Employee Recruitment Methods in Kalpataru Global Alloys Pvt. Ltd.

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ABSTRACT

Employee recruitment is a critical human resource management function aimed at identifying, attracting, and selecting qualified candidates to fill organizational job vacancies. An effective recruitment process ensures the right talent is brought into the organization, contributing to productivity, innovation, and long-term growth. This process involves several key stages including job analysis, sourcing candidates, screening applications, interviewing, and on boarding. Modern recruitment strategies leverage digital platforms, employer branding, and data-driven decision-making to enhance efficiency and reach a wider talent pool. The abstract explores both traditional and contemporary recruitment methods, highlighting the importance of aligning recruitment strategies with organizational goals to achieve a competitive advantage.

Keywords: Talent acquisition, Job posting, Screening, On-boarding.

INTRODUCTION

Kalpataru Global Alloys is a reputed name in the metal and alloy industry, known for manufacturing and supplying a wide range of high-quality industrial products. The company specializes in stainless steel, carbon steel, alloy steel, and various other metal products catering to multiple sectors like oil & gas, petrochemicals, power plants, and construction. With a strong focus on quality standards, Kalpataru Global Alloys ensures its products meet both domestic and international specifications. The company is supported by a skilled workforce, advanced machinery, and efficient supply chain systems. Over the years, it has built a reliable reputation for timely deliveries, competitive pricing, and customer-centric service.

Kalpataru Global Alloys is a significant player in the metal and alloy industry, known for its commitment to quality and innovation. The company specializes in manufacturing and supplying a wide range of ferrous and non-ferrous alloys that cater to various industrial sectors like automotive, construction, and engineering. With a focus on advanced technology and sustainable practices, Kalpataru Global Alloys ensures products that meet international standards. Its strong distribution network and customer-centric approach have helped build lasting relationships with clients worldwide. The company plays an important role in contributing to industrial growth and infrastructure development through its reliable and high-performance alloy solutions

Kalpataru Global Alloys holds significant importance in the metal and alloy industry due to its role in supplying high-quality alloy products for critical sectors like construction, automotive, aerospace, and energy. The company's reliable production capabilities contribute to the growth of infrastructure and industrial projects both locally and internationally. By ensuring consistent quality and innovation in alloy manufacturing, it supports the demand for durable, high-performance materials. Its presence also generates employment opportunities and boosts regional

economic development. As a competitive player in the global market, Kalpataru Global Alloys strengthens the industry's supply chain and fosters sustainable industrial growth

Human resources are the backbone of any organization, and effective recruitment is the first step toward building a competent and motivated workforce. Recruitment refers to the process of identifying, attracting, interviewing, selecting, and onboarding employees. It is a critical component of organizational success because the quality of employees hired directly affects productivity, culture, and overall business performance. In a highly competitive and industrially driven market like that of alloy manufacturing, having the right talent is crucial. Kalpataru Global Alloys Pvt. Ltd., a growing player in the metal and alloys industry, recognizes the importance of robust recruitment strategies to meet the demands of a skilled and dynamic workforce. With increasing automation, technological advancements, and evolving customer expectations, the need for qualified and adaptable employees is higher than ever.

Current study aims to examine the recruitment practices followed by Kalpataru Global Alloys Pvt. Ltd., including the methods adopted for sourcing candidates, the criteria used for selection, and the overall effectiveness of the hiring process. It seeks to identify both strengths and areas that may need improvement, with an eye on aligning recruitment efforts with the company's long-term strategic goals. Furthermore, the research investigates whether the organization's recruitment practices are in line with current HR trends such as employer branding, the use of technology in hiring (e-recruitment), and inclusive hiring practices. Special attention is given to how the company attracts skilled technical personnel, retains fresh talent, and fills critical roles amid industry competition. The findings from this study may serve as a useful reference for HR professionals and management at Kalpataru Global Alloys Pvt. Ltd., offering actionable recommendations to enhance their recruitment framework and build a stronger workforce foundation for future growth.

REVIEW OF LITERATURE

Naveen & Raju (2014) did a comparative investigation on recruitment and selection processes across cement, electronics, and sugar industries in Krishna District, Andhra Pradesh. Using survey-based data, it analyses methods adopted by HR departments in each industry. Findings reveal significant variation in recruitment techniques based on industry needs and labour dynamics. The cement industry emphasized internal hiring, while electronics preferred campus placements. Recruitment effectiveness was linked to timely hiring and employee retention rates. It also highlights procedural gaps and the need for structured recruitment policies. Recommendations include using technology and streamlining selection stages across sectors.

Adu (2014) Adu's thesis investigates recruitment and selection practices in the construction sector in Ghana's Ashanti Region. Data was gathered through structured interviews and questionnaires from HR professionals. The study finds informal hiring practices dominate, affecting employee quality and productivity. There's a heavy reliance on referrals and word-of-mouth due to skill shortages. The research calls for structured recruitment frameworks and HR policy development. It also identifies the lack of standardized job descriptions as a recruitment challenge. Improving recruitment systems is seen as key to sustaining growth in construction firms.

Gugesh & Rani (2013) investigation explores the effectiveness of recruitment processes in multicultural organizations. The study focuses on challenges HR faces in hiring from diverse cultural backgrounds. Data analysis shows that inclusive recruitment strategies improve adaptability and innovation. The researchers recommend cross-cultural training and bias-free selection methods. Recruitment effectiveness was measured through employee satisfaction and turnover rates. They also stress the need for flexible communication approaches during selection. The study suggests that culture-aware recruitment enhances organizational performance globally.

Nair Aishwarya (2011) evaluates the recruitment process at HCL Technologies' BPO in Chennai. It applies descriptive research design and uses employee feedback to assess effectiveness. Findings indicate that structured interviews and aptitude tests enhance candidate fit. The study reports high applicant volume but inefficiencies in filtering processes. It recommends It recommends automating initial screening stages to improve speed and accuracy. Employee feedback showed satisfaction with onboarding but mixed views on transparency. The research underlines the importance of recruitment alignment with company values.

Rao (2010) Rao applies a resource-based view to study recruitment and selection in Indian software firms. Using case study methodology, the research identifies recruitment as a strategic advantage. It finds that firms with proactive talent acquisition practices show higher innovation and retention. Campus hiring and internal development programs are common across case companies. Strategic alignment between recruitment and business goals is highlighted as crucial. The study suggests HR practices should be treated as core organizational competencies. It supports the idea that talent acquisition builds long-term competitive edge in IT.

Broughton et al. (2013) explores how organizations use social media in the recruitment process. It surveys employers across sectors in the UK to assess the impact of platforms like LinkedIn and Facebook. Findings show social media enhances reach, especially for passive candidates. However, concerns about privacy and professional boundaries persist. The report emphasizes the need for clear social media recruitment policies. It also identifies best practices for employer branding and candidate engagement. The study suggests social media complements but does not replace traditional methods.

Afshari, Nikolić, & Ćoćkalo (2014) review examines the use of fuzzy decision-making models in personnel selection. It synthesizes existing literature on multi-criteria decision-making (MCDM) methods. Fuzzy logic is shown to handle subjective evaluations in recruitment effectively. The paper highlights tools like AHP, TOPSIS, and fuzzy inference systems. It advocates for integrating fuzzy models in complex hiring environments. The investigation offers insights into enhancing objectivity and fairness in selection.

The study supports tech-enabled decision frameworks for better recruitment outcomes. Khanna (2014) Khanna emphasizes recruitment and selection as vital tools for organizational success. The study reviews how timely and right hiring impacts productivity and culture. Findings support that structured recruitment frameworks reduce attrition rates. It encourages adopting modern techniques like e-recruitment and psychometric testing. The paper links recruitment quality directly with performance and strategic fit.

It also calls for HR professionals to continuously update their selection practices. Effective recruitment is portrayed as a foundational block for sustainable success.

Nabi et al. (2014) This analytical study examines recruitment procedures in public sector universities in Pakistan. Data collected from faculty and HR departments show inconsistencies in hiring practices. Political influence and bureaucratic delays were found to hinder merit-based selection. The study suggests introducing e-recruitment systems for transparency and speed. Job descriptions were often outdated or misaligned with actual roles. Training for selection panel members was also recommended to minimize bias. The paper concludes that standardized and tech-supported recruitment ensures academic excellence.

There is a lack of research on Kalpataru Global Alloys' recruitment strategies and practices. The effectiveness of recruitment sources and channels used by the company remains unexplored. The impact of employer branding on recruitment outcomes in Kalpataru Global Alloys is unknown.

RESEARCH METHODLOGY AND DESIGN

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical how of any given piece of research. Its about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives**.**

OBJECTIVES OF THE STUDY

> ➤ To evaluate the effectiveness of current recruitment strategies in attracting qualified candidates**.**
> ➤ To identify challenges faced during the recruitment process and suggest possible solutions.
> ➤ To analyze the impact of recruitment methods on employee performance and retention.
> ➤ To assess the role of technology in streamlining the recruitment process.
> ➤ To recommend best practices for improving the overall efficiency of recruitment.

To identify the gaps in the current recruitment processes of Kalpataru Global Alloys and provide recommendations for improvement. To explore the impact of effective recruitment strategies on employee retention and organizational performance. To contribute to the development of a comprehensive recruitment framework for Kalpataru Global Alloys to attract and retain top talent.

This study aims to investigate the employee recruitment strategies and practices of Kalpataru Global Alloys. It will explore the effectiveness of recruitment sources, channels, and employer branding in attracting top talent. The study will provide recommendations to improve Kalpataru Global Alloys' recruitment processes and enhance its competitiveness. questionnaire was prepared to keep the objective in mind, the questions were structured and directed to make the respondent

understand them easily. The respondent has to use a rating scale to answer some questions. The questionnaire includes open-ended and closed-ended questions.

Descriptive research design is called explanatory design. This describes the demographic characteristics of employers who are attending training programs. Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, occupation, experience, etc., a descriptive study is necessary. Hence the researcher has chosen the descriptive research method for the study.

RESEARCH DESIGN

The study was based on a survey method. The study aims to find the satisfaction levels of employees**.** The sample size of this study is 100 respondents. In the study, primary data were collected through personnel interviews using a questionnaire. The questionnaire was administered to hundred employees Kalpataru Global of Pvt Ltd. Secondary sources i.e. Previously publishes records, statistics, research reports, documents, periodicals and websites were also considered for the study. A sample design is a definite plan for obtaining a sample from a given population. The convenience sampling method was used in the selected. In this study, the researcher has used a questionnaire consisting of eighteen choice-based questions Graphical representation tools such as bar graphs and pie charts have been used for the data analysis. Percentage Analysis is also used for the analysis purpose.

Percentage analysis refers to a special kind of ratio. % is used in making a comparison between two or more serried of data, % is used to describe a relationship. It can be used to compare the relative terms and the distribution of two or more series of data.

Percentage of Respondents = (No. of respondents/Total) * 100

Data analysis and Interpretation

The current recruitment strategies effectively attract highly qualified candidates.
Modern recruitment strategies focus on attracting top talent through a mix of digital innovation and personalized engagement. Companies leverage AI-driven applicant tracking systems, social media recruiting, and employee referrals to streamline hiring. **Table 1. To understand the current recruitment strategies effectively**

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Strongly	42	42
2	Disagree	25	25
3	Neutral	15	15
4	Agree	10	10
5	Strongly disagree	8	8
	TOTAL	100	100

Source: Primary Data

Employer branding and diversity initiatives also play a key role in appealing to a broader talent pool. Additionally, remote hiring and skills-based assessments help organizations find the right fit efficiently.

The analysis of Table 1 reveals significant insights into the current recruitment strategies as perceived by the respondents. A considerable proportion, 42%, strongly believe that the existing recruitment strategies are effective, indicating a strong level of satisfaction and alignment with organizational goals. Conversely, 25% of the respondents disagreed with the effectiveness of these strategies, suggesting areas for improvement or dissatisfaction. Meanwhile, 15% maintained a neutral stance, reflecting either uncertainty or mixed experiences. A smaller segment, 10%, agreed with the effectiveness of the recruitment process but not strongly, indicating a moderate level of support.
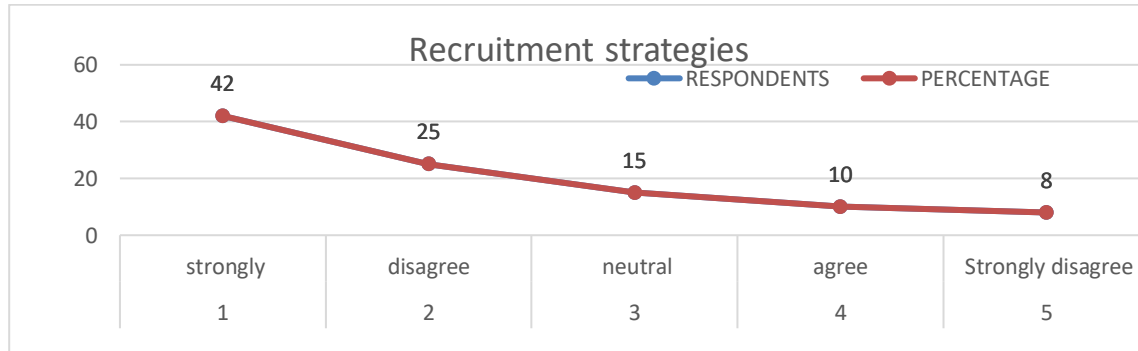

Figure 1 To understand the responsibilities employee to the recruitment strategies

Above figure indicates that the majority of respondents (42%) strongly agree with the given statement, showing strong support. A notable 25% disagree, while 15% remain neutral, reflecting some level of uncertainty or indifference. Only 10% agree moderately, and 8% strongly disagree, indicating a smaller portion of opposition. Overall, the results suggest a positive leaning opinion, with a significant number showing strong agreement.

The organization's employer branding plays a significant role in attracting top talent.

Employee branding plays a significant role in shaping a company's reputation by aligning employees' values with the organization's mission. It enhances engagement, fosters a positive work culture, and attracts top talent.

Table 2 To Meet the Organization's Employer Branding

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Strongly Disagree	28	28
2	Disagree	20	20
3	Neutral	24	24
4	Agree	18	18
5	Strongly Disagree	10	10
	TOTAL	100	100

Source: Primary Data

Key responsibilities include promoting the company's values, serving as brand ambassadors, and maintaining a strong online and offline presence. Effective employee branding boosts retention, strengthens employer branding, and drives business success**.**

Above table presents the opinions of 100 respondents on a particular subject. A significant portion, 28%, strongly agreed, reflecting strong support. Meanwhile, 24% remained neutral, showing indecision or balanced views. On the other hand, 20% disagreed and 10% strongly disagreed, indicating a notable amount of opposition. Only 18% agreed moderately, suggesting that overall opinions are quite mixed and divided.

Figure 2 To meet the organization's employer branding plays

Figure 2 indicates reveals a varied set of opinions among the 100 respondents. A majority of 28% strongly agree, indicating strong support for the statement. Meanwhile, 24% are neutral, suggesting a significant portion is undecided or indifferent. About 20% disagree and 10% strongly disagree, showing that 30% of respondents oppose the statement to some degree. Only 18% agree moderately, reflecting that overall views are mixed with a slight tilt towards agreement.

Were the job requirements and qualification Cleary communicated? The requirements and qualifications for this role include a relevant degree or certification in the field, along with proven experience in a similar position. Strong communication, problem-solving, and technical skills are essential. Candidates should have the ability to work independently and collaboratively in a fast-paced environment. Proficiency in industry-specific software or tools may be required. A commitment to continuous learning and professional growth is highly valued**.**

Table 3 To the job requirements and qualification Cleary communicated.

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Strongly	62	62
2	Disagree	15	15
3	Neutral	12	12
4	Agree	9	9
5	Strongly disagree	2	2
	TOTAL	100	100

Source: Primary Data

The data shows that a large majority of respondents (62%) strongly agree with the given statement, indicating strong support. A smaller portion, 9%, agree moderately, further reinforcing the overall positive sentiment. On the other hand, 15% disagree and 2% strongly disagree, showing limited

opposition. Additionally, 12% of respondents remain neutral, suggesting some uncertainty or impartiality. Overall, t6Jhe responses reflect a clear and dominant agreement with the statement
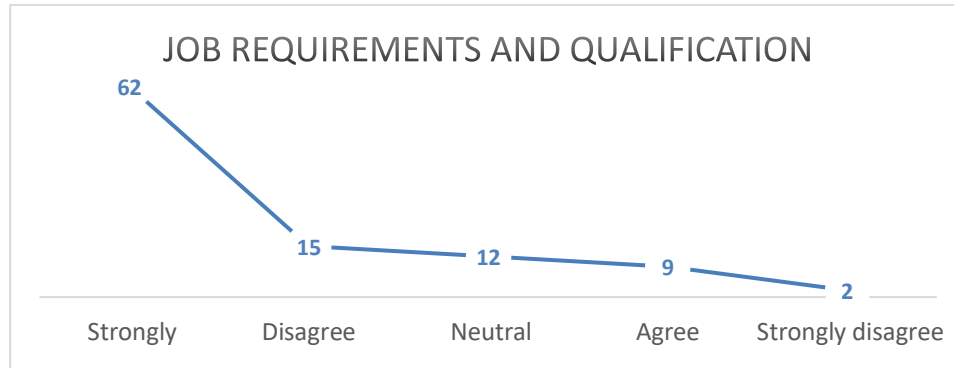

Figure 3 Job requirements and qualification Cleary communicated.

Above figure indicates that out of 100 sample respondents the majority 62(62%) of the respondents are very easily accessible with the employee Cleary provided by the organization followed by 15(15%) of the respondents were yes, somewhat accessible aware with the employee in the organization followed by 12(12%) of respondents are partially accessible by the employee recruitment followed by the organization.

FINDINGS AND RECOMMENDATIONS

The majority of respondents (42%) strongly agree with the statement, indicating overall positive support, while a combined 33% (disagree and strongly disagree) reflect a notable level of opposition. The responses show a mixed opinion, with 28% strongly agreeing and 18% agreeing, while 30% (disagree and strongly disagree) express opposition, and 24% remain neutral. The data shows a strong positive response, with 62% of respondents strongly agreeing and 9% agreeing, while only a small portion (17%) express disagreement or remain neutral.

Managerial implication of employee recruitment

Based on the study conducted on the employee recruitment process at Kalpataru Global Alloys, it is recommended that the company adopt a more structured and strategic recruitment approach to attract qualified candidates efficiently. The organization should strengthen its employer branding through social media platforms and professional networking sites to reach a wider talent pool. Additionally, implementing an applicant tracking system (ATS) would streamline the hiring process, reduce delays, and improve candidate experience. It is also advised to conduct regular training sessions for hiring managers to enhance their interviewing and selection skills. Furthermore, maintaining a talent database for future requirements and actively engaging with potential candidates can help the company meet manpower needs promptly. By adopting these recommendations, Kalpataru Global Alloys can enhance the quality of its recruitment process, leading to improved employee retention and organizational productivity.

Policy maker implication

The recruitment process at Kalpataru Global Alloys is significantly influenced by the guidelines and regulations established by policy makers at both the governmental and organizational levels. Government policy makers determine the legal framework within which the company must

operate, including labor laws, equal employment opportunity regulations, minimum wage policies, and industrial relations guidelines. These policies ensure that recruitment practices are fair, transparent, and in compliance with statutory obligations. Additionally, internal policy makers within Kalpataru Global Alloys, such as the human resources management team and corporate leadership, formulate organizational recruitment strategies aligned with business objectives and market demands. They play a crucial role in defining recruitment policies related to candidate selection criteria, diversity and inclusion initiatives, and ethical hiring practices. The combined implications of external and internal policy decisions directly affect the company's ability to attract, select, and retain skilled employees, thereby shaping the overall effectiveness and competitiveness of Kalpataru Global Alloys in the industrial sector.

Scholarly contribution

This study on employee recruitment at Kalpataru Global Alloys contributes meaningfully to the existing body of human resource management literature by providing industry-specific insights into recruitment practices within the manufacturing and metal alloys sector. The research examines the recruitment policies, selection procedures, and talent acquisition strategies adopted by the organization, highlighting their effectiveness in addressing workforce demands in a competitive industrial environment. Furthermore, the study identifies key challenges faced by the HR department, such as attracting skilled technical professionals and retaining experienced employees in a dynamic labor market. By evaluating the alignment of recruitment practices with organizational goals, the study offers practical recommendations for improving hiring processes, thereby enhancing organizational performance. This research not only adds value to academic discussions on employee recruitment strategies in manufacturing industries but also serves as a valuable reference for HR practitioners seeking to refine talent acquisition frameworks in similar industrial contexts.

SCOPE OF FUTURE STUDY

The present study on employee recruitment at Kalpataru Global Alloys has provided valuable insights into the existing recruitment practices, employee satisfaction with the hiring process, and the effectiveness of current strategies. However, there remains considerable scope for future research in this area. Future studies can explore the long-term impact of recruitment practices on employee retention, performance, and organizational growth. Additionally, comparative studies with other companies in the alloy manufacturing sector could offer a broader perspective on industry standards and best practices. Further research might also focus on the role of technology and digital platforms in modernizing recruitment processes, assessing their effectiveness in attracting skilled talent. Expanding the scope to include employee onboarding and training as an extension of the recruitment cycle would also provide a more comprehensive understanding of workforce management at Kalpataru Global Alloys. Such studies can ultimately contribute to refining recruitment policies and enhancing overall organizational productivity

LIMITATIONS OF THE STUDY

This study on employee recruitment practices at Kalpataru Global Alloys is subject to certain limitations that may have influenced the findings. Firstly, the research was conducted within a

limited time frame, restricting the depth of data collection and analysis. Secondly, the study primarily relied on information gathered from a specific group of employees and management personnel, which may not represent the views of the entire workforce. Additionally, some respondents may have provided socially desirable answers rather than candid opinions, which could affect the authenticity of the results. The study also focused only on the recruitment process, without extending to areas such as employee retention, performance appraisal, or training and development. Lastly, access to certain internal organizational data was limited due to confidentiality policies, which restricted a more comprehensive analysis of recruitment outcomes and their long-term impact on organizational performance. Despite these limitations, the study provides valuable insights into the recruitment strategies and challenges faced by Kalpataru Global Alloys.

CONCLUSION

In conclusion, effective employee recruitment plays a vital role in shaping an organization's workforce and driving its strategic objectives. As demonstrated, integrating both traditional and modern recruitment practices can significantly enhance the quality and efficiency of hiring processes. By aligning recruitment strategies with organizational goals, companies like Kalpataru Global Alloys Pvt. Ltd. can attract the right talent, reduce turnover, and maintain a competitive edge in the industry. Embracing technology, fostering a strong employer brand, and continuously evaluating recruitment outcomes are essential steps toward building a dynamic and future-ready workforce.

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