

# **RECRUITMENT**

## **MEANING**

Recruitment means announcing job opportunities to the public and stimulating them in such a way so that a good number of suitable people will apply for them. Recruitment is the process of discovering the potential for actual or anticipated organizational vacancies.

It is a process of accumulation of human resources for the vacant positions of the organization.

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm.

## **DEFINITION**

According to Keith Davis, "Recruitment is the process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted."

According to Edwin B. Flippo, "Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization."

## **OBJECTIVES**

- Creating a large talent pool of candidates to ensure the organization can hire the best employee.
- Finding people who will fit in with the company culture and contribute to the organization's goals.
- Reducing the likelihood that a candidate will leave after a brief time by finding the right employee for the position the first time around.
- Meeting the organization's diversity and social commitments by selecting candidates based solely on their merits and the way they fit in with the company values, goals and culture.
- Improving the company's reputation through fair, unbiased and effective hiring practices. Expediting the future recruitment and selection process and reducing costs by gathering a large pool of talented candidates who may be interested in future vacancies.
- Improving and streamlining the recruitment and selection process, including expediting future job analyses for similar positions.

- Evaluating the effectiveness of different recruiting and sourcing techniques and sources for job applicants

## SOURCES OF RECRUITMENT

Internal Recruitment	External Recruitment
1. Promotions	1. College recruitment
2. Transfers	2. Competitors and other firms
3. Employee Referrals	3. Employment agencies
4. Former Employees	4. Labour unions
5. Retrenched Employees	5. Executive search firms
6. Compassionate appointments	6. Professional associations
	7. Internet recruitment
	8. Media sources

**Two types of sources of recruitment are available such as;**

- **Internal Sources** (present employees, employee referrals, former employees and previous applicants), and
- **External Sources** (trade associations, advertisements, employment exchanges, campus recruitment, walk-ins and write-ins, consultants, radio and television, competitors and E-recruiting, etc.).

**Internal sources** indicate recruiting qualified people from within the organization itself (from the present working force). When reference is made to the number of employees already employed by the organization, we speak of the internal supply.

Whenever any vacancy occurs, someone from within the organization is upgraded, promoted or transferred to another department also goes into the category of an internal source of recruitment.

**External recruitment** is concerned with generating a pool of qualified candidates through external sources of employment.

The external sources of recruitment include – employment at the factory gate, advertisements, employment exchanges, employment agencies, educational institutes, labor contractors, recommendations, etc.

## **Internal Sources of Recruitment**

### **1. Promotions:**

The promotion policy is followed as a motivational technique for the employees who work hard and show good performance. Promotion results in enhancements in pay, position, responsibility and authority. The important requirement for implementation of the promotion policy is that the terms, conditions, rules and regulations should be well-defined.

### **2. Retirements:**

The retired employees may be given the extension in their service in case of non-availability of suitable candidates for the post.

### **3. Former employees:**

Former employees who had performed well during their tenure may be called back, and higher wages and incentives can be paid to them.

### **4. Transfer:**

Employees may be transferred from one department to another wherever the post becomes vacant.

### **5. Internal advertisement:**

The existing employees may be interested in taking up the vacant jobs. As they are working in the company since long time, they know about the specification and description of the vacant job. For their benefit, the advertisement within the company is circulated so that the employees will be intimated.

### **Benefits of Internal Sources of Recruitment:**

1. The existing employees get motivate.
2. Cost is saved as there is no need to give advertisements about the vacancy.
3. It builds loyalty among employees towards the organization.

4. Training cost is saved as the employees already know about the nature of job to be performed.
5. It is a reliable and easy process.

#### **Limitations of Internal Sources of Recruitment:**

1. Young people with the knowledge of modern technology and innovative ideas do not get the chance.
2. The performance of the existing employees may not be as efficient as before.
3. It brings the morale down of employees who do not get promotion or selected.
4. It may lead to encouragement to favoritisms.
5. It may not be always in the good interest of the organization.

### **External Sources of Recruitment**

#### **1. Press advertisement:**

A wide choice for selecting the appropriate candidate for the post is available through this source. It gives publicity to the vacant posts and the details about the job in the form of job description and job specification are made available to public in general.

#### **2. Campus interviews:**

It is the best possible method for companies to select students from various educational institutions. It is easy and economical. The company officials personally visit various institutes and select students eligible for a particular post through interviews. Students get a good opportunity to prove themselves and get selected for a good job.

#### **3. Placement agencies:**

A databank of candidates is sent to organizations for their selection purpose and agencies get commission in return.

#### **4. Employment exchange:**

People register themselves with government employment exchanges with their personal details. According to the needs and request of the organization, the candidates are sent for interviews.

## **5. Walk in interviews:**

These interviews are declared by companies on the specific day and time and conducted for selection.

## **6. E-recruitment:**

Various sites such as jobs.com, naukri.com, and monster.com are the available electronic sites on which candidates upload their resume and seek the jobs.

## **7. Competitors:**

By offering better terms and conditions of service, the human resource managers try to get the employees working in the competitor's organization.

### **Benefits of External Sources of Recruitment:**

1. New talents get the opportunity.
2. The best selection is possible as a large number of candidates apply for the job.
3. In case of unavailability of suitable candidates within the organization, it is better to select them from outside sources.

### **Limitations of External Sources of Recruitment:**

1. Skilled and ambitious employees may switch the job more frequently.
2. It gives a sense of insecurity among the existing candidates.
3. It increases the cost as advertisement is to be given through press and training facilities to be provided for new candidates.