



A study on effectiveness of recruitment and selection process in Sri Visalatchi Industry Pvt.Ltd, Sivakasi

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Abstract

This study investigates the recruitment and selection practices at Sri Visalatchi Paper Manufacturing Pvt. Ltd., Sivakasi, with a focus on understanding their effectiveness and alignment with organizational goals. Given the critical importance of placing the right person in the right job, the research explores how internal policies, sourcing methods, and evaluation criteria affect hiring quality and employee satisfaction. Primary data collected from 104 employees across various roles revealed that while the selection process is generally perceived as effective and rapid—often completed within a week—there remain significant concerns around fairness, transparency, and the equitable provision of opportunities. Chapter 1 introduces the topic, need, and objectives of the study, focusing on recruitment's strategic role in organizational performance. Chapter 2 presents a literature review covering various perspectives and research findings on recruitment and selection processes. Chapter 3 outlines the industry and company profile, providing context for Sri Visalatchi's operations in the offset printing sector. Chapter 4 details data analysis using statistical tools like percentage analysis, Chi-square tests, and correlation analysis. Key insights include hiring methods, challenges like skill shortages, use of technology, and respondent satisfaction. Finally, Chapter 5 summarizes the findings and provides actionable suggestions—such as training initiatives, standardized procedures, and improved policy transparency—aimed at enhancing the recruitment framework and aligning it more closely with organizational needs and employee expectations.

Keywords: Recruitment process, Selection process, Sri Visalatchi Industry Pvt. Ltd, Sivakasi, Employee satisfaction

Introduction

Recruitment and Selection is the process of defining job requirements, advertising for the position, and selecting the most suitable candidate. As human resources are crucial for achieving organizational goals, recruiting and selecting the right person for the right job is key to success. Failure to do so can result in future losses, making effective recruitment and selection critical for organizational success. Internal sources like transfers and promotions, and external sources like employee referrals and online recruitment, are used to find the best talent. By defining job requirements, advertising, and selecting the most suitable candidate, organizations can achieve their goals and succeed. Recruitment and Selection is the process of defining the requirements of the job vacancy, describing the essential need of the vacancy and the job holders, advertising for the required job position and picking the most desirable and suitable person for the job. As human resources are very important for the achieving the organization goal and success. If the organization does not recruit or select the appropriate candidates for the required jobs than it can bear the loss in the future. So, recruitment and selection of the right person for the right job is the key to success for any organization.

Objectives of The Study

- To understand the internal Recruitment process in Sri Visalatchi.
- To know the effectiveness of recruitment in the performance of the employees in Sri Visalatchi.

- To know about the importance of recruitment and selection in Sri Visalatchi.
- To learn the strategies followed in the selection process in Sri Visalatchi.
- To understand whether the recruitment and selection process is aligned with the organisational goals

Need of The Study

Selecting the right employee is an important goal for the recruitment team and establishing the correct process can enhance the experience of the Candidate, Interviewer, Hiring Manager and the HR Department. It can also help increase the effectiveness of your business.

Hypothesis

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. You ask a question, read up on what has been studied before, and then form a hypothesis. There are two type of hypothesis

- Null Hypothesis
- Alternative hypothesis

Null hypoyhesis (H0)

There is a significant difference between the recruitment and selection of the employees and the performance of the Employees.

Alternate Hypothesis (H1)

There is no significant difference between the recruitment and selection of the employees and the performance of the Employees.

Tools for Analysis

The research study has used SPSS Tool (Statistical Package for the Social Sciences) is a software tool used for statistical analysis in social science. It helps users manage data, perform complex statistical tests and generate reports or visualizations. SPSS is known for its user-friendly interface, making it easier for researchers and analysts to interpret data and make informed decisions. Various tools are used in the research which are as follow, Percentage Analysis, Chi – Square, Correlation Analysis.

Limitations of The Study

- Respondents were hesitating to answer.
- There may be chances for the biased answers.

Company Profile

Sri Visalatchi (p) ltd was established in the year 2001. It has been grown by virtue of its quality and performance. It has catered the needs of various Indian industries like paper sector, ink chemical and scrap sectors. Quality is the culture at Sri Visalatchi in every stage of its print making right from the raw material analysis to dispatch. The company is well equipped with pattern shop, machine shop and quality control department which include testing lab, chemical lab, destructive and non-destructive testing facilities rising step by step and achieving excellence through quality at every stage.

Analysis and interpretation of data

Table 1: Correlation test

Correlations			
		Experience	Rate selection policy
experience	Pearson Correlation	1	.963**
	Sig. (1-tailed)		.000
	N	104	103
Rate selection policy	Pearson Correlation	.963**	1
	Sig. (1-tailed)	.000	
	N	103	103

** . Correlation is significant at the 0.01 level (1-tailed).

Table 2: Chi Square Test

Test Statistics		
	gender	Are you satisfied with the overall recruitment process
Chi-Square	.154 ^a	3.835 ^b
df	1	3
Asymp. Sig.	.695	.280
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 52.0.		
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.8.		

Findings

- The data indicates that Contract-Based Hiring is the most frequently used recruitment method, accounting for 30% of the total.
- A slight majority of organizations, 55%, do not use technology-based recruitment methods.
- Among the key recruitment challenges, the shortage of skilled labour stands out as the most significant, accounting for 28% of responses
- The most common measure of effectiveness is "Time to fill vacant positions, "with 30% of respondents indicating its importance, suggesting that recruitment speed is a key focus.
- The selection policy is generally rated positively, with 27% of respondents considering it "Good" and 23% rating it as "Average."

Suggestions

- Encourage wider adoption of technology-based recruitment tools by demonstrating ROI and offering user-friendly platforms and training for HR teams inside the organisation.
- The organisation can review the current policy through stakeholder workshops, revise unclear or ineffective parts, and roll out improved guidelines with proper training.

- The organisation can evaluate and streamline contract-based and alternative hiring channels; document outcomes to identify which non-traditional methods are most effective.
- The organisation can implement workforce planning to anticipate needs better, reducing reliance on ad hoc hiring and improving resource allocation for recruitment.
- The Organisation can conduct candidate experience audits to identify pain points, and optimize the process flow, communication, and interviewer training accordingly.

Conclusion

According to the survey, the workforce is diversified in terms of age, gender, and education, with a balanced distribution of men and women and a significant presence of mid-career professionals. Although recruitment strategies rely on flexible, demand-driven, contract-based hiring, they face several obstacles, including a lack of competent labour, high attrition, and restricted use of technology. Fairness, equal opportunity, and general satisfaction are still issues, despite the fact that many respondents think the selection process is efficient and quick. The conflicting opinions of hiring practices and HR performance point to the need for more uniform, open, and inclusive methods. These

weaknesses are intended to be filled by recommendations including focused upskilling, better workforce planning, wider use of recruitment technologies, and more transparent policy communication. Building a stronger and more fair recruitment framework requires improving the candidate experience, minimizing bias, and matching job openings with applicant talents. A more effective and fulfilling hiring process that satisfies corporate requirements and candidate expectations might result from putting these techniques into practice.

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