 25000m3 capacity where the balance solids are allowed to settle .Then the clear water from the polishing pond

meeting all specification stipulated by pollution control board authorities is pumped in to the Arabian Sea.

All gases from Chlorination, Oxidation, Ilmenite Beneficiation Plant and Acid Regeneration Plant are passed through scrubbed water or caustic solution to absorb the Toxic gases diluted with enough fresh air and only let out to the atmosphere through tall slacks.

# MARKET SHARE

In world market USA has been in the vanguard of development of titanium dioxide industry. In India, KMML enjoys monopoly in the production of Rutile grade TiO2 pigment. In world, KMML enjoys 40%market share

## COMPANY PROFILE

ABOUT KMML

Bringing more to your everyday life, KMML touches you in numerous ways. Be it the dress you wear, the cosmetics you use, the medicines you take, the paints you decorate your home with or the utility plastic products, our products are there. Eco friendly and socially committed, It is the only integrated Titanium dioxide facility having mining, materials separation, synthetic rutile and pigment production plant. apart from producing rutile grade titanium dioxide pigment, for various type of industries, it also produces other products like ilmenite, rutile zircon sillimanite rutile etc…

Manufacturing titanium dioxide through the chloride route, KMMLproducts very pure rutile grade Titanium Dioxide pigment. The different grades churned out by KMML under brand name KEMOX has a ready market which asks for more. The commendable work in research by the R and D department has also helped KMML to add more colours to its portfolio.

With continued growth and demand in economy and industry. The products of KMML are been lapped up by the eager market. This has in turn set the wheel turning for KMML `s` expansion.

KMMLhas always been responsive to social and environmental causes. some of the initiatives taken by KMML has made a significant change to the area and its people.

KMML is now in the aerospace industry &defence applications with the commissioning of the Titanium sponge plant .The TSP is a joint venture of KMML

,Vikram Sarabhai Space centre (VSSC)and the defence Metallurgical research laboratory (DMRL).the VSSC as fully funded the rupees 143 crore TSP project .with the inauguration of TSP , India becomes the 7th country in the world having the technology for producing Titanium Sponge ,which is the raw material for titanium metal.

Titanium sponge is known for its high strength but low weight, making it an ideal material for aircraft manufacture, including fighter air craft. The material is also used in nuclear plant, Engineparts, Oceanplatform, Reactors, Heat Exchangers and to make dental implants and aircraft bones

# HISTORY

The history of the beaches of Sankara Mangalam and nearby area`s is linked with the history of the KMML. The rare earth minerals made the beach an area of scientific interest. The discovery process for this huge Indian deposit was accidently initiated in the year 1909 when CV Schomberg on charges of being a German spy during the First World War, both his plants at Manavaklakurichi and Chavara were closed down.

The LONDON Cosmopolitan Minerals Company established in the year 1914 in London took over their plants and continued operations. In 1920 Hopkins and William (H&W)yet another London boned English Company started operations at MK and Chavara .the first export of ilmenite from Chavara took place in the year 1922 and the Indian ilmenite maintained a virtual monopoly in the world manliest as basic raw material for Titanium pigment (white) till 1940 when from plants belonging to Travancore Minerals Limited (TMC) Hopkin and Williams Travancore Ltd (H&W) and FX pareira and sons (FXP)together exported as high as three hundred thousand tons of ilmenite from Chavara .

By 1932,a private entrepreneur established the F.X Pereira and sons (Travancore)Pvt Ltd ,the forerunner to KMMLownership of the company subsequently changed hands the three times, after which in 1956 it was taken over by the state government and placed under the control of the industries department .The unit was subsequently converted as a limited company in 1972 by the name of `The Kerala Minerals and Metals Ltd with the objectives of better utilization of mineral wealth found along the sea coast of Kollam and Alappuzha Districts ,generation of growth and employment in the state in general and the local area in particular .

The construction of Titanium dioxide pigment using chloride technology began in 1979, and was commissioned in 1984 as the first and only integrated Titanium Dioxide plant in the world.

Today the company has over 2000 employees and a range of products.

## PRESENT STATUS

It isIndia` s first and only manufacture of rutile grade Titanium Dioxide pigments by chloride route. The KMML products are marketed under the brand name `KEMOX

`,KEMOX RC 822 is a pigment grade from KMML ,is a multiple application

,pigment, which has great demand in the world market .KMML also produce six more grade at Titanium Dioxide pigments namely RC800,RC800PG,RC808,and RC 813 KMML enjoys the monopolist position in the Titanium Dioxide pigment manufacturer in India .Though it controls half the India TiO2 pigment market ,it face stiff competition with foreign companies like Dupont(USA),Ishihara(JAPAN),Holtex(USA),Millenium(Germany),Hendac (Korea) etc.

## LOCATION

Kerala is blessed with rich mineral deposit. These deposits stretch along the sea coast between Neendakara and Kayamkulam, a trick generally known as Chavara coast. This deposit stretch up to distance of 18 km along the coastal strip and having a depth of 8 meter . The dark sand of Travancore coast is rich in mineral deposits such as Monazite, Ilmenite, Rutile, Zircon etc. The company is located at Sankara

Mangalam near Chavara, Kollam, and a coastal town 85 th km north of Thiruvananthapuram. KMML is situated on the side of NH-47 to about 300 acres in area KMML has a worldwide reputation, a socially responsible company with an ecofriendly image. The company derived strength from its dedicated manpower and customer organisation.

## INCORPORATION OF KERALA MINERALS AND METALS LIMITED

Kerala is a land enriched with heavy mineral deposit .this richness evolved the formation of the c company Kerala minerals and Metals Limited (KMML).It was all way back in 1909,when a German chemist namely Dr:Schomberg noticed some brown and particles sticking with coir exported from India .He realized that the particles present were monazite leading to the discovery of vast deposits of Monazite in the back beach sands of Manavalakurichi in the east Travancore State .Later the Geological survey of India established the occurrence of Monazite and other earth minerals like ilmenite ,Rutile Mr.FX Pereira &Sons (Travancore)Private Limited were the pioneers who established the first full-fledged Mineral Separation industry in Chavara area way back in 1932 using the dry separation process .Gradually the company found itself in financial crisis and in January 1956,the Kerala state government took over the company andcontinued under name FXP Minerals in 1972 the government renamed the name of the company as. The Kerala Minerals and Metals

Limited (KMML). present KMML consist of two units the Minerals Separation Plant and the Titanium Dioxide Pigment Plant.

## TECHNICAL COLLABORATION

The KMML entered in to technical collaboration with three multinational corporations M/S. Kers MC Gee Chemical Corporation of USA. m/ S Benedict corporation of America .M/S Woodall Dukham of UK respectively for the above. The Metallurgical of Engineering Consultant India Limited (MECON)a government of India Undertaking did the detailed engineering.

QUALITY MANAGEMENT Superior quality has been the benchmark for KMML PRODUCTS. The quality parameters set are strictly followed from the sand is mined to the point where the customer takes the packaged product .In short ,The mining, manufacturing procedures ,process control ,testing and packaging are up to global.

KMML satisfies the strict guideline of ISO 9001.

## QUALITY OBJECTIVE OF KMML.

* To continue improvement in the area of delivery.
* To update current innovation and technology.
* To provide training and empower the work force.
* Better communication and cost reduction
* Safe a clear space.

## QUALITY POLICY

1. Company delights their customers with world class products and services at competitive prices.
2. The company is maintaining a quality Manuel, which provides adequate ascription of the quality management system to be followed.
3. The company work for continual improvement in the area of Delivery, Inventory control, Cost reduction, New product development, communication, safe and clean work place, human resource development through implementation of ISO9001-2000 quality management.

## ENVIRONMENTAL QUALITY SYSTEM (EQS)

KMML has formulated a comprehensive, systematic, planned and documented manner of management organisation `s environmental programs. It comprises of organisational structure, planning and resources for developing, implementation and maintaining policy for environmental protection.

## ENVIRONMENTAL OBJECTIVES OF KMML

* Protecting and safe guarding the environment by strictly complying with statutory and regulatory requirements.
* Managing and continually improving process activities and products. Controlling the impact of the product and processes on fact, air and water and thus preventing pollution.
* Reducing health and safety risk.
* Optimizing the use of resources.

**S- STRENGTH**

## SWOT ANALYSIS

* KMML is the company in India producing Rutile grade Titanium Dioxide.
* Constant upgradation of technology
* Raw materials are found in nearby areas
* Availability of cheap and best quality raw materials. Mineral sand consisting of Ilmenite, Rutile, Zircon etc.
* The only integrated plant in the world having mineral separation plant, Synthetic Rutile plant, Titanium Dioxide plant and all are closely located in one complex.
* Profit making public sector undertaking with a total capital investment by the government of Kerala.
* The company has achieved a breakthrough in the expert market. During the financial year 2011-2012 the company has earned the maximum foreign currency among the chemical factories of public sector undertaking in the state
* Technology perfected by internal research and development efforts.
* Technological collaborations with the Russian Mining Company Roseboro the production of TITANIUM SPONGE.
* The proximity of infrastructure facilities such as seaport, Railway station and International Airport is one of the greatest strengths of the company.

**W- weakness**

* Lack of sufficient land for expansion projects and storing disposal of hazardous waste.
* Low support from the local people due to many myths as the KMML is the reason for many health issues among them.
* The internal control procedure relating to stores, raw materials including components, plant and machinery, equipment and other assets and for thesale of goods are not commensurate to the size of the company.
* External /political/governmental Interference on company`s day to day affairs impairing corporate governance and professional management

Weight variation due to atmosphere effect of the package product O- OPPERTUNITIES

* More sales realization in domestic as well as foreign market.
* Provision should be made for determination of unserviceable and damaged stores, raw material and productivity
* Steady growth of user industries like paints, plastics, cosmetics and ink.
* Faster growth rate of market in Asian countries where manufacturing facilities are limited.
* Unexplored value addition sector like Titanium metal, Zirconium compound.
* Kerala state being made better known to the outside world with the expansion on tourism and infrastructure technical sectors.
* Technical collaboration with ISRO in Titanium metal production
* Worldwide ilmenite is depleting day by day to over exploitation, whereas in India. only 10% of the total deposit is utilized
* Kerala government being made better known to the outside world with the expansion of tourism and infra structure.

### T-THREATS

* Lowersales realization giants like Dupont, Kers-MC Gee, Ishihara ,and Crystal etc.
* Duplication chances by stockiest
* Existing infrastructure is very old and is need to be replaced.
* Policy changes of the state and central govt: regarding sand mining may affect the production
* Mining policy of central and state government can allow small time entrants to the sector
* The plant is more than 20 years old and will need renewal and replacement. The chances of break downs in the future are very high.
* Chances of it being privatised in future
* The cost of production will be higher due to price for raw materials like petroleum coke, burning oil, LPG will grow higher in future
* Inherent disadvantage of state level public sector organizations in operating in global markets.
* Trade unions resistance to change will cause a barrier to bring about necessary changes in future
* Allowing private parties to mine on a large scale may be possible in future. This will result in over exploitation of natural resources and also have foreign competitors to market their product at cheaper rate

### CUSTOMERS OF KMML

1. Kemo corporation
2. Asian paints
3. Nerolac paints
4. Shalimar paints
5. Indian chemistry industry
6. Berger paints
7. Johnson and Nicolson
8. Ganware paints
9. Sree Narayana agencies.
10. Clamic solvents
11. Manorama sales corporation
12. Surya Colom Chem
13. Titanium Technologies
14. Freedom Enterprises
15. Chemical de international
16. Sree Karthikeya enterprises
17. Indigo paint private limited
18. Hamon paint and coatings
19. Kyokuyo Camolin
20. Tamil Nadu state corporation
21. Synthochem private limited
22. Dearer laboratories
23. Indian oil corporation
24. M S N Y K Services
25. Polygel industry
26. OM Titanates

### Other industries

1. Rubber industries
2. Paper industries
3. Printing industries
4. Textiles manufacturing

### VISION OF KMML

“Be a world class product of mineral sand-based value-added product”

### MISSION OF KMML

1. To become the nodal agency for promoting andestablishing mineral based industries in the state to ensure value addition and effectiveand controlled exploitation of the mineral reserve.
2. To develop adequate supply base for the services and utility for development of the mineral based industry
3. Tobcreate more awareness about corporate social responsibilities for chemical industries in the state
4. To become the leader in controlling Green House Gas emission so as to promote the concept of Green House**.**

# OBJECTIVES OF KMML

* + Optimum utilization of mineral wealth found along the sea coast of KOLLAM-ALAPPUZHA districts
  + To manufacture value added product like titanium dioxide and titanium metal through chloride route technology
  + To carry on business of mining minerals metals of any nature of processing,producing,cleaning, refining, using and declining in titanium tetra chloride, ilmenite,Monazite, Sillimanites, Zircon, Leucoxene, Rutile, Titanium Sponge etc…or other compound s derivation alloys and aided chemicals
  + Large scale generation of employment in state in general
  + To exploit the mineral wealth abundantly available in the coastal belt
  + Overall growth and development of the local area in particular and the state in the general

### FUNCTIONAL DEPARTMENTS

The Kerala Minerals and Metals Ltd, having a number of functional departments which are functioning as an integrated unit for achieving the overall organisational

objectives. It has two units via, TIO2 pigment unit, Mineral separation unit and Titanium sponge unit. The organisation structure consist of Managing Director, assisted by two general managers .There are joint General Managers ,Deputy GMs,Asst. GMs and managers in various departments in the company .The plant functions round the clock and the production process is arranged in four shifts ,A,B and Cand general shift, each with 8hours durations .The administration wing functions in general shift from 9 am to5pm.The company has also provided a subsidized canteen in the premises as per the Factories Act .The many other activities of the plant like the catalytic processes to the production process are also divided into many departments.

**MANAGEMENT**

The managing director is the chief executive head of the organisation. He is responsible for the effective performance of the company on one hand and the Board of Directors on the other. There is a GM to assist the MD in administrating the company activity and to coordinate activities between various departments of the company.

### FUNCTIONAL DEPARTMENT IN KMML

* + - Personal and Administration Department
    - Finance department
    - Production department
    - Marketing Department
    - Materials Department
    - Fire and Safety Department
    - Maintenance Department
    - Research And Development
    - Data processing Department
    - Technical Department
    - Project Department
    - Commercial
    - Quality control
    - Stores
    - Mining

The manufacturing process is divided in to five unite such as:

1. Ilmenite Beneficiation Plant(IBP)
2. Acid Regeneration Plant (ARP)
3. Units 200
4. Units 300
5. Units 400
6. Tickle Purification Plant (TPP)

The other activities of the plant as a catalytic process are also divided in too many unit /Depts and they are.

* + Utility Plant
  + Central Mechanical Repair Shop (CMRS)
  + Electrical repair shop (ERS)
  + Instrument repair shop
  + Research and Development(R&D)
  + Marketing
  + Plant Technical Services (PTS)
  + Material Department
  + Finance Department
  + Personnel Administrative department
  + Projects
  + Mineral Separation Unit (M S Unit)
  + Personnel and Administrative Department
  + Projects
  + Mineral separation unit (M S Unit)

# PERSONNEL AND ADMINISTRATIVE DEPARTMENT

Human resource is one of the most valuable resources as far as a company is concerned. An organisation is a human grouping in which work is done for the accomplishing of some specific goals or mission**.** The management of man is very important and challenging job, because it is not managing men but of administrating a social system. The proper utilization of the resources will indicate whether a company in successful or not. But managing this resource is complex one especially in a state like Kerala where unionism is strongly impacted in the mind of the workers. But the story of the KMML lays in the personal and administrative department`s ability to properly the human resources. This department plays a prominent role in the day-to- day affairs of the company.

### FUNCTIONS

* + Man Power Planning
  + Recruitment and Selection
  + Grievance handling procedure
  + Labour welfare activity
  + Industrial relations
  + Compliance of Labour laws
  + Communication with government

### HUMAN RESOURCES

KMML stands for its total quality culture in terms of people, products, services, work place safety, energy and environment. The company is fully equipped to train manpower at manufacture to marketing. The emphasis is to attract, nurture and train the best human resources in the industry .The company`s biggest assetis its human resource quality. with a 20000 plus workforce, we have a full-fledged Human Resource Development (HRD) department that focuses on regular training and refresher courses for skill betterment and personality development and also to inculcate quality consciousness and safety awareness. We are committed to

training and retaining the best of Human Resources from the world over, building capabilities in the organisation across boundaries in the mining sector.

The company`s HR Strategy and Policy look to achieve optimum productivity through best use of the human and technology potential. Fulfilling the company`s vision to become a world class organisation for mining and mineral separation.

To reduce the paucity of professionals arising due to higher capacity utilization retirement, expansion and modernization. This is achieved by devising a program of inducting qualified technocrats and management professionals at multiple levels. To ensure smooth technology transitions, a series of human resource training programmes and familiarisation regiments are conducted regularly.

### RECRUITMENT AND SELECTION PROCESS IN KMML

KMML is India‟s first and only manufacturer of Rutile Grade Titanium Dioxide by chloride process. The chloride process produces TiO2products by reacting titanium ores with chlorine gas. Beneficial Ilmenite (BI) is the raw material for the pigment production plant.

KMMLis a public sector enterprise undertaken by government ofKerala. Many people‟s work here in different departments. Recruitment and selection process conducted through the public service examination and contract basis. KMML regularly conducts recruitment drives to attract talented individuals who can contribute to the company‟s growth and success. The recruitment process is designed to identify candidates with the right skills, qualifications, and attitude to excel in their respective roles. KMML offers a wide range of job positions across different departments, including mining, production, engineering, finance, human resources, and [marketing](https://www.mysarkarinaukri.com/find/marketing-jobs).

Recruitment and selection process are vital practices for human resource management. Recruitment proceeds selection assist in selecting a right candidate for the right job. Recruitment makes in acquiring the number and the types of people necessary to make sure continued operations of the hiring organizations.

DEVELOPMENT OF SOURCE OF RECRUITMENT

Every company needs to ensure of recruitment and selection in the near beginning period and supplementary manpower needed of development of business.

Selection is the second step in the process of manpower planning. selection is the procedure of choosing the suitable candidate ,which matches the candidate skills and the job requirement .selection process will be prolonged one for large organizations and will be wider for manufacturing organizations and it differs from industry to industry .There are many factors that are to be measured while selecting a candidate those are like group discussions, employment environment

,recommendation back ground interviews ,medical test and etc.

**RECRUITMENT PROCESS**

The recruitment and selection are the major function of the human resource department. Recruitment process is the first step towards creating the competitive

Strength and the strategic advantage for the organisations an ideal recruitment programme, individual responsible for the recruitment process must know how many and what types of employees are needed ,where and how to look for individual with the appropriate qualifications and interests, what inducement to use or to avoid for various types of applicant groups ,how to distinguish applicant who are un qualified from those who have reasonable chance of success and how to evaluate their work .Recruitment process involves a systematic procedure from sourcing the candidate to arranging and conducting the interviews and requires many resources and time .

A METHOD OF ASSESSING THE RECRUITMENT PROGRAMME

RECRUITMENT POLICY

TECHNIQU USED TO TAP THERE SOURCES

RECRUITMENT ORGANAISATION

Recruitment can be classified in to two categories

**INTERNAL AND EXTERNAL**

### Internal recruitments

internal sources of recruitment consist of personnel already working in the enterprises

.Many organisations fill job vacancies through promotions and transfer of existing staff and it also refers to filling open job with the current employees of the organisation .It is a process designed to sufficient interest among the current employees to cause them to formally indicate an interest .I a given position .The position applied for may represent a promotion ,transferor even demotions in the organisation .

**Internal sources**- Present Employee Employee referrals Former employees

### Merits of Internal sources

1. It keeps employees happy and in high morale
2. It creates a sense of security among employees
3. Employees know that they stand the chance of promossion to higher positions.
4. Internal recruitment ensures continuity of employment and organisational stability
5. Prospectus of transfer to new posts inspire employees to keep on adding to their knowledge and experience which leads

## External recruitment:

### Advertising

Advertising in newspapers source of recruitment from outside and journals is the most popular source of recruitment from outside. It is a very convenient and economical method for different types of personnel.

### Educational institution

Universities, colleges, and institutes higher education have become a popular source of recruitment of recruitment for engineers, scientist, management trainees, technicians.etc. Business concerns may hold campus interviews and select students for final interview at their offices. universities and institutes generally run placement bureaus to assist in recruiting students but educational institutions provide only young and inexperienced candidate.

### Personnel consultant

A consulting firm is a specialised agency which helps client companies in recruiting personnel .it serves as an intermediary between the enterprise and the job seekers. on requisition form a client company, it advertises the vacancy and receive applications .it may pass on the applications to the client company or may conduct test and interview of the candidate.

### Jobbers and contractors

These are source of recruitment for unskilled and Manuel labour. They have close link with towns and villages for this purpose

### Employment exchange

Public employment exchanges are important sources of recruitment of personnel. job seekers register their names with these exchanges. Employers notif**y** job vacancies to these exchanges that pass on the names of suitable candidates to the employee.

### Leasing

This method is often used by public sector organisations. under its personnel from civil services, defence services and private sector are employed for specific periods due to shortage of managerial personnel.

### Unsolicited Applicants

Due to un employment problem in India business concerns large number of unsolicited candidates at the main gate or through mail. Such job seekers may be considered for casual vacancies or for preparing a waiting list for future **Merit of external sources**

1. Wide choice
2. Fresh outlook
3. Varies experience

### Principles of recruitment selection

The success of an industrial enterprise depend upon the fact of whether the selection has been properly and according to the principles selection or not .In proper selection of best workers and employees has been made ,the enterprise may be successful in achieving its objectives .If proper selection has not been made ,the enterprise may not be successful in achieving it object.

* + Clear policy of Recruitment
  + Observation of government rules and regulations
  + Policy of recruitment in accordance with the objects enterprise.
  + Flexibility
  + Impartiality
  + Recruitment by a committee
  + Opportunity of development to the employee
  + Job security

### Procedures of recruitment of personnel

Recruitment is marketing tool as well as a social relational exercise .while hiring people, the organisations are going out into their outside environment and facing cut throat competition with others for apt candidates .therefore ,it should be carried out in manner that retains or increase the image and goodwill of organisation honest and objective recruitment policies and procedures would bring the image of the companies in to the peak elevation of corporate world.

There must be a definite and well-defined procedure for making the selection of employees in the enterprise. The procedure of selection is the series of steps

through which the employees are finally selected for the enterprise. The selection procedure must be prepared in the manner that more and more information may be made available about the candidates so that the selection of best employees may be made. There cannot be any definite selection procedure applicable to all enterprises However, the common, steps of selection procedure as follows:

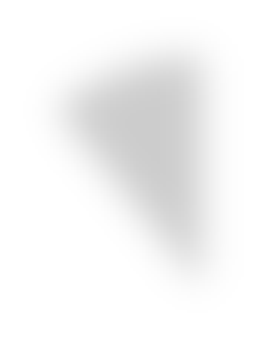
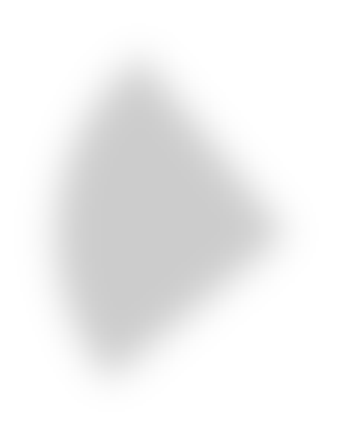
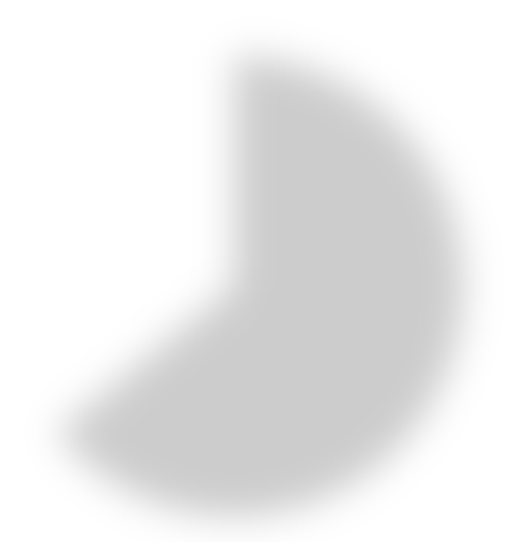
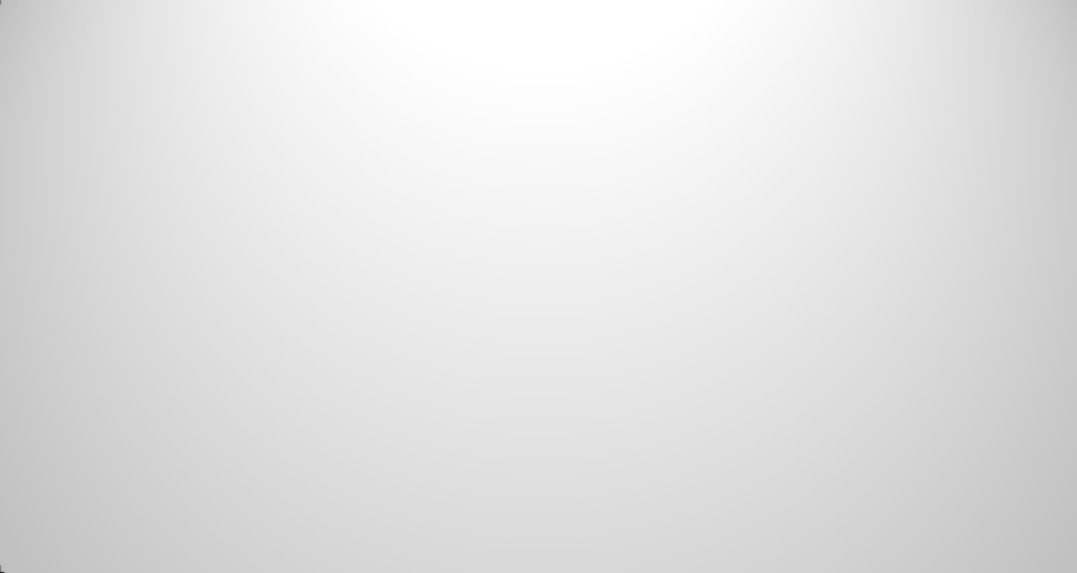
* 1. Acceptance of application forms
  2. Analysis of application form
  3. Conducting employment test
  4. Intelligence test
  5. Personality test
  6. Aptitude test
  7. Job test
  8. Interest test
  9. Interview
  10. Selection by the supervisor
  11. Medical examination
  12. Issue of appointment letters
  13. Arrangement of training
  14. Allotment of work
  15. follow up

## 4.DATA ANALYSIS AND INTERPRETATION

Table4.1

How many years have been working the company

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | percentage |
| 0-5 | 32 | 64 |
| 5-10 | 18 | 30 |
| 10-15 | 10 | 16 |
| 15 above | 60 | 100 |



**Employee Response**

**11%**

**25%**

**64%**

1st Qtr 2nd Qtr

3rd Qtr

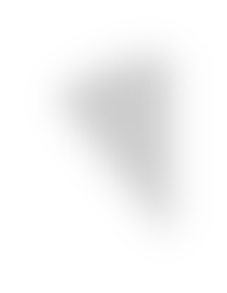
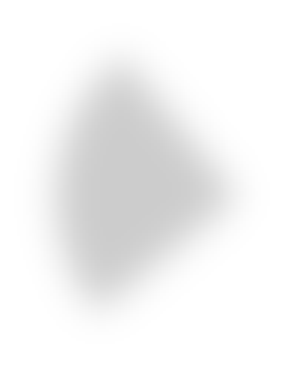
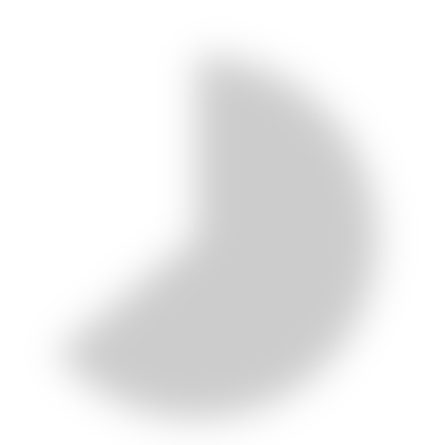
### INTERPRETATION

70 Out of employee 50% agrees working experience is used from more than 10 years 5 to 10 years experienced employees 10, 2to 5 years experienced employees to 10 .

Table no 4.2

**Satisfied employees**

|  |  |  |
| --- | --- | --- |
| Response | Number Of Response | Percentage |
| Satisfied | 38 | 64 |
| Neutral | 12 | 20 |
| Dissatisfied | 10 | 16 |
| Total | 60 | 100 |



**Employee Response**

**16%**

**20%**

**64%**

1st Qtr

2nd Qtr 3rd Qtr

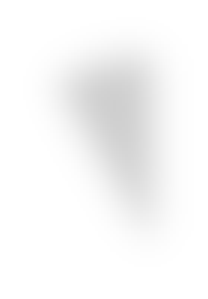
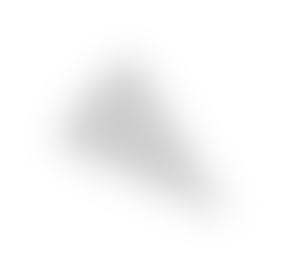
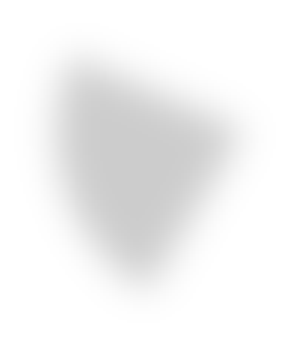
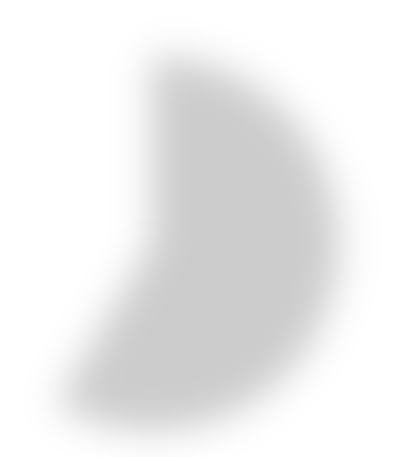
**INTERPRETATION**

Out of 60 employees 7.14%are highly satisfied, satisfied employee 21.43%, moderately satisfied employee28.57%, dissatisfied employee 42.86%.

Table 4.3

Witch is the biggest challenge that you face is in the whole process of recruitment?

|  |  |  |
| --- | --- | --- |
| Response | Number of Responses | Percentage |
| Unclear job recruitment | 30 | 50 |
| Shortage of resumes | 18 | 30 |
| Lack of qualified candidate | 6 | 20 |
| Total | 60 | 100 |



**Employee responses**

**10%**

**10%**

**30%**

**50%**

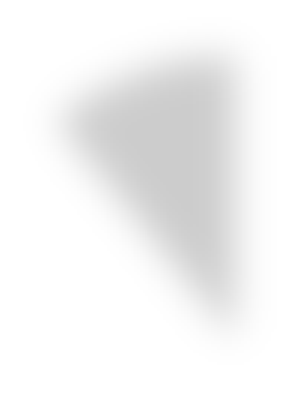
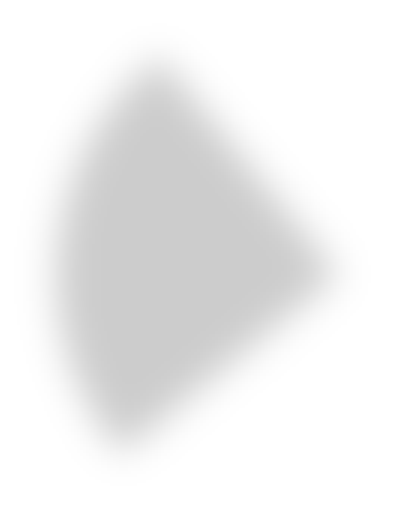
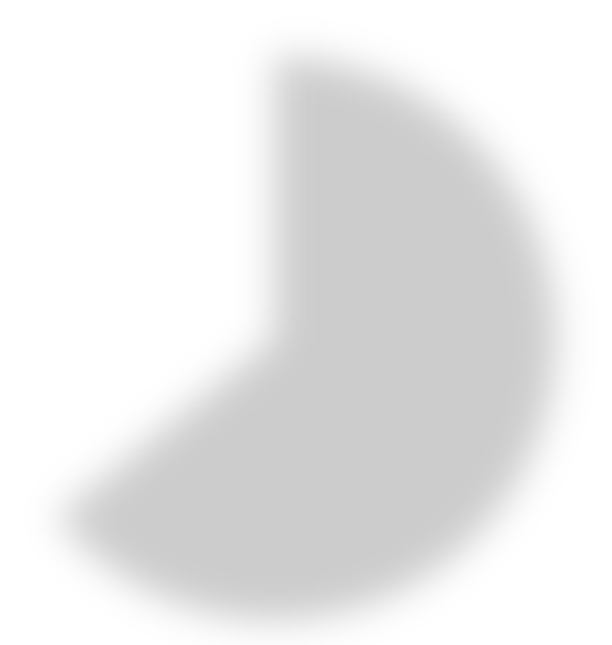
1st Qtr 2nd Qtr 3rd Qtr

INTERPRETATION

60 out of Employees response 0-5 ,Employees response 50%,5-10 Employees response 30%,10-15 Employees response 10%15 above Employees response 10%

Table 4.4 Satisfied your job

|  |  |  |
| --- | --- | --- |
| Response | Number of Responses | percentage |
| Agree | 50 | 84 |
| Disagree | 5 | 8 |
| Neutral | 5 | 8 |
| total | 60 | 100 |



**Employee responses**

**8%**

**8%**

**84%**

1st Qtr 2nd Qtr

3rd Qtr

INTERPRETATION

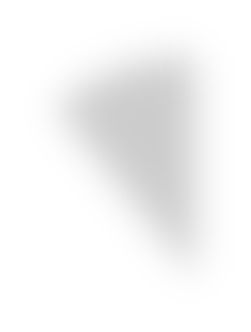
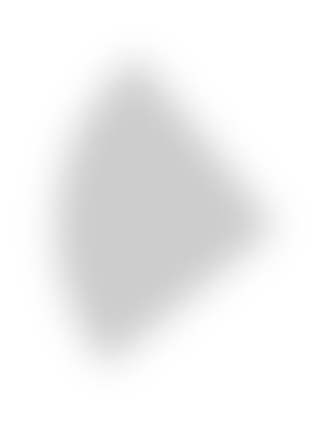
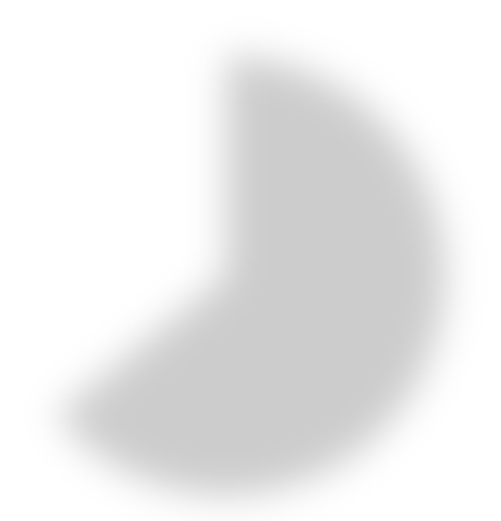
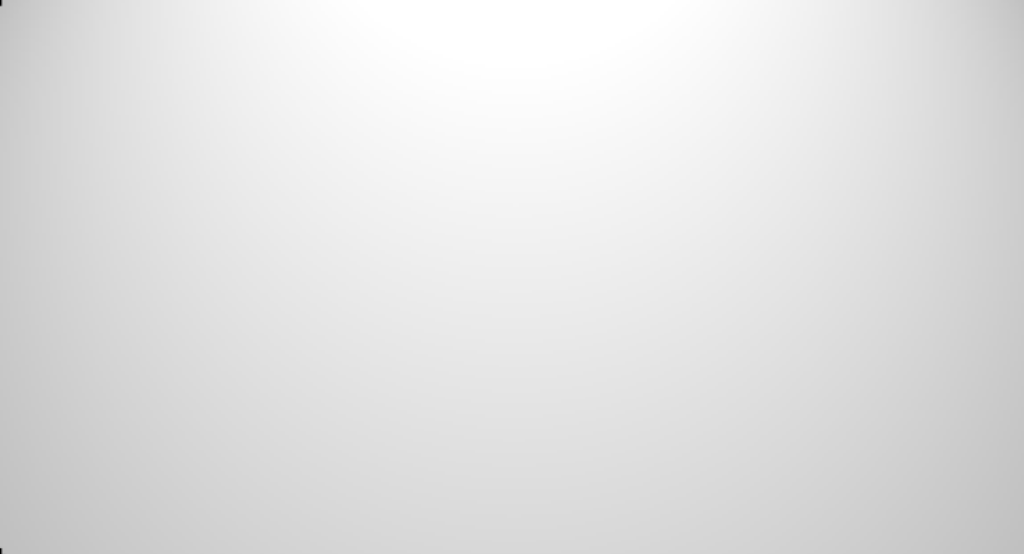
60 out of employee’s response 84% responses satisfied employees,8% employees not satisfied

,8%employees in neutral.

Table 4.5

How much time is the company takes to respond your application.

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| Less than 5 days | 26 | 44 |
| 5-10days | 14 | 23 |
| 11-15days | 20 | 33 |
| Total | 60 | 100 |



**Employee response**

**23%**

**33%**

**44%**

1st Qtr

2nd Qtr 3rd Qtr

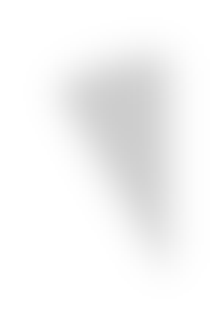
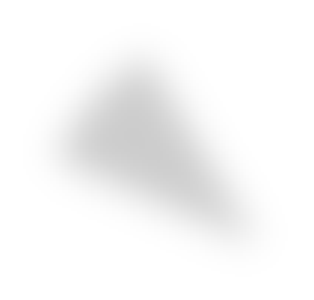
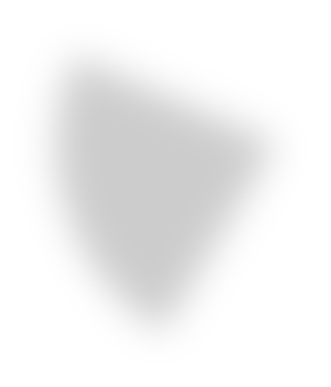
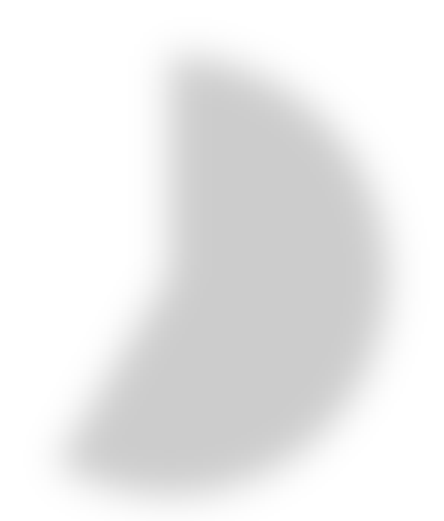
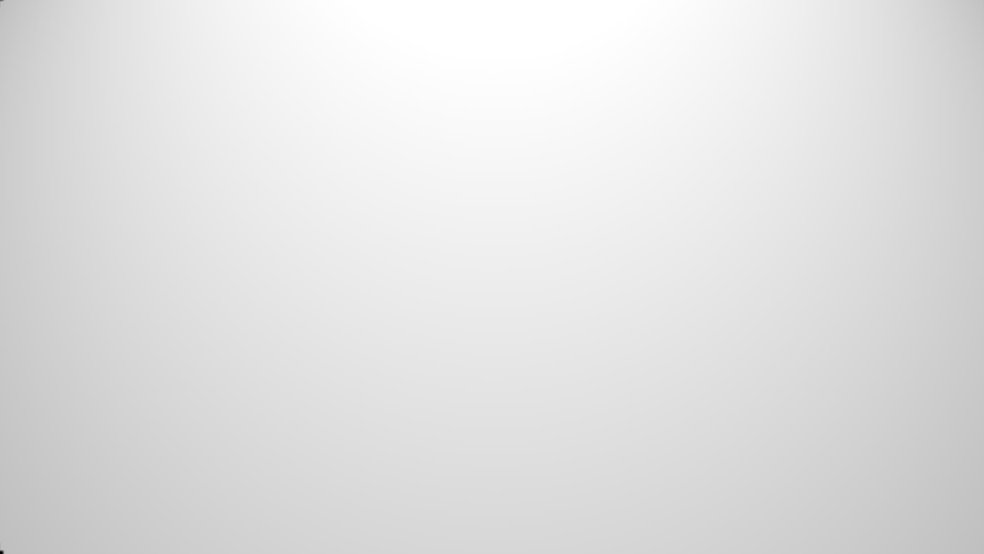
INTERPRETATION

Company takes respond application less than 5 days response employees to 44%,5to 10 days responses to application 23%,11to 15 days respond to application 33%.

Table.4.6

What Source adopt to source candidate

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| Employee referral | 0 | 0 |
| Campus recruitment | 10 | 17 |
| Advertising | 28 | 47 |
| Recruitment agencies | 22 | 36 |
| Total | 60 | 100 |



**Employee response**

**0%**

**17%**

**36%**

**47%**

1st Qtr 2nd Qtr 3rd Qtr

4th Qtr

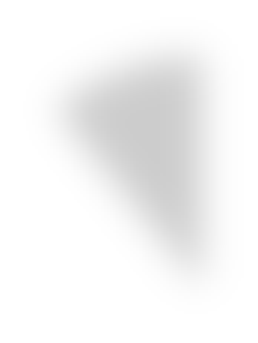
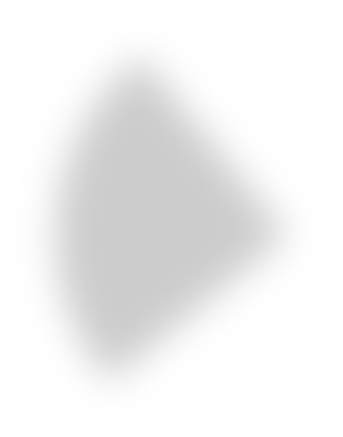
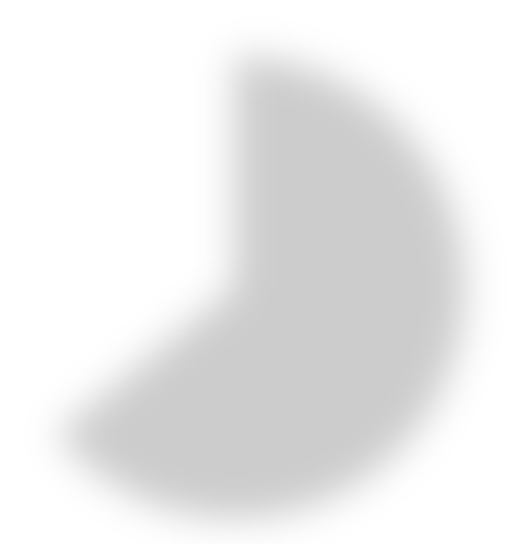
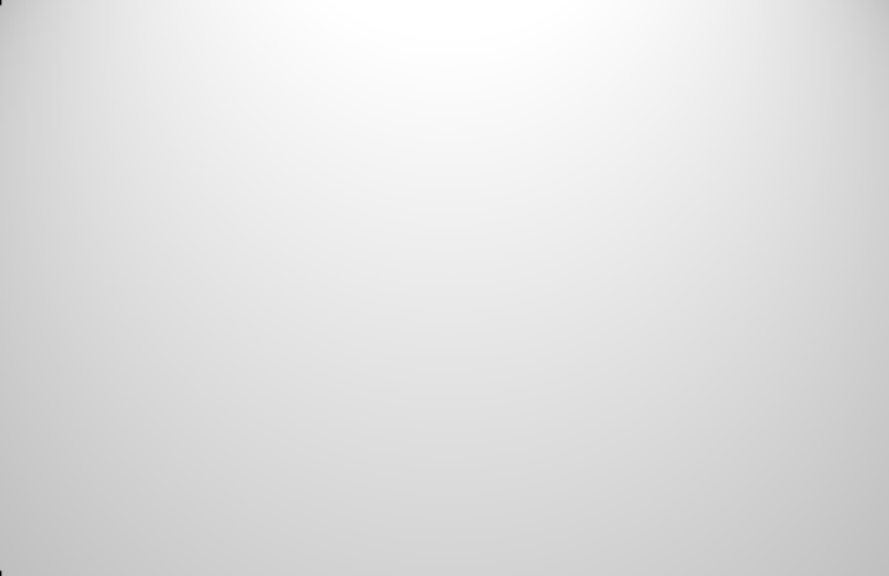
INTERPRETATION

Out of 60 employee’s response 0% response to employee referral, campus recruitment 17%, advertising /social medias are responded to 47% 36% recruitment agencies

Table no.4.7

Resume screening and short listing used by the company is satisfied

|  |  |  |
| --- | --- | --- |
| Responses | Number of responses | Percentage |
| Satisfied | 42 | 70 |
| Not satisfied | 8 | 13 |
| Neutral | 10 | 17 |
| Total | 60 | 100 |



**Employees responses**

**13%**

**17%**

**70%**

1st Qtr

2nd Qtr 3rd Qtr

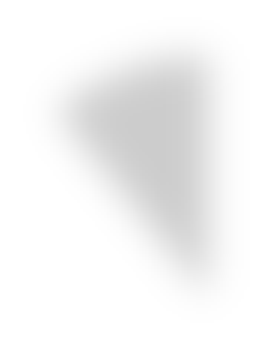
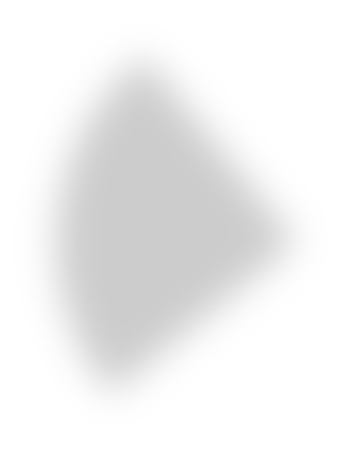
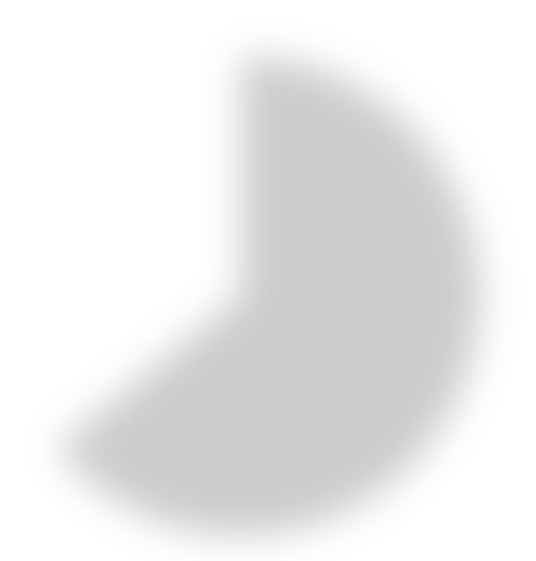
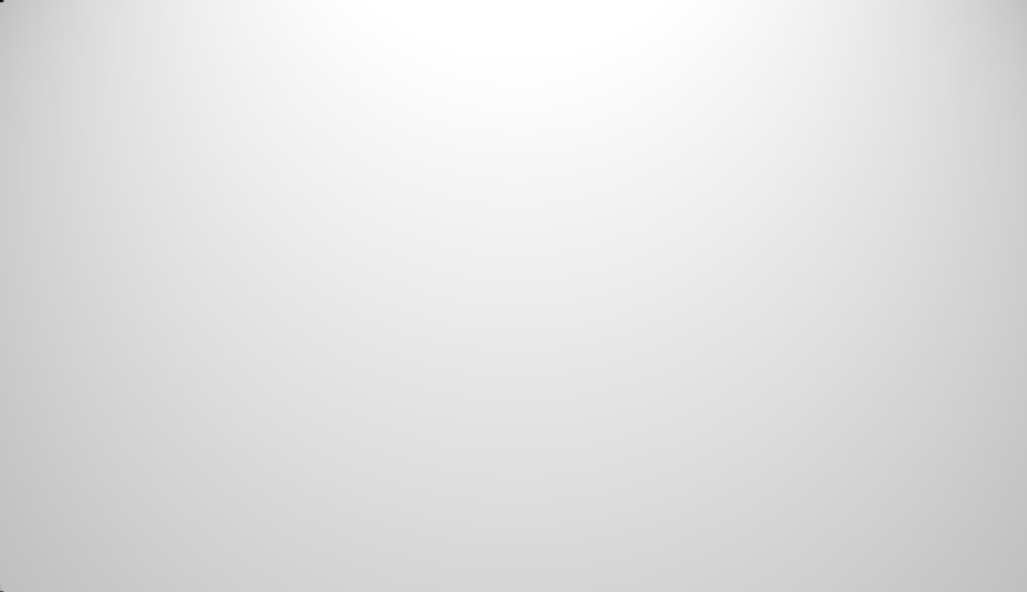
INTERPRETATION

Out of 60 employees response in resume and short listing used by the company satisfaction agreed employees 70%, not agreed to13%,neutral responses are 17%

Table no.4.8

Selection policy of your company

|  |  |  |
| --- | --- | --- |
| Responses | Number of responses | Percentage |
| Good | 39 | 65% |
| Average | 12 | 20% |
| Poor | 10 | 15% |
| Total | 60 | 100% |



**Employee responses**

**15%**

**20%**

**65%**

1st Qtr 2nd Qtr

3rd Qtr

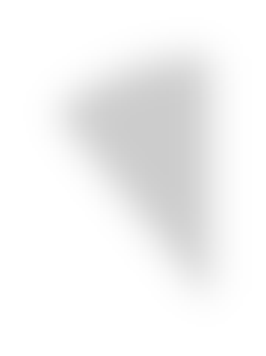
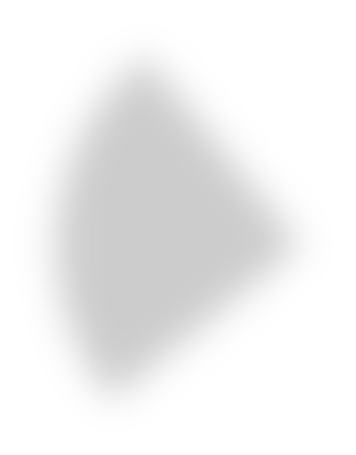
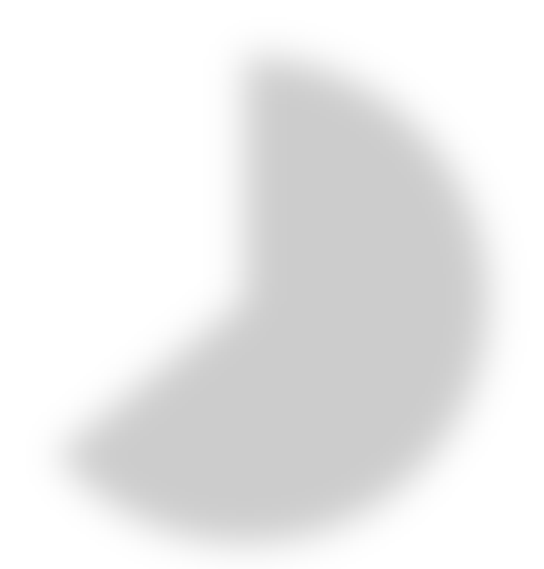
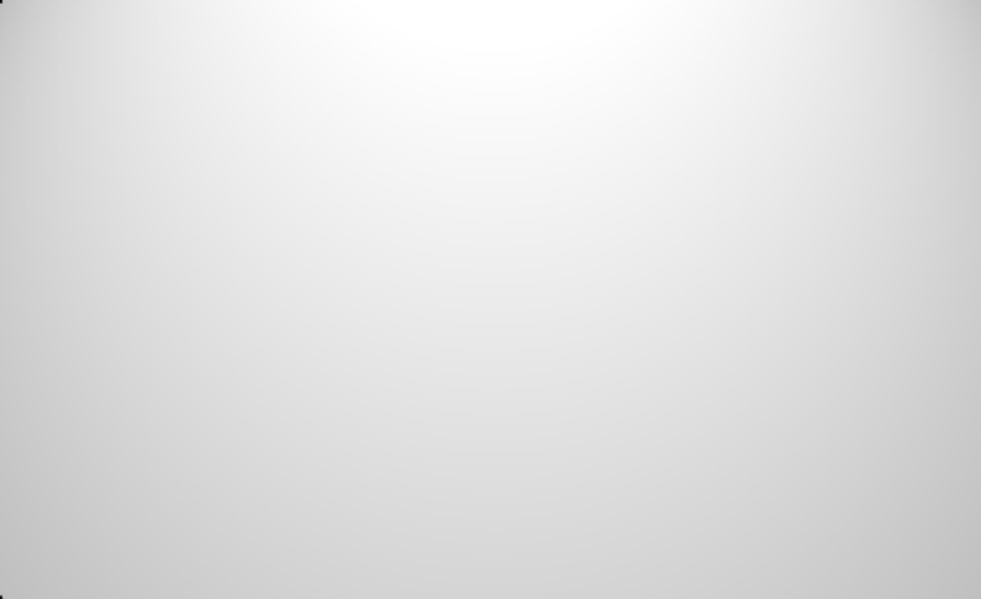
INTERPRETATION

Company selection policy is satisfied in 65% of employees, not satisfied employees are 20%, neutral response are 15%.

Table no.4.9

Selection is systematically process or regular process

|  |  |  |
| --- | --- | --- |
| Responses | Number of  responses | Percentage |
| Agree | 45 | 75 |
| Neutral | 6 | 10 |
| Disagree | 9 | 15 |
| Total | 60 | 100 |



**Employees response**

**10%**

**15%**

**75%**

1st Qtr 2nd Qtr

3rd Qtr

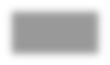
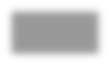
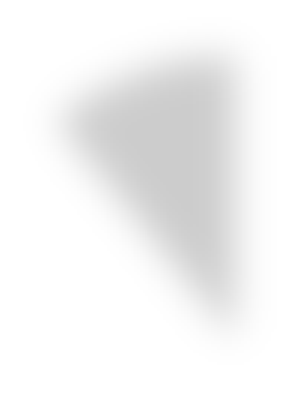
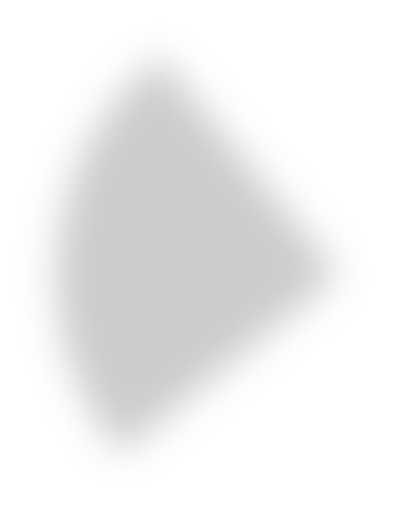
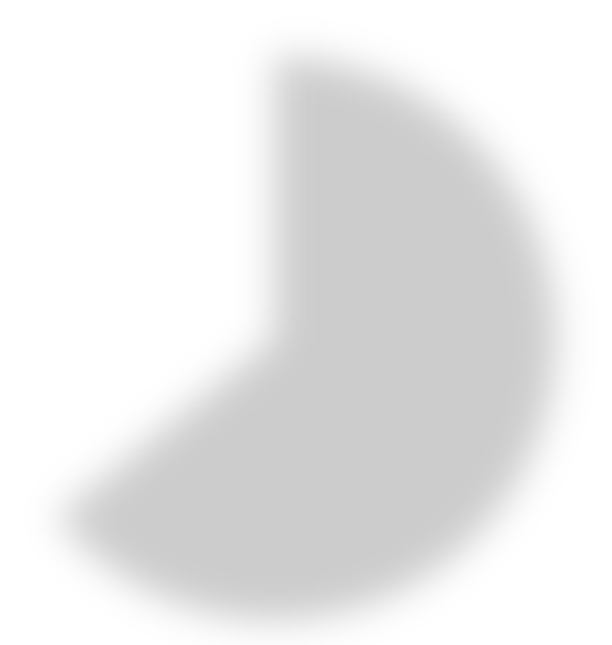
INTERPRETATION

Response of employs agree 75% Natural 10% ,Disagreed 15%

Tableno.4.10

Track the source of candidate

|  |  |  |
| --- | --- | --- |
| RESPONSE | NUMBER OF RESPONSE | PERCENTAGE |
| Online | 28 | 46.6 |
| Others | 20 | 33.4 |
| Referral | 12 | 20 |
| Total | 60 | 100 |



**Employee response**

**20%**

**33.4%**

**46.6%**

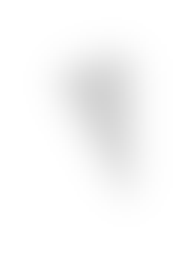
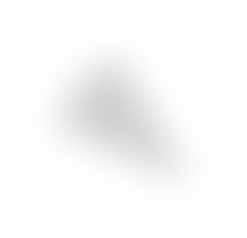
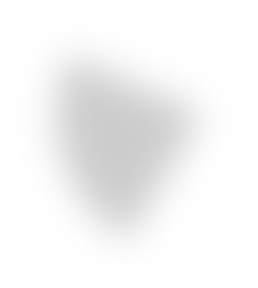
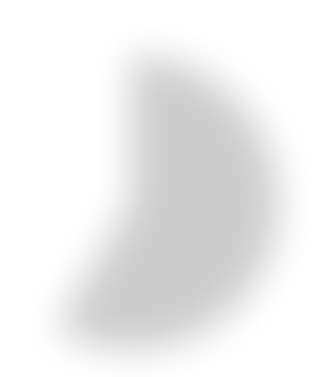
INTERPRETATION

Response of Online 46.6 % Others 33.4% 10% ,Referral 20 %

Table.4.9

Stages are involved in selecting a candidate.

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| 1 | 4 | 6 |
| 2 | 6 | 10 |
| 3 | 38 | 63 |
| 3More than above | 12 | 21 |
| Total | 60 | 100 |



**employee response**

**9%**

**10%**

**23% 58%**

1st Qtr 2nd Qtr 3rd Qtr

4th Qtr

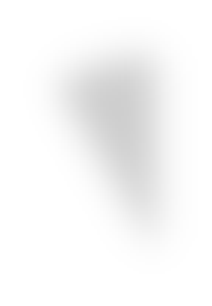
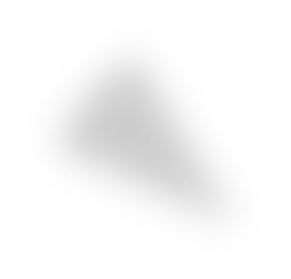
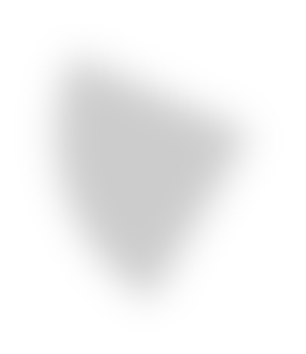
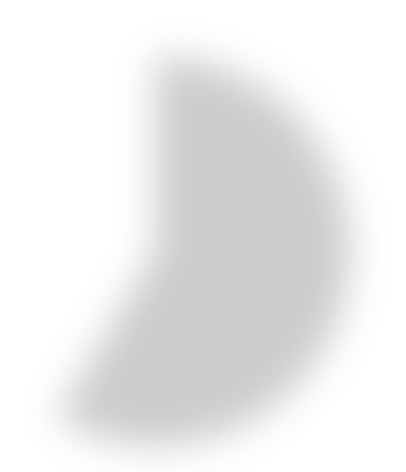
INTERPRETATION

3 stages involving aselecting candidate in KMML written exam, personal interview,documentation. employees response in 63% selecting stages in candidates,6% are 1stage,12%are response in 3more than above stages.

Table .4.10

. Technological Support process of recruiting

|  |  |  |
| --- | --- | --- |
|  | Number of responses | Percentage |
| Telephone | 12 | 20 |
| Video conferencing | 8 | 13.4 |
| Online support | 32 | 53.3 |
| Others | 8 | 13.3 |
| Total | 60 | 100 |



**Employees response**

**9%**

**10%**

**23%**

**58%**

1st Qtr 2nd Qtr 3rd Qtr

4th Qtr

INTERPRETATION

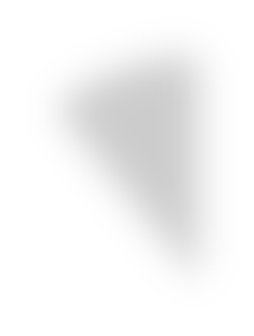
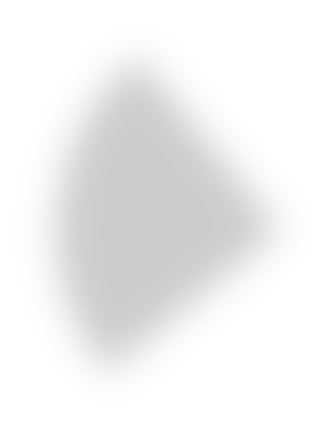
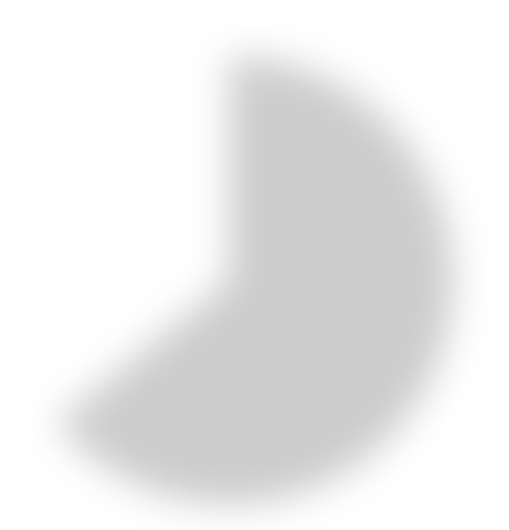
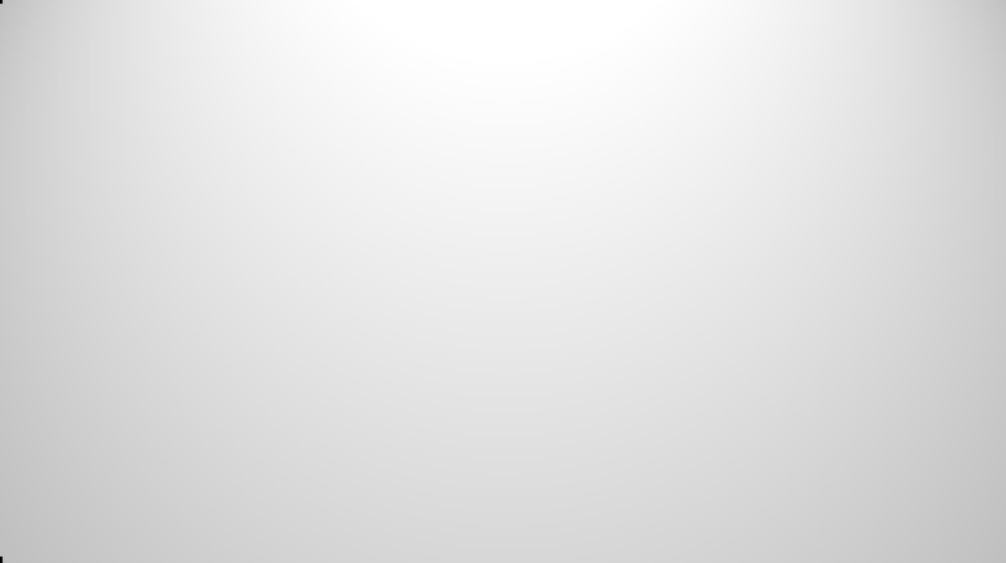
Online support most people response to process of recruiting almost 53%,telephones are13%,video conferencing 8% other have 13% .

Table no 4.11

Back out of candidate after beinged

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| 1-5 | 30 | 50 |
| 5-10 | 22 | 37 |
| 10-15 | 8 | 13 |
| Total | 60 | 100 |

.



**Employee response**

**13%**

**37%**

**50%**

1st Qtr 2nd Qtr

3rd Qtr

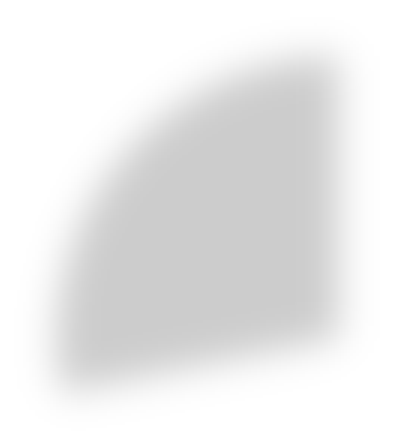
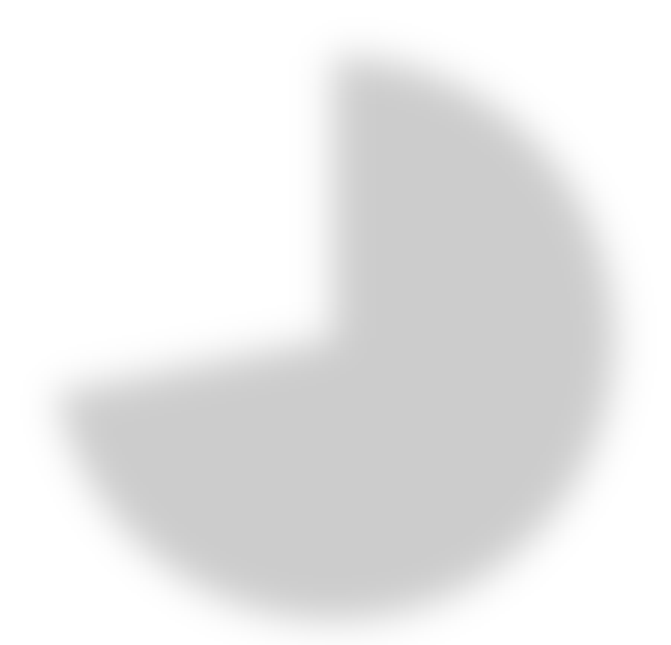
INTERPRETATION

Back out percentage of candidate after being offered 1 to 50% backout and 5-10 in 37% back out.10-15responses in 13%

Table no.4.12

Aptitude test is a part of recruitment

|  |  |  |
| --- | --- | --- |
| response | Number of responses | Percentage |
| Yes | 56 | 93.3 |
| No | 4 | 6.7 |
| Total | 60 | 100 |



**Employees response**

**28%**

**72%**

1st Qtr

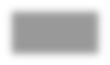
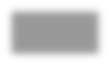
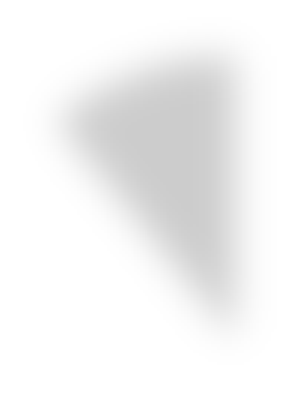
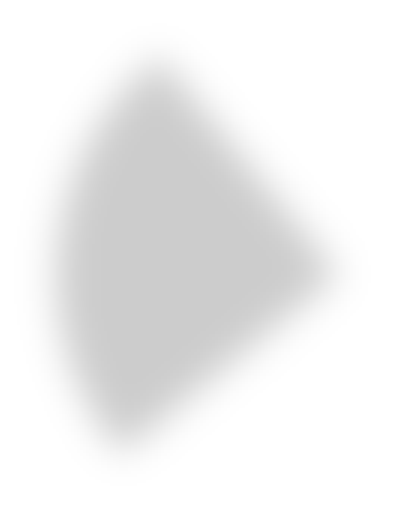
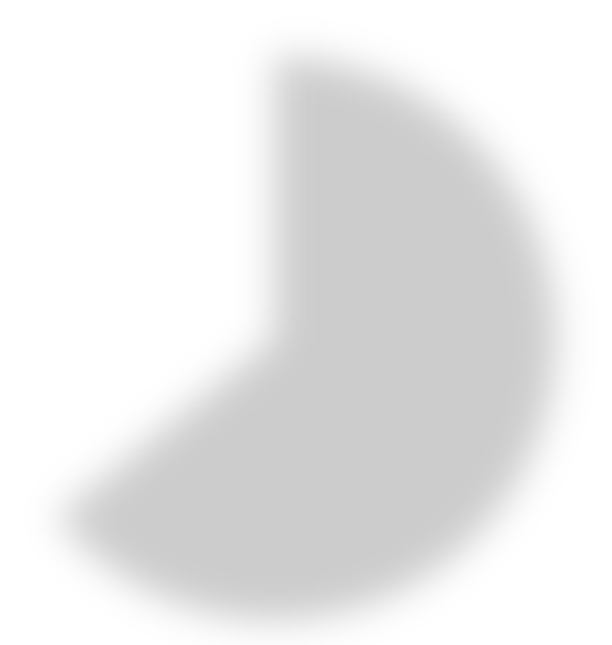
2nd Qtr

INTERPRETATION

Aptitude test is the important of recruitment process, candidate skills ability which help employers compare candidates fairly and objectively. 93.3% employees aptitude test supported ,6.7% are replied in no.

Table no 4.13 promotions employees

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| Never | 20 | 33.3 |
| Once | 22 | 36.6 |
| Twice | 18 | 30 |
| Total | 60 | 100 |



**Employee responses**

**30%**

**33.3%**

**36.6%**

1st Qtr 2nd Qtr

3rd Qtr

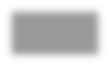
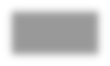
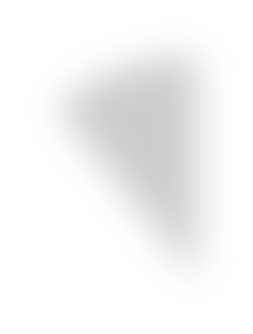
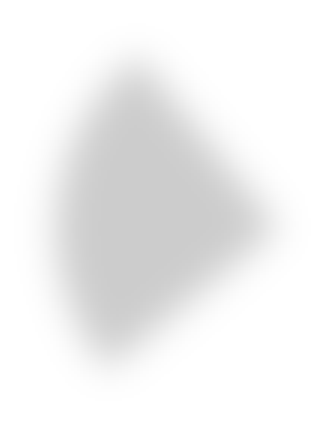
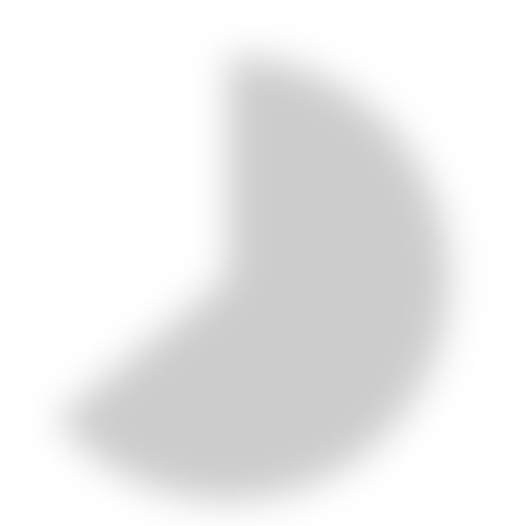
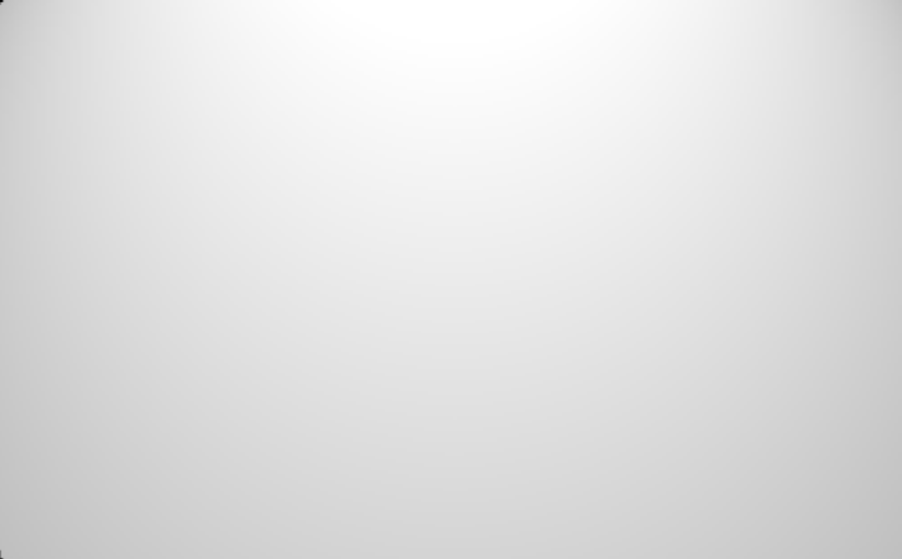
INTERPRETATION

Employees once promoted 36.3% ,33.3% employees never promoted, 30%twice promoted employees

Table no 4.14.

satisfied with the introduction and orientation program in your company.

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| Agree | 40 | 66.6 |
| Disagree | 8 | 13.4 |
| Neutral | 12 | 20 |
| Total | 60 | 100 |



**Employee response**

**13,4%**

**20%**

**66.6%**

1st Qtr 2nd Qtr

3rd Qtr

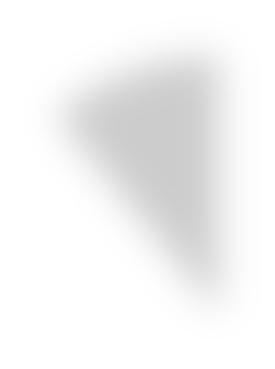
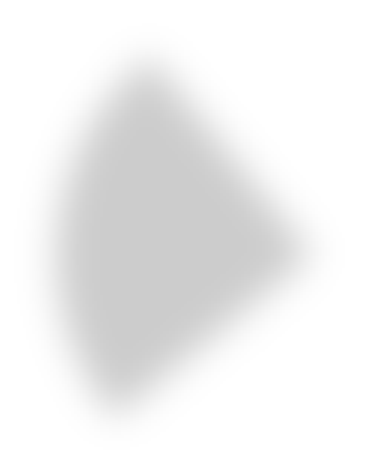
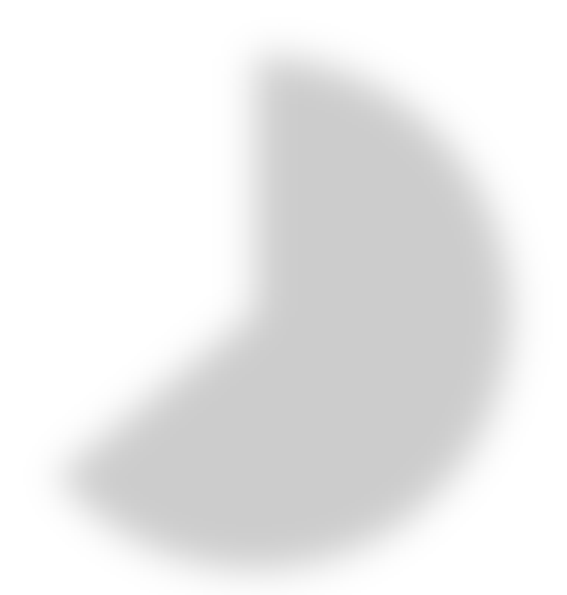
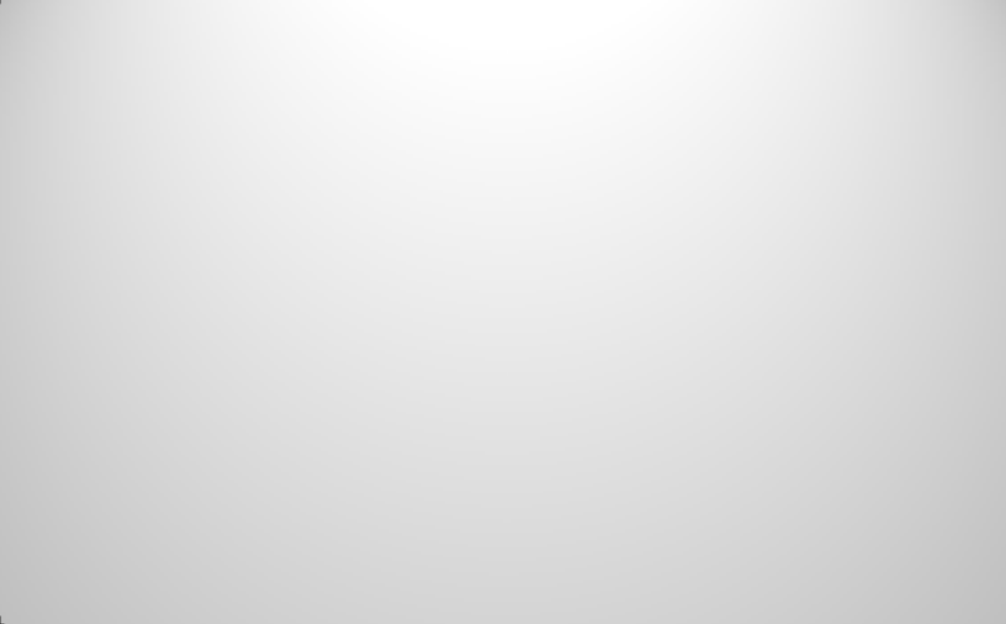
INTERPRETATION

Satisfied with introduction and orientation programme agreed employees are 66%, neutral employees are 20% and dis agreed employees13.4%.

Table no 4.15

satisfied with induction and orientation program

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| Agree | 37 | 64 |
| Disagree | 13 | 25 |
| Neutral | 10 | 11 |
| Total | 60 | 100 |



**Employees response**

**11%**

**25%**

**64%**

1st Qtr 2nd Qtr

3rd Qtr

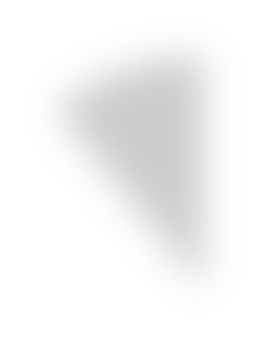
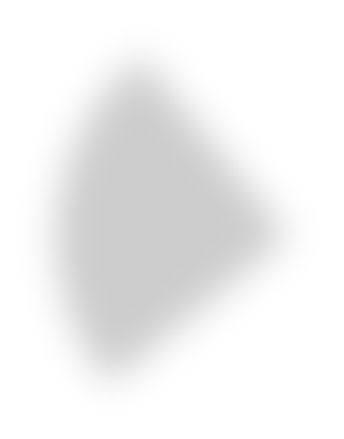
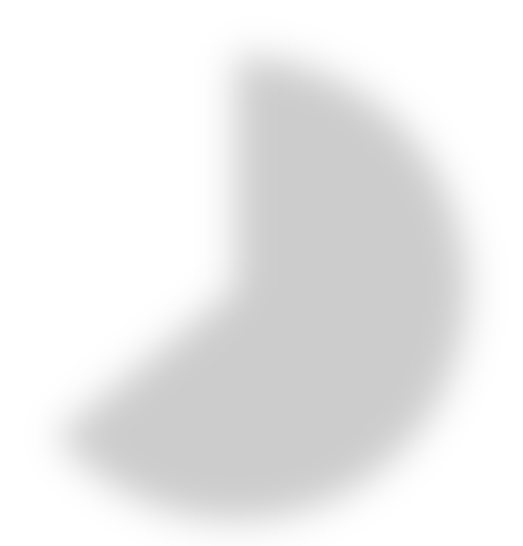
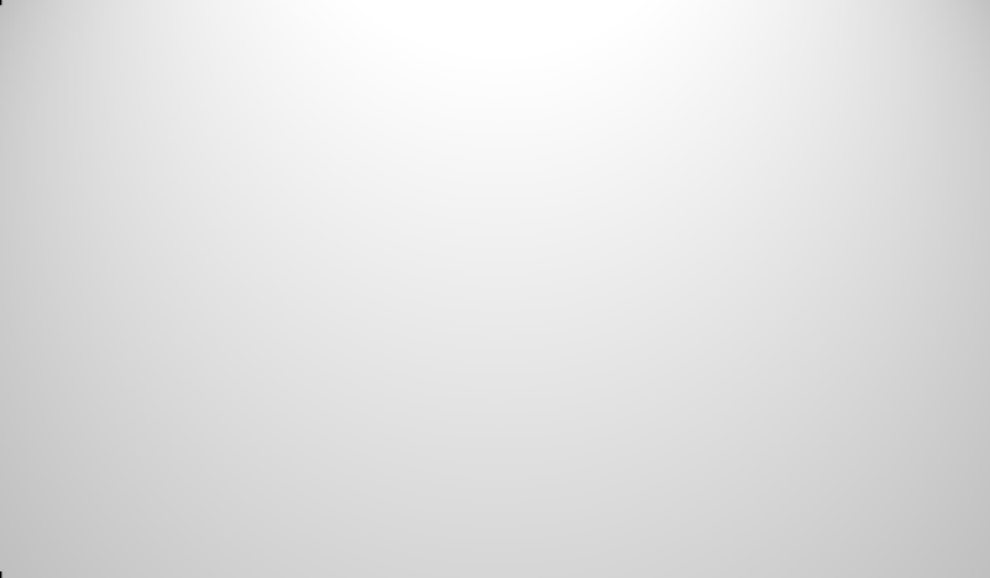
INTERPRETATION

Induction and orientation program satisfied employees are64%, 25% unsatisfied employee,11%neutral.

Table no 4.16.

How many stages are involved in selecting the candidate

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| 1 | 17 | 11 |
| 2 | 18 | 25 |
| 3 | 25 | 64 |
| Total | 60 | 100 |



**Employee response**

**11%**

**25%**

**64%**

1st Qtr

2nd Qtr 3rd Qtr

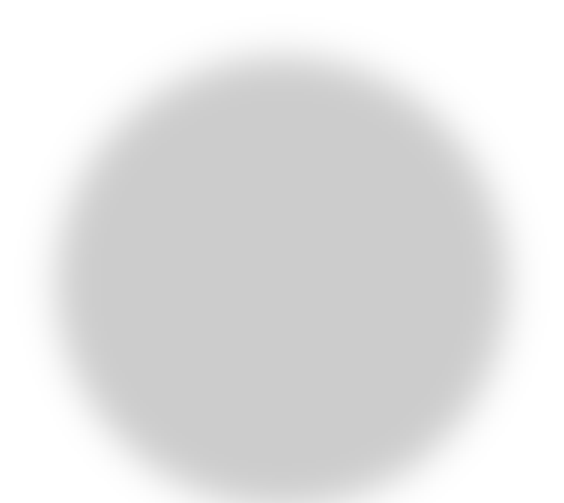
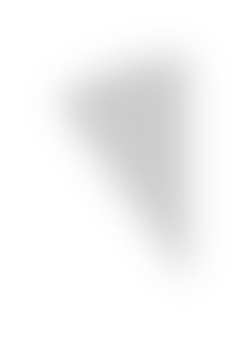
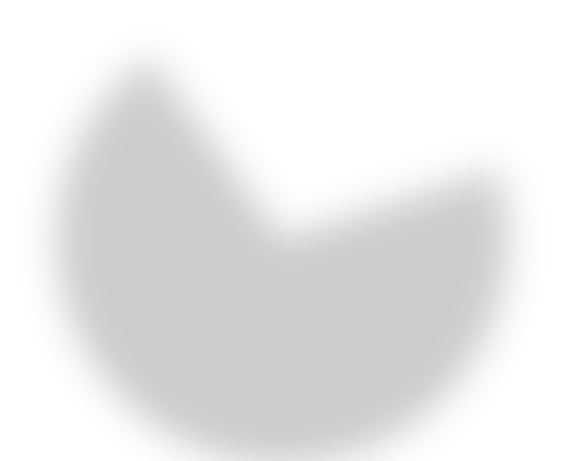
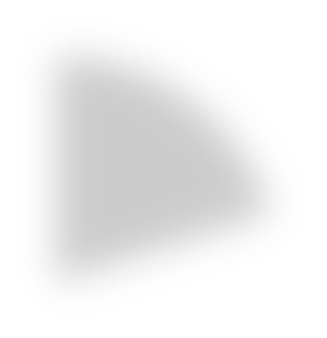
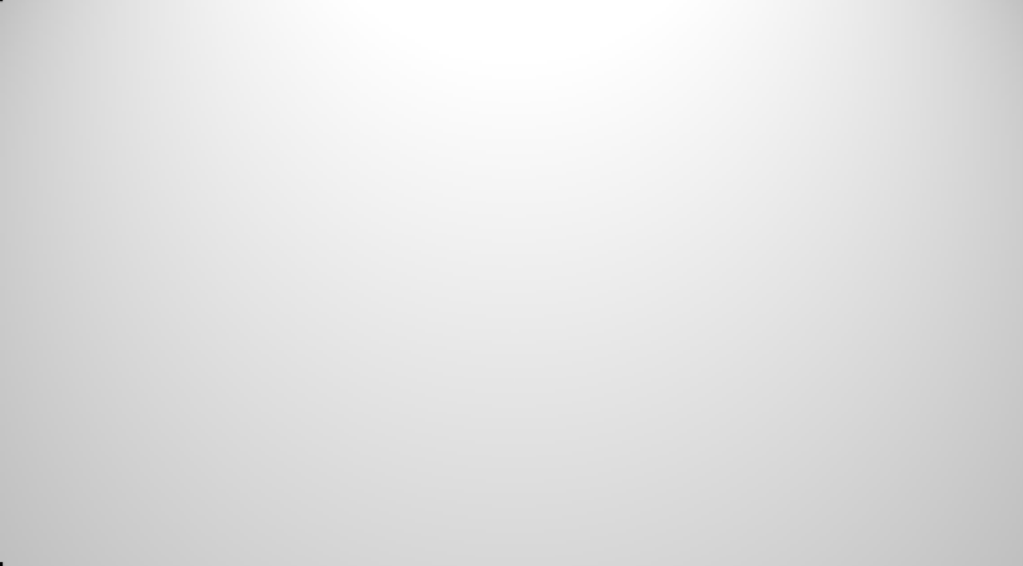
INTERPRETATION

One selecting stage are involved selecting candidate response in 11%,2 stages involved in 25%, 3stages involved in 64%. recruitment process is selecting candidate stages is written exam or direct selection, interview and documentation

Table no.4.17.

Do you use any of the following test during the process of recruiting

|  |  |  |
| --- | --- | --- |
| Responses | Number of responses | Percentage |
| Written | 23 | 39 |
| aptitude | 12 | 20 |
| Group discussion | 12 | 20 |
| Personal interview | 13 | 21 |
| TOTAL | 60 | 100 |



**EMPLOYEES RESPONSE**

**21%20% 20%**

**39%**

1st Qtr 2nd Qtr 3rd Qtr

4th Qtr

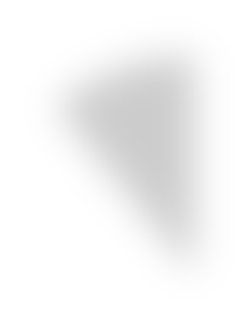
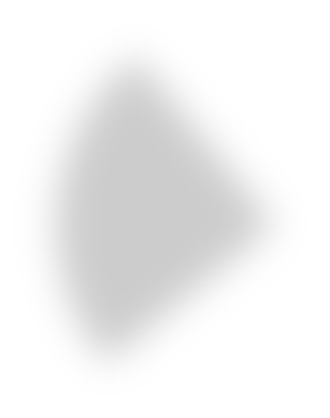
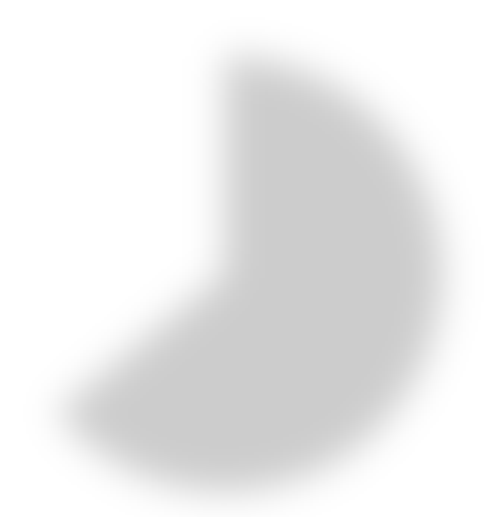
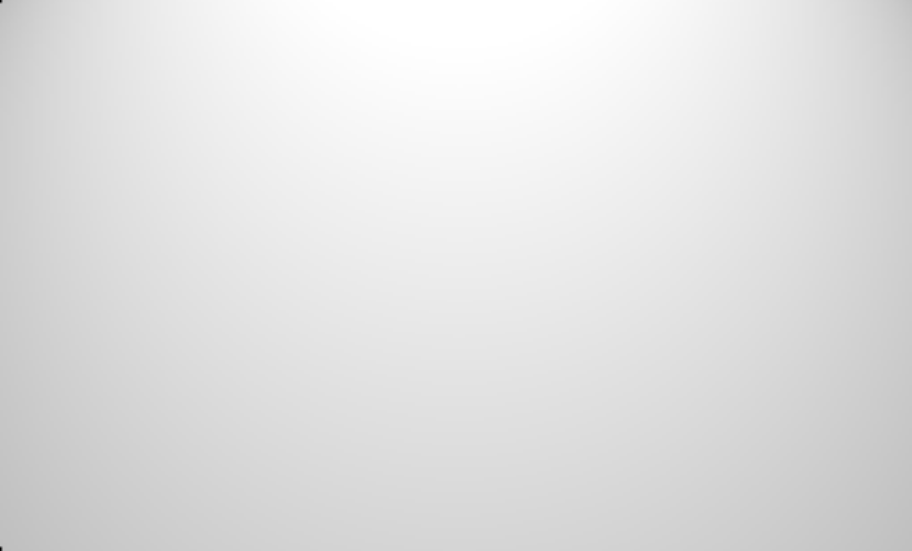
INTERPRETATION

Written test tre the conduct of 39% responses, aptitude 20%,grpoup discussions20% ,personal interview 21%.

Table no.18

What is average time spent by the HR department during recruitment.

|  |  |  |
| --- | --- | --- |
| Response | Number of responses | Percentage |
| 10 minutes | 18 | 30 |
| 10-20 minute | 22 | 36 |
| 20-30minute | 20 | 34 |
| total | 60 | 100 |



**Employee responses**

**30%**

**34%**

**36%**

1st Qtr

2nd Qtr 3rd Qtr

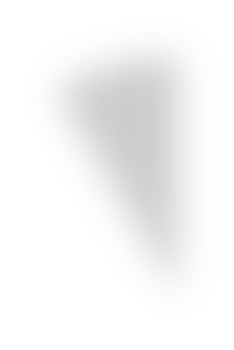
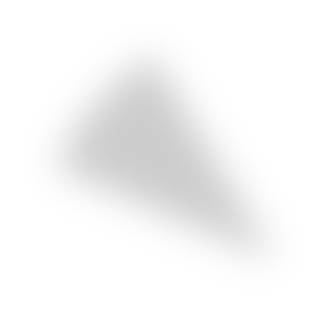
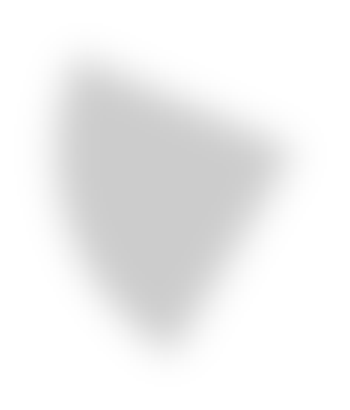
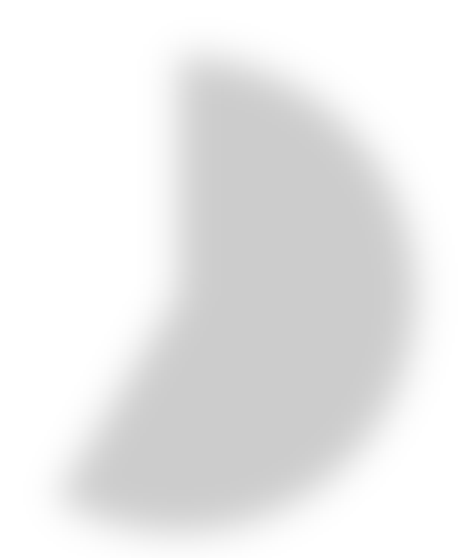
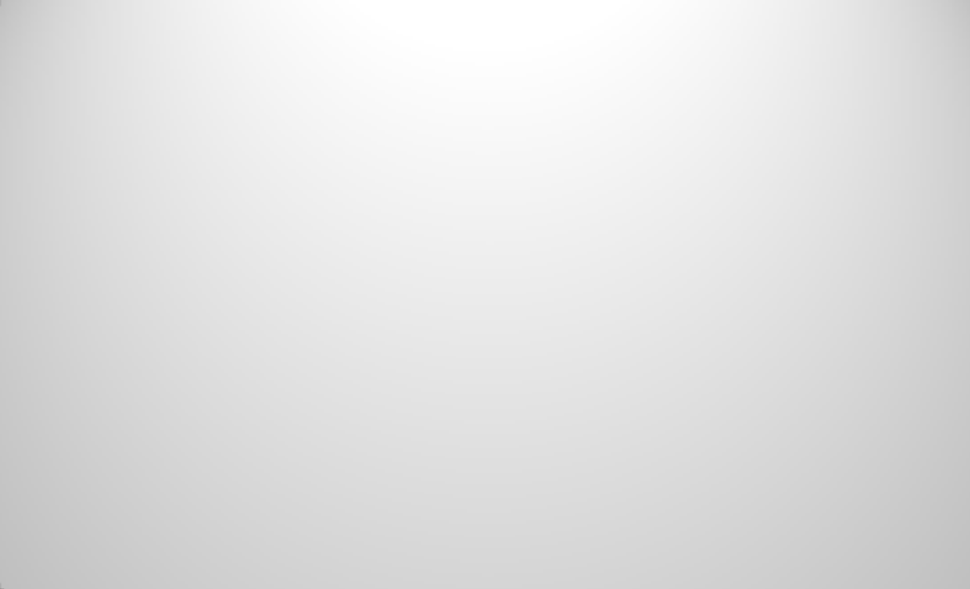
INTERPRETATION

Recruitment average time 10 m minutes responses employees are30%,10-20 minutes the responses for 36 %,20-30 m minute responses have 34 employees.

Table no4.19

What are the basic questions you ask the candidate.

|  |  |  |
| --- | --- | --- |
| Responses | Number of responses | percentage |
| Experience | 26 | 44 |
| Current CTC | 14 | 24 |
| Job profile | 20 | 32 |
| Notice period | 0 | 0 |
| Total | 60 | 100 |



**Employees response**

**0**

**24%**

**32%**

**44%**

1st Qtr 2nd Qtr 3rd Qtr

4th Qtr

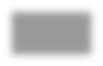
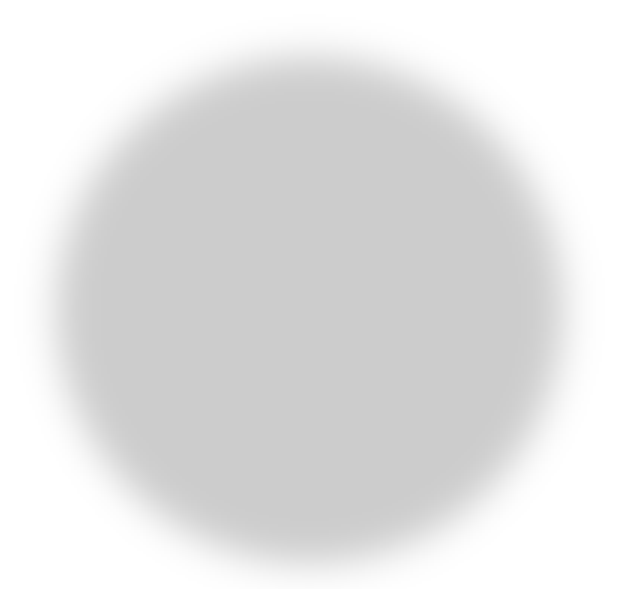
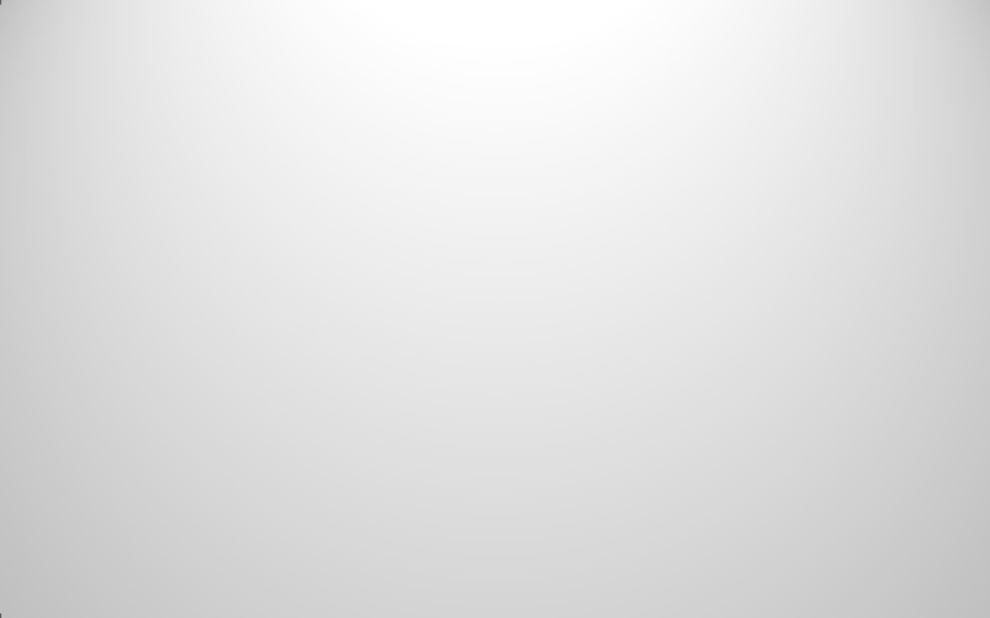
INTERPRETATION

Out of 60 employees conduct survey the basic question of candidates.44% responses in experience. Current ctc24%,job profile 32%,notice period have no responses.

Table no.20

Do you think academic marks play a vital role in the recruitment process.

|  |  |  |
| --- | --- | --- |
| Responses | Number of responses | Percentage |
| Yes | 60 | 100 |
| No | 0 | 0 |
| Total | 60 | 100 |



**Employees response**

**100%**

1st Qtr

INTERPRETATION

Academic marks are valid in any interviews so this survey is 100% responses in yes.

## 5.FINDINGS

* The recruitment and selection in the sector enterprises are done under the government
* Recruitment and selection depend on the organization’s policy.
* Recruitment and selection are two key parts of the hiring process that allow companies to find and attract the best talent.
* Recruitment and selection process involves six main steps: creating a job description, advertising the role, screening candidates, conducting interviews, carrying out test and assessment and selecting the successful candidate.
* Recruitment and selection of public sector enterprises is done through public service exam and employment opportunities

# 6.Recommendation

* + Advanced technology that has improved Implement in new technologies used human resource department
  + Human resource is highly skilled in selecting different categories.
  + companies’ recruitment and selections are systematically process
  + Recruitment and selection process more accurate, faster and more efficient.
  + effective recruitment strategy to avoid wasting valuable time and money
  + Recruitment and selections are effective and ethical process.

## 7.CONCLUSION

Kerala minerals and Metals limited offers exciting career opportunities for candidates looking to work in the mining and metallurgical industry. With a commitment to sustainable practices, a supportive work environment, and a focus on employee development, KMML stands out as an employer of choice. if you are passionate about making a difference and want to be part of a dynamic team, consider applying for a job at KMML

KMML regularly conducts recruitment drives to attract talented individuals who can contribute to the company’s growth and success. The recruitment process is designed to identified candidates with the right skills, qualifications, and attitude to excel in their respective roles. KMML offers a wide range of job positions across different departments including mining, production, engineering, finance, human resource and marketing

The study was conducted with the help of questionnaires which has been filled up by random group of employees from the study it can be concluded that the recruitment and selection by all employees.

The project was done through a combined collection of samples from the personnel administrative section and KMML websites.

### ANNEXURE

Personal data

1. Name :
2. Gender : Male

female

others

1. Age : Below 30

30-40

40-50

above

1. What is your education back ground?

Commerce

Engineering

Computer science

others

1. Qualification :

Marital status : Single Married

# QUESTIONAIRE

Name:

Designation:

* 1. How many years have been working the company? a) 0-5 b) 5-10 c) 10-15 d) 15 above
  2. Do you satisfy your job?
     1. agree b)disagree c) neutral
  3. How much time is the company takes to respond your application?
     1. less than 5 days b) 5-10 days c) 11-15 days
  4. What source you adopt to source candidate?
     1. employee referral b) campus recruitment c) advertising d) recruitment agencies d) job portals
  5. Is the resume screening and short listing used by the company is satisfied?
     1. agree b) disagree c) neutral
  6. How do you rate selection policy of your company?
     1. good b) average c) poor
  7. Is recruitment and selection done systematically in your company on regular basis?
     1. agree b) disagree c) neutral
  8. How do you track the source of candidate?
     1. Manuel b) online c) referral
  9. How many stages are involved in selecting a candidate?
     1. 1 b) 2 c) more than 3
  10. Do you take any technological support for the process of recruitment?
      1. telephone b) video conference c) online support d) others
  11. What is the back out percentage of candidates after being offered? a) 1-5 b) 5-10 c) 10-15
  12. Aptitude test is a part of recruitment?
      1. yes b) no
  13. How many times you are promoted?
      1. never b) once c) twice d) thrice e) more than 5

1. Does the organisation clearly define the position objectives recruitment and candidates in the recruitment process?
   1. yes b) no
2. Are, you satisfied with the introduction and orientation program in your company?
   1. agree b) disagree c) neutral
3. .How many stages are involved in selecting the candidate a)1b)2c)3d)4

17..Do you use any of the following test during the process of recruitment?

* 1. written b) aptitude c) group discussion d) personal interview e) others

1. What is the average time Spent by the HR department during recruitment? a)10-minute b)10-20-minute c)20-30 minute
2. What are the basic question you Ask the candidate?
   1. experience b) current CTC c) job profile d) notice period
3. Do you think academic marks play a vital role in the recruitment process?
   1. yes b) no

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