

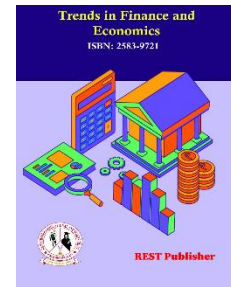
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# **A Study On HRM Department in A Growing Organization with Reference to Hero Motocrop PVT Ltd**

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**Abstract.** *HRM department in a growing organization are the most valuable assets of an organization. An organization's performance and resulting productivity are directly proportional to the equity of its human resource, hence it is very important to select individuals with required knowledge, desired skill, creative abilities, talents and aptitude, and hence selection plays a very important role in today's organizations. Every organization whether large or small requires effective personnel runs its business. To have efficient personnel has to be selected. To select the right person(s) the management has to be carefully scrutinized the candidates through the process of interviews are tested and from the results of these tests, the right person is selected.*

**Keywords:** *HRM Department, organization performance, Assets, talents and aptitude.*

## **1. INTRODUCTION**

As a practice, businesses and organizations depend on three key resources: physical resources, such as materials and equipment; financial resources, including cash, credit, and debt; and people. There can be no doubt that people play a vital role in an organization or business as a resource.

Having a thorough strategy, a marketable product or service, and efficient processes are all important. But all of this depends on the ability of the people within the organization to execute strategies, plans, and processes to make a business successful. Every part of the business boils down to people. And by managing people, organizations can be more profitable, lead more effectively, create brand loyalty and do better work.

The human resource function of every defines their success as an organization. An organisation's HR function plays a major role in the growth of its bottom line and the success of its business strategy. The very nature of a company is in its people, and giving direction to people is what human resource management ([HRM](#)) is all about. HRM provides an organization with the best services and systems drive both profit and team synergy.

## **2. REVIEW OF LITERATURE**

**Title:** current trends in hrm department in a growing organizations

**Author:** mohan reenu and panwar j.s

**Journal: published** by mohanreenu and panwar j.s 2013) (vol. 1, issue 6, nov 2013)

**Abstract:** Employees are undeniably crucial stakeholders who influence organizational effectiveness by stabilizing the tremors caused by business environment. Every organization has an inexplicable role to play in providing welfare facilities to the stakeholders not just monetary but also non-monetary, which go beyond money

of which employees are the one who make the cut if prioritized. A satisfied employee is the key ingredient for progress of every organization and the concept of employee was and will always a part of organizational efficiency. These facilities may either be voluntarily provided by the progressive and enlightened at will as a social responsibility towards employee, or laws may compel them to make provision for these facilities by the government and trade unions. Employee have always been an integral part of an organisation and in and this study an effort is put to realize the measure implemented to seek Hrm department in a growing organization service sector by the way of making their work life contented.

### 3. RESEARCH METHODOLOGY

#### OBJECTIVES OF THE STUDY

- To study about the workforce, to accomplish their basic HRM department in a growing organization at Hero Motor
- To understand facilities and opportunities provided for the development of the organization.
- To identify the equitable wages, incentives, HRM department in a growing organization and social security measures for employees at Hero Motors.
- To know the multi-dimensional skills and experiences that suit the present the future organizational strategies at Hero Motors.
- To understand the resistance to change and the process of change Hero Motors .

#### SCOPE OF THE STUDY

- The scope of the research is very vast; however the total time period available was very limited for the purpose of the study observation, analysis and conclusion. Second important thing is on account of ethical and moral obligation of a manager disclosure of all pertained and particular policies has got limitation because of his positional accountability and responsibility, the study was limited only for 45 days.

### 4. RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners.

**Research Approach:** The research worker contacted the respondents personally with well-prepared sequentially arranged questions. The questionnaire is prepared on the basis of objectives of the study. Direct contract is used for survey, i.e., contacting employees directly in order to collect data.

**Collection of Data:** Most of the data collected by the researcher is primary data through personal interview, where there searcher and the respondent operate face -to -face.

**Research Design:** The type of research chosen for the study is descriptive research. In descriptive research various parameters will be chosen and analyzing the variations between these parameters. This was done with an objective to find out the satisfaction level of employees in their work.

**Data Sources:** The data collected for the study is mainly through the distribution of questionnaire; to be precise the data collected for study was both primary and secondary sources.

**Primary Data:** Primary data is the information collected for the first time; there are several methods in which the data is compiled. In the project it was obtained by mean of questionnaire. Questionnaire was prepared and distributed to the employees.

**Secondary Data:** Secondary data needed for conducting research work were collected from company Websites and search engines.

**Research Instrument:** In this study the primary data was collected by survey techniques. In this we distributed the questionnaire to the respondents. The researcher structured the questionnaire in the form of

- Close Ended Questions

□ Multiple Choice Question

**Sample Size:** This refers to the number of items to be selected from the universe to constitute a sample. The sample size for this study was taken as 50.

**Statistical Tools Used:** The data collected was analyzed by employing the following statistical techniques:

**Percentage Analysis:** Percentage refers to special kind of ration. It is used in making comparison between two or more series of data. It is used to describe relationship. It is used to analyses the data. Bar chart, pie charts were used to explain tabulation clearly

**Formula:**

$$\text{Percentage (\%)} = (\text{Number of respondents} / \text{Total number of respondents}) \times 100.$$

**Limitations:**

1. OD programs take a long time. Not only that for taking any action plan for OD, planners take much time.
2. It costs many. A lot of funds are required to execute to OD program. Sometimes an organization cannot manage funds.
3. In some cases, the OD program is affected by delayed pay off period. That is why some organizations become reluctant.
4. OD program may be failed due to some reasons. These failures are both human- related and non-human related.
5. Time was major limiting factor
6. Lack of co-operation from certain departments due to their work load
7. Privacy of the organization may be leaked out through the OD program. Due to the involvement of irresponsible people, it happens

## 5. DATA ANALYSIS AND INTERPRETATION

**TABLE 1.** Sources to know the vacancies at HERO MOTORS LTD

Particulars	No. of respondents	Percentage%
Internet	16	16
Friends	44	44
Advertisement	26	26
consultants	14	14
Total	100	100

**Analysis:** From the above table we can analyze that 44% of respondents came to know the vacancy at this organization from their friends, 26% knew through advertisement, 16% knew from internet remaining 14% knew through consultant.

**TABLE 2.** Mode of applying for the Job

Particulars	No of respondents	Percentage
Referrals	40	40%
Internet	30	30%
Placement	20	20%
Others	10	10%
Total	100	100

**Analysis:** From the above table we understood that the 40% of the respondents applied in HERO through referrals, 30% of the respondents applied through internet, 20% associates came through consultant & remaining 10% came through newspaper and campus interview.

**Inference:** From the analysis we can infer that the most widely used mode to apply for job is referrals, majority (40%) of the associates used that mode only followed by internet with 30%. These two modes are cheaper than other modes.

**TABLE 3.** Source preferred for Immediate Recruitment

Particulars	No. Of Respondents	% of respondents
Advertisement	54	54
Employee Referral	16	16
Recruitment Agencies	30	30
Total	100	100

**Analysis:**

54% respondents prefer Advertisement Agencies 16% respondents prefer Employee Referral 30% respondents prefer Recruitment Agencies.

**TABLE 4.** Source of recruitment

Particulars	No. Of Respondents	% Of respondents
Internal	32	32
External	8	8
Both	60	60
Total	100	100

**Analysis:** 32% of the employees say that only external source of the recruitment is followed 8% of the employees say that only Internal source of the recruitment is followed 60% of the employees say both source of the recruitment is followed.

**TABLE 5.** Experience of Employees

Particulars	No. of respondents	% of Respondents
0-5years	46	46
6-10years	18	18
11-15years	16	16
16-20years	14	14
21 and above	6	6
Total	100	100

**Analysis:** 46% employees are having below 5 years of experience 18% employees are having 6-10 years of experience 16% employees are having 11-15 years of experience 14% employees are having 16-20 years of experience 6% employees are having 6-10 years of experience.

**TABLE 6.** Recruitment based on level of job

Particulars	No. Of Respondents	% Of Respondents
Yes	100	100
No	0	0
Total	100	100

**Interpretation:** All the employees agree to the point that sources of recruitment are identified on the type of skills needed & the level of job.

**TABLE 7.** Opinion about the recruitment sources

Particulars	No. of respondents	% of Respondents
Highly effective	10	10
Moderate effective	30	30
Effective	40	40
Ineffective	20	20
Total	100	100

**Analysis:** From the above table it is inferred that only 10% respondents have mentioned, the recruitment sources already have are highly effective. 30% of the associates are mentioned the sources are moderately effective. Out of 50, 40% of the respondents mentioned the recruitment sources which already they have effective and rest of the 20% of the associates have mentioned the recruitment sources are ineffective.

**TABLE 8.** Level of satisfaction with Recruitment

Particulars	No of respondents	Percentage
Highly satisfied	26	26%
Satisfied	64	64%
Least satisfied	10	10%
Not satisfied	0	0%
Total	100	100

**Analysis:** From the above table it is observed that out of 50 respondents 64% respondents are satisfied with their selection procedure while salary negotiating, 26% of respondents were highly satisfied, 10% of respondents were least satisfied with the selection procedure.

**TABLE 9.** Incentives for Referring Candidates

Particulars	No. of Respondents	% Of Respondents
Yes	0	0
No	100	100
Total	100	100

**Interpretation:** The employees say that they do not get any incentives paid for referring a candidate for a vacancy in HERO.

**TABLE 10.** Employee Referral Programme

Particulars	No. of Respondents	% Of Respondents
Yes	100	100
No	0	0
Total	100	100

**Interpretation:** The employees say that there is an employee referral programme in HERO Motors Ltd.

**TABLE 11.** About the effectiveness of Recruitment

Particulars	No. of respondents	Percentage
Yes	80	80%
No	20	20%
Total	100	100%

**Analysis:** It was observed from the above table that 80% of the respondents are aware about the Identification Process of Organization in Insurance industry. But 20% of the respondents are not at all aware about the recruitment process.

**TABLE 12.** Which Factors Are Should Be Taken into Consideration

Particulars	No.of Respondents	Percentage %
Work experience	14	14
Communication Skills	46	46
Qualification	14	16
Good Performance record	24	24
Total	100	100

**Analysis:** From the above table it is observed that the 46% of the respondents ranked communication Skills as the major factor at the time of recruitment followed by good performance record is a factor with 24%, followed by qualification with 16% and remaining 14% of respondent ranked work experience is a factor.

**TABLE 13.** Recruitment procedure at the time of interview

Particulars	No. of respondents	Percentage
Extremely satisfied	60	60%
Satisfied	24	24%
Least satisfied	16	16%
Unsatisfied	0	0%
Total	100	100%

**Analysis:** From the above table it is observed that out of 50 respondents 64% respondents are satisfied with their recruitment procedure while interviewing. 26% of respondents were extremely satisfied, 10% of respondents were least satisfied with the recruitment procedure and 0% respondents were unsatisfied.

**TABLE 14.** Effectiveness in hiring the best employees

Particulars	No. of respondents	Percentage
Yes	70	70%
No	30	30%
Total	100	100%

**Analysis:** From the above table, we can analyze that 70% of the respondents were saying that Identification Process of organization at hero is effective in hiring best employees. Out of 50, 30% of respondents were not agreeing to this statement.

## 6. FINDINGS

- The employees who attended for the recruitment are aware of Identification Process of Hrm department in a growing organization in Hero motocorp company.
- Employees believe and confessed that manpower is an important asset in the organization.
- It has been found that the persons who attended the interview are satisfied with their salary negotiation.
- The majority of the employees have no difficulties with the Identification Process of Hrm department in a growing organization of the company.
- The company recruiting the people who come to interview are mostly by the advertisements.
- Most of the employees who recruited by the company are having the experience less than 5 years.
- The employees claim that there is exchange of their knowledge, during their interview.
- Salaries are decided on the basis of previous experience, communication skills, qualification and good performance records.
- From the analysis we can infer that, most of the respondents are saying Identification Process of Organizationa development at HERO is effective in hiring the best employees.
- The employees said that there is an employee referral programme in Hero Motors Ltd. But they do not get any incentives paid for referring a candidate for vacancy in Hero motor compan.

## 7. SUGGESTIONS

- All employees in the organization realize that manage power is an important asset, so the employee has come to know his responsibilities in his organization. It has to be checked in the interview itself.
- The candidate who come to know the vacancies in HERO through internet, that candidate should be preferable than the candidate who attended with the other sources. Because he may have the best idea than the others. It can be declared at the process of interview.
- The candidate who comes to interview from employee referrals and friends has to preferred because those candidates will have the heist network than the others.
- Every new idea developed in the organization must be documented; this will promote healthier Identification Process of organization in the organization and promotes better use of the same in the future.

- It is appreciable if the organization has a delegated position to control the process of recruitment.
- It is suggested that employees are ready to face the challenges in the insurance sector and to expand their knowledge, so the process which is used to recruit the people to appoint in their organization should be satisfied by the employees

## 8. CONCLUSION

At one time in our history people were sufficient enough to be chosen to work by the employer. But as time lapsed, the work in organization became challenging in every field of endeavors. This demanded the organization for an effective work force with sound knowledge, experience and skills. The beginning had to reach to an end. The target has been achieved. How far it has been achieving is something which none can judge. Nevertheless, the importance of the work cannot be ignored. In “HERO MOTORS LTD” the discipline is exhibited in all walks of their life, from attending duties punctually to perform their responsibilities in systematic manner.

HERO MOTORS LTD is following all the procedures for recruitment and selection. Hence it is reaching heights of success and successfully hiring the professionals.

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