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## 'THE STUDY OF EMPLOYEE RECRUITMENT STRATEGIES AT AVIYANA HR SOLUTION PVT. LTD'

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### ABSTRACT

For any organization the most important is its human resource as they make the growth of organization to newer heights by their talent and dedication. And for that a right candidate needs to be sourced by any firm. Here, the main objective of the this is to study recruitment process to search talented pools at Aviyana Ventures Pvt Ltd. In this report one can understand as in how a recruitment cycle takes place right from sourcing and screening of candidates along with checking their interest for the job profile. In this phase of report, we understand how to source such candidatures through different portals, creating trackers and business sheets, how to connect with candidates. I also state about the interview skills, rejection and selection of candidates, pitching process. It basically focuses on how the consultancy firm provides the valuable candidate apart from companies' internal sources.

Sourcing the candidate is definitely a challenge but to convert that candidate for the position is a challenging job as each position

has its requirement and so has the candidate. At the end part of report is discussed about what difficulties are being faced, how to resolve them. What requirements should be studied and met by firms, understanding of competencies, skills and understanding adapted by candidate.

And last not but not the least to overcome those daily met challenges yet arriving with positive response and closing the position.

**KEYWORDS:** Recruitment Strategies, Talent Acquisition, Employee Onboarding, Sourcing Channels, Employer Branding, Candidate Experience, Recruitment Metrics, Workforce Planning, Diversity Hiring, Job Market Trends, Interview Techniques, Technology in Recruitment.

#### INTRODUCTION:

Successful human resource planning should identify our human resource needs. When a company figures out how many employees they need, the next step is to find and hire those people. This is called recruitment. It is like the middle part of a hiring process that starts with figuring out how many and what kind of people are needed (manpower planning). It is about finding the right candidates for job openings and making sure they are good fit for the organization. Once recruitment is done, the next steps involve choosing the best candidates and finally placing them in the job.

#### NEED FOR RECRUITMENT:

Following are some key points highlighting the need for recruitment:

- Ensures the organization has the right number of skilled employees.
- Helps in filling vacant positions to maintain smooth operations.
- Enables the company to find and attract potential individuals.
- Contributes to the growth and success of the organization by bringing in fresh perspective and skills.
- Facilitates the development of a strong and capable workforce for the future.

#### PURPOSE AND IMPORTANCE:

The general purpose of recruitment is to provide a pool of potentially qualified job candidates. Specifically, the purposes are to:

- Determine present and future requirements of the organizations in conjunction with its employee-planning and job analysis activities.
- Increase the pool of job candidates at minimum cost.
- Help increase the success rate of the selection process by reducing the number of visibly, under qualified or overqualified job applicants.

Recently, I have completed my two month of summer internship at Aviyana HR Solution located in Kalamboli Navi Mumbai. I learned a lot about recruitment process. Aviyana is one of the most dynamic recruitment companies with the aim to provide HR consultancy recruitment and staffing solutions in Healthcare, IT and look forward to serve most sectors of industry. It has created prominent association in various cities like Calcutta, Delhi, Mumbai, Pune, Bangalore, Jammu, Nepal, Haryana, Chennai. Company is associated with renown brands or a client like Toyota, Apollo, Maruti Suzuki, KPMG, etc. Company specializes in selective and bulk hiring sector.

#### OBJECTIVES OF STUDY:

1. To understand the client requirement of the Aviyana Ventures.
2. To understand the recruitment process of Aviyana Ventures.
3. To understand challenges faced by Aviyana Venture while hiring candidates.

#### RESEARCH METHODOLOGY:

##### RESEARCH DESIGN:

- Descriptive Research: Analyze recruitment process and strategy Objectives:
- To understand recruitment process.
- To understand challenges whole recruiting candidates. Data Collection:
- Primary data: Survey and interviews with

Aviyana employees.

➤ Secondary data: Existing literature, newspaper, articles, company's websites.

Sampling:

➤ Population: Employees of Aviyana Venture.

➤ Method: Stratified random sampling.

Data Analysis:

Quantitative: Statistical tools for analyzing numerical data.

➤ Qualitative: Analysis of interviews and survey responses.

Limitations:

➤ Focus on Aviyana HR Solution which may not represent other region.

### POPULATION

The population refers to entire group of individual or elements relevant to the research. Population would typically include HR Personnel who are involved in recruitment, such as recruiters, HR manager, specialists. Management Team, managers and senior executive who influence or make decisions related to recruitment and staffing strategies. Employees, especially those who have recently recruited, as they can provide insights into the effectiveness of the recruitment strategies. The exact size of population depends on the number of employees, HR professionals, and managers at Aviyana.

### SAMPLE

#### Sample size

The Sample for research study comprised thirty individuals, which represents approximately one-tenth of the total workforce in the organization. This sample encompasses employees from all levels, including the senior-most officers. The data was gathered from various departments within the organization to ensure a well-rounded representation of views.

### SOURCES OF DATA:

#### Primary

The primary methods involve checking out what the company's HR team knows and

looking at its internal documentation. It's like exploring the company's own knowledge to find the information.

#### 1. Connecting with company directors:

Coordinating with firm's director, team leader and other coworkers to learn how they pick candidates, identifying what is not working well, and finding ways to make things better.

#### 2. Documentation:

Getting a grip on the recruitment process by examining and grasping the company's paperwork provided by directors.

#### 3. Analyzing portals:

➤ Analyzing candidates and portals it is a part of process

➤ Portals offers wide pool of potential candidates, providing excess to diverse range of talent.

➤ They streamline candidates by organizing candidate information and application in one central location.

➤ Analyzing portals helps in identifying suitable candidates efficiently, saving time and effort in hiring process.

### Secondary

The secondary method includes research on basis of studying company website and other sources to gain good knowledge about company and its workings.

#### Website:

Website LINK of the Aviyana Ventures Pvt Ltd: <https://www.aviyanahrsolutions.com/>

Linkdin LINK of Aviyana Ventures Pvt Ltd:

<https://www.linkedin.com/company/aviyanaventures/>

### SAMPLE DESIGN:

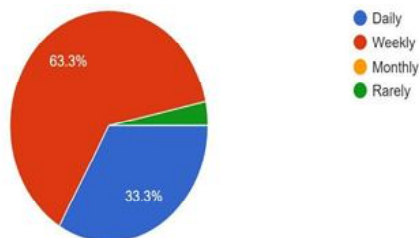
A complete interaction and enumeration of all the employees was not possible so a sample was chosen that consisted of 30 employees. The research was taken by necessary steps to avoid any biased while collecting the data.

### DATA ANALYSIS AND INTERPRETATION

#### 1.

How frequently do you interact with clients regarding their recruitment needs?

30 responses

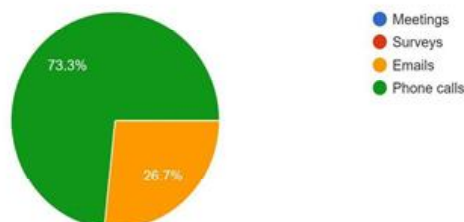


**Interpretation:** So, about 63.3% of employees at Aviyana interact with clients weekly to discuss recruitment needs, while 33.3% of employees do so daily. It can be interpreted that a significant number of employees at Aviyana venture have daily interactions with clients for recruitment needs, showing strong client engagement focus within the organization.

## 2.

What methods do you use to gather clients requirements?

30 responses

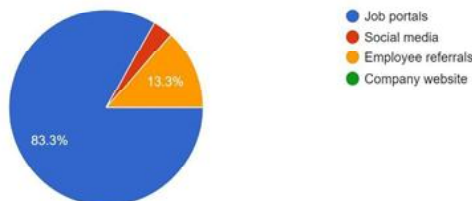


**Interpretation:** From the above data 73.3% employees use phone call method to gather client requirements and 26.7% through emails. It indicates a significant preference for phone calls over emails in the workplace for client interactions

## 3.

What method do you use to source candidates?

30 responses



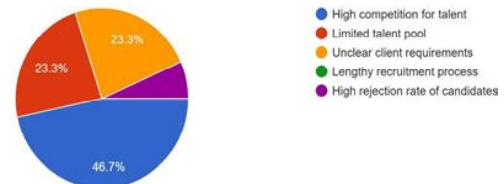
**Interpretation:** According to above data 83.3% employees use Job portals to source potential candidates while, 13.3% source candidates

through employee referrals. Majority of employees in Aviyana HR Solution prefer using Job portals as their main source for candidate recruitment, highlighting the importance and effectiveness of online job platform in the recruitment process.

## 4.

What are the most common challenges you face in recruitment process?

30 responses



**Interpretation:** In Aviyana, 46.7% of employees find facing tough competition for talent a big challenge in the recruitment process, 23.3% feel that having a limited talent pool is a challenge they encounter, and another 23.3% employees struggle with unclear client requirements during the recruitment process. Majority of employees face challenges. This challenges highlight the complexities and obstacles that employees in Aviyana experiencing.

## CONCLUSION:

Here, I conclude the report by working on recruitment process at Aviyana HR Solutions Pvt. Ltd. The outcome from these learnings is that you should know different way to source candidate and each individual have their own way of sourcing. Also, I learn that a candidate is being hired on various criteria of qualification, age factor, prior experience, potential and confidence. So, Aviyana HR Solutions do believe in attracting potential candidate who not only be the right fit for the company but also believes in achieving goals of oneself and company as a whole. Even while involving in internal hiring at Aviyana HR Solutions, I observe how one face issues while pitching, sourcing the right candidate and converting. Also, I observed the interview skills a candidate must portray along with confidence and potential. The learnings also

include which kind of competitive firms to deal with while hiring for a particular company. The job offerings, CTC negotiation skills and etc. were the major part. Last but not the least I learnt from my mentors that being into HR has a good scope ahead and so does recruitment or Talent Acquisition. Because the future will definitely demand more consultancy as they want expansion of right pool. So, consultancy firms also have a good future ahead and one can say it's a base step to work for recruitment in corporate and big fortune companies.

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