



# “EXPLORING THE RECRUITMENT AND SELECTION PROCESS OF ITC LIMITED.”

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## ABSTRACT

This report thoroughly examines the employment processes of ITC Limited, one of the most famous firms in India. It takes a multipronged look at the organization's approaches to hiring elite talent, including the methodology, techniques, and technological advances that go into finding, evaluating, and selecting candidates. This paper presents the results of a comprehensive study that uses surveys, interviews, and literature reviews to investigate the following topics: job ad channels, screening criteria, interview approaches, and methodologies for candidate evaluation. It examines many facets. We also look at how effectively ITC Limited's recruiting practices and policies complement the company's values and future objectives. By delving into the specifics of ITC Limited's selection and hiring process, this research aims to provide light on effective talent acquisition strategies in the corporate sector. The findings of this study have significant significance for HR practitioners, academics, and business leaders aiming to enhance their talent acquisition methods; they also contribute to the body of HRM literature.

**Keywords:** ITC Limited, recruitment, selection, talent acquisition, organizational culture, human resources management, HR practices, strategic objectives.

## INTRODUCTIONITC

Among ITC's many products and services include tobacco, hotels, packing, agribusiness, packaged food and bread items, information technology, clothing, fabric, personal care, stationery, safety matches, and a host of other FMCGs. Despite ITC's long history in the tobacco,

hotel, paper, packing, and agri-exports industries, the company's more recent forays into packaged foods and confections, branded clothing, personal care, and stationery have seen rapid growth in customer base and revenue. Listed among Forbes' World's Most Responsible Companies, 'Fab 50' Asia, and distinguished as India's 'Most Respected Company' by

Fortune India and Hay Group, among other titles. According to a study spearheaded by the Boston Consulting Group, ITC is the world leader in sustainable value creation for consumer goods. Among India's most significant corporations is ITC, says Business Today magazine. Brand Finance and the Economic Times both released evaluations naming the company one of India's Most Important Products (Company). Among the fifty most memorable firms in Business Week's coverage, ITC is also included.

## LITERATURE REVIEW

The recruiting practices of ITC Limited, a giant in India's fast-moving consumer goods market, are not usually public knowledge. While the official ITC careers page does provide a broad overview, it does not go into detail. While the particulars may vary, the typical hiring process as seen on job portals includes online applications, interviews, and testing. Predictions made by test-prep websites are sometimes flawed since they are based on assumptions about evaluation processes. We can learn more if we examine things from several perspectives. Researching recruitment practices within the Indian FMCG sector could reveal common selection strategies used by similar firms. Academic journals that investigate the recruiting procedures of large Indian

corporations can be instructive even if they do not deal specifically with ITC. Reports about the ongoing hiring activities at ITC may include specifics about how candidates were chosen for open positions. You may not be able to reach out to the HR department at ITC due to confidentiality concerns, but they might be able to verify the general framework and provide reliable resources. Finally, there is a goldmine of information available on LinkedIn and comparable professional networking sites. Speaking with current or former ITC recruiters or employees is a terrific approach to get a feel for the selection process from the ground up. When these approaches are combined, a fuller picture of ITC's employment process emerges. Thanks to this information, researchers and job-seekers can now approach the process with more confidence and preparedness. While traditional methods can serve as a starting point, additional research is required for a more intricate understanding. Academic journals that focus on the latest hiring trends in the fast-moving consumer goods (FMCG) industry in India might shed light on the current state of affairs. By comparing the results of various selection procedures, studies like these can reveal that ITC did what its competitors did. Companies like ITC have certain priorities when hiring new employees, and you can learn more about

those priorities by perusing publications on talent acquisition in the fast moving consumer goods (FMCG) sector. Academics and job-seekers can better fit their strategies to ITC's possible selection criteria if they are aware of these larger trends. We can learn a lot from people who have been through the recruiting process at ITC and been successful. Social media groups and online forums dedicated to fast-moving consumer goods (FMCG) jobs may have discussions about the ITC hiring process. Individuals looking for work might gain insight into the challenges faced and the strategies employed by individuals who have achieved success by reading this. By thinking back on their experiences, participants can get insight into what the selection process entails and be more prepared for it. Watching ITC's hiring activities is crucial, last but not least. You may stay updated on their upcoming job openings and any changes to their recruitment procedure by following their social media channels and career page. Another great way to network and get the inside scoop is to go to industry gatherings where you might see ITC representatives. By taking this initiative, job-seekers can show that they are genuinely interested in working for ITC and get ahead of the competition.

## RESEARCH METHODOLOGY

### Research design

Using descriptive research, this study aimed to improve the staff's reaction. An in-depth analysis of a given subject, problem, service, or program is what descriptive research aims to accomplish.

### Methodology

In addition, we make use of both primary and secondary resources. Primary research refers to the initial efforts of researchers to learn more about a topic. Representatives in training can access data from the Marketing Monitoring System. Secondary data analysis revolves around making use of pre-existing datasets. Data on the number of candidates and the average time it took for each person to go from one interview to the next is included in these trackers, which were utilized last year by the Area Executive, Financial Executive, and Logistics Executive. Instruments for Collecting Data

The research mainly used systematic observations as its method. A statistical framework for examining graphical representations of data, including pie charts, bar graphs, and others The Recognition System keeps track of information gathered from the Commercial Trainers Advocate. This information was gathered using a set of

criteria that are to be applied while analyzing a category. When this idea was initially being explored, everyone knew about it. Data on things that should have been found during the research were intended to be collected by means of the questionnaire. Sampling size and methodology The study used convenience sampling as its sample method. Participants in a study that employs convenience sampling, a non-probabilistic sampling technique, are those who are most convenient for the researchers. Thirty responses were the minimum number I needed for my study. The most recent statistics indicate that 30 is the upper limit for a sample size. You can get this from the lawyer who became a marketing coach for the company. The primary objective is to learn how the candidates did in the most recent hiring cycle. All across southern India, in places like Bangalore, Hyderabad, Coimbatore, and Kerala, you may find applications.

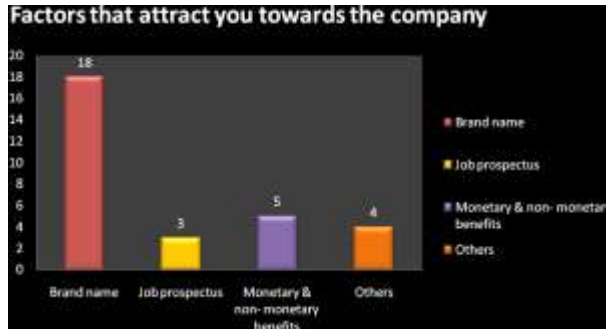
## OBJECTIVE

- When human resources and hiring managers collaborate, staffing needs can be more accurately assessed. Making advantage of internal talent pools in addition to external recruitment tactics.

- Using both traditional and innovative methods, such as posting job openings, holding on-campus recruitment events, and relying on word of mouth; utilizing social media and talent analytics; and so on.
- The rigorous selection process consists of case studies, technical assessments, psychological tests, and multiple rounds of interviews.
- Sustainability, honesty, and respect are fundamental values at ITC, and candidates should show that they share these values.
- Emphasize the importance of diversity and inclusiveness. Everyone running for office, regardless of their background or demographics, deserves a fair shot.
- Providing resources for initiatives that support employees' pursuit of higher education and career advancement.

## DATA ANALYSIS

### Factors that attract you towards the company



The results show that ITC Ltd is successfully reaching the demographic that Brand is aiming for. Sixty percent of those who were interviewed had positive impressions of the firm based on its reputation. With a market capitalization of \$50 billion and a gross sales value of \$10 billion across fast moving consumer goods (FMCG), lodging, packaging, specialty papers, agriculture, and information technology (IT), this company attracts formidable competitors for its brand name.

### How did you obtain Knowledge about vacancy



The majority of students were selected to attend college, according to the statistics collected. Only a handful of students had graduated from ITC. This accounts for 57% of the total, as you can see in the graph below. Advice on suggestions is received by 33%. Many have perused this. Details on consulting and job prospectuses were sent to the remaining 10%. Consulting and word-of-mouth recommendations account for the bulk of hiring profiles.

## FINDINGS

In order to ascertain staffing needs and precisely define job responsibilities, human resources professionals and hiring managers collaborate strategically throughout the process.

Internal talent pools and external recruitment channels are both used by ITC. These channels range from the more conventional, like word-of-mouth and job ads, to the more cutting-edge, such social media and talent analytics. Case studies

tailored to specific roles, psychometric testing, technical assessments, and interviews are all parts of the comprehensive evaluation process that prospective workers must endure. As important as a candidate's technical skills are when making a recruiting decision, ITC also looks for evidence of integrity, respect, and a commitment to sustainability. Fair Chance for All Applicants: At ITC, we strive to build a community that embraces and honours every person, no matter their history or demographics. The organization provides extensive training programs and opportunities for advancement to workers at all levels as part of its commitment to employee development and continual learning in an effort to attract and keep top talent.

## CONCLUSIONS

Examining the selecting process is crucial for determining the efficacy of a company's recruiting initiatives. Verifying a candidate's competence and qualifications is the ultimate aim of all the processes involved in making a hiring decision. Finding the best applicant will be easier with the use of interviews and standardised testing. A well-organized recruiting process will help bring in top talent and will also let applicants gauge their own suitability for the role. Employers should put the needs of their

business ahead of their own interests when making employment selections. It is crucial to answer the questions that applicants ask. "Employment Success and Selection Process at ITC Ltd." was the central subject of this investigation. Despite some suggestions for improvement, the majority of poll takers felt the company's employment procedure was adequate.

Conceived up and implemented strategies for evaluating recruitment and identifying online profiles. The organizational structure clarifies the functions and duties of AEFrozen, general and institutional trading, FE, and EHS. You can find LinkedIn profiles of individuals from comparable firms by looking through the job description.

During the recruiting process, worked with JD-based HR to acquire specifics from job descriptions. We have some fresh openings for employment. To statistically record all the actions taken throughout the hiring process, they are developing Excel dummy trackers. To keep track of information about potential employees, create an Excel profile and share it with the Finance Executive, the Environment, Health and Safety Department, and the Canteen Safety Department. To evaluate the skills session, use Excel, which also captured and formatted the results. Attendance for April was recorded for both the Operational Assistant and integrated integration. • A

detailed plan and timeline for the Local Manager's (sales) presentations were recorded. As far as responses go, the majority of respondents are satisfied, according to the research. When it comes to organizing problem-solving and establishing future activities to solve difficulties, T.V. Rao claims that feedback is the key. Udai Pareek continues by saying that the main purpose of the answer is to help people become more efficient in their personal and social lives, which would improve the way ITC hires new employees.

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