

“A STUDY ON RECRUITMENT AND SELECTION SYSTEM AT MAX LIFE INSURANCE HYDERABED

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ABSTRACT

In this work the investigation has been done on enrollment and choice of MAX LIFE INSURANCE .The representatives in the association are straightforwardly met and related information were gathered through the poll. The information is broke down through the rate investigation and chi-square technique. From these derivation were drawn, in view of the deduction it is discovered that the greater part of the respondents felt that the enrollment and choice done by the association is agreeable and tasteful. From the investigation it is discovered that they are advancing their insight with enlistment framework. The conclusion about the enlistment program led by the association is better, as indicated by dominant part of the respondents. The essential target of the examination is to gauge the levels of fulfillment of representatives as to enrollment. Also, to propose a few measures for enhancing enlistment handle in association.

Keywords: Human Resource Management, Recruitment, Selection.

1. INTRODUCTION

Fruitful human asset ought to recognize human asset needs in the association. Enrollment is the finding of potential possibility for real or foreseen hierarchical opportunities. Or, on the other hand, from another viewpoint, it is a connecting action uniting those with employments to fill and those looking for work. The perfect enlistment exertion will draw in countless candidates who will accept the position on the off chance that it is advertised. It ought to likewise give data so that inadequate candidates would self be able to choose themselves out of employment bid; this is, a great selecting project ought to draw in the qualified and not pull in the unfit. This double target will limit the cost of preparing inadequate hopefuls.

2. OBJECTIVES OF THE STUDY

To understand the current Recruitment Policies being followed at “MAX Life Insurance” conducted this study and to know how effectively it is being implemented in the organization.

- To study the present Recruitment Policies “MAX Life Insurance”
- To study the different methods of recruitment & selection depending on the requirements of the organization.
- To find the relationship whether jobs offered based on qualification to the employees in the organization.

- To study the level of job satisfaction in the organization.
- To study the changes of recruitment policy in recent times in the organization.
- To know how the company fulfills its manpower requirements.

III. REVIEW OF LITERATURE

Armstrong (2008) and **Dessler** (2006) pinpoint the fact that employees need to have a fit-in culture in order to survive in a new job environment puts pressure on the recruitment team to cultivate the organization culture that enhances good performance.

Recruitment strategies by organizations should be tailored towards specific positions to be filled. These strategies in the modern global environment include

Nwabuzor and Anyamele (2002) observes that the theory of recruitment is a scholarly body of work about how people can most effectively be persuaded to apply for a job. Under normal circumstances, an increase in the pool of applicants will improve an employer's opportunities in selecting exactly the right people for job vacancies. Both sides of the application process should and do concern themselves with "fit".

According to **Kamoche** and **Kamoche**(2004) shows that applicants will be attracted to the organization to the extent they see it as a good match for them, or what in the literature is known as "Person-Organization (P-O) "fit". Potential applicants make an initial assessment of the likely P-O fit through what they understand of the employer's culture.

IV. RESEARCH METHODOLOGY

SCOPE OF STUDY:

The investigation was limited to regional division of "MAX Life Insurance" Hyderabad with exceptional reference to its Recruitment strategy.

SAMPLE SIZE

The investigation was directed with test size of 100 workers chosen aimlessly from both supervisory and administration staff of " MAX Life Insurance"

DATA COLLECTION

PRIMARY DATA

A point by point and all around organized poll was exhibited to the administrative staff at "MAX LIFE INSURANCE". Duplicates of the poll being appropriated to the representatives at irregular To get their perspectives took after this.

Facilitate talks in regards to the enlistment approaches were held with the HRD director to have an inside And out information and feasible arrangements of the organization for its successful usage.

SECONDARY DATA

Auxiliary information was assembled from scholarly messages and organization profile from organization's site.

ANALYSIS

The information gathered through polls appropriated to the workers was broke down and

4.1 A DATA COLLECTION METHOD

The information gathering technique utilized as a part of this examination is study strategy. Here The information are methodically recorded from the respondent. An organized survey has been Set up to get the pertinent data from the respondents. The survey comprises of an assortment of Inquiries given to the respondents for their reaction.

4.2 STATISTICAL METHODS

1. Percentage analysis.
2. Bar diagrams & charts.

4.3 STATISTICAL TOOLS

The statistical tools that are used for this study are

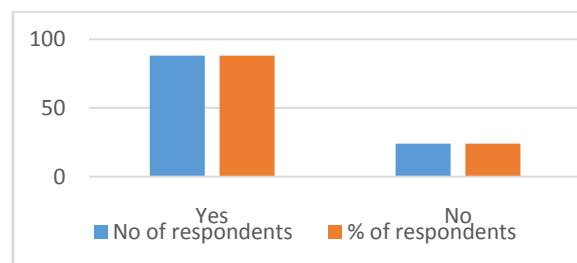
1. Chi-square

V. DATA ANALYSIS AND INTERPRETATION:

Table 1: Employees were asked whether they were allocated the post opted by them, for which the following responses were obtained.

Options	% of	
	No of respondents	respondents
Yes	88	88
No	24	24
Total	100	100

Chart 1: Employees were asked whether they were allocated the post opted by them, for which the following responses were obtained.

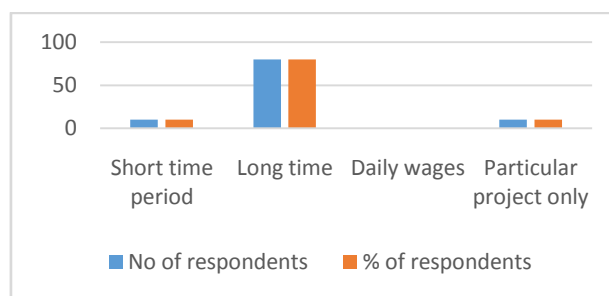


INTERPRETATION:

Out of the 100 respondent whose opinion was asked Allocation of the post, 88% of respondents said that they were allotted the post opted by them where as 24% of the respondents said that they were no allotted the opted

3. Employees were asked about the time period, for which they were employed, for which following the responses were obtained.

Options	No of respondents	% of respondents
Short time period	10	10
Long time	80	80
Daily wages	0	0
Particular project only	10	10
Total	100	100



VI. FINDINGS

Maximum of the insurance is purchased by the middle age group. Insurance is mostly preferred by the job holders. Maximum insurance holders fall under the average annual income ranging between 1- 3 lakhs. Insurance is usually preferred by small families. Mostly people prefer insurance to cover their risk factor. M.L.I. insurance company has a good market value*** Insurance holders under M.L.I prefer protection gain plan above all the other plans offered to them. The services provided by M.L.I. are satisfactory. Television media is one of the major source that provides information regarding different plans of M.L.I.

VII. RECOMMENDATIONS

People should also be made aware of various other benefits attached with insurance other than the factor of risk coverage only. M. L. I. should provide more information regarding the different plans in order to be able to cover all age groups. Promotion techniques should be enhanced to create more awareness among people about M. L.I. Insurance plans should be designed in such a way that it is able to cater all family sizes. M. L. I. should also emphasize on the usage of other sources of media to provide information regarding the various plans offered by them.



VIII. CONCLUSION

Insurance is a superior tool to other forms of savings as it provides protection, collective bearing of risk, assessment of risk, certainty factor, easy liquidity and above all the safest means of savings and investment. During the course of my internship with Max Life Insurance, I got the opportunity to learn a lot about insurance in general and was able to study in detail the various plans offered by them. This also provided me with the exposure to be able to understand the insurance industry better and the various benefits attached to it.

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