



RECRUITMENT

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WHAT IS RECRUITMENT?

DEFINITION

“Recruitment is the process of searching for prospective employees and stimulating and encouraging the to apply for the job.” – **(Flippo EB, 1980)**

“Recruitment is a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.” – **(Yoder D, et al 1972)**

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RECRUITMENT

Recruitment needs are of three types:

- Planned: Arises from changes in organization and retirement policy.
- Unexpected: Arises during resignations, deaths, accidents and illness.
- Anticipated: Refers to those movements in personnel which an organization can predict by studying trends in the internal and external environments.

Features of Recruitment:

- It is a process rather than a single act or event.
- Linking activity as it brings together the employer and the prospective employees.
- Positive activity to seek out eligible persons from which suitable ones are selected.
- To locate the sources of people required to meet job requirements.
- Ability to match jobs to suitable candidates.
- A two way process between recruiter and recruited.
- A complex job that involves lots of factors like image of the company, nature of jobs offered, organizational policies, working conditions etc.

RECRUITEMENT PROCESS

Definition and requisitions



Sources



Communication of information



Identifying prospective employees



Encouraging and attracting applicants



Candidate assessment

Steps in Recruitment Process:

- Requisitions contains the details about the positions to be filled, no. of persons to be recruited, etc.
- Developing and location of sources, i.e both internal and external.
- Communicating the information of the organization to acquire prospective employees.
- Encouraging the identified candidates to apply for the job.
- Analyzing and evaluating the effectiveness of recruitment process by candidate progression.

Elements of Recruitment process

- Recruitment Policy
- Recruitment organization
- Developing sources of recruitment
- Methods of recruiting

Recruitment Policy



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Recruitment Policy

- It specifies the objectives of recruitment and provides a framework for the implementation of the recruitment programme

It involves :

- Enriching the organisation's human resources by filling vacancies with the best qualified people
- Attitudes towards recruiting handicaps, minority groups, women, friends and relatives of present employees

- Promotion from within
- Development of organizational system for implementing the recruitment programme and procedures to be employed

General Principles

General principles a recruitment policy involves which reflect the employer's commitment are :

- To find and employ the best qualified persons for each job
- To retain the most promising of those hired
- To offer promising opportunities for the life time working careers
- To provide facilities and opportunities for personal growth on the job

Factors affecting recruitment policy :

- Organizational objectives
- Personnel policies of the Organization and its competitors
- Government policies on reservations
- Preferred sources of recruitment
- Organization's recruitment needs
- Recruitment costs
- Financial implications
- Selection criteria and preferences etc.

Pre-requisites of a good recruitment policy.

It should :

- Abide by the relevant public policy and legislation on hiring and employment relationship
- Provide employees with job security and continuous employment
- Integrate organizational needs and employee needs
- Provide each employee with freedom and opportunities to utilise and develop knowledge and skills to the maximum possible extent
- Treat all employees fairly and equitably in all employment relationships

- Provide suitable jobs and protection to handicapped, women and minority groups
- Encourage responsible trade unions
- Be flexible enough to meet the changing needs of the organisation

Recruitment Organization

- Centralized recruitment
- Decentralized recruitment

Centralized recruitment

- Under this personnel department at the head office performs all the functions or recruitment

Advantages :

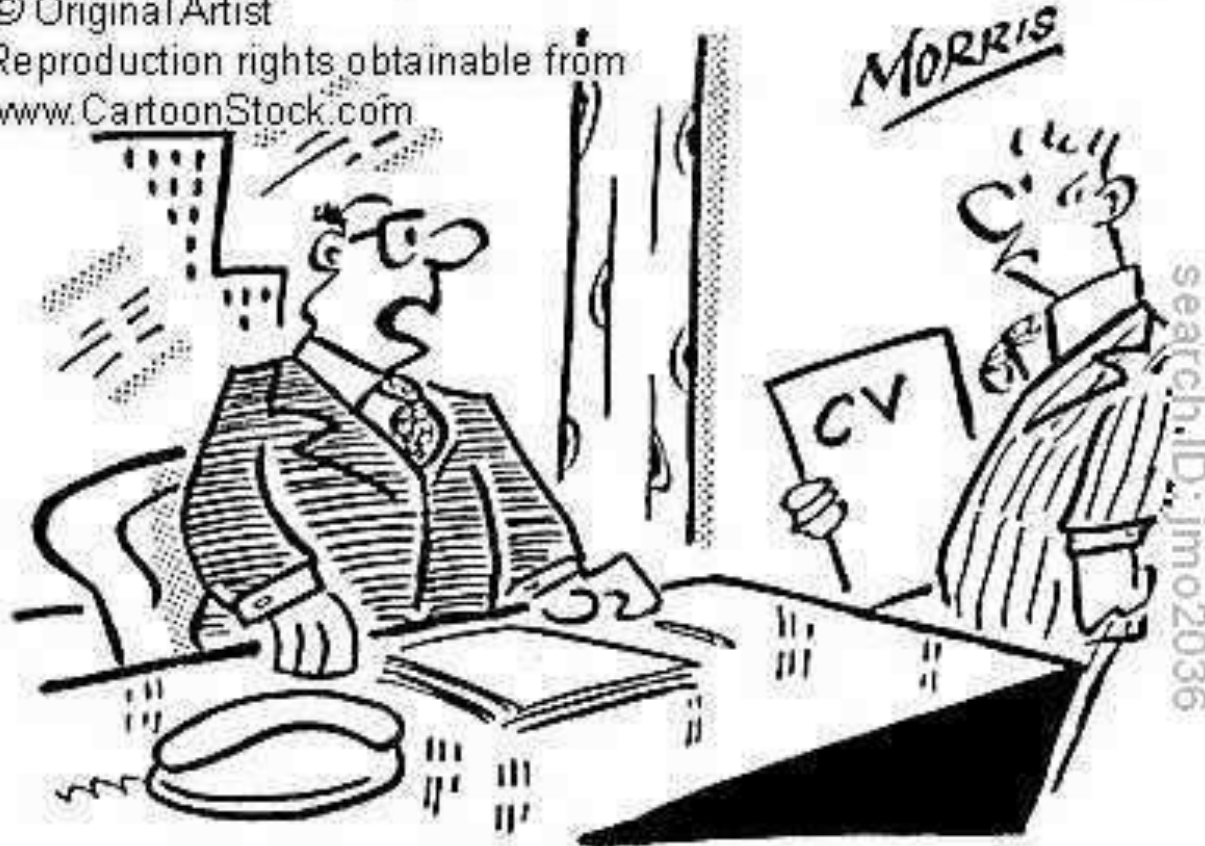
- It reduces the administrative cost by consolidating all recruitment activities at one place
- It helps in better utilization of specialists
- It ensures uniformity in recruitment and selection of all types of employees
- It facilitates interchangeability of staff between different units/zones

- It relieves the line executives of the recruitment problem thereby enabling them to concentrate on their operational activities
- It tends to reduce favoritism in recruitment and makes the recruitment process more scientific

Disadvantages :

- There is delay in recruitment as operating units cannot recruit staff as and when required
- The central office may not be fully familiar with job requirements of different units and the most suitable sources for the required staff
- Recruitment is not flexible because operating units lose control over the recruitment process

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**"I'm sorry I only hire married men. I like men who
can take criticism."** THIS PPT BELONGS TO BRO CODE ©

SOURCES OF RECRUITMENT



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INTERNAL SOURCES

- Refers to recruitment that takes place from within the organization. It includes:

A) Transfers & Promotions:

Transfers implies shifting of an employee from one job to another without any shift in change of responsibilities, and on the other hand promotion refers to shifting of an employee to a higher position carrying higher status, responsibilities and pay.

B) Retired and retrenched employees who want to return to company may be hired.

C) Dependents and relatives of deceased and disabled employees.

Merits

- Morale and motivation of employees improves.
- Promotes loyalty and commitment amongst employees due to sense of job security and advancements.
- Chances of proper selection high
- Present employees familiar with organization surroundings.
- Time and expenditure for recruitment reduced

Demerits

- Fails to bring in fresh blood into organization.
- Promotion based on seniority.
- Choice in selection is restricted.
- All vacancies cannot be filled from within organization.
- Not available to newly established enterprise.

EXTERNAL SOURCES

- External sources of recruitment lie outside the organizations The include:

A) Educational Institutions:

Various companies visit many colleges which have made arrangements for campus interviews and recruit candidates. Colleges like IIT'S and IIM's have a more than 100 famous companies like Barclays, Boston consultancy group coming and recruiting candidates.

B) Recruiting Agencies:

These are basically various private consultancy firms like Price Waterhouse coopers, ABC group which recruit candidates on behalf of the client companies by charging a fee.



C) Employment exchanges:

These exchanges provide information about job vacancies to jobseekers. These can be private and also government exchanges.



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D) Casual callers:

Many candidates visit the company by themselves and give interviews. The companies may not need them presently but can call them anytime in future when there are vacancies.



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E) Labor contractors:

Manual workers recruited through contractors who maintain close relations with such labors. Basically seen in construction jobs.

F) Gate recruitment:

In this method a notice on the noticeboard of the company specifying job details of job vacancies can be put. This method is also called direct recruitment

G) Recommendations:

Employees recruited through recommendations by trade unions.

H) Press Advertising:

Advertisements in newspapers and journals. Has wide reach. This method can be used for technical, clerical and managerial jobs.



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Merits

- People having requisite skill, education and straining can be recruited.
- Best selection made irrespective of cast, creed, religion, sex.
- Helps to bring new blood
- Expertise and experience from other organization can be bought.
- “never dries up”. Applicable to new firms as well.

Demerits

- Time consuming and expensive
- Employees unfamiliar with organization and its orientation.
- If higher level jobs are filled from external sources, motivation and loyalty of existing staff effected.

METHODS OF RECRUITMENT

- Recruitment methods are the means by which an organization attempts to establish contact with potential candidates, provides them necessary information and encourages them to apply for jobs.

1) Direct Methods:

Under this method scouting, manned exhibits and waiting lists are used.

Scouting-where an company representatives may be sent to educational and training institutions.

Manned exhibits- Where representatives sent to seminars and conventions where they can establish their mobile offices to go to desired centers.

- Waiting lists of candidates who have indicated their interest in jobs in person through mail over phone.

2) Indirect method

Advertisements in newspapers and journals, radio, television used to publicize vacancies. This helps to enable the candidates to assess their suitability so that only those possessing the requisite qualifications will apply.

3) Third party methods:

Various agencies, public employment exchanges and private consulting firms are used to recruit personnel. In addition friends and relations of existing staff deputation can be used.

SUMMARY

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THANK YOU