

Project Report

A Study of Core Recruitment & Selection at Reliance Communication in

Pune

Submitted to

G.S. College of Commerce & Economics

Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S. College of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College of Commerce & Economics, Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that **KALYANI SUDARSHAN KALKOTWAR** has submitted the project report titled **A study of Core Recruitment & Selection at Reliance Communication in Pune** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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(Project Guide)

(Co-ordinator)

Place: NAGPUR

Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title A Core Recruitment & Selection in Reliance Communication in Pune has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

KALYANI SUDARSHAN KALKOTWAR

Place: NAGPUR

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G.S. College of Commerce & Economics, Nagpur

Academic Year 2021 – 22



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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

KALYANI SUDARSHAN KALKOTWAR

Place: NAGPUR

Date:

INDEX

S.No.	PARTICULARS	PAGE No.
1.	Introduction	1-
2.	Company Profile.	3-9
3.	Research Study.	13-18
	• Problem definition.	14
	• Objectives.	15
	• Hypothesis.	16
	• Scope of the study	17
4.	Research Methodology	19-20
5.	SWOT Analysis.	21-22
6.	Data Analysis & Interpretation.	23-32
7.	Limitation	33-34
8.	Finding	35-36
9.	Recommendations & Suggestions.	37-38
10.	Conclusion	39-40
11.	Bibliography	41
12.	Appendices	42
	▪ Questionnaire	43



INTRODUCTION

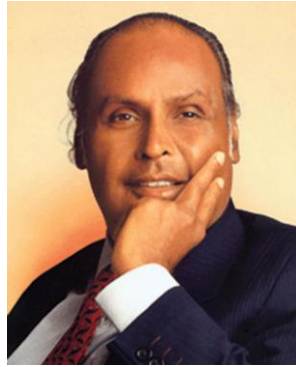
The purpose of the study of Recruitment and Selection in Reliance communication is to experience the quality of Human Resource which is needed by the company. It is done to bridge the gap between desired manpower and actual manpower i.e., Human Resource. The Direct Sales Department of Reliance Communication recruits the human resource for their sales. The job profile of personnel who is selected by HR Department is Sales Executive. The sales contain the direct sales.

In order to fulfill the project requirements I personally did recruitment for the Reliance Communications under the guidance of skilled manager steam and also studied the selection procedure conducted by them as recruitment and selection are the inseparable part of the process, so it becomes indispensable to study them together. Completing the project in Reliance Communications made me to understand a practical face of the study. Apart from the recruitment and selection, we also surveyed the overall need of reliance communications terms of their Human Resources, right from the manpower planning to the final stage of separation. Thus, we found recruitment and selection are paramount in the whole Human Resource Management chain. The Recruitment process is one of the ways that an Organization can cope up with shorts coming in its human resource needs. Recruitment refers to organizational activities that influence the number and type of applicants who apply for a job and whether the applicants accept jobs that are offered. Selection is a term by which an organization chooses the right candidate for the right job at the right time, at the right place. In fact the organization shortlist candidates as a person who best meet the selection criteria for the position available, considering current environment conditions.

This report is an experience based report and does not involve any survey. However on the basis of my findings, certain recommendation and suggestions have been provided that can help to increases the efficiency of HR functions that are carried at Reliance communications.



COMPANY PROFILE



DHIRUBHAI'S Dream

DHIRUBHAI AMBANI dream of a new way of life for a new India. Reliance INFOCOMM was launched to make this dream a fact of life for every Indian.

The son of a school teacher in remote village, DHIRUBHAI AMBANI founded Reliance Industries Limited with courage, creativity and commitment as his principal assets. Within a span 27 years, he shaped it into an Rs.65, 000 crore (USD13.5billion) group. Today the business activities of Reliance cover oil gas, petroleum, refining, petrochemicals, plastics, polyester, textiles, financial service and infrastructure.

With amazing foresight he sensed the incredible potential of the technological revolution keeping the globe, in the areas of information and Communication. He conceived of Reliance INFOCOMM as a means to bring a technological revolution to this country and an usher a digital revolution in India. He encouraged the reliance INFOCOMM team to look for the best technology in the world and used to reduce the cost to the customer.

DHIRUBHAI AMBANI envisioned an all-encompassing and affordable information and communications infrastructure to fashion a new society by building communities with shared costs and values, and employed

people by overcoming the

Handicaps of illiteracy. He visualized the ability of information technology to deliver new means for listening, entertaining and enriching people; and making livelihood an enjoyment, and living an excitement.

Few men in history have made as dramatic a contribution to their country's economic fortunes as did the founder of Reliance Shri. DHIRUBHAIH AMBANI. Fewer still have left behind a legacy that is more enduring and timeless.

As with all great pioneers there is more one than one unique way of the true genius of DHIRUBHAI: The corporate visionary, the unmatched strategist, the proud patriot, the leader of men, the architect of India's capital markets, and the champion of shareholder interest. But the role DHIRUBHAI cherished most was perhaps that of India's greatest wealth creator. In one lifetime, he built, starting from the proverbial scratch, India's largest private sector enterprise. When DHIRUBHAI embarked on his first business venture, he had a seed capital of barely US\$300 (Around Rs.14, 000). Over the next three and a half decades, he converted this fledgling enterprise into an Rs.60, 000 core colossus-an achievement which earned Reliance a place on the global fortune 500 lists, the first ever Indian private company to do so.

DHIRUBHAI is widely regarded as the father of India's capital markets. In 1977, when Reliance Textiles Industries Limited first went public, the Indian stock market was a place patronized by a small club of elite investors which dabbled in a handful of stocks.

Undaunted DHIRUBHAI managed to convince a large number of first- time retail investors to participate in the unfolding Reliance story and put their hard-earned money in the Reliance Textile IPO, promising them, in exchange for their trust, substantial return on their investments. It was to be the start of one of great stories of mutual respect and reciprocal gain in the Indian

Under DHIRUBHAI'S extraordinary vision and leadership ,Reliance scripted one of the greatest growth stories in corporate history anywhere in the world, and went on to become India's largest private sector enterprise.

RELIANCE Communications



RELIANCE (MUKESH DHIRUBHAI AMBANI)

MUKESH DHIRUBHAI AMBANI (born 19 April 1957) is an Indian Business magnate and chairman, managing director and the largest shareholder of Reliance Industries Ltd. A Fortune Global 500 company and India's most valuable company by market value. According to Forbes and Bloomberg Billionaires Index, Ambani's net worth is estimated at around US\$101 billion as of march 2022, making him the second-richest person in Asia and India and the 10th richest person in the world .Mukesh Ambani got control of RIL and retained his roles in the company. In 2018, the shareholders of RIL approved five years. Besides Ambani , his wife Nita and cousin Nikhil Meswani and Hital Meswani are on the board of RIL .

CHAIRMAN'S PROFILE

MUKESH DHIRUBHAI AMBANI was born on 19 April 1957 in the British Crown Colony of Aden (present-day Yemen) into a Gujarati Hindu family to Dhirubhai Ambani and Kokilaben Ambani and two sisters, Naina Bhadrashyam Kothari and Dipti Dattaraj Sogaonkar.

Ambani lived only briefly in Yemen because his father decided to move back to India in 1958 to start a trading business that focused on spices and textiles. The latter was originally named “Vimal” but later changed to Only “ Vimal” . His family lived in a modest two – bedroom apartment in Bhuleshwar, Mumbai until the 1970s. The family’s financial status slightly improved when they moved to India but Ambani still a lived in a communal society, used public transportation and never received an allowance. Dhirubhai later purchased a 14 – floor apartment block called “Sea Wind “in Colaba where, until recently ,Ambani and his brother lived with there families on different floors .

ROLE AND RESPONSIBILITY

Role and Responsibility at Reliance Communications

The project we made was in the Direct Sales Department. The we encircled the sales Department was mainly related with direct sales only. Executives and Marketing Executives for Reliance Communication. For that firstly we were to tie up Reliance Communications with various consultancies. We told them regarding our requirement .Having a team of 2 members we visited a number of consultancies and tied them with Reliance Communication .Hence we got many candidates from them. We also used our personal reference to get candidates in.

Once the prospective candidates reached to the door, the first work was to attend them with curtsy and professional manners - etiquettes. Thereafter we were allotting them suitable time to come for an interview. The prescribed format tailored by the company to get the details in the resume got filled in to get the resume of the candidates. I had to scan each resume personally and with care. I would match the company's requirements with candidate's abilities and expertise. It was only after a tedious scan of 5 to 7 resumes that I would find a suitable one. The next step was to speak to the candidates. Checking the availability and willingness of the candidates was to crucial step. A lot of times, it happened that the candidates have already been placed or are not interested, especially if the resume is taken from employee referrals, where the resumes have been posted long before. Once I got the green signal from the candidates, I would then schedule the interviews for them.

Collecting CV'S as quiet hectic task in itself. It was a job that could take the whole day or if one was really lucky it could be done in just one hour. And it's not just that, can again be very time taking process.

Data from various sources had to be stored differently. I had to prepare data base for the CV'S which I had scanned, database for each source differently. It means that resumes that I received through employee reference had to be stored in an excel sheet, made exclusively for that purpose. Similarly a data sheet was maintained regarding consultants reference and also for resumes picked of personal reference.

Maintaining data is crucial when one is involved in an activity like recruitment. A lot of times we come across situations where certain resumes are found as very good match for may be one of our areas of work but because there is no requirement there, so the formalities of interview cannot be taken further. But there is a possibility that in the future there is requirement and it then that particular stored, it becomes simple to find such resumes at the time they are really required.

Like I mentioned before, it was my work to maintain all the records of the resumes that we were receiving from various sources. One of the sources was employee reference.

Employee reference is a major source of providing for resumes.

Similarly in case with consultant reference, here maintaining of data is more crucial than employee reference. This is because the consultant gets commission for every candidate that they process to us. Hence it is very important that complete details of when the resumes was sent and if it is through the consultant that we receive the resume first has to be recorded. For example there may be a situation when certain resumes have been received from both employee reference as well as the consultant. So it is important to know who spend the resume first. We also received resumes from other sources like direct source so separate data is mentioned where such resumes are stored. We also were involved in other HR related activities like T&D, opportunity to learn various things from Reliance Communication.

Learning at Reliance Communication



Teamwork:

Many businesses place an emphasis on the importance of teamwork. What makes a good team? A good consist of people with different skills, abilities and characters. A Successful team is able to blend these differences together to enable the organization to achieve its desired objectives. Considering this I learned to work in a team and with a team. Even though we had only two members team but the teams working at Reliance Communication having different objectives were quiet large.



Time Management:

It is said that time is precious and volatile. Because money can be recouped after losing but once time passes it doesn't come back. Be it an HR specialization or any other, the time is important for everyone. An importance of the time is understood after working in a giant organization like Reliance Communication.



Planning:

To plan is the first function of any management procedure. No further implementation can be done without having a proper planning system in an organization. One has to plan for even the smallest of things. What, HOW, Where, When, Why etc. Questions are to be asked within and steps are taken accordingly.



Decision Making

Many a time decision becomes a very typical task for various managers. Reaching a final decision often takes many days. Learning of our part mainly centers on the selection process because selection of a good employee itself gives a multiple aid to the organization.



Pressure Handling

Stress as well as pressure is often the discussing factors in a corporate. Those will always be there in the corporate world as one is given jobs of great responsibilities. But the skill is to work under pressure and give one's hundred percent.

RESEARCH STUDY

Problem definition: -

Recruitment is the discovery of potential applicants for acaai or anticipated organizational vacancies. It is the linking activity bringing people together those with jobs and those without . Recruitment is the process to discover the sources of manpower to meet the requirement of the staffing schedule and to enjoy and to employ effective measures of attracting that manpower to meet job requirement and job satisfactions.

❖ **Objective:-**

- 1) To know and understand the recruitment and related process at reliance communications.
- 2) To evaluate the function of recruitment process in the Reliance Communication,
- 3) To interact with managers to learn management lessons.

Scope of the study: -

Area covered of the Reliance Communication might have reached the global boundaries, but the scope of the study and project is restricted up to the Seagate Branch of Reliance Communication even though numbers of branch offices are available throughout India. Studying Recruitment and Selection of the employees as specialized subject restricts a trainee for not entering into the different parameters as well as views of the company. The findings of the study can be referred as a reference for the entire organizational policies, parameters and practices.

❖ **Hypothesis :-**

H1 – The process of recruitment are satisfied at reliance communication.

H2 – The process of recruitment is fair and efficient in reliance communication.

Difference between Recruitment & Selection

Difference between Recruitment & Selection

Recruitment refers to the process of searching for prospective employees and stimulating them to reply them applies for the job in the organization. Whereas the selection procedure is the system of functions and device adopted in a company to ascertain whether the candidate specifications are matched with the job specification and requirements or not.

Specification of job requirements, identification of vacancies, identification of target population etc. are the steps involved in the recruitment process. Selection includes screening, application of test, conducting interviews, medical and reference checking, selection decision etc.

Are the steps involved in selection process?

Recruitment is less time consuming as well as less expensive selection is lengthier, time consuming and expensive.

Recruitment does not include the pressure and it is done without any hesitation. As regards selection includes pressure and burden of proper selection of the candidate.

RESEARCH METHODOLOGY

Research Methodology

Research is the task of searching for and analyzing. It is purposive, systematic repeatable and different from casual observation. A proper research methodology helps in bringing out accurate results. It is a practical way of obtaining and analyzing data proper method should be used to collect the data required for the purpose of the research.

- **Primary data:**

Primary information is very frequently called as the first-hand data collected by the one that needs to use it for the aim of his/her study. This information is incredibly specific and is collected by analysis, a search, an enquiry, a quest, a pursuit, a probe, an exploration, groundwork, a hunt, a research, a look etc. specifically for a research study. Primary data/information is original in nature and directly associated with the problem and it is current information/ data. Primary data are the information that the research worker has collected through numerous strategies like Interviews, Surveys, questionnaires etc. The data is collected by the questionnaire method. The survey has been done through word copy based physical paper.

- **Secondary data:**

Secondary information is collected by a researcher not associated with the analysis/ research study; however, this is collected for some different purpose and at the completely different time in the past. If the individual uses this data, then it becomes secondary information for present users. This information may be accessible in written, typed or in electronic forms. Secondary information is also used to add original insight into the study problem. Secondary data is classed in terms of its supply—either internal or external. Internal, or in- house, is secondary information obtained within the organization where the study is being carried out. External secondary information is obtained from outside sources. There are various advantages and disadvantages of using secondary data.

- **Sample size:**

50 employees approximately.

- **Sampling method:**

Random sampling.

SWOT ANALYSIS

STRENGTHS: - a) Considerable goodwill in the market.

b) Brand image of – Reliance.

c) Products are comparatively cheaper and within the parameters of affordable.

d) Index of manpower turnover is low.

WEAKNESSES: - a) Disciplined approach to maintain the dignity and respect of the customers' needs to be designed.

b) Timely compensation method to be employed so that the fulfillment of the need of safety and security among the employees can be ensured.

c) As there is monopolistic competition for this product disincentive climate should be turned into positive climate.

OPPORTUNITIES: - a) Converting manpower as strategic business partners or change agents.

b) Improving administration a tuned with democratic approach.

c) Continuous reward system and positive appraisal system.

THREATS: - a) Higher bargaining of prospective employees on account of supply and demand formulae.

b) Threat of new entrants in to the market or by competitor who may attracts our experience staff.

c) Threat on account of fast technological change into the products.

d) Threat on account of new strategies for marketing by competitors.

DATA ANALYSIS & INTERPRETATION

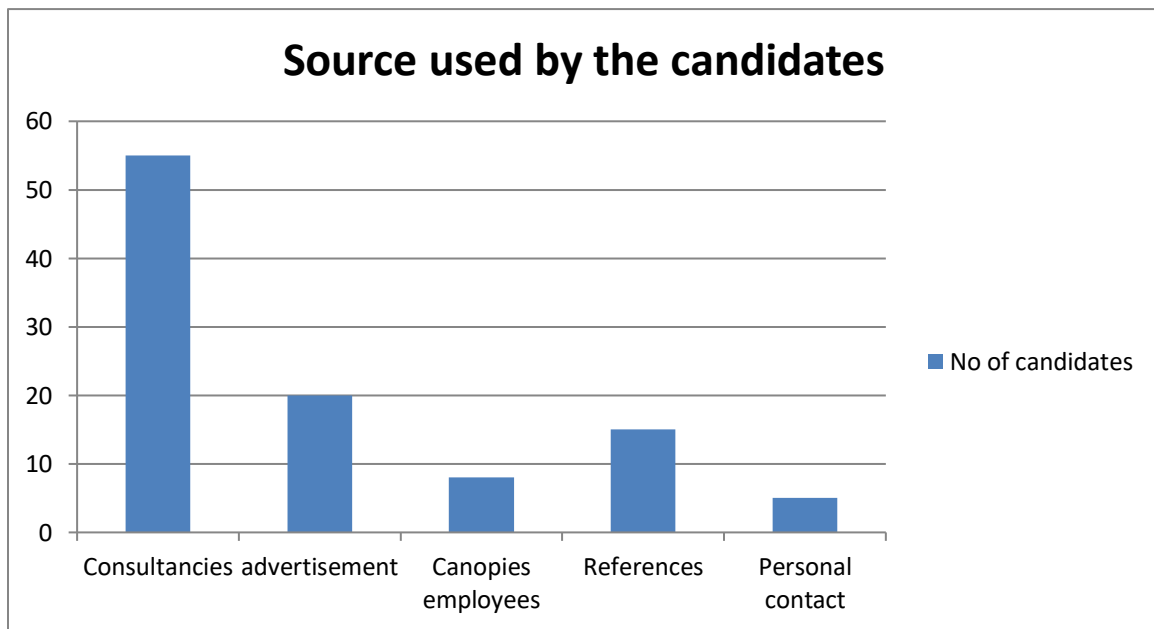
This questionnaire was filled by the employees who are working with Reliance Communications. The purpose behind this questionnaire is to know the view of the employees in respect of recruitment and selection process followed in Reliance Communication.

Around fifty people from the various departments of the organization who were willing to spend a few minutes in filling up the questionnaire came up with a great interest. In addition, I got full support from them while proceeding with the questionnaire. They were willingly coming to fill up the same. While conducting this survey, I found what organization's employees thought about recruitment and selection, and if it's too easy as compared to other organization.

Lastly, the questionnaire which I made to analyze and interpret the data is indeed to complete a study. I surveyed many new things which were earlier unknown to me.

Table 1: Represent sources used by the candidate's for recruitment.

Sources used	Consultancies	Advertisement	Canopies	Employees References	Personal Contracts
Number of Candidates	55%	20%	8%	15%	5%

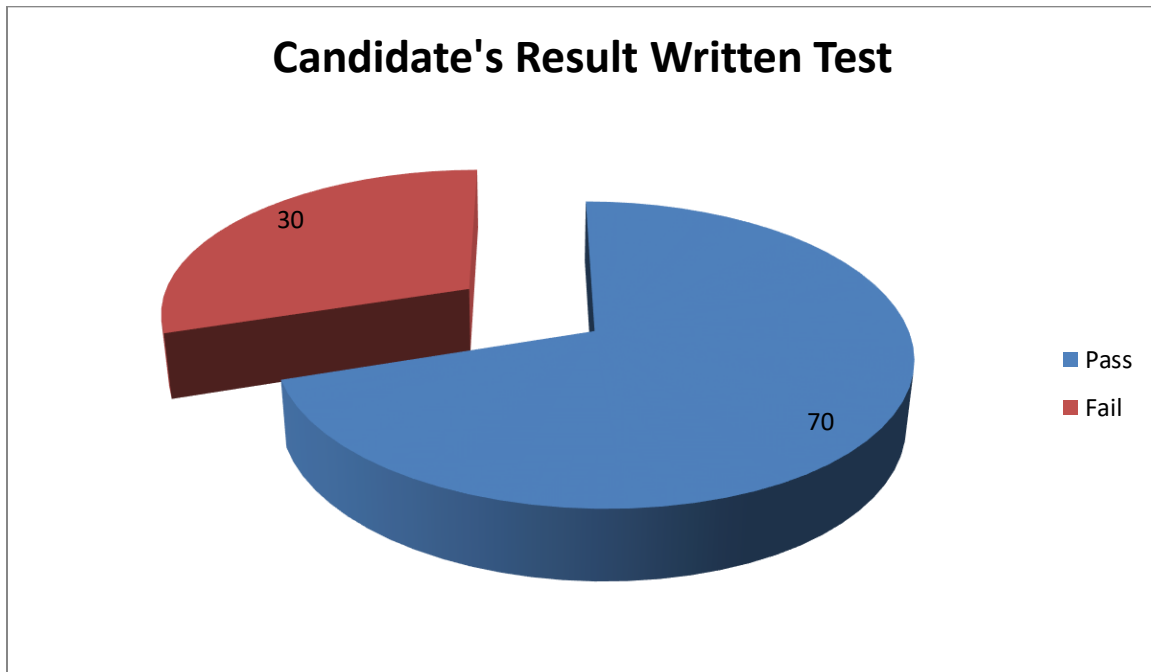


Interpretation

The numbers of employees recruited were thirty and maximum numbers of employees were recruited from consultancies and the advertisement was including the second largest part. Canopies, Employee References, Personal Contracts were also contributing some part of the process.

Table 2: Represent the status of employees passed in undergone written test.

Candidate's Result of written Test	Pass	Fail
No. of Employees	70%	30%

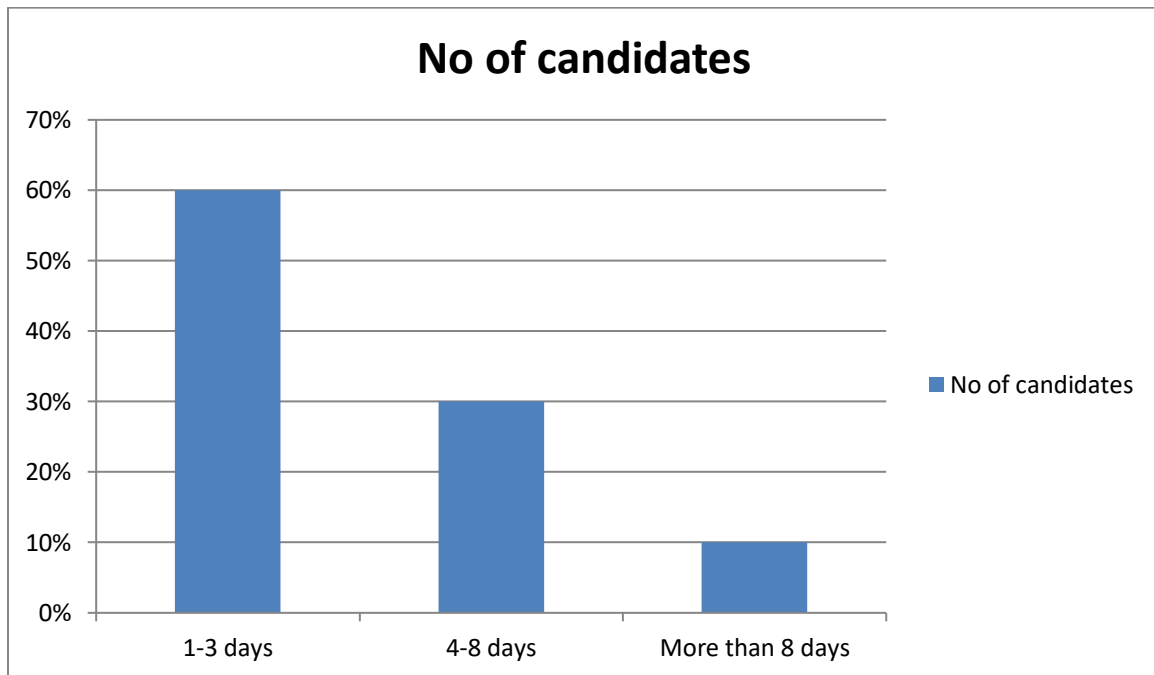


Interpretation

The numbers of passed in a written test were 21 and remaining was failed.

Table 3: Represent total duration of recruitment process?

Duration	1 – 3 days	4 – 8 days	More than 8 days	Total Number of Candidates
Percentage	60%	30%	10%	30

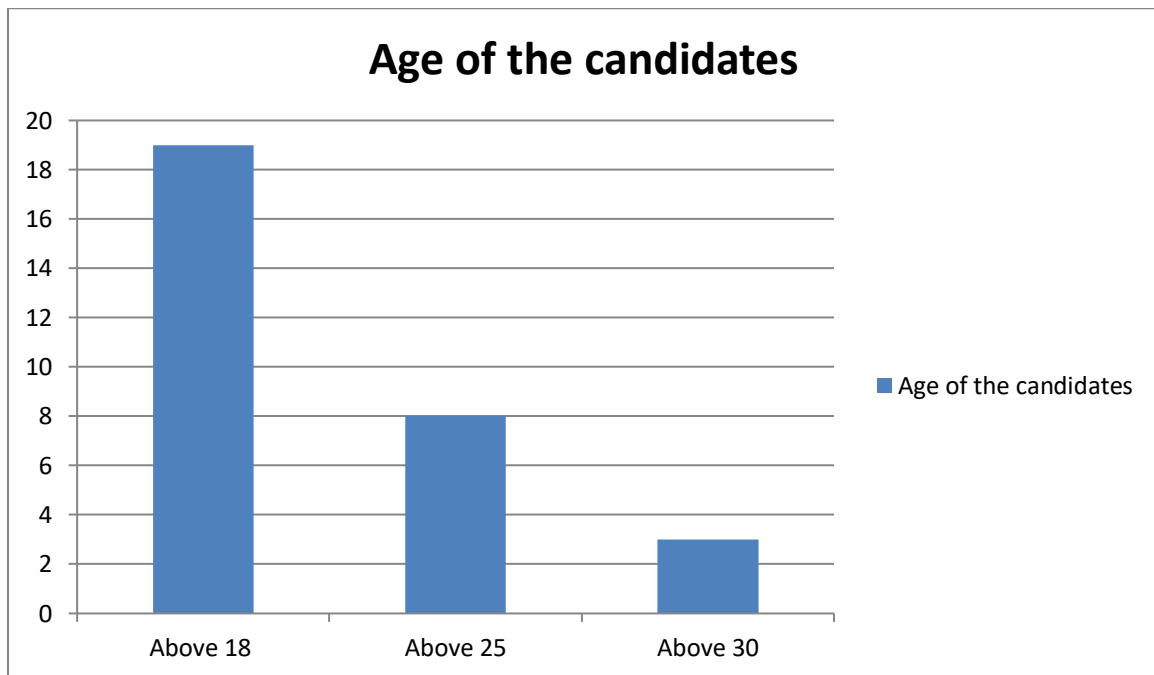


Interpretation

As mentioned earlier in the project, the selection procedure took a lot of time. So according to the survey total candidates recruited were thirty in number, eighteen of the candidates took just 1- 3 days to complete the procedure, 4-8 days by nine candidates, and more than eight days by three candidates.

Table 4: Represent what was age of the candidates during recruitment?

Candidates' Age	Above 18	Above 25	Above 30	Total Number of Candidates
Number of Candidates	19	8	3	30

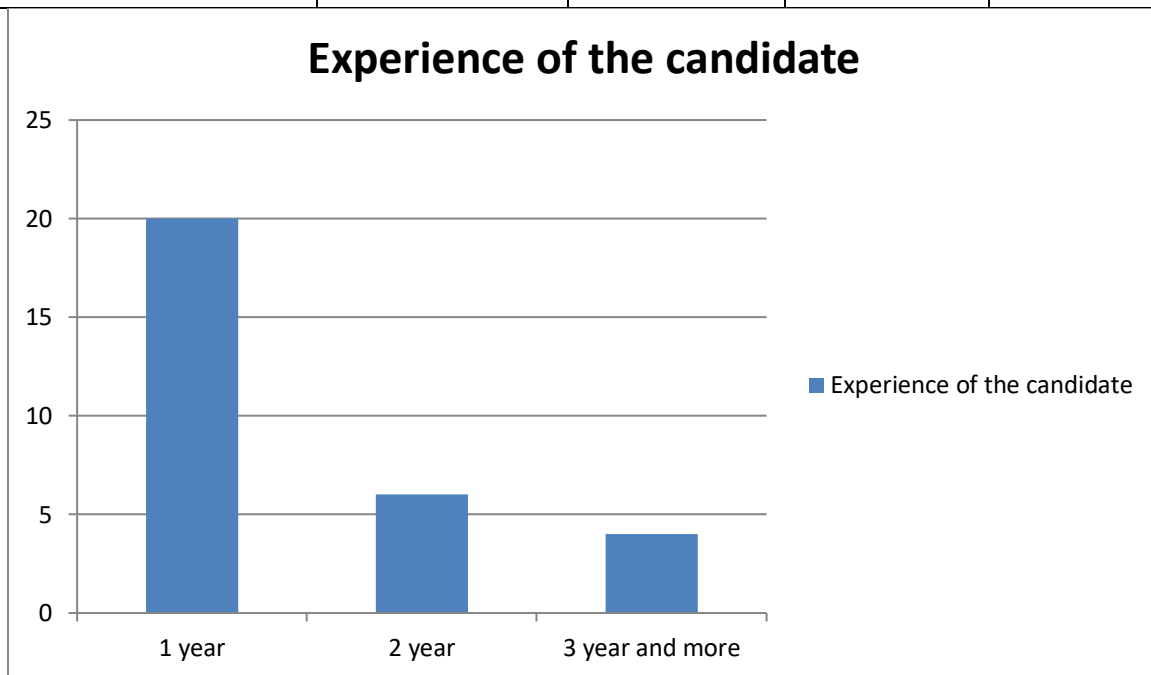


Interpretation

The number of candidates had come for interviews having age between 18-25 was eighteen, eight employees were in between 25-30 and 3 candidates were having age above thirty years.

Table 5: Represent what was the experience of the employees during the recruitment?

Experience of the Candidate	1 Year	2 Year	3 Year and More	Total Number of Candidates
Number of Candidates	20	6	4	30

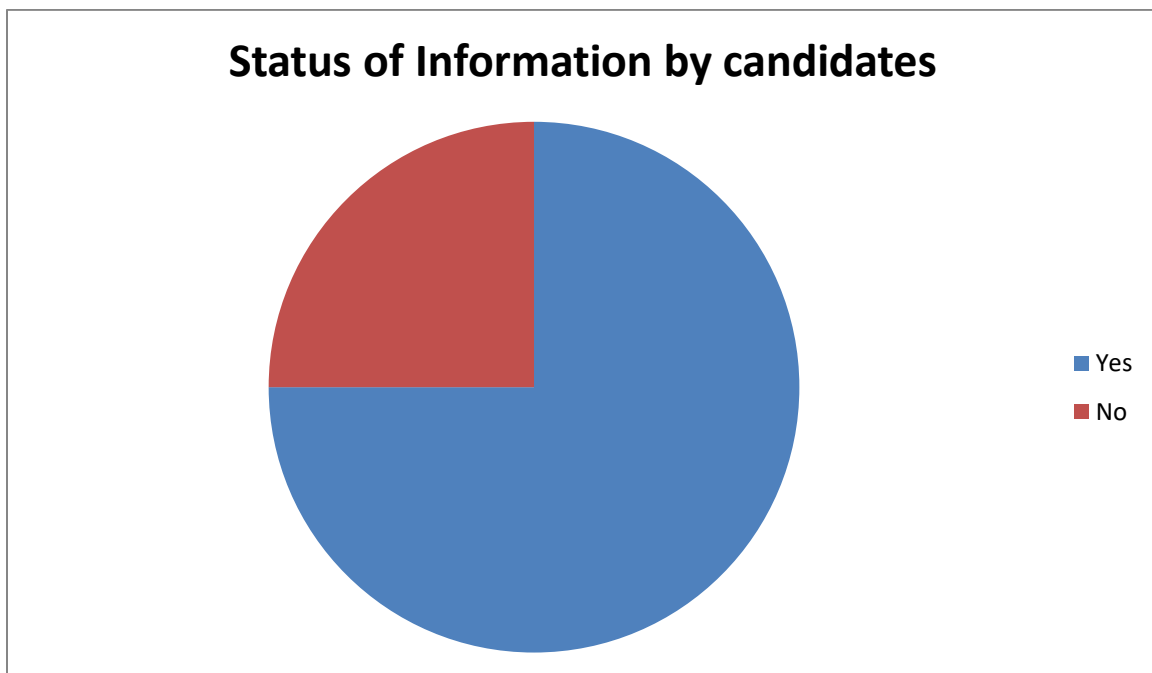


Interpretation

The major part of the candidates were possessing a year experience and remaining were possessing two or more year experience.

Table 6: Represent candidates carrying information related job profile during recruitment?

Status of information	Yes	No
Number of Candidates	75	25

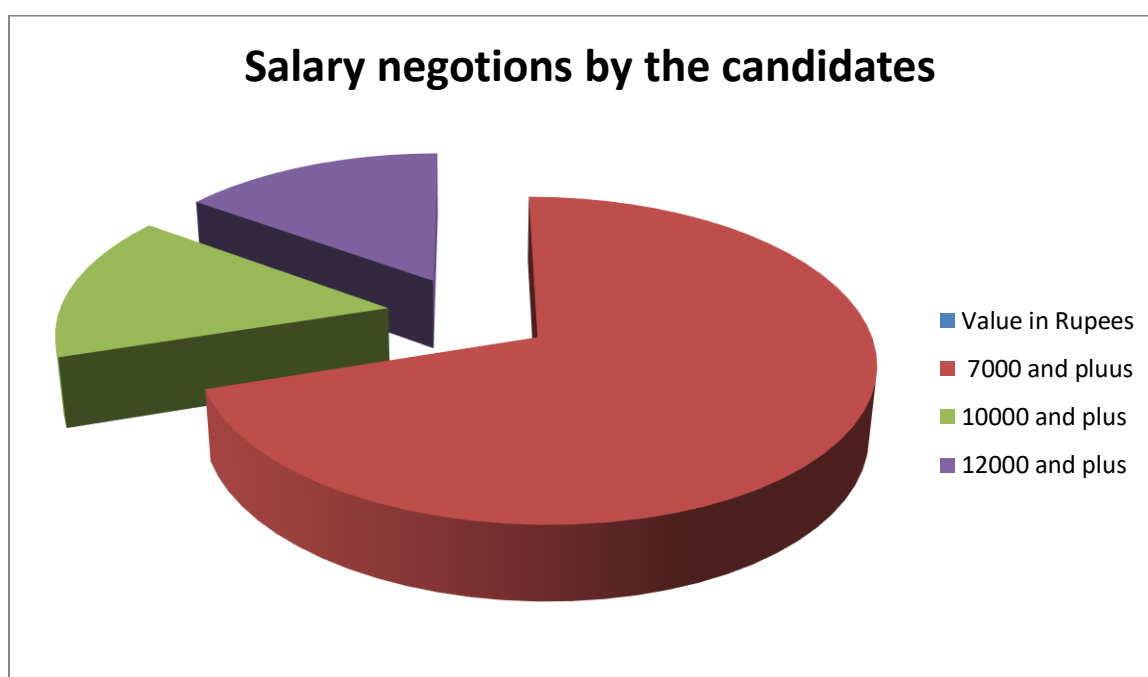


Interpretation

Required information related with job profile about the Reliance Communication were having candidates and remaining were not having the same.

Table 7: Represent salary negotiations by the employees.

Salary Negotiations	7000 and plus	10000 and plus	12000 and plus	Total Number of Candidate
Number of Candidates	20	6	4	30

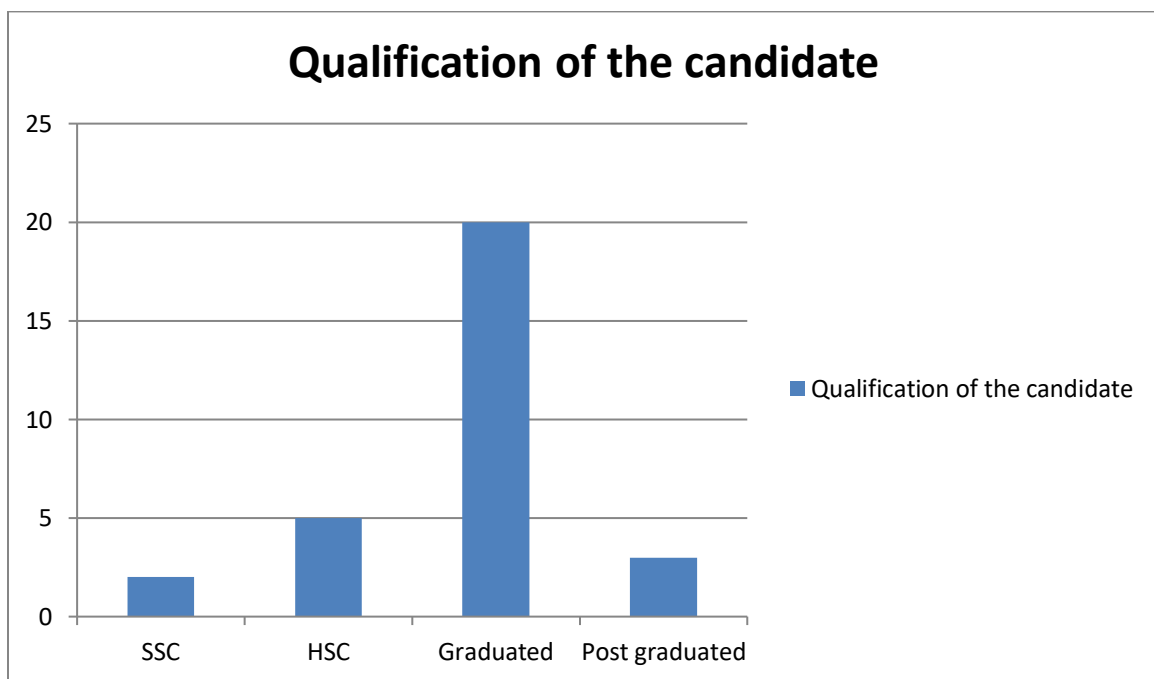


Interpretation

As mentioned in the table no.5 different candidates having different experience. A salary negotiations by the candidates were according there experience. Those who were having one year experience demanding Rs.7000 and plus. The candidates having 2 year experience were demanding Rs.10000 and plus salary and more 3 year experienced candidates were negotiating for Rest. 12000 and plus salary.

Table 8: Represent candidates carrying qualifications during recruitment.

Salary of negotiation	SSC	HSC	Graduated	Post graduated
Number of candidates	2	5	20	3



Interpretation

As table represents my main focus was on Graduate candidates only but other candidates were also having considerable experience so that I also selected them.

FINDINGS

Findings

1. In order to attract new employees limited sources are tapped. Provision of incentives to the existing employees who bring the prospective candidate to the organization to the examined.
 - i) Mouth to mouth publicity of the organization.
 - ii) Known people having harmonious relationship will build the strong team spirit.
2. To curb down the attrition rate measure for retention of the staff needs to be considered.
3. The procedure for the selection of the requisite employees at bottom level and middle management level should be considered clearly.
4. After the selection, a part from the induction program, training to develop the entrepreneur and intrapreneur abilities in the recruited employees will help.
5. For different segment of the market different practice are to be employed. As such there is a scope for redefining micro level the job specification, man specification communication ability in the vernacular language
6. The position of a person need not be indispensable. Therefore purpose creation of an alternative, initially at a team of two members needs to be considered. So that whenever the concerned employees goes to short/ long leave, absent from the duties for noticeable period for a vacancy is created on account of resignation, the work can be continued without any obstruction
Hence, a force of manpower designated at if created the organizational goal marketing target can be fulfilled without aiming bottle necks/ obstruction.

LIMITATIONS

Limitation

As I have found, recruitment and selection process is a very vast area of study, to go in depth and gain expertise to recruit effective manpower in these sectors needs through knowledge of job profile in these sectors along with the knowledge of effective recruitment and selection process which needs more time and efforts during the said period. Though the index of the literacy is noticeably high finding the right man according to the job specification and person specification is rather difficult.

The study was also limited only for Reliance Communication office located at Seagate;Pune We did not have the opportunity to go at other branches or to go at corporate office on account of limited time and constraints of Reliance Management.

RECOMMENDATIONS & **SUGGESTIONS**

Recommendations & Suggestion

- Reliance has for long been perceived as the common man's phone. It needs to come out of the mid-segment trap by catering to the high end subscribers who bring in larger repo.
- It is highly important to retain customers as sooner or later the market will saturate and the low call tariffs will prompt subscribers to switch operators.
- With uniform number across operation being a possibility in the near future, existing subscriber will be inclined to move to an operator offering better service, it is highly recommended that Reliance pulls up its socks and improve its service quality which is lacking in certain areas like network coverage and billing.

CONCLUSION

CONCLUSION:- Reliance Communications mainly on to provide the best services to the customers and fulfill their expectations . They main focus on their vision of better customer relationship management and they do in a better manner.

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APPENDICES

Questionnaire

Who all are the key persons for DST (Direct Sales Team)?

What are the functions of DST?

What is the relation in between HR department and DST?

How many teams are working for Direct Sales?

Which kinds of skills does a candidate who is selected require?

What would be the qualification of the sales executive?

How many days does a recruitment process for a candidate take?

When is the salary given to the employees?

Is salary given according to the experience? If yes then How?

What are the different selection criteria's for sales executives?

What benefits are given to employee apart from his/her salary?

What types of non –monetary incentives does a company use?

How do employees get promoted?

How many years a sales executive has to pass to reach managerial level?

What is the job attrition rate in a company?