

Project Report

“Recruitment and Selection process in Cera Sanitaryware limited”

**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
Dr. Aniruddha Akarte**

G.S. College of Commerce & Economics, Nagpur

Academic Year 2021 – 22





CERTIFICATE

This is to certify that "**VAIBHAVI PRAKASH PANDE**" has submitted the project report titled "**Recruitment and Selection process in CERA Sanitaryware Limited Company**", 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.

DR. Aniruddha Akarte
(Project Guide)

DR. Afsar Sheikh
(Co-Ordinator)

Place: NAGPUR

Date:



DECLARATION

I hereby declare that the project with **title "Recruitment and selection process in Cera Sanitaryware limited"** 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.

VAIBHAVI PRAKASH PANDE

Place: NAGPUR

Date:

G.S. College of Commerce & Economics, Nagpur



Academic Year 2021 – 22

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.**

I am extremely thankful to my Project Guide **Dr. Aniruddha Akarte** for his guideline throughout the project. I tender my sincere regards to Co-coordinator, **Dr. Aniruddha Akarte** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

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.

VAIBHAVI PRAKASH PANDE

Place: NAGPUR

Date:

INDEX

S.No.	PARTICULARS	PAGE No.
1.	Introduction	
2.	Company Profile.	
3.	Research Study.	
	• Problem definition.	
	• Objectives.	
	• Hypothesis.	
	• Scope of the study	
4.	Research Methodology	
5.	Data Analysis & Interpretation.	
6.	Findings	
7.	Limitations	
8.	Observations & Suggestions	
9.	Conclusion	
10.	Bibliography	
11.	Questionnaire	

INTRODUCTION

Recruitment and selection

Recruitment is the process of attracting individuals on a timely basis in sufficient numbers and with appropriate qualification, to apply for jobs within an organization. The process of searching prospective employees with multidimensional skills and experience that suits organization strategies in fundamental the growth of the organization, this demands more comprehensive strategic perspective recruitment. Organizations require the services of large number of personnel, these personnel occupies the various positions created to the process of organization. Each position of the organization has certain specific contributions to achieve the organizational objectives. The recruitment process of the organizational has to be strong enough to attract and select the potential candidates with right job specification. The recruitment process begins with human resource planning and concludes with the selection of required number of candidates, both HR staff and operating managers have responsibilities in the process.

“Right person for the right job is the basic principle in recruitment and selection. Every organization should give attention to the selection of its manpower, especially its managers. The operative manpower is equally important and essential for the orderly working of an enterprise. Every business organization/unit needs manpower for carrying different business activities smoothly and efficiently and for this recruitment and selection of suitable candidates is essential and for this recruitment in an organization will not be possible if unsuitable persons are selected and employment in a business unit.

Recruitment

Meaning:

Recruitment means to estimate the available vacancies and to make suitable arrangements for their selection and appointment. Recruitment is understood as the process of searching for and obtaining applicants for the jobs, from among whom the right people can be selected.

A formal definition states, “It is the process of finding and attracting capable applicants for the employment. The process begins when new recruits are sought and ends when their applicants are submitted. The result is a pool of applicants from which new employees are selected”. In this, the available vacancies are given wide publicity and suitable candidates are encouraged to submit applications so as to have a pool of eligible candidates for scientific selection.

In recruitment, information is collected from interested candidates. For this different source such as newspaper advertisement, employment exchanges, internal promotion, etc. are used.

In the recruitment, a pool of eligible and interested candidates is created for selection of most suitable candidates. Recruitment represents the first contact that a company makes with potential employees.

DEFINITION

According to EDWIN FLIPPO,” Recruitment is the process of searching for prospective employees and stimulating them to apply for his jobs in the organization.”

Need for recruitment

The need for recruitment may be due to the following reasons/ situation:

- A) Vacancies due to promotions, transfer, retirement, termination, permanent disability, death and labor turnover.
- B) Creation of new vacancies due to the growth, expansion and diversification of business activities of an enterprise. In addition, new vacancies are possible due to the job specification.

Purpose and importance of recruitment:

1. Determine the present and future requirements of the organization on conjunction with its personnel- planning and jobs analysis activities.
2. Increase the pool of job candidates at minimum cost.
3. Help increase the success rate of the selection process by reducing the number of visibly under qualified or overqualified job applicants.
4. Help reduce the probability that job applicants, once recruited and selected, will leave the organization only after a short period of time.
5. Meet the organization’s legal and social obligations regarding the composition of its work force.
6. Begin identifying and preparing potential job applicants who will be appropriate candidates.
7. Increase organizational and individual effectiveness in the short term and long term.
8. Evaluate the effectiveness of various recruiting techniques and sources for all types of job applicants.
9. Recruitment is a positive function in which publicity is given to the jobs available in the organization and interested candidates are encouraged to submit applications for the purpose of selection.

Recruitment process:

Recruitment refers to the process of identifying and attracting job seekers so as to build a pool of qualified job applicants. The process comprises five interrelated stages, viz.

1. Planning
2. Strategy development
3. Searching
4. Screening
5. Evaluation and control

STAGE1: RECRUITMENT PLANNING:

The first page in the recruitment process is planning. Planning involves the translation of likely job vacancies and information about the nature of these jobs into set of objectives or targets that specify the (1) Numbers and (2) types of applicants to be contacted.

Numbers of contact: Organization, nearly always, plan to attract more applicants than they will hire. Each time a recruitment program is contemplated; one task is to estimate the number of applicants necessary to fill all vacancies with the qualified people.

Types of contacts: It is basically concerned with the types of people to be informed about the job openings. The type of people depends on the tasks and responsibilities involved and the qualifications and experience expected. These details are available through job description and job specification.

STAGE2: STRATEGY DEVELOPMENT:

When it is estimated that what types of recruitment and how many are required then one has concentrate in

- (1) Make or buy employees.
- (2) Technological sophistication of recruitment and selection devices.
- (3) Geographical distribution of labor markets comprising job seekers.
- (4) Sources of recruitment.
- (5) Sequencing the activities in the recruitment process.

Make or buy:

Organization must decide whether to hire skilled employees and invest on training and education programs, or they can hire skilled labor and professional. Essentially, this is the make or buys

decision. Organizations, which hire skilled and professionals shall have to pay more for these employees.

Technological sophistication:

The second decision in strategy development relates to the methods used in recruitment and selection. This decision is mainly influenced by the available technology. The advent of computers has made it possible for employers to scan national and international applicant qualification. Although impersonal, computers have given employers and job seekers a wide scope of options in the initial screening stage.

STAGE3: SEARCHING:

Once a recruitment plan and strategy are worked out, the search process can begin. Search involves two steps

- A) Source activation and
- B) Selling

STAGE4: SCREENING:

Screening of applicants can be regarded as an integral part of the recruiting process, though many view as the first step in the selection process. Even the definition on recruitment we quoted in the beginning of this chapter, excludes screening from its scope. However, we included screening in recruitment for valid reasons. The selection process will begin after the applications have been scrutinized and short-listed. Hiring of professors in a university is a typical situation. Application received in response to advertisements is screened and only eligible applicants are called for an interview. A selection committee comprising the Vice chancellor, registrar and subject experts conducts interview. Here, the recruitment process extends up to screening the applications. The selection process commences only later.

Purpose of screening

The purpose of screening is to remove from the recruitment process, at an early stage, those applicants who are visibly unqualified for the job. Effective screening can save a great deal of time and money.

In screening, clear job specifications are invaluable. It is both practice and a legal necessity that applicant's qualification is judged on the basis of their knowledge, skills, abilities and interest required to do the job.

STAGE5: EVALUATION AND CONTROL:

Evaluation and control is necessary as considerable costs are incurred in the recruitment process. The costs generally incurred are:

1. Salaries for recruiters.
2. Management and professional time spent on preparing job description, job specifications, advertisements, agency liaison and so forth.
3. The cost of advertisements or other recruitment methods, that is, agency fees.
4. Recruitment overheads and administrative expenses.
5. Cost of overtime and outsourcing while the vacancies remain unfilled.
6. Cost of recruiting unsuitable candidates candidate for the selection process.

SOURCES OF RECRUITMENT:

Sources of managerial recruitment:

INTERNAL SOURCES

1. Promotion
2. Transfers
3. Internal notification
4. Retirement
5. Former employees

EXTERNAL SOURCES

1. Campus recruitment
2. Press advertisement
3. Management consultancy service
4. Deputation of personnel or transfer from one enterprise to another
5. Walk-ins, write-ins, talk-ins

The sources of recruitment can broadly categorized into internal and external sources-

1) **INTERNAL RECRUITMENT:**

Internal recruitment seeks applicants for positions from within the company. The various internal sources include:

Promotion and transfer:

Promotion is an effective means using job posting and personnel records. Job posting requires notifying vacant positions notices, circulating publications or announcing at staff meetings and inviting employees to apply. Personnel records help discover employees who are doing jobs below their educational qualifications or skill levels. It is cheaper than doing outside to recruit; those chosen internally are familiar with the organization thus reducing the orientation time and energy and also acts as a training device for developing middle-level and top-level managers.

Employee Referrals

Employees can develop good prospects for their families and friends by acquainting them with the advantage of a job with the company, furnishing them with introduction and encouraging them to apply. This is a very effective means as many qualified people can be reached at a very low cost to the company.

Former Employees:

These include retired employees who are willing to work on a part-time basis, individuals who left work and are willing to come back for higher compensations. Even retrenched employees are taken up once again.

Retirements:

At times, management may not find suitable candidates in place of the one who had retired, after meritorious service. Under the circumstances, management may decide to call retired managers with new extension.

2) EXTERNAL RECRUITMENT:

External recruitment seeks applicants for positions from source outside the company. They have outnumbered the internal methods. The various external sources include

Professional or Trade associations:

Many associations provide placement service to its members. It consists of compiling job seeker's lists and providing access to members during regional or national conventions. Also, the publications of these associations carry classified advertisements from employers interested in recruiting their members. These are particularly useful for attracting highly educated, experienced or skilled personnel.

Advertisements:

It is a popular method of seeking recruits, as many recruiters prefer advertisements because of their wide reach. Want ads describe the job benefits, identify the employer and tell those interested how to apply. Newspaper is the most common medium but for highly specialized recruits, advertisements, may be placed in professional or business journals.

Campus Recruitments:

Colleges, universities, research laboratories, sports fields and institutes are fertile ground for recruiters, particularly the institutes. Campus recruitment is going global with companies like HLL, Citibank, HCL-HP, ANZ Grind lays, L&T looking for global markets. Some companies recruit a given number of candidates from these institutes every year.

Consultants:

They are in this profession for recruiting and selecting managerial and executive personnel. They are useful as they have nationwide contacts and lend professionalism to the hiring process. They also keep prospective employer and employee anonymous.

SELECTION

Selection process is a decision making process. This step consists of a number of activities. A candidate who fails to qualify for a particular step is not eligible for appearing for the subsequent step. Employee selection is the process of putting right men on a right job. It is a procedure of matching organizational requirements with the skills and qualifications of people. Effective selection can be done where there is effective matching. By selecting best candidate for the required job, the organization will get quality performance of employees. Moreover, organization will face less absenteeism and employee turnover problems. By selecting right candidate for the required job, organization will also save time and money. Proper screening of candidates takes place during selection procedure. All the potential candidates who apply for the given job are tested.

SELECTION PROCESS:

Selection is a long process, commencing from the preliminary interview of the applicants and ending with the contract of employment.

1. Preliminary interview
2. Receiving applications
3. Screening of applications
4. Employment test
5. Interview
6. Reference checking
7. Medical examination
8. Final selection

1. **Preliminary interview:** The preliminary interview is also called as a screening interview wherein those candidates are eliminated from the further selection process who does not meet the minimum eligibility criteria as required by the organization.
2. **Receiving applications:** Once the individual qualifies the preliminary interview he is required to fill in the application form in the prescribed format. This application contains the candidate data such as age, qualification, experience, etc. this information helps the interviewer to get the fair idea about the candidate and formulate questions to get more information about him.
3. **Screening applications:** Once the applications are received, these are screened by the screening committee, who then prepare a list of those applicants whom they find suitable for the interviews. The short listing criteria could be the age, sex, qualification, experience of an individual. Once the list is prepared, the qualified candidates are called for the interview either through a registered mail or e-mail.
4. **Employment tests:** In order to check the mental ability and skill set of an individual,

several tests are conducted. Such as intelligence tests, aptitude tests, interest tests, physiological tests, personality tests, etc. these tests are conducted to judge the suitability of the candidate for the job.

5. **Employment interview:** The one on one session with the candidate is conducted to gain more insights about him. Here, the interviewer asks questions from the applicant to discover more about him and to give him the accurate picture of the kind of a job he is required to perform.
6. **Checking reference:** The firms usually ask for the reference from the candidate to cross check the authenticity of the information provided by him. These references could be from the education institute from where the candidate has completed his studies or from his previous employment where he was formerly engaged. These references are checked to know the conduct and behavior of an individual and also his potential of learning new jobs.
7. **Medical examination:** Here the physical and mental fitness of the candidate are checked to ensure that he is capable of performing the job. In some organizations, the medical examination is done at the very beginning of the selection process while in some cases it is done after the final selection.
8. **Final selection:** Finally, the candidate who qualifies all the rounds of a selection process is given the appointment letter to join the firm.

Difference between Recruitment and Selection

1. Recruitment is the process of searching for prospective candidates and motivating them to apply for job in the organization. Whereas, selection is a process of choosing most suitable candidates out of these, who are interested and also qualified for job.
2. In the recruitment process, vacancies available are finalized, publicity is given to them and applications are collected from interested candidates. In the selection process, available applications are scrutinized. Tests, interview and medical examination are conducted in order to select most suitable candidate.
3. In recruitment the purpose is to attract maximum numbers of suitable and interested candidates through applications. In selection process the purpose is that the best candidate out of those qualified and interested in the appointment.
4. Recruitment is prior to selection. It creates proper base for actual selection. Selections next to recruitment. It is out of candidates available/interest.
5. Recruitment is the positive function in which interested candidates are encouraged to submit application. Selection is a negative function in which unsuitable candidates are eliminated and the best one is selected.
6. In recruitment services of expert is not required whereas in selection, services of expert is required.
7. Recruitment is not costly. Expenditure is required mainly for advertising the posts. Selection is a costly activity, as expenditure is needed for testing candidates and conduct of interviews.

COMPANY PROFILE

CERA

Cera Sanitaryware Limited (CSL) is one of the pioneers in the Sanitaryware segment in India. CSL

was founded in the year 1980 as a division of Madhusudhan Industries Limited. It is based in Kadi, Gujarat. Realizing the future growth prospects of this division, in the year 2001, management thought it worthwhile to have independent identity by de-merging and transferring the entire business to a new company. The new company was named Cera Sanitaryware Limited it is now the third largest company in the organized sector with over 20% market share. It is also the largest and only listed company in pure Sanitaryware space. CSL is the first sanitary ware company to have ISO 9002 and ISO 14001 certifications for its products.

The first sanitary ware company to use natural gas, Cera has been on the forefront of launching innovative designs and water-saving products. The twin- flush model launched in India by Cera for the first time, it reduces the water needs of households considerably. WCs designed to flush in just 4 liters of water in another notable innovation by Cera. Based in kadi, Gujarat, Cera Sanitaryware Ltd. uses German technology, which has ensured Cera's superiority over others in quality. Established with an initial capacity of 3,600 MTPA, the plant has undergone several periodical up gradations and modernizations to expand to 15,000 MTPA.

To achieve growth in the rapidly changing retail market in the country, Cera, has launched its one of a kind Cera Bath Studios in Ahmadabad, Bangalore, Chandigarh, Kolkata, Cochin and Hyderabad. With the opening of the Cera Bath Studios, the discerning consumers, architects and interior designers can have full view of the Cera's premium ranges of WCs, Wash Basins, Shower Panels, Shower Cubicles, Bath Tubs, Shower Temples, Whirlpools, CP fittings etc. Cera Bath Studios will complement its existing network of 400 distributors and 400 retailers. Several bathrooms are displayed live, so that the customers can get a feel of Cera's vast range of products. Soon, Cera will launch premium Spanish Tiles in market.

The company is poised to become a total bathroom solutions provider. Having shown a growth rate of more than 20% since 3 years, Cera Sanitaryware Ltd. today is the fastest growing sanitary ware company in India.

MISSION OF THE COMPANY:

- ✓ To setup and carry out research and development for the manufacture and development Sanitaryware products.
- ✓ Provide high quality to sanitaryware products.
- ✓ The company is aiming to achieve 50-60% of market share for every product.

VISION OF THE COMPANY:

- ✓ To be a total home solutions provider in the long run, providing products for every room in the home.

International presence and Exports:

CERA has exported, in past, to developed countries like the US, huge quantities. However, as the domestic market was giving better realization, CERA has to curtail its exports. Currently, CERA has presence in several markets like Gulf, New Zealand, Greece, South Africa, etc. with the production going up in the coming months, CERA is now looking at export market more seriously and talks are on with certain parties for OE supplies.

World Technology:

To keep ahead of competition, Cera has always kept its technology ahead of rest of the players in India. It took help from ceramic technology suppliers from several countries in Europe time and again so that its process and products are of international norms. It also helped Cera bag large export orders from the US, unmatched by any other Indian sanitaryware company. Cera could easily make products conforming to ANSI, apart from European, Australian, Canadian and Indian norms. CERA has been constantly using internationally renowned consultants in the ceramic field to upgrade its production processes, yield and finished goods quality.

Product innovation has been Cera's forte. One after the other, Cera launched not only new designs, but even new innovations in India. The first was bath suits- a unique design concept consisting of WCs, wash basins, bidets and accessories, giving the bathroom a distinct personality.

INNOVATION:

Water scarcity has always been a concern in most parts of India. When there is shortage of water, can we not think of conserving it, by sending less water per flush down the drain? This concern was brainstormed by technological and research personnel, designers and quality assurance and marketing personnel and thus the concept of twin action flushing was born. CERA found that in most households, a WC is used more as a urinal and still it was using 8 to 12 liters of waters for each flush. Cera then came up with the idea of half flush along with full flush. A household can have substantial quantity of water by installing twin flush. Even where water is available in abundance, it advised that twin flush because the cost of electricity for pumping extra water to overhead tank can be saved. In India, ever since Cera pioneered the twin action coupled closet two years back; it has caught the fancy of all architects, plumbing consultants, trade, customers and even competitors. One after the other, all manufacturers commenced twin action

RESEARCH STUDY

❖ **PROBLEM DEFINITION**

In basic idea behind selecting the topic “Recruitment and Selection process in Cera Sanitaryware limited” is to study how employees are hired. Today organizations are coming up with new techniques of hiring people. Hence to study how the actual process is carried in the organization.

❖ **OBJECTIVES**

Every task is undertaken with an objective. Without any objective a task is rendered meaningless. The main objectives for undertaking this project are

1. To understand the internal and external Recruitment process at Cera Sanitaryware Limited.
2. To identify areas where there can be scope for improvement and give suitable recommendation to streamline the hiring process.

❖ **HYPOTHESES**

The hypotheses or the result that I expect from the study might be-

- H1- Effective recruitment increases chances of selecting appropriate candidate.
- H2- CERA's recruitment process is fair, reliable and efficient .

❖ **SCOPE OF THE STUDY**

The benefit of the study for the researcher is that it helped to gain knowledge and experience and also provided the opportunity to study and understand the prevalent recruitment and selection procedures.

The key points of my research are:

1. To analyses the recruitment policy of the organization.
2. To understand and analyze various HR factors including recruitment procedure at Cera Sanitaryware Limited.
3. To suggest any measures/recommendations for the improvement of the recruitment procedures.
4. It extends to the whole organization. It covers corporate office, sites and works appointments all over India.
5. It covers workers, Clerical Staff, Officers, Jr. Management, Middle Management and Senior Management cadres.

RESEARCH METHODOLOGY

The study has been conducted using both primary as well as secondary data. The primary data was obtained from the analysis done through direct questionnaire provided to the respondent. Information regarding the project was obtained from employed man from the company. The information was obtained through the questionnaire. The project undertaken was descriptive in nature as it was trying to find out the process of recruitment and selection.

Questionnaire was distributed to employ of the company. The response received, formed the basis of primary data required for the study. Data collected was completed, classified for analysis.

- **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.

❖ **RESEARCH DESIGN (Methods, Techniques of Data Collection)**

The present study is based on both primary and secondary data which is collected from employ of the company and using website.

○ **Primary data:**

The data is collected by the questionnaire method. The survey has been done through questionnaire by physical paper copy in subjective manner.

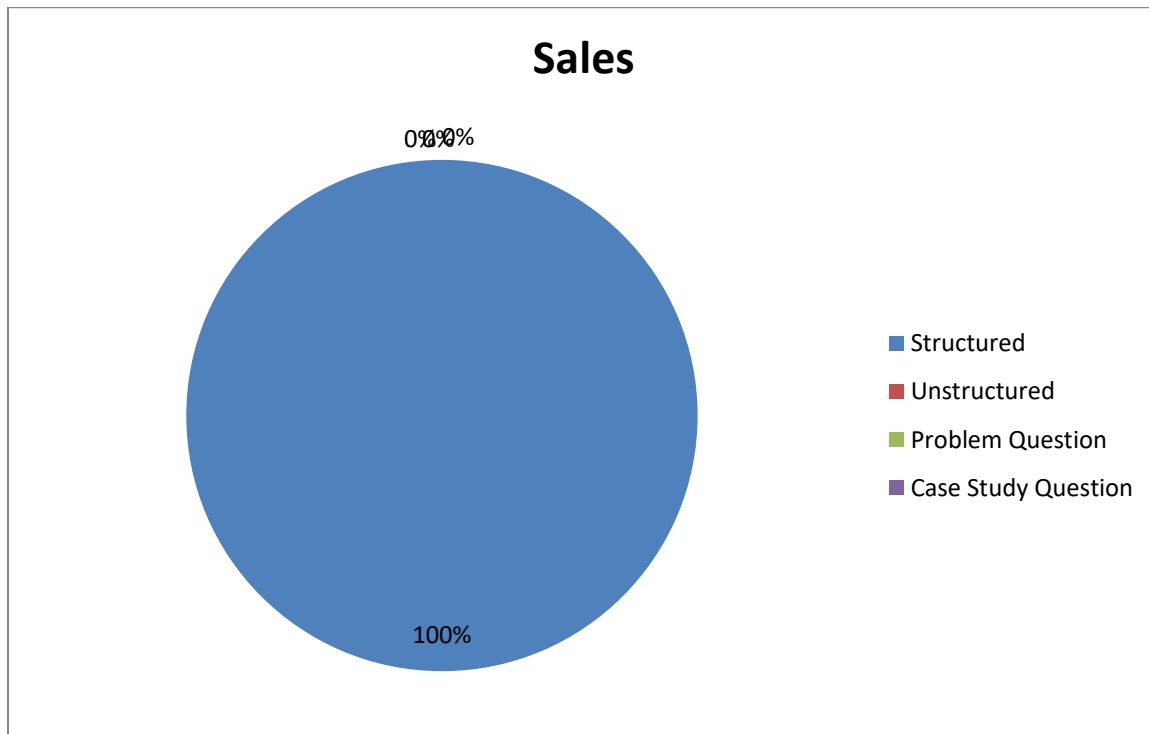
○ **Secondary data:**

The source of secondary data is articles, research paper and online sites, websites etc.

DATA ANALYSIS AND **INTERPRETATION**

RECRUITMENT

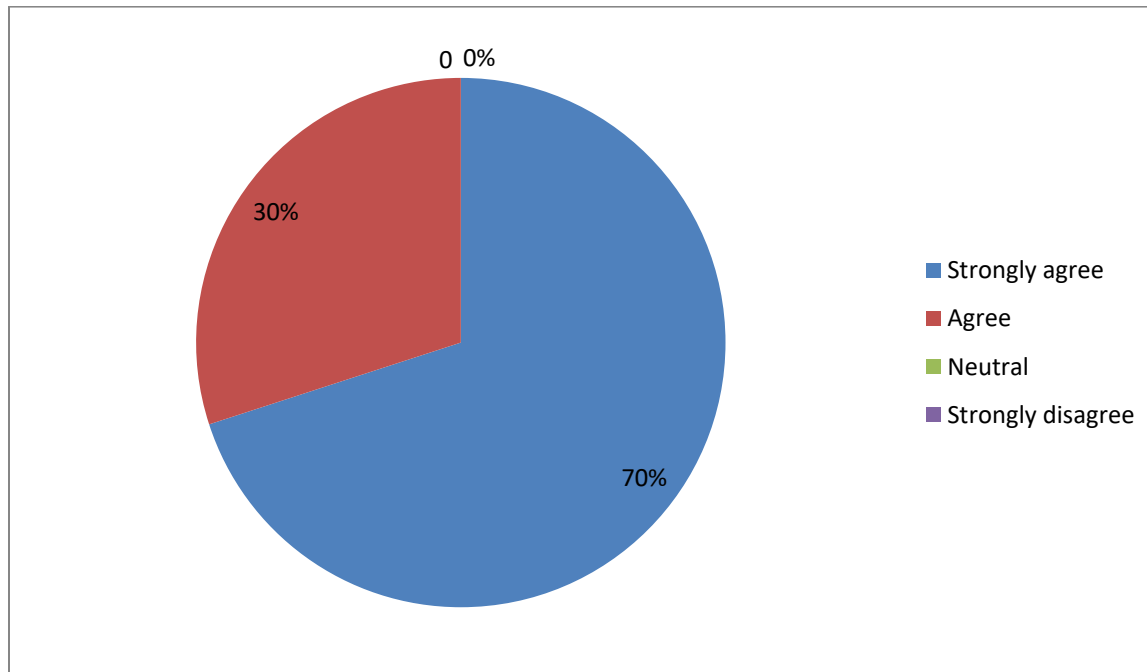
Q1. Which method should be used for recruitment?



INTERPRETATION:

The above pie chart classified that structured method is commonly used for recruitment.

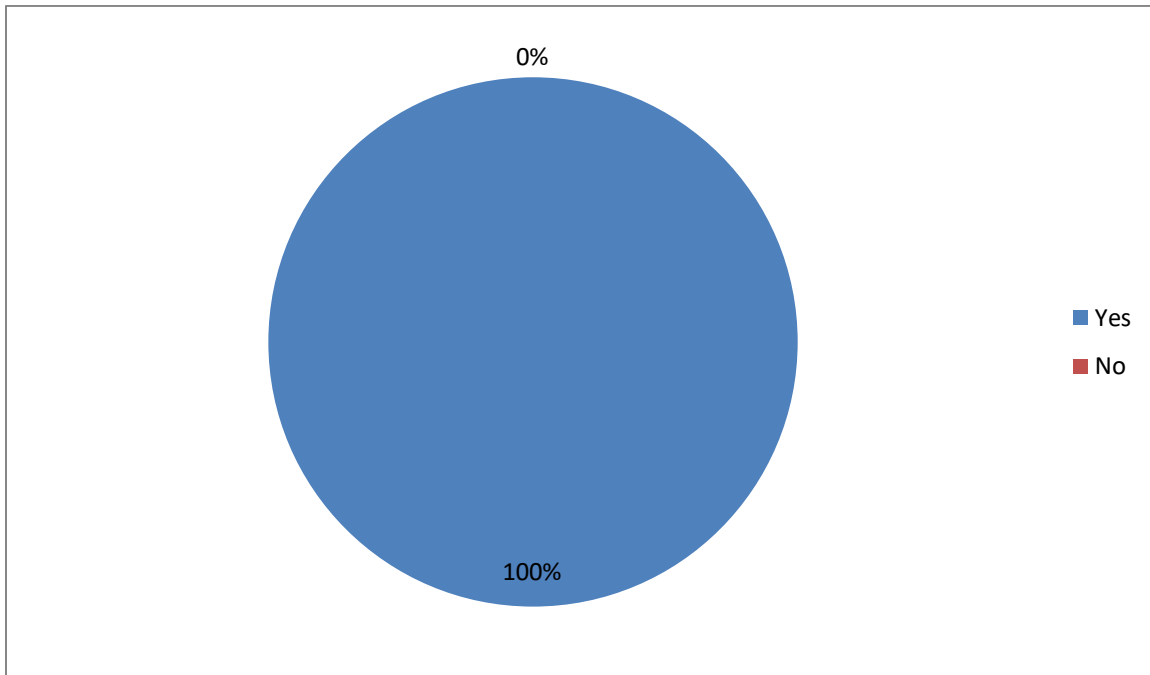
Q2. HR clearly defines the job description and job specifications in the recruitment process?



INTERPRETATION:

The above pie chart shows that HR clearly specifies their duties and responsibilities regarding the job.

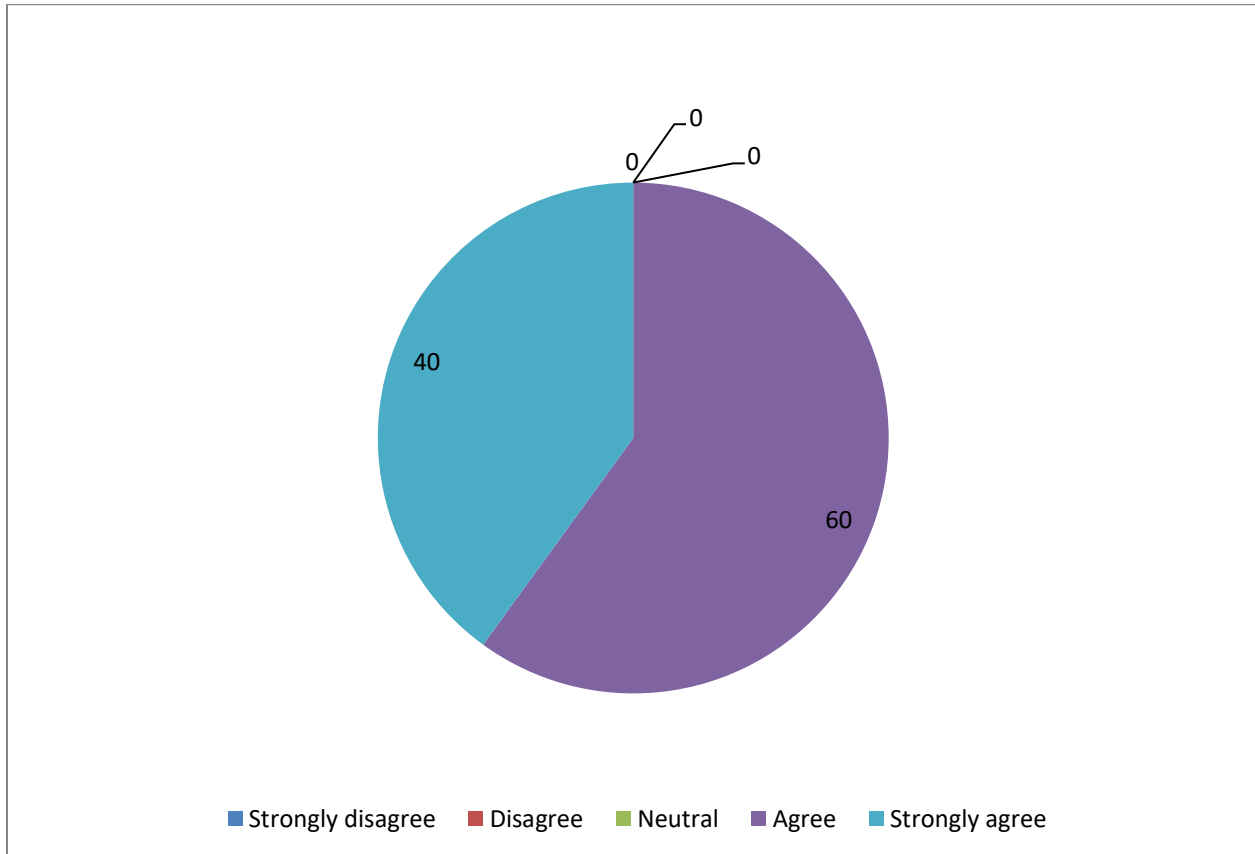
Q3. Does HR provide an adequate pool of quantity applicants?



INTERPRETATION:

The pie chart shows that HR provides 100% adequate pool of quantity applicants.

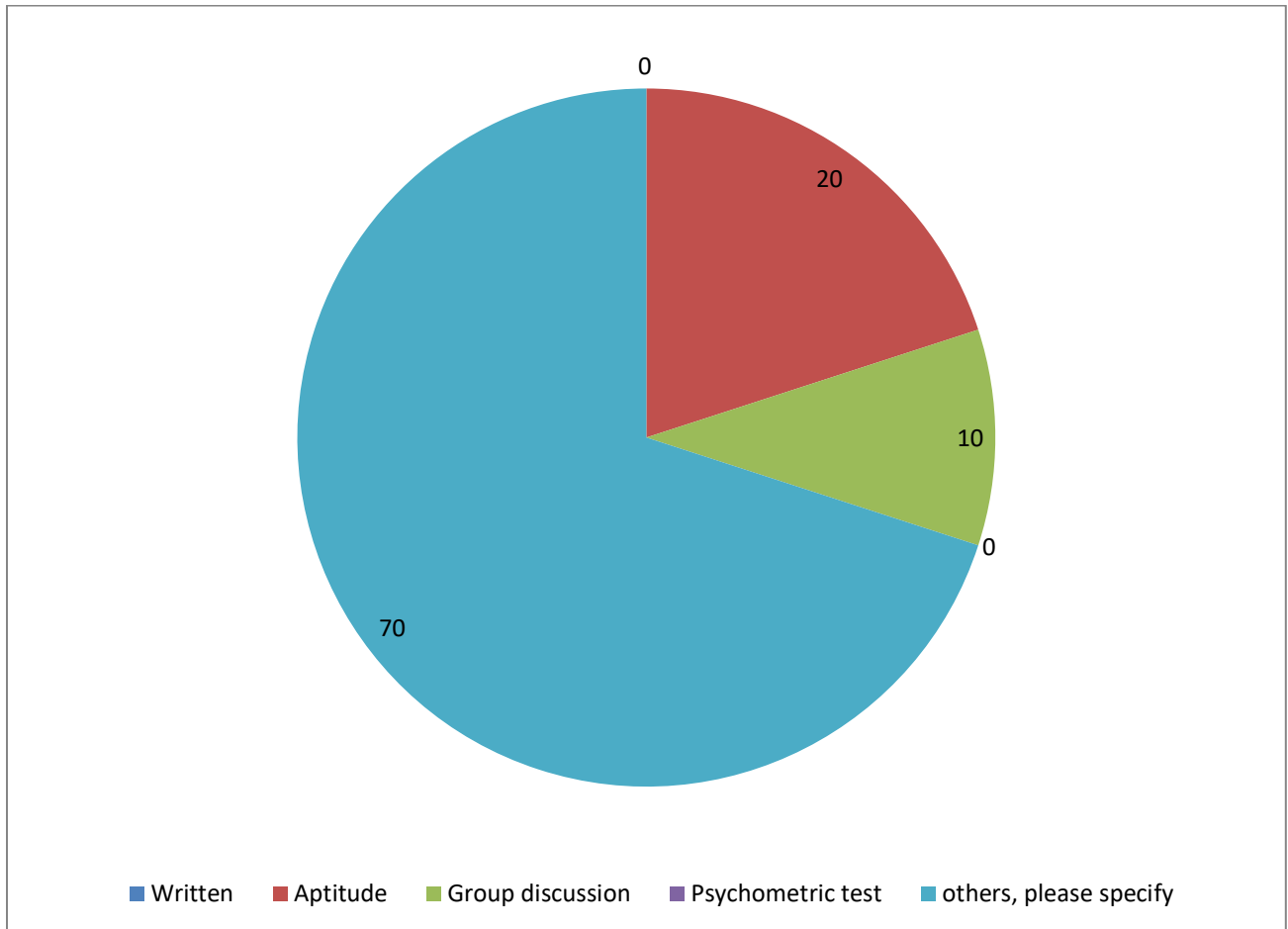
Q4. HR incorporates the changes in the external environment (eg., technology) while assessing future needs _____



INTERPRETATION:

The pie chart shows that HR agrees to changes in the external environment while assessing future needs.

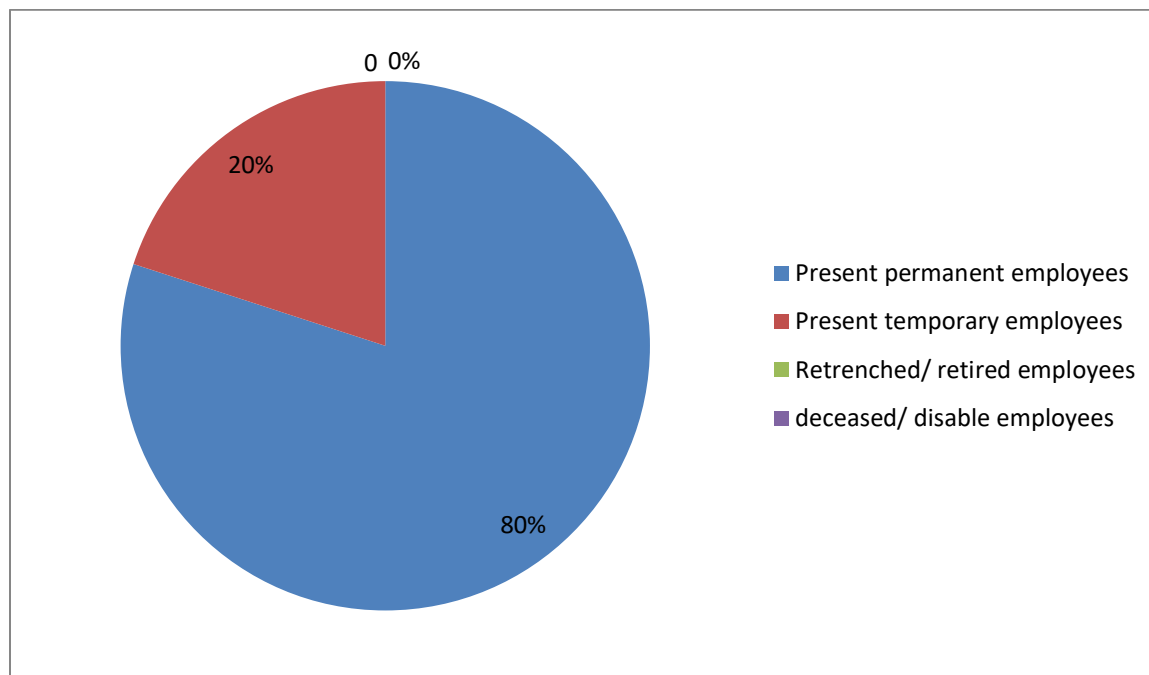
Q5. Do you use any of the following tests during the process of recruitment?



INTERPRETATION:

The pie chart shows that the tests are aptitude test, sometime group discussion and mostly others like direct interview.

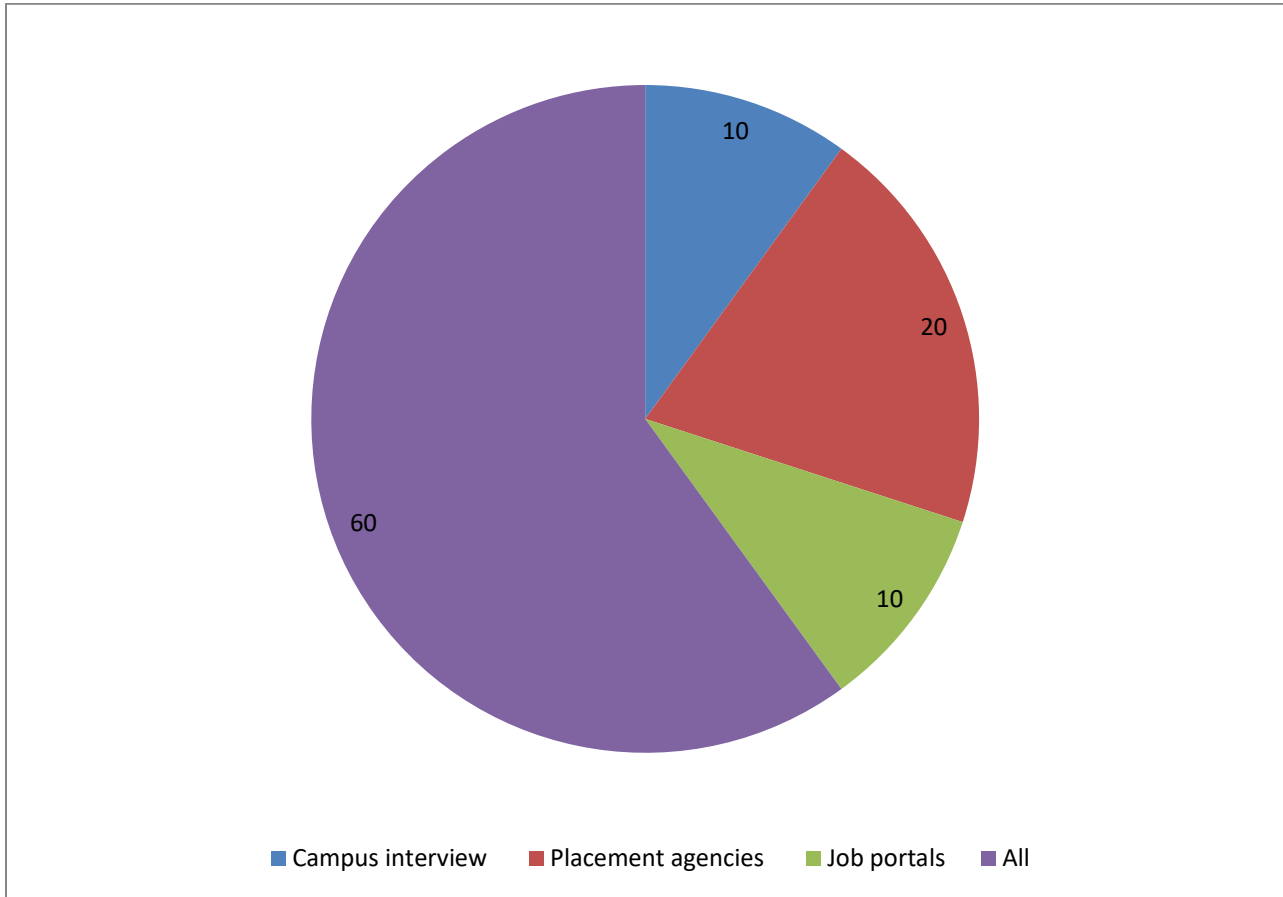
Q6. What are the sources of internal sourcing among the following?



INTERPRETATION:

The present pie chart shows that the sources of internal sourcing is present permanent employees and present temporary employees.

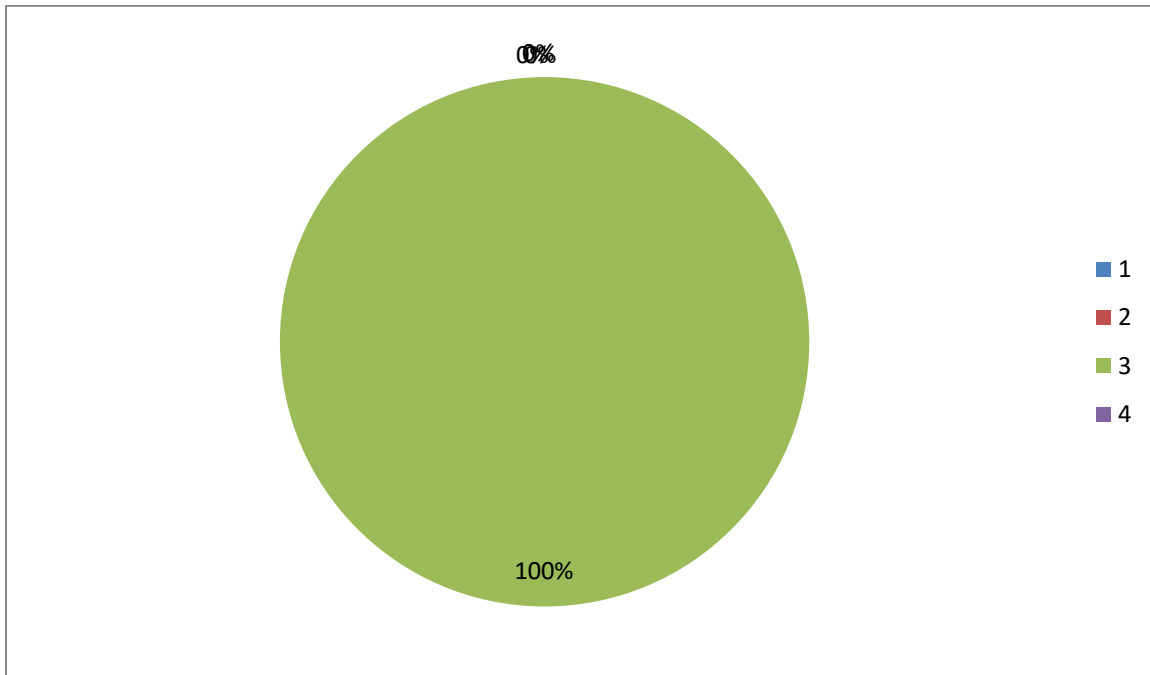
Q7. What are the sources for external recruitment among the following?



INTERPRETATION:

The pie chart shows that CERA company accept all the sources of external recruitment like campus interview, placement agencies, job portals, and all.

Q8. How many rounds were there in the interview?

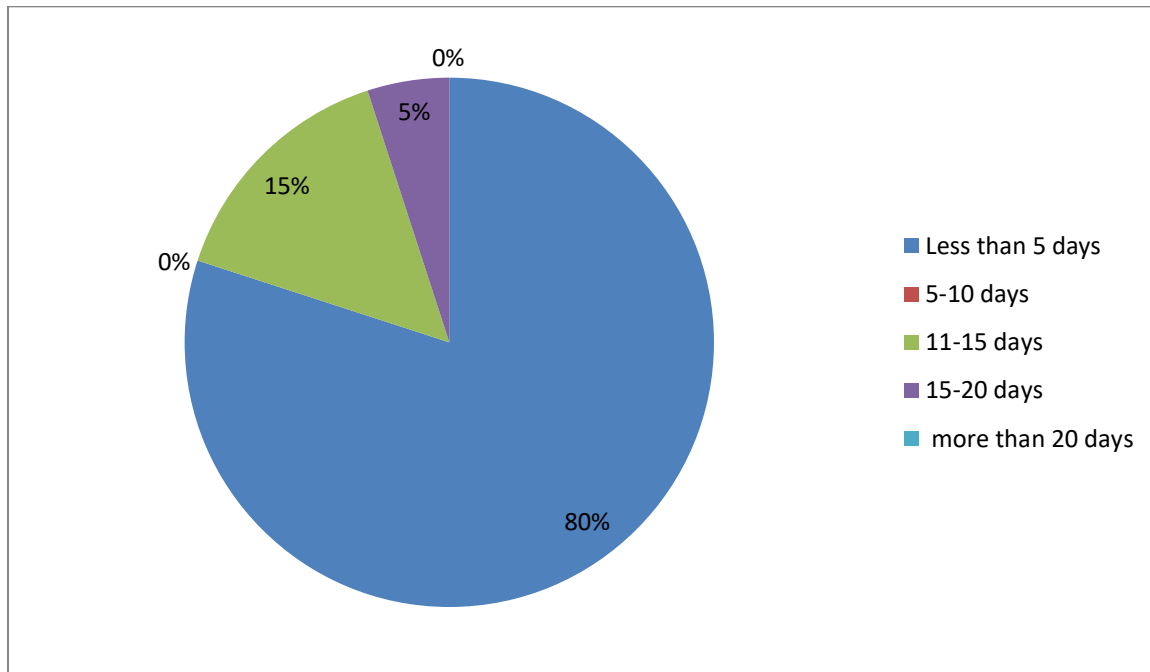


INTERPRETATION:

This chart shows that only 3 rounds were there in the interview.

SELECTION

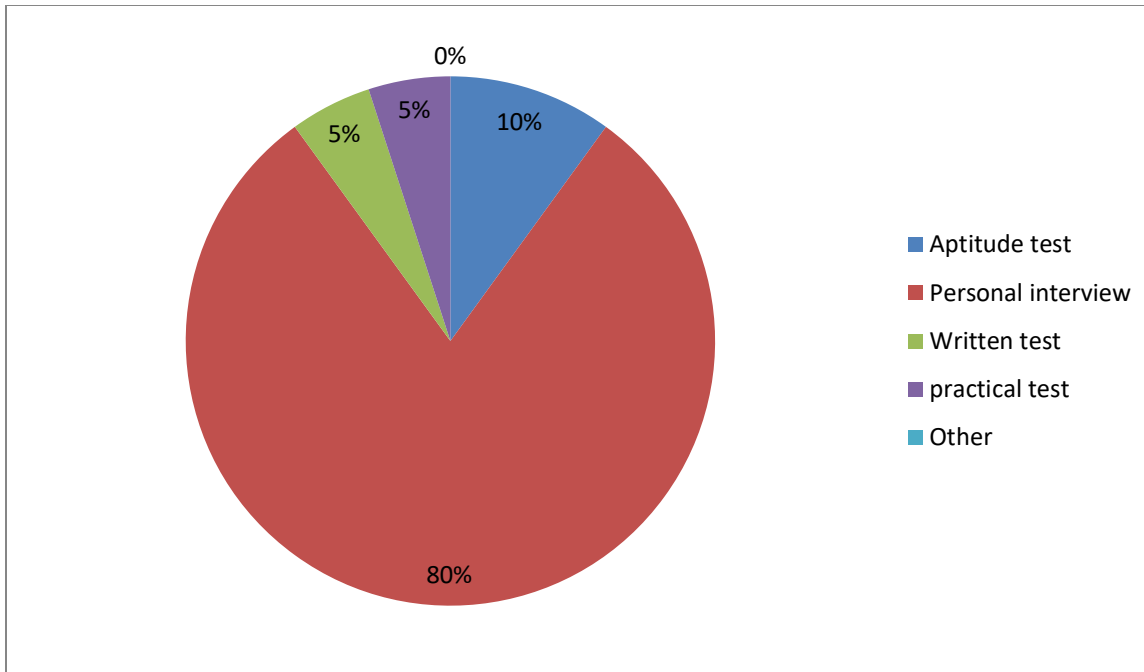
Q1. How much time did the company take to respond to application?



INTERPRETATION:

The present pie chart shows that company usually take 5-10 days to respond but sometimes it takes time 11-15 days and 15-20 days in exception cases.

Q2. Which of the following methods of selection did face for selection?

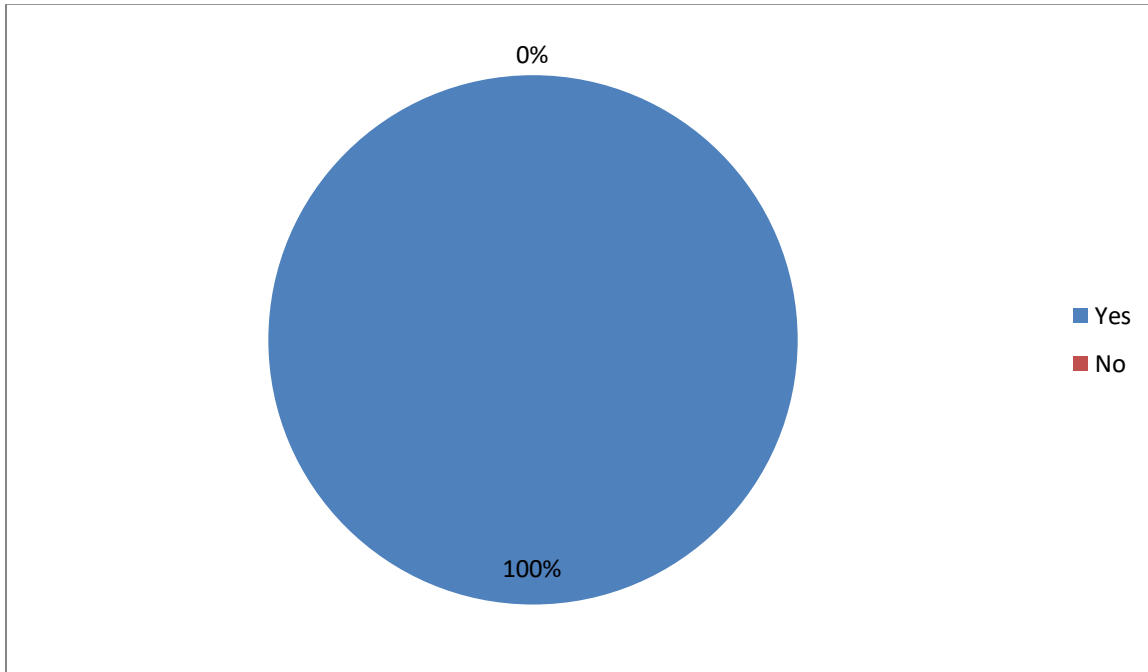


INTERPRETATION:

The pie chart shows that it conducts personal interview method for selection but sometime they change the method to aptitude test, written test, practical test also.

Q3. Does the organization do proper job analysis before selection process

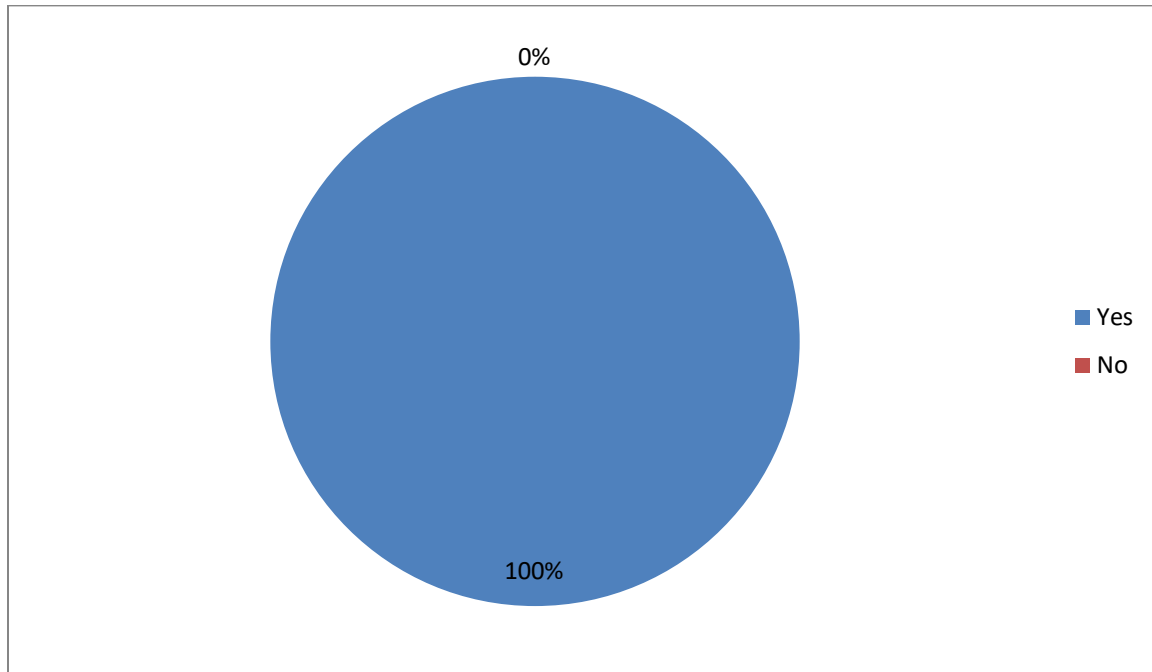
begins?



INTERPRETATION:

This pie chart shows that organization do proper job analysis before selection process.

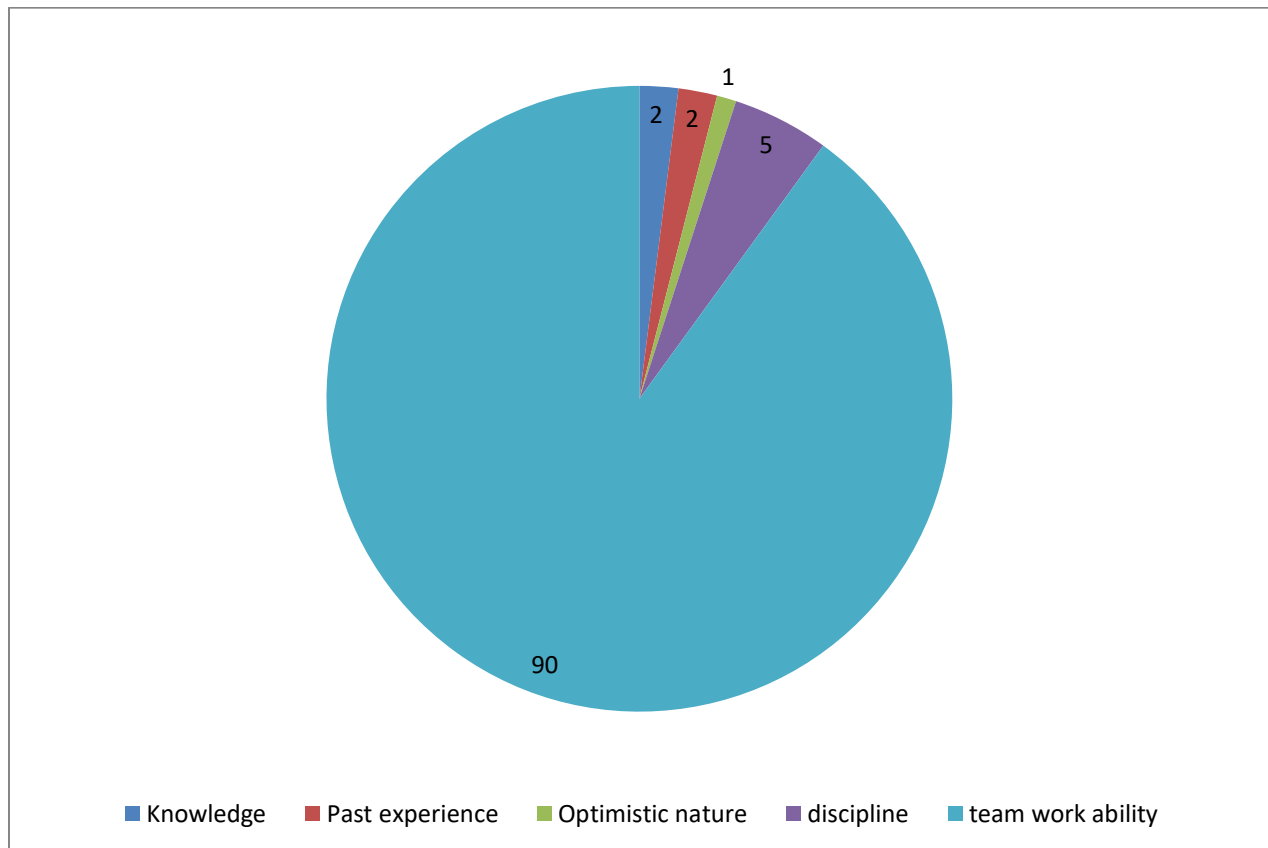
Q4. Does the job responsibilities and job description are clearly defined to the candidates appearing for selection process?



INTERPRETATION:

This pie shows that yes the job responsibilities and job description are clearly defined to the candidates appearing for selection process.

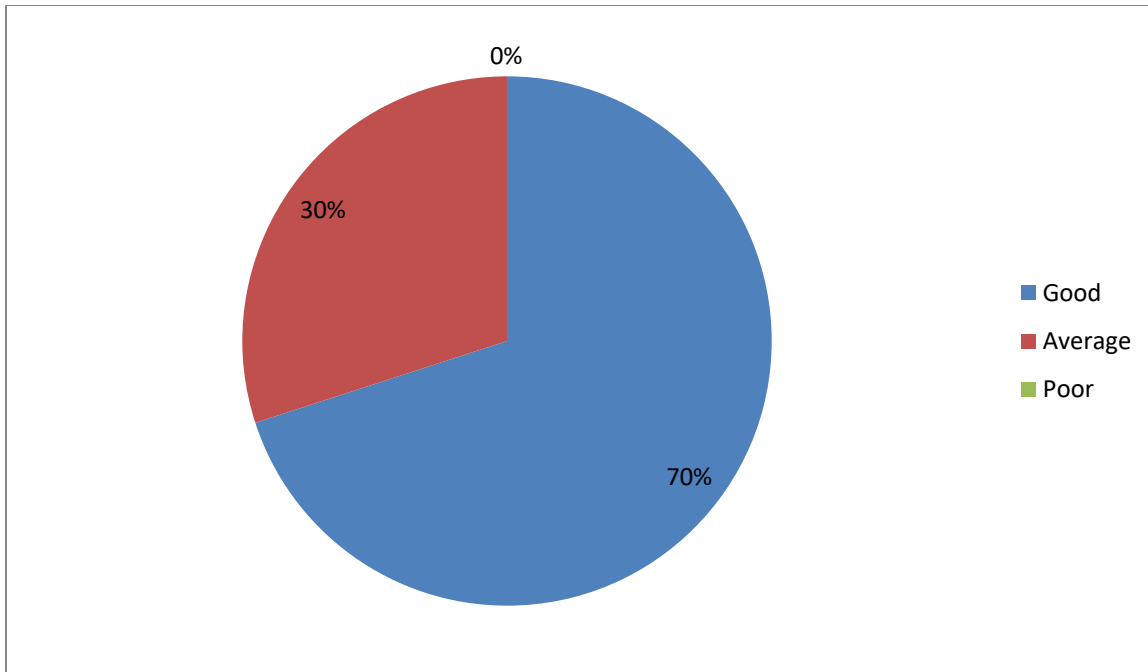
Q5. Which is the important quality the organization looks in a candidate?



INTERPRETATION:

This chart shows that for organization team work ability is important and as top priority and other than team work ability it requires past experience, knowledge and others as in pie chart shown it.

Q6. How do you rate the selection policy of the organization?

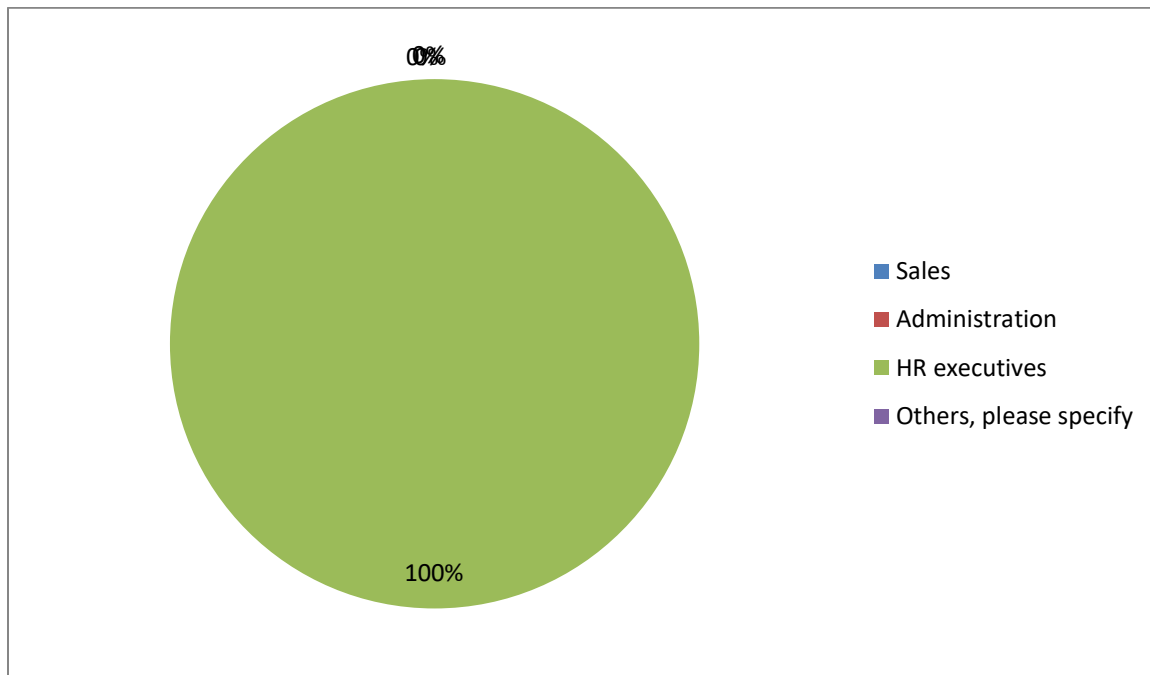


INTERPRETATION:

All the employees rate good for the selection policy of the organization.

Q7. Apart from HR manager, who all from the other departments are

required to get involved?



INTERPRETATION:

This pie chart shows that only apart from HR managers only HR executives are required to get involved.

FINDINGS

The collected data are analysed and general observation has proven that CERA Sanitaryware Limited has done remarkable job in it is human resiuurces department.

The main findings are as follows:

1. In CERA Sanitaryware limited employees feel that the HR department is good.
2. The recruitment and selection process is decentralized.
3. About 90% of the employees are satisfied with the recruitment and selection process.
4. Most of the managers prefer personal interviews.
5. Most external sources of recruitment are considered.
6. About 90% of the employees feel that they are comfortable working with the current HR policies of the company and 10% feel that they need some changes in the policies.

LIMITATIONS OF THE STUDY

LIMITATIONS:

Every matter has some limitations. Therefore, this is not an exception. The limitations of this report are been stated below:

1. Due to time restriction, the study is concerned in selected area. It is very difficult in short time period to know details about the overall recruitment and selection process of an organization.
2. The data provided by the company may not be 100% correct as the Company have.
3. Due to work pressure, detailed interaction with the executives was not possible.
4. Unable to find fair responses from various clients. Because there were different response from different clients.

OBSERVATIONS
&
SUGGESTIONS

Observations

1. Cera's have more innovative idea to offer product with new innovation
2. Cera is currently stood on third rank in its production capacity.
3. In Cera Sanitaryware Limited company employees feel that the HR department is good.
4. The recruitment and selection process is centralized (Kadi).
5. About 90% of the employees are satisfied with the recruitment and selection process.
6. Mostly external sources of recruitment are considered.
7. About 90% of employees feel that they are comfortable working with the current HR policies of the company and 10% feel that they need some changes in the policies.

Suggestions

1. Cera has to create more ideas to enhance their products.
2. Cera has to put all its best to be number one.
3. Do not ignore employees other requirements for change.
4. Try to provide some external support also.

CONCLUSION

CONCLUSION:

Recruitment and selection process is an important issue for any organization. It is always an organization to assess the vacancy and choose the best personnel who will need the organization in future. So the organization should give the emphasize on selecting a person. A person who carry forwarded the organization in terms of development, values and ethics. Mainly the precious resource for any organization is their knowledge based efficient workers. The organization should more cautious on this issue to ensure the quality of ethics.

Cera Sanitaryware Limited (CSL) is one of the pioneers in the Sanitaryware segment in India. It was the first sanitary ware company to have ISO 9002 and ISO 14001 certifications for its products. Cera is the first company that launches such equipment those are helpful in reduces the water needs of households considerably. It has more innovative idea to offer product with new innovation. Cera plans to be a total home solutions provider in the long run, providing products for every room in the home.

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APPENDICES

**QUESTIONNAIRE TO ANALYZE THE RECRUITMENT AND SELECTION
PROCESS**

RECRUITMENT

Q1. Which method should be used for recruitment?

- a) Structured
- b) Unstructured
- c) Problem question
- d) Case study question
- e) Other, specify_____

Q2. HR clearly defines the job description and job specifications in the recruitment process?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

Q3. Does HR provides an adequate pool of quantity applicants/

- a) Yes
- b) No
- c) Don't know

Q4. HR incorporates the changes in the external environment (e.g., technology) while assessing future needs

- a) Strongly agree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

Q5. Do you use any of the following tests during the process of recruitment?

- a) Written
- b) Aptitude
- c) Group discussion
- d) Psychometric test
- e) Others, please specify_____

Q6. What are the sources of internal sourcing among the following?

- a) Present permanent employees
- b) Present temporary employees
- c) Retrenched/ retired employees
- d) Deceased/disable employees

Q7. What are the sources for external recruitment among the following?

- a) Campus interviews
- b) Placement agencies
- c) Job portals
- d) All

Q8. How many rounds were there in the interview?

- a) 1
- b) 2
- c) 3
- d) 4
- e) More _____

SELECTION

Q1. How much time did the company take to respond to application?

- a) Less than 5 days
- b) 5-10 days
- c) 15-20 days
- d) More than 20 days

Q2. Which of the following methods of selection did face for selection?

- a) Aptitude test
- b) Personal interview
- c) Written test
- d) Practical test
- e) Any other _____ -

Q3. Does the organization do proper job analysis before selection process begins?

- a) Yes
- b) No

Q4. Does the job responsibilities and job description are clearly defined to the candidates appearing for selection process?

- a) Yes
- b) No

Q5. Which is the most important quality the organization looks for in a candidate?

- a) Knowledge
- b) Past experience
- c) Optimistic nature
- d) Team work ability
- e) Other_____

Q6. How do you rate the selection policy in the organization?

- a) Good
- b) Average
- c) Poor

Q7. Apart from the HR manager, who all from the other departments are required to get involved in interviewing process?

- a) Sales
- b) Administration
- c) HR executives
- d) Others, please specify____