

Project Report

**“An Analytical Study Of Recruitment And Selection Procedure At
Big Bazaar Nagpur To Find Employee Satisfaction Level”**

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, 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 2022 – 23



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that Shilpa Surendra Singh has submitted the project report titled An Analytical Study of Recruitment And Selection Procedure At Big Bazaar Nagpur To Find Employee Satisfaction Level, 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.

Prof. Ashima Varghese

Project Guide

Dr. Afsar Sheikh

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Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title **An Analytical Study of Recruitment And Selection Procedure At Big Bazaar Nagpur To Find Employee Satisfaction Level**” 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.

Shilpa S Singh

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



ACKNOWLEDGEMENT

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

I am extremely thankful to my Project Guide Prof. Ashima Varghese for his/her guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr Afsar Sheikh 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.

Shilpa S Singh

Place:

Date:

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INTRODUCTION

INTRODUCTION

Big Bazaar was an Indian retail chain of hypermarket, discount department stores, and grocery store. The retail chain was founded by Kishore Biyani under his parent organization Future Group which is Known for having a significant prominence in Indian retail and fashion sectors. Big Bazaar is also the parent chain of Food Bazaar, Fashion at Big Bazaar and e Zone where at locations it houses all under one roof, while it is sister chain of retail outlets like Brand Factory, Home Town, Central, e Zone, etc.

Retailing

Retailing is the transaction between the seller and consumer for personal consumption. It does not include transaction between the manufacture, corporate purchase, government purchase and other wholesale purchase. A retailer stocks the goods from the manufacture and then sells the same to the end user for a marginal profile.

COMPANY PROFILE

CHAPTER-1



PURPOSE OF STUDY

The purpose of research is to study the recruitment and selection process at a Big Bazaar Nagpur and find the employee satisfaction level with it and tell the reasons for dissatisfaction among employees if any so that to improve the efficiency of their recruitment and selection process.

Big Bazaar is not just another hypermarket. It caters to every need of your family. Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers.

The Big Bazaar is one such department store to have set up shop across the country. Since its first outlet opened in **Kolkata** in late 2001, the Big Bazaar has spread to town and cities at an alarming rate. Currently 106 outlets

These multi-level shopping meccas stock everything from food to fridges, and cookware to clothes. However, the big bazaar isn't your ordinary department store. It's been especially designed to appeal to the Indian consumer

Big Bazaar with a Slogan of "Is se Sasta aur accha kahin nahi!" the Big Bazaar targets itself directly at the average Indian's love of following the crowd and scrambling for a good discount.

Future group Profile

Every day, Future Group brings multiple products, opportunities and services to millions of customers in India. Through over 15 million square feet of retail space, we serve customers in 85 cities and 60 rural locations across the country. Most of all, we help India shop, save and realize dreams and aspirations to live a better quality of life every day.

Future Group understands the soul of Indian consumers. As one of India's retail pioneers

With multiple retail formats, we connect a diverse and passionate community of Indian buyers, sellers and businesses. The collective impact on business is staggering: Around 220 million customers walk into our stores each year and choose products and services supplied by over 30,000 small, medium and large entrepreneurs and manufacturers from across India. And this number is set to grow.

Retail

1. Pantaloon Retail (India) Limited Future Value Retail Limited

Finance

1. Future General Life Insurance Company Limited
2. Future General (India) Insurance Company Limited
3. Future Capital Holdings Limited

Services

1. Future Supply Chains Limited
2. Future Human Development Limited
3. Future Media (India) Limited

Future Corporate Resources Limited Public Limited Companies listed in the National Stock Exchange and Bombay Stock Exchange

Our Beliefs

Future Group was founded on a simple idea: Rewrite rules, retain values. This fundamental belief created a new kind of marketplace, forever transforming Indian retail. Today our core values continue to guide how we do business and improve the quality of life of the people we serve.

At Future Group we are committed to being a catalyst of positive change in the communities, societies and business sectors in which we operate. We envision India's transformation into the 'legendary ' **Sone Ki Chideya** ' (golden bird), taking wings once again to reach greater heights.

We take pride in our Indianness. Our belief in inclusiveness for long-term sustainable growth and economic prosperity evokes trust among consumers, employees, suppliers, partners, shareholders and the community.

Mission

- I. We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.
- II. We will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments for classes and for masses.
- III. We shall infuse Indian brands with confidence and renewed ambition.
- IV. We shall be efficient, cost- conscious and committed to quality in whatever wed.
- V. We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

Executive Committee Board

Considered a pioneer of modern retail in India, Kishore's leadership has led the group's transformation into India's leading player in the consumption sector. Regularly ranked among India's most admired CEOs, he is the author of the book 'It Happened in India'. He has won multiple awards from government bodies and the private sector in India and abroad and is on the board of a number of bodies, including the National Innovation Foundation in India and New York Fashion Board.

In a career spanning over 18 years, Anshuman has worked in all aspects of the value chain across several industry segments such as Discrete Manufacturing, Durables, Textiles, Retail and Supply Chain with companies like Grasim, H&R Johnson, Bombay Dyeing, and Welspun Retail. He is responsible for starting the first Home Furnishings Specialty Retail Chain in the country in his last assignment as the Director and CEO of Welspun Retail Ltd. before rejoining Future Group where he created Future Supply Chains Ltd. Anshuman is a Mechanical Engineer and an MBA.

A Chartered Accountant by training, Anand has nearly 20 years of experience in corporate finance and banking across diversified business groups. Before joining Future Group, he was President-Corporate Finance, Vedanta Resources Group. He has been associated with Motorola India, Credit Lyonnais, HSBC, IL & FS and Citibank.

An alumnus of IIT Mumbai and IIM Bangalore, Damodar has over two decades of experience in the FMCG and food industry. He was a co-founder of D'Mart, a supermarket chain in Western India, and was associated with Uniliver in India.

Co-founder of the Color Plus brand, Kailash has over three decades of valuable experience in the fashion business and is considered to be a stalwart in the Indian fashion industry. Before joining Pantaloon Retail, he was associated with Weekender, Arvind Mills and Mafatlal Industries, among other companies.

Founders' Board

Kishore Biyani	Group CEO, Future Group
Anil Biyani	Director, Future Group
Rakesh Biyani	Director, Future Group
Sunil Biyani	Director, Future Group
Vijay Biyani	Director, Future Group

Future Group's strategy is aimed at achieving inclusive, sustained and profitable growth with three levers

Customer-orientation

The bottom line in each of our retail success stories is "know your customer". Insights into the soul of Indian consumers - how they operate, think, dream and live - helps us innovate and create differentiating functionality.

Continuous-innovation

As India's largest retailer, we understand the importance of innovation. We rethink strategies and realign businesses with increasing agility to provide diverse customer groups with refreshingly different retail experiences.

Collaborative transformation

Creating a collaborative environment combining our strengths with our suppliers and vendors helps us create immense value for our customers which in turn fosters mutual growth.

Big bazaar

Big Bazaar is a chain of hypermarket in India. Currently, there are 214 stores across 90 cities and towns in India covering around 16 million sq.ft. of retail space. Big Bazaar is designed as an agglomeration of bazaars or Indian markets with clusters offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment sections.

History

Big Bazaar was launched in September, 2001 with the opening of its first four stores in Calcutta Indore, Bangalore and Hyderabad in 22 days. Within a span of ten years, there are now 161 Big Bazaar stores in 90 cities and towns across India.

Big Bazaar was started by Kishore Biyani, the Group CEO and Managing Director of Pantaloon India. Though Big Bazaar was launched purely as a fashion format including apparel, cosmetics, accessory and general merchandise, over the years Big Bazaar has included a wide range of products and service offerings under their retail chain. The current formats include Big Bazaar, Food Bazaar, Electronic Bazaar and Furniture Bazaar. The inspiration behind this entire retail format was from Saravana Stores, a local store in T. Nagar, Chennai

The stores are customized to provide the feel of mandis and melas while offering the modern retail features like Quality, Choice and Convenience. As the modern Indian family's favorite retail store, Big Bazaar is popularly known as the "Indian Walmart".

On successful completion of ten years in Indian retail industry, in 2011, Big Bazaar has come up a new logo with a new tag line: 'Naye India Ka Bazaar', replacing the earlier one: 'Isse Sasta Aur Accha Kahi Nahi'.

Operations



Most Big Bazaar stores are multi-level and are located in stand-alone buildings in city centers as well as within shopping malls. These stores offer over 200,000 SKUs in a wide range of categories led primarily by fashion and food products. Food Bazaar, a supermarket format was incorporated within Big Bazaar in 2002 and is now present within every Big Bazaar as well as in independent locations.

Big Bazaar has the facility to purchase products online through its official web page, and offers free shipping on some of their products.

Recruitment

Recruitment is “hiring” of employees from outside. Recruitment has been regarded as the most important function of the HR department, because unless the right type of people is hired, even the best plans, organization chart and control system would not do much good.

Recruitment is the discovering of potential applicant for actual or anticipated organizational vacancies. Accordingly, the purpose of recruitment is to locate sources of manpower to meet the job requirements and job specification.

It is defined as „ a process to discover the sources of manpower to meet the requirements of staffing schedule and to apply effective measures for attracting the manpower to adequate number to facilitate effective selection of an effective workforce“

Yoder points out that recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employee effective measures to attracting that manpower in adequate number to facilitate effective selection of an effective workforce.

Edwin B Filippo defines recruitment as „the process of searching for prospective employees and stimulating them to apply for the jobs in the organization. “

“It is the process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their application are submitted. The result is a pool of applicants from which new employees are selected.”

RECRUITMENT AND SELECTION

Selection is a negative process and involves the elimination of candidates who do not have the required skills and qualification for the job proposed. Also, it is a process of differentiating between applicants in order to identify and hire those with greater likelihood of success in job.

The objective of selection decision is to choose the individual who can most successfully perform the job from the pool of qualified candidates. It is the system of function and devise adopted in a given company to ascertain in whether the candidate's specifications are matched with the job specifications and recruitment or not.

Selection process or activities typically follow a standard patter, beginning with an initial screening interview and concluding with final employment decision. The traditional selection process includes: preliminary screening interview, completion of application form, employment test, comprehensive interview, background investigation, physical examination and final employment decision to hire

Organization for selection

It facilitates contact with applicants because issues pertaining to employment can be cleared through one central location. It helps operating managers to concentrate on their operating responsibilities. This is especially helpful during the chief hiring period. It can provide for better selection because hiring is done by specialist trained in staffing techniques. Until recently the basic hiring process was performed in a rather unplanned

manner in many organizations. In some companies, each department screened and hired its own employees. Many managers insisted on screening their own employees as they thought no one else could do that as efficiently as they themselves. But now selection is centralized and handled by the Human Resource Department. This type of arrangement is also preferred due to some of these advantages:

It is easier for the application because they can send their applications to a single centralized department. The applicant is better assured of consideration for a greater variety of jobs. Hiring cost is cut because duplication of efforts is reduced. With increased governmental regulation on selection process, it is important that people who know about these rules handle a major part of the selection process. Ideally, a selection process involves mutually decision making. The organization decides whether or not to make a job offer and how attractive the job offer should be.

REVIEW OF LITERATURE

REVIEW OF LITERATURE

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Rajesh, M., and T. Mahesh Babu. (2018) In article "Human Capital Growth and its Significance on Organization Performance: Facts from Developmental Economics." Clearly stated that the importance of recruitment and selection and training how to make human capital for the success of organization in globalized world (2018): 95-109.

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment.

Hiltrop (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. Hiltrop's (1996) work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved.

RESEARCH STUDY

OBJECTIVES

1. To study on the recruitment process at Big Bazaar Nagpur
2. To critically analyze the functioning of recruitment and selection procedures
3. To identify the probable area of improvement to make recruitment and selection procedure

HYPOTHESIS

NULL HYPOTHESIS:

HO: The human resource department does not do effective recruitment and selection procedure which satisfies the organizational needs and demands.

ALTERNATIVE HYPOTHESIS:

H1: The human resource department does the effective recruitment and selection procedure which satisfies the organizational needs and demands.

SCOPE OF STUDY

1. This report is based on the study conducted at Big Bazaar, Nagpur.
2. It aims at understanding the company's establishment, organization structure, departments, techniques, marketing strategies and the advantages it is having over the competitors.
3. An attempt is made to analyze the company's performance in comparison to the theoretical aspects.
4. It aims to understand the skills of the company in the areas like technological advancements, competition and in management.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Primary Data:

The information is collected through the primary sources like:

1. Questionnaire

Secondary Data:

The data is collected through the secondary sources like:

1. Company site
2. Books
3. Google

DATA COLLECTION METHOD AND INSTRUMENTS:

Data collected through Questionnaire filled by 100 responses

DATA ANALYSIS TECHNIQUES:

Charts, tables, graphs etc.

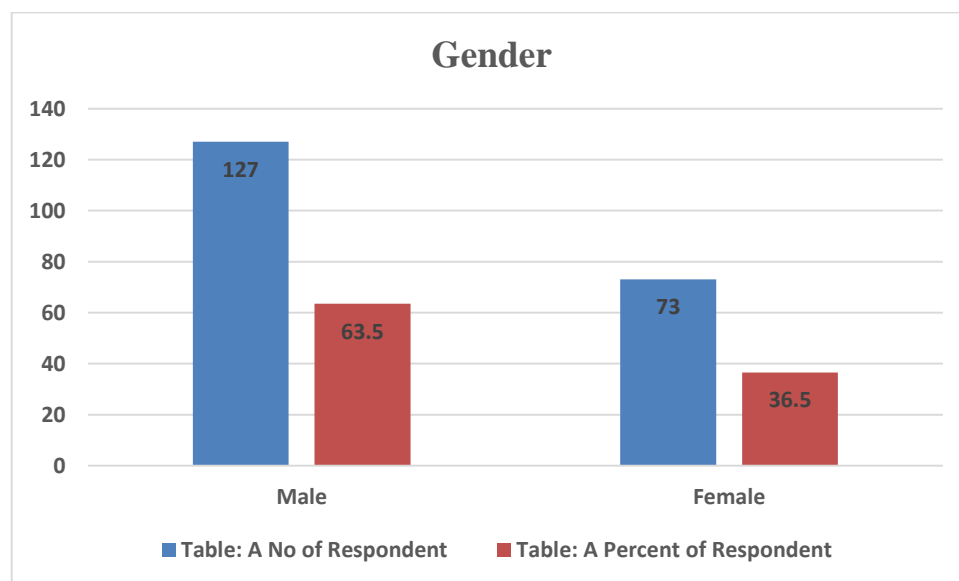
DATA ANALYSIS AND INTERPRETATION

Descriptive analysis:**Gender of Respondents**

Table: A

Gender	No of Respondent	Percent of Respondent
Male	127	63.5
Female	73	36.5

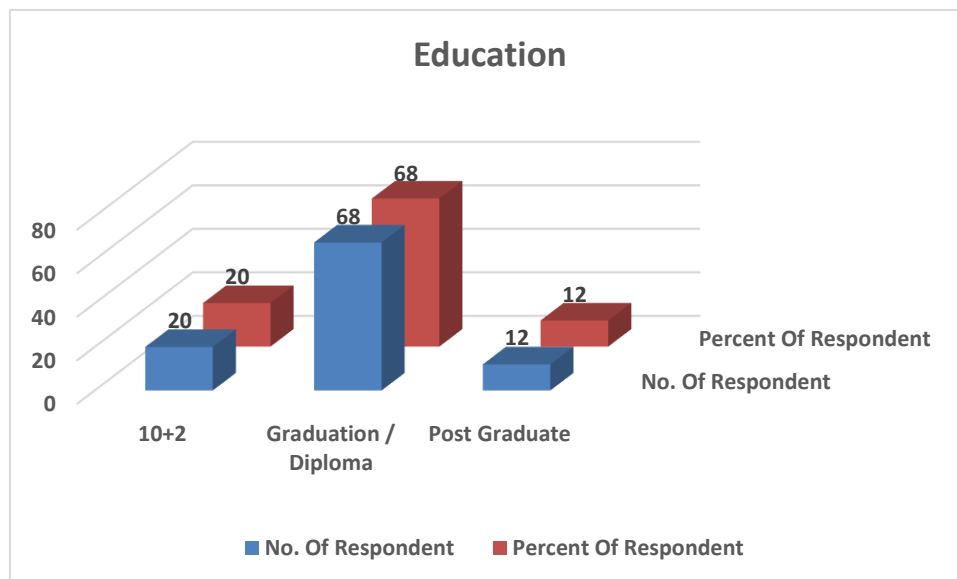
Graph: 1

**Interpretation:**

Out of 100 respondents, 63.5% are male and 36.5% are female respondents

Qualification of Respondents

Education	No. Of Respondent	Percent Of Respondent
10+2	20	20
Graduation / Diploma	68	68
Post Graduate	12	12

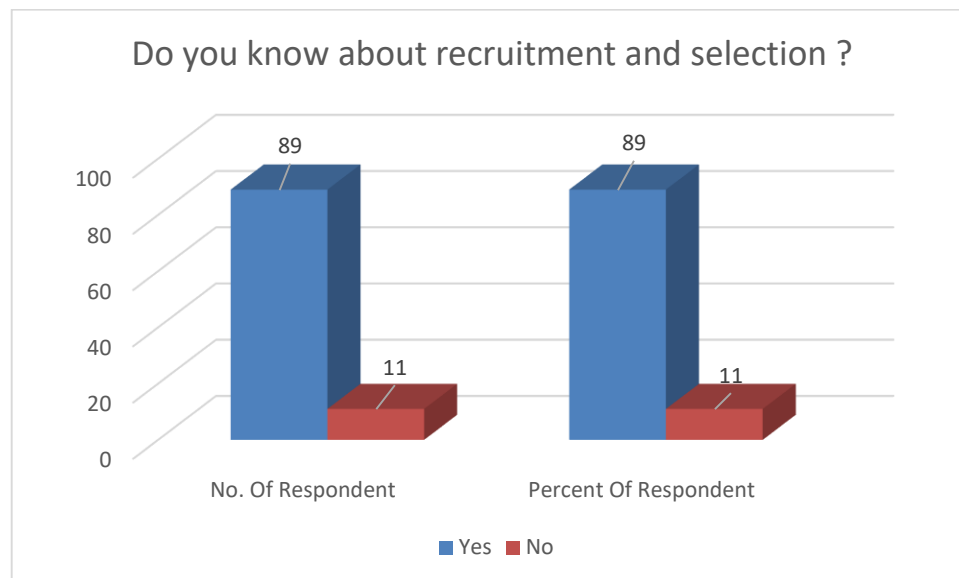


Interpretation:

Out of 100 respondents, 20 % respondents are 10+2, 68% respondents are either graduated or diploma holders, 12% respondents are post graduate.

Do you know about recruitment and selection process at Big Bazaar family center?

Do you know about recruitment and selection?	No. Of Respondent	Percent Of Respondent
Yes	89	89
No	11	11

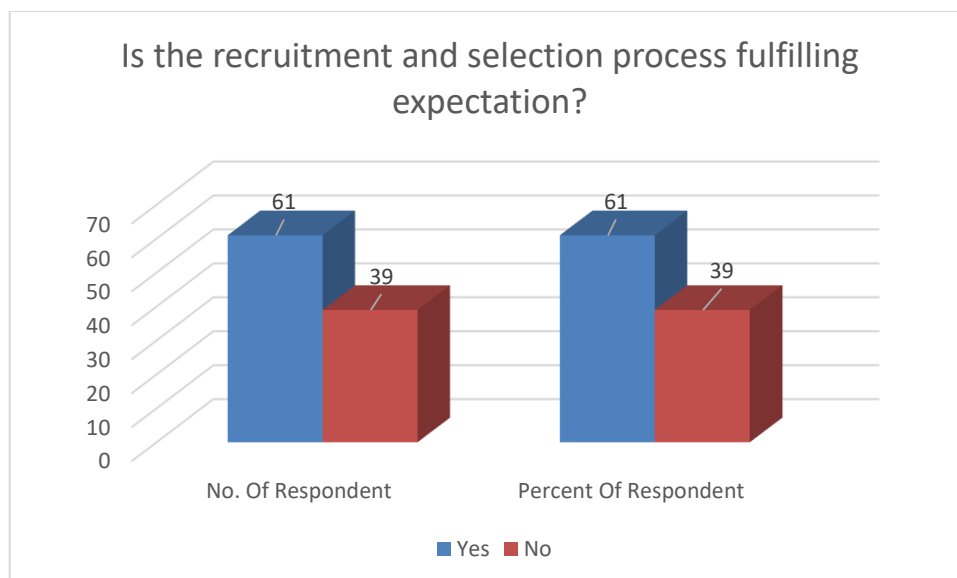


Interpretation:

Out of 100 respondents, 89% respondents know about recruitment and selection process at Big Bazaar family center, and 11% do not know about that.

Is the recruitment and selection process fulfilling expectations?

Is the recruitment and selection process fulfilling expectation?	No. Of Respondent	Percent Of Respondent
Yes	61	61
No	39	39

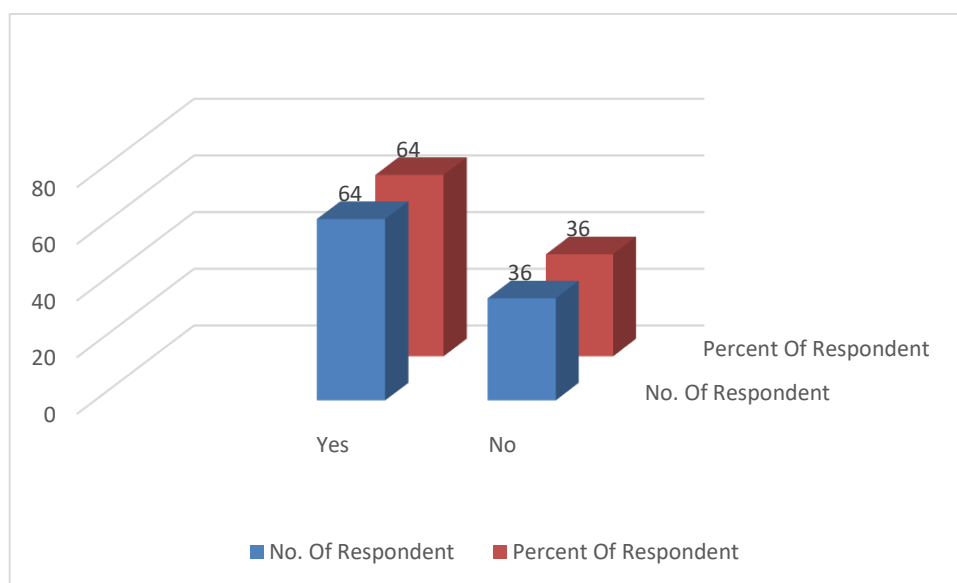


Interpretation:

Out of 100 respondents, 61% respondents give responses that recruitment and selection process has fulfill their expectations at Big Bazaar family Centre and 39% respondents give responses that recruitment and selection process do not fulfill their expectations at Big Bazaar family Centre.

Is the recruitment and selection process is transparent enough?

Is the recruitment and selection process is transparent enough?	No. Of Respondent	Percent Of Respondent
Yes	64	64
No	36	36

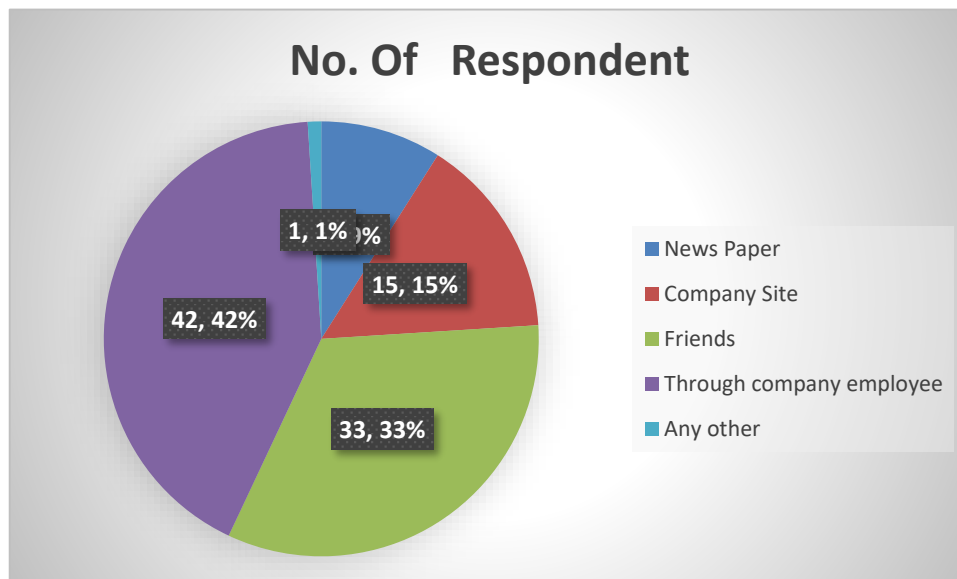


Interpretation:

Out of 100 respondents, 64% respondents give responses that recruitment and selection process at Big Bazaar family Centre is transparent and 36% respondents give responses that recruitment and selection process at Big Bazaar family Centre is not transparent enough.

How do you know about vacancy in big bazaar family center

How do you know about vacancy in big bazaar family center	No. Of Respondent	Percent Of Respondent
News Paper	9	9
Company Site	15	15
Friends	33	33
Through company employee	42	42
Any other	1	1



Interpretation:

Out of 100 respondents, 9% respondents know about vacancy through Newspaper, 14.5% respondents know that through Company site and 33% respondents through friends, 43% respondents through employee already working at Big Bazaar and 0.5% through any other Source.

Findings:

1. Research finds that most of the employees (89%) were well aware of recruitment and selection process at big bazaar family center.
2. Majority of recruitment is through referrals (43%) by friends.
3. It is found that around 61% employees feel satisfied with their job profile allocated while 39.5% employees do not find job allocated interest to them. which is a serious concern. it needs further study & to review the current recruitment and selection.
4. Around 36% employees feel that there is a need to look at the possibility of improving transparency in recruitment and selection.
5. 60% employee feel that big bazaar family center takes care for their career building while 36% employees feel that there is some initiative towards career building during the stay with the big bazaar. it's a good sign that around 97% feel that there is some initiative in career building.

CONCLUSION & LIMITATION

CONCLUSION

The human resource department does not do effective recruitment and selection procedure which satisfies the organizational needs and demands, which is not true after analyzing the data, we found that the human resource department does the effective recruitment and selection procedure which satisfies the organizational needs and demands.

LIMITATION

The study duration is limited to 8 weeks only and it's not possible to observe and analyze every aspect of Recruitment and Selection process of Big Bazaar family center.

RECOMMENDATIONS & SUGGESTION

RECOMMENDATIONS

1. It is recovered that the officials who are involved in selection process should be made free from all of the task and duties. This practice will improve the effectiveness of selection and also will reduce the waiting time from prospective employees which are more than 5 to 6 hours more than average.
2. After observation I find that Big Bazaar Family Centre only focus on external recruitment. they should focus on both internal and external.

SUGGESTIONS

1. While it is a fact that BIG BAZAAR is deploying a good number of recruitment methods.
2. What is important is that the traveling public should further explore and install such recruitment methods, which go to improve public handling methods especially by Marketing Executives.

BIBLIOGRAPHY

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Website of Big bazaar

www.google.com.in

Website of future group

www.eprajournals.com

Questionnaire

Questionnaire

1) Gender:

- a. Male
- b. Female

2) What sources of recruitment does big bazaar prefer.

- a. Internal
- b. External
- c. Both

3) What are the major internal sources of recruitment.

- a. Promotion
- b. Transfer
- c. Both

4) How do you know about vacancy in big bazaar family center

- a. Newspaper
- b. Company Site
- c. Friends
- d. Through company employee
- e. Any other

5) What are the major external sources of recruitment?

- a. Advertisement
- b. Walkins
- c. Others

6) Is the organization able to get the right person on the right job through recruitment and selection.

- a. Agree
- b. Strongly Agree
- c. Disagree
- d. Strongly Disagree
- e. Neither agree nor disagree

7). Are you satisfied with the recruitment and selection process at big bazaar family center

- a. Yes
- b. no

8) How is recruitment and selection doing in employee Carrier building

- a. Excellent
- b. Good
- c. Fair
- d. Poor