



“A STUDY ON RECRUITMENT PROCESS IN STAR HEALTH & ALLIED INSURANCE CO. LTD.”

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Abstract:

Star Health and Allied Insurance Co. Ltd. Is an Indian multinational health insurance company headquartered in Chennai. The company provides services in health, personal accident and overseas travel insurance, directly as well as through various channels like agents, brokers and online. Star Health is also prominently into bank assurance having long standing relationship with various banks.

According to the topic, Recruitment is a core function of human resource management. It is the first step to appointment. Recruitment refers to the overall process of attracting, selecting and appointing suitable candidate for jobs (either permanent or temporary) within an organization like Star Health and Allied Insurance Co. Ltd.. Recruitment can also refer to processes involved in choosing individuals for unpaid positions, such as voluntary roles or unpaid trainee roles.

Kerwords: Human Resource Management, Recruitment Procedure



INTRODUCTION

Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies to support all aspects of recruitment have become widespread.

The selection is done by evaluating the candidate's skills, knowledge and abilities which are highly required to the vacancies in selected industries. It is observed that; the selected industries have satisfied all the procedures of recruitment.

Even though an HR manager has many challenges to face in order to ensure that the human resource department contributes to the bottom-line and emerges as a strategic partner in the business, it is "Talent acquisition", that is the key determining factor in how well a Human resource department contributes towards the achievement of the overall objective of the organization and therefore is a daunting task for any HR manager.

OBJECTIVES

When setting up the objectives for this internship project at **Star Health and Allied Insurance Co. Ltd.**, it's important to align them within the goals of company and own learning objectives. So, the main objectives of undertaking this project are:

1. To study and analyse the Recruitment process followed at Star Health and Allied Insurance Co. Ltd.
2. To analyse the satisfaction level of the employees about present Recruitment procedure of an organization.
3. To suggest effective recruitment process



LITERATURE REVIEW

SYAMALA DEVI BHOGANADAM , DR. DASARAJU SRINIVASA RAO (2021) -

“The study was conducted among the workers of the Star Health and Allied Insurance Co. Ltd., Vellampalli, covering 50 respondents. The data was collected by means of questionnaire and the data was classified and analyzed carefully by all means. From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company.”

J. NEELAKANTA GUGESH, S. SHEELA RANI (2023) - “Results from this study indicate that selection tools designed to obtain behavioral and motivational information about candidates contribute to effective selection systems. In the further even more organization plan to use these similar tools more extensively to select employees. Organization realizes that having an effective, legally sound system in place is crucial to help them select the right people for the right jobs.”

SUJIT KUMAR, ASHISH KUMAR GUPTA (2022) - “The main thing that I want to conclude firstly is that with the help of analysis, feedback generated through questionnaire I found that the company is following an effective Recruitment and Selection process to maximum extent.

As per my study, out of the various methods of sourcing candidates, the best one is – getting references via references and networking. In the process, I came across various experiences where the role of an HR and the relevant traits he finds in the candidates were displayed. Company should focus on long term consistent performance rather than short term. The emphasis towards training and enhancing skills of recruiters needs to be more and consistent.”



MS. G.KARTHIGA, DR.R.KARTHI, MS.P.BALAIHWARYA (2022) - “The

conclusion is drawn from the study and survey of the company regarding the Recruitment and Selection process carried out there. Using this survey the researcher could identify the recruiting modules conducted in the organization. Further from this survey I hope the organization will be benefited and with the help of the suggestions given the organization can improve its functioning and the overall Recruitment and Selection Process in the organization and its performance will increase.”

NEERAJ KUMARI (2023) – “The main thing that I want to conclude firstly is that with the help of analysis, feedback generated through questionnaire I found that the company is following an effective Recruitment and Selection process to maximum extent. As per my study, out of the various methods of sourcing candidates, the best one is – getting references via references and networking.

In the process, I came across various experiences where the role of an HR and the relevant traits he finds in the candidates were displayed. The structure of the financial sector (as well as that of SH&AI Co. Ltd.) was known along with the analysis that recruitment is an ongoing process in this industry and therefore new innovative methods have to be thought of and applied to meet the demand. Company should focus on long term consistent performance rather than short term.

The emphasis towards training and enhancing skills of recruiters needs to be more and also consistent. Even though an HR manager has many challenges to face in order to ensure that the human resource department contributes to the bottom-line and emerges as a strategic partner in the business, it is “Talent acquisition”, that is the key determining factor in how well a Human resource department contributes towards the achievement of the overall objective of the organization and therefore is a daunting task for any HR manager.”



RANA MUHAMMAD IMRAN (2020) – “Rescue 1122 has its HR department which is employing new employs and retaining old. Organizational structure of Rescue 1122 is centralized. Decisions are made on the basis of top to bottom. HR department is not working up to the mark. Rescue 1122 is mostly using external recruitment. HR department is providing objectives to its employees, and it is using different plans for better relation between management and employees.”

SUDHAMSETTI NAVEEN, DR.D.N.M RAJU (2021) – “In every organization recruitment and selection plays a vital role. The study reveals that the recruitment and selection process offered in three selected industries is effective. The HR manager of the selected industries has to focus on selecting the right persons through other sources like campus placements, job.com, data banks etc.

The selection is done by evaluating the candidate’s skills, knowledge and abilities which are highly required to the vacancies in selected industries. It is observed that; the selected industries have satisfied all the procedures of recruitment.”

RATIONALE OF THE STUDY

The rationale of the study is to identify how do the companies follow the recruitment process through various techniques and how employees fulfill their satisfaction through recruitment process used for them by the company.

RESEARCH METHODOLOGY

Research Design:

- SAMPLE OF THE STUDY

The sample size was done on **100 employees** of the different departments of the company which effective responses were gathered from 60 employees.

Therefore the sample size which was **drawn was 60 out of 100.**



TOOLS OF DATA COLLECTION

The tools used for data collection are:

1. Primary Data – Structure Questionnaire
2. Secondary Data – Internet

SOURCES OF DATA

a. Primary Data:

Since, the project is based on action research it was necessary to build reports to collect maximum information from the employees. Hence the research spent considerable time with the people who are working in the company. The main focus was to do with the assessing the satisfaction level of employees and explore the possibility of more sound arrangement of disseminating outlook information regarding recruitment process as well as working procedure in the company.

b. Secondary Data:

Most of the information is secondary in nature and is collected from various resources such as:

☞ Electronic media like:

☞ Internet

☞ And Print media like:

☞ Books

☞ Magazines relating to the recruitment process

☞ Articles from the newspapers



LIMITATIONS

The main limitations of the project are:

- Collecting data properly from employees become difficulty due to the time constraint.
- Busy schedule of the employees also effected to some extent.
- There is a chance for bias in the information given by the respondents.
- The study was based on sample hence results were not fully absolute.



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RELATED ARTICLES

- † Times of India Newspaper Star Health Insurance Article.
- † Economic Times Newspaper Star Health Insurance Article.