

# **Summer Internship Project Report**

## **On**

### **“ RECRUITMENT & SELECTION”**



## **ARSS Infrastructure Projects Ltd.**

In the partial fulfilment of the degree of Integrated- MBA (2018-23)

**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &**



**MANAGEMENT STUDIES**

**Under Corporate Guide:**

**Miss: Kasturi Sethi**  
**(HR Generalist)**

**Submitted by: Ankita Behera**

**Regd.No: 1813258007**

**I-MBA (HR & Marketing)**

**Batch: 2018-23**

**Submitted to: Dr. N.Sugundhun**

**(HR Professor)**

## INDEX

### Project Contents:

1. Introduction of the Study
  - i. Introduction
  - ii. Background
  - iii. Scope
2. Literature Review
3. Actual Work done & Analysis
4. Company Profile
5. Competitor Analysis
6. Customer Analysis
7. Research Methodology
8. Data Analysis & Interpretation
9. Findings
10. Conclusions
11. Limitations of Study
12. Bibliography

## **ACKNOWLEDGEMENT**

This project has been a great learning experience for me & I would like to express my sincere gratitude to all the people who guide me through the project and without the valuable guidance and suggestions of these people this project would not have been completely successful. I took the opportunity to do my internship in an industrial company named “**ARSS Infrastructure Projects Ltd.**”

I owe enormous intellectual debt towards my Industry mentor **Miss. Priyanka Sinha**, HR Manager, **Miss. Kasturi Sethi**, HR Generalist, ARSS Infrastructure & Faculty Mentor **Mr. N. Sugundhun** Asst. Professor, BIITM for their continuous support and cooperation throughout my project without which the present work would not have been possible

I also want to give special thanks to **Mr. K. Chandrasekhar** (Placement Head) for permitting me to do the summer training, sharing valuable experience and suggestions regarding preparation of project report.

I would like to thank all the respondents whom I interacted during my project & all the employees for their cooperation without this I may not be able to complete it successfully.

## **Executive Summary**

The Human Resources are the most important assets of an organization. The success or failure of an organization is largely dependent on the calibre of the people therein. Without positive and creative contributions from people, organizations cannot progress and prosper. In order to achieve the goals or the activities of an organization, therefore, they need to recruit people with requisite skills, qualifications and experience. While doing so, they have to keep the present as well as the future requirements of the organization in mind.

Recruitment is defined as, “a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient workforce.”

In order to attract people for the jobs, the organization must communicate the position in such a way that job seekers respond. To be cost effective, the recruitment process should attract qualified applicants and provide enough information for unqualified persons to self-select themselves out.

## **Internship Details**

- 1. Name of the Student:** Ankita Behera
- 2. Registration Number:** 1813258007
- 3. Mobile Number:** 8763715436
- 4. Name of the Interning Organization:** ARSS Infrastructure Projects Ltd.
- 5. Address:** Plot No-38, near, Railway Fatak, Zone-D, Sector A, Mancheswar Industrial Estate, Bhubaneswar, Odisha -751010
- 6. Date of Joining:** 18<sup>th</sup> April 2022
- 7. Topic of Internship Report:** Recruitment & Selection
- 8. Location where Internship is being done:** Bhubaneswar, Odisha
- 9. Responsibilities/ Work given by the Organization:** HR Executive (Recruitment & Selection)

## **Chapter-1**

# **Introduction Of the Study**

## **Introduction**

Recruitment & Selection is an important operation in HRM, designed to maximize employee strength in order to meet the employer's strategic goals and objectives. In short, Recruitment and Selection is the process of sourcing, screening, shortlisting and selecting the right candidate for filling the required vacant positions.

Recruitment is the process of attracting the most suitable people for the position, selection is the process of choosing the best person for the position, and induction is introducing the person to the position. This module describes a series of well-tested steps to help you identify the right person to ensure he or she will fit well with your firm business, and to meet the various obligations of an employer.

## **Background of Study**

There is no doubt that the world of work is rapidly changing. As a part of an organization then, HRM must be equipped to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized worksites and employee investment are the issue for confront.

Now, it is big challenge for the HRM to support the organization by providing the best personnel for the suitable position in shortest possible time. Start with recognizing the vacancies and planning for them is a great task. Moreover selecting & attracting the suitable candidates and selecting the best person in time is a challenge.

The cost of the recruitment is significant. So, proper planning and formulate those plans is the task that require more focus and improvement. Equal opportunity and sourcing is also a vital part. Realizing this need we tried to find the difference and similarities between theoretical aspects with the practical steps taken by the company. We took an attempt to demonstrate the feature for the further improvement.

## **Objectives of the Study**

To know overall about the company of ARSS Infrastructure Projects Ltd. The objective of my study is to understand and critically analyse the recruitment and selection procedures at ARSS Infrastructure.

1. To understand the process of recruitment.
2. To know the sources of recruitment at various levels and various jobs.
3. To critically analyse the functioning of recruitment procedures.
4. To identify the probable area of improvement to make recruitment procedure more effective.

## **Scope of Study**

The benefits of the study for the researcher is that it helped to gain knowledge and experience and also provided the opportunity to study and understand the prevalent recruitment and selection procedures.

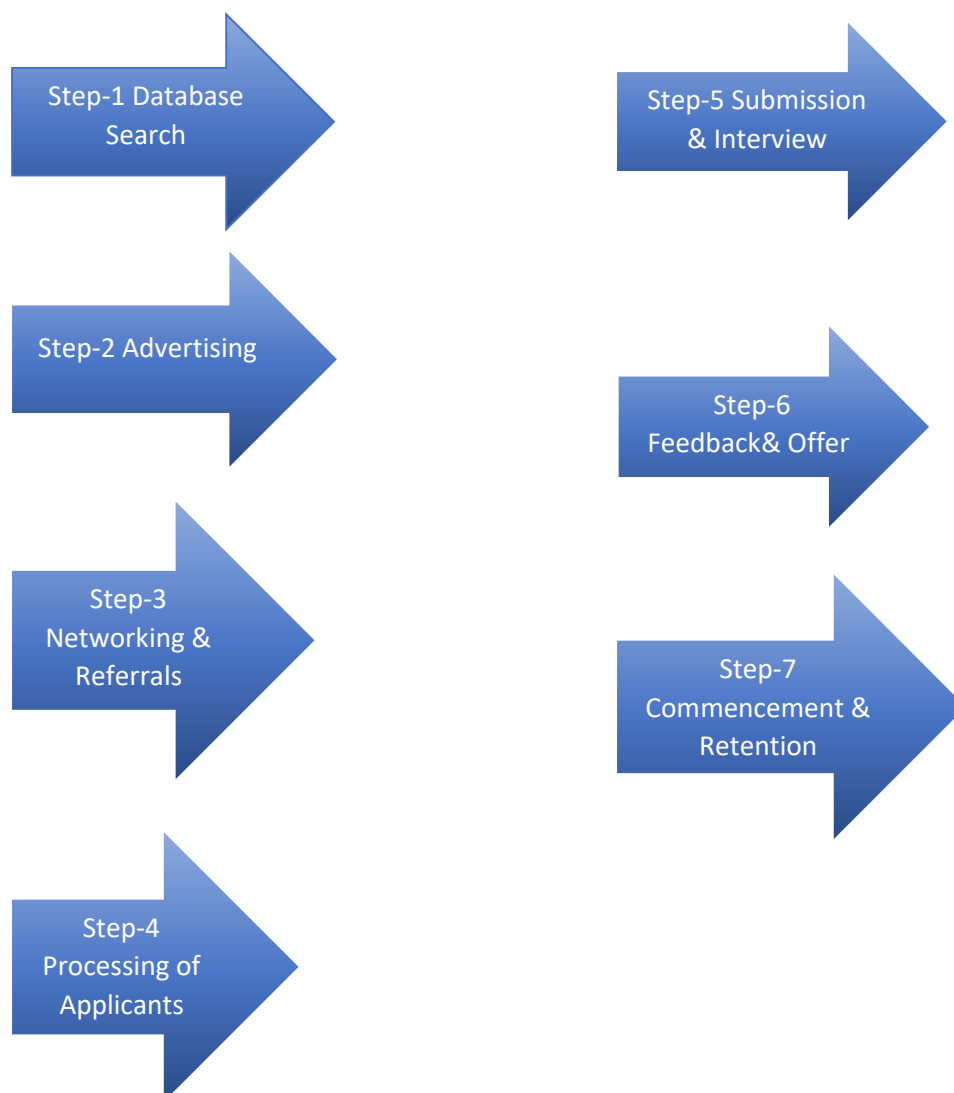
The key points of my research study are:

1. To study the fact about the ARSS Infrastructure as a group.



2. To analyse the recruitment policy of the organization.
3. To understand and analyse various HR factors including recruitment procedure at ARSS Infrastructure.
4. To suggest any measures/ recommendations for the improvement of the recruitment procedures.
5. It extends to the whole organization. It covers corporate office, sites and works appointments all over India.
6. It covers workers, clerical staff officers, Jr. management, Middle management, and Senior management cadres.

## Recruitment Process



## **1. Client need Assessment**

- Define Objectives & Specifications
- Understand client's business & culture
- Understand the job/position specifications
- Understand roles and responsibilities of the prospective candidate
- Develop a search plan and review with the client

## **2. Candidate Identification**

- Identify target sources
- Extensive organization mapping, research and database search of the profile
- Provides status report to client about the available talent pool

## **3. Candidate Assessment and Presentation**

- Screen and evaluate candidates
- Personal Interviews with candidates wherever possible- assess skills, interest level & cultural fit
- Discuss the shortlist with the client and send resumes

## **4. Candidate Interview, Selection & Presentation of Offer**

- Facilitates interviews with the client
- Obtain feedback
- Participate in decision making process
- Provide inputs on candidates desired compensation

## **5. Closure & Follow up**

- Negotiate offer acceptance
- Execute Reference check, Compensation & job level discussions
- Coordinate Joining formalities and on boarding as per predefined date
- Closing review to understand client's level of satisfaction

## **6. Telephonic Interview Questions**

- Tell me about yourself?
- Tell me about your job profile?
- How much current CTC you're getting in current situation?
- How much you're expecting from new organization?
- How the notice period you required if you're selected?
- Why did you want to resign from your previous job?

## **Chapter- 2**

# **Literature**

# **Review**

## **History of Human Resource Management**

The history of Human Resource Management is the strategic and coherent approach to the management of an organization's most valued assets- the people working there who individually and collectively contribute to the achievement of the objectives of the business. The term "Human Resource Management" and "Human Resources" (HR) has largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. Human Resource management is evolving rapidly. Human Resource management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

Human Resource Management has its roots in the late and early 1900's. When there are less labour and there are more working with machinery. The scientific management movement began. This movement was started by Frederick Taylor when he wrote about it a book titled "The Principles of Scientific Management". The book stated " The principal object of management should be to secure the

maximum prosperity for the employer, coupled with the maximum prosperity for each employee”. Taylor believed that the management should use the techniques used by scientist to research and test work skills to improve the efficiency of workforce. Also, around the same time came the individual welfare movement. This was usually a voluntary effort by employers to improve the conditions in their factories. The effort also extended into the employee’s life outside the workplace. The employer would try to assistance to employees to purchase a home, medical care or assistance for education. The human relations movement is the major influence of the modern human resource management. The movement focused on how employees group behaviour how employee feelings. This movement was influenced by the Hawthorne Studies.

**Functional area of HRM:**

- Human resource auditing
- Recruitment & Selection
- Human resource planning
- Manpower planning
- Induction
- Orientation
- Training
- Management Development
- Compensation Development
- Performance Appraisal
- Performance Management
- Career Planning
- Coaching
- Staff Amenities planning
- Event management
- Succession planning
- Talent management
- Safety Management
- Staff Communication
- Reward

**In sourcing:** Companies recruit the candidates and employ them, train and develop them and utilize the human resources of the candidate. This strategy is called In-sourcing. Companies formulate and implement this strategy when the corporate strategy is stable.

**Out sourcing:** Some service companies depend for their human resources on such external organization whose core business is to provide human resources. This strategy is called Out- sourcing. Out- sourcing strategy is more suitable for both the fast growing and diversifying companies.

- To search for talent globally and not just within the company.
- To design entry, pay that competes on quality but not on quantum.
- To anticipate and find people for positions that do not exist yet.

## **Selection**

Selection process is a decision- making process. This step consists a number of activities. Employee selection is the process of putting right men on the right job.

### **Recruitment & Selection in ARSS Infrastructure:**

#### **Recruitment:**

Recruitment techniques are the means or media by which the management contacts prospective employees or provides necessary information or exchange of ideas order to stimulate them to apply for jobs.

##### **1. Direct Method:**

Under direct method recruitment scouting, employees contacts, and waiting lists are use. In scouting, representatives of the organisation are sent to educational and training institutions. These travelling recruiters exchange information with students, clarify their doubts, simulate them to

apply for jobs conduct campus interviews and short list candidates for further processing.

**2. Indirect Method:**

Advertisement in newspaper, journals, on the radio and television are used to publicise vacancies.

**3. Third Party Method:**

Various agencies can be used to recruit personnel. Public employment exchanges, management consulting firms, professional societies, temporary help societies, trade unions, labour contractors are the main agencies.

**4. Internet Recruitment:**

Various jobs sites are now available on the internet. The organisation can create profile on such sites so that various resumes of applicants can be viewed and matched with the requirements of the job and as much as applicants can be called because almost 25% of net users search for jobs through Internet.

## **Chapter-3**

### **Actual Work done & Analysis**

I am working there as an intern so I don't have to handle any core responsibilities. I only look after the supporting work, like: Short- listing the candidates who matched the required profile from Naukri.com, LinkedIn and various social sites, Interview for Selected Participants, Coordinating Interviews, Updating excel sheet those who applied for the specific position, Sending the link through Mail-Ids.

**Short- listing Candidates:** As every information is so diversified over Internet, lot many candidates get the information through that and apply over there. Naukri.com plays a vital role for job applicants where a candidate can apply for his/her desired position. ARSS Infrastructure has the position for Accountant, Project Manager, Store In- charge, Safety Officer etc. Most of the candidates applied through Naukri.com where after that I sent the link for further application over mail-ids.



LinkedIn have major affect to gather information regarding any job quires or vacancy positions he/she is interested in. Posting job over LinkedIn plays a great role to get applications for any specific or any particular job. The time period to get applications over this site is very less. Getting them through this and then short-listing them becomes a way get applications.

**Interview of Selected Candidates:** After application or registration of all the applicants the next step is to schedule the interview session for the short-listed candidates. Scheduling interview over goggle calendar and making them aware when the interview date is and at what time it is to be done. Further processing's is taken over by the next HR head and goes on.

**Updating Excel Sheet:** Maintaining the excel sheet of the candidates those who have done the application and again short-listing them on the basis of the requirement of the specific job requirement, which in ARSS involved the positions of Accountant, Safety Officer, Civil Engineer, Store In-charge. Filtering the current CTC of the applicants and getting those candidates who are eligible for the specific role.

### **Observations:**

- HR division is very alert for selecting candidates and also the process is very transparent so that they can choose the best candidates among applicants.
- In this process there is no nepotism so there are higher possibilities to be selected without having any backup.
- When they search for any experienced people, they give more concentration on Previous experience. Educational background, length of services etc so that they can select the most suitable experienced people.
- When they select entry level candidates then they concentrate more on pro-activeness, creativeness, ideas which related with the post.
- ARSS Infrastructure has CV bank. At the time of selection process, they collect CV from bank and give chinch to them.
- In the time of calling the candidates for interview, if the candidates missed then the officers try hard to inform them.
- HR selects candidates from a pool of application so that they can choose most suitable candidate.

But also, the process has some problems like letting the candidates get informed in time as most of the candidates miss the call. And the difference between calling candidates and taking interview is very short so sometimes it creates problems to contact with candidates.

**Recommendation:**

Work environment of ARSS Infrastructure is very good. They are very friendly and ready to help each other whenever required. Communication between employees is very good and no line of confusion remains in between. Any one feels pleasure to work with ARSS Infrastructure group. If they take corrective decision at the beginning of starting a work then many mistakes can be resolved. If we consider two or three problems then the functioning process are very good and smooth and very sorted process.

## **Chapter-4**

# **Company Profile**

## Company Profile

**ARSS** is one of the fastest growing construction companies of India, focusing on infrastructure construction segment including highways, buildings and railways. Incorporated in 17th May 2000 by a group of professionals, it has rapidly achieved a turnover of Rs. 1013.00 crores. It has completed 80 projects across India, with aggregate contract value of over Rs. 7000 million, for various clients all over India.

**ARSS** has a unique business model, with proven expertise in innovative thinking, project and cost management. We are focused on delivering high quality work within budgeted time and costs, as evident in the various accolades and repeat business. We have also developed an appropriate blend of entrepreneurs and hands on professionals, constantly thinking & executing innovative and cost-effective solutions to clients' requirements.

Today it is acknowledged as a company that continues to empower India, enabling the nation to surge ahead in different core sectors. At the heart of all our development efforts is the attempt to touch and improve the quality of life of people across the length and breadth of the country.

In fact, **ARSS**, as an industry leader in engineering construction, currently nurtures projects that span across such diverse segments as railway, real estate and highways, all of which impact the nation of India, and the progress of its people.

**ARSS**, even as you read this, is bringing to bear its wealth of engineering and construction expertise to develop infrastructure aimed at further propelling the nation forward, into the 21st century and beyond.

## ARSS History:

The company came into being as a Private limited one with name and title **ARSS STONES PVT LTD** (abbreviated as **ARSSSPL**) in the year 2000 AD duly registered with the Registrar of Companies Orissa. Within a span of two years i.e., in 2002 we ventured into the field of construction of Major Bridges on well foundation.

The company has proposed to take up high value technical contracts in the entire country and has also negotiated some important contracts for Railways & other important national infrastructure projects.

Since then, the Company has spread its wings in infrastructure developments.

In order to cope with its expansion plans and growth, and to have more transparency in development needing public participation the Company was restructured as a public limited company and renamed as ARSS Infrastructure Projects Ltd. on 3rd April 2006.

To keep pace with construction boom in the country, demanding increasing input in all spheres of infrastructure development, we entered into Joint Venture agreement with many leading Engineering Construction Companies in India including Govt. of India undertaking (PSU).

The company achieved a turnover of Rs. 312.00 crores within a short period up to 2007-2008 years, due to the determined effort. The turnover increased manifolds during 2008-09 is Rs 628.24 crores and expected to touch turnover of Rs.1000 crores in 2009-10.

The Company has entered into construction of railway tracks, bridges, road & buildings etc. in the year 2003-04 in spite of stiff market competition. In the year 2006-07 the Company executed Road Construction work under R.D & R & B Division of Government of Orissa and Road work of HSCL, RVNL, RITES, and Railways etc. to the client's satisfaction.

Currently the company is executing many major Road and Rail Infrastructure Projects valued at over Rs. 2500 crores in the States of Orissa, Chhattisgarh, Rajasthan, Tamil Nadu, Andhra Pradesh, Kerela, Maharashtra, Haryana etc. covering 14 States of the country.

## **Mission:**

- To deliver such construction solutions as to become a global leader in product costing and designing while proving excellence in meeting most stringent requirements in quality, timely delivery, safety and environmental sustainability;
- To thrive on an organizational culture based on productivity, systematic capacity development, unfailing commitment to results, and continuous product innovation and customization in fulfilling customer requirements; and
- To sustain organizational growth, establish distinct global identity and leadership in real estate and infrastructure sectors, and diversify such leadership to other sectors (i.e., marine, power, aviation, etc.) in a planned manner.

## **Vision:**

To be India's most trustworthy, growth-oriented and forward-looking construction company providing eco-friendly, customer-satisfying and safe solutions of international standard in residential, commercial, industrial as well as infrastructure sectors throughout the country; meeting challenges effectively; and setting trends in quality, integrity and efficiency of services.

## **Background:**

ARSS Infrastructure Projects Limited (abbreviated as "ARSS.") an ISO 9001:2008 company was incorporated on Seventeenth May, Two Thousand (17th May, 2000) under the jurisdiction of the Registrar of Companies, Orissa. Since then, it has established itself as a leading construction company in the field of Rail Infrastructure Development mainly in the State of Orissa. Now has expanded its field of activities in the state of Chhattisgarh under the Zonal jurisdiction of East Coast Railway, South Eastern Railway, South East Central Railway, Northern Railway and Western Railway since last two years.

Our credit rests in completion of Railway project, starting from Construction of road bed, Construction of major (Steel and Prestressed concrete superstructures on open, well and pile foundation) and minor bridges including laying of Permanent Way (laying of rails and sleepers on rolled and spread ballast bed) works. Presently we have taken up connected signalling and electrification including OHE works of new lines and doubling projects so as to synchronize with our name and title.

Within a span of eight years, the Company has diversified its field of activities in other spheres, in regard to developing Infrastructure facilities related to Central and State Govt. organizations viz. CPWD, State PWD and PSUs like RITES Ltd, Ircon International Ltd, Rail Vikas Nigam Ltd including Multinationals and Corporates.

Today ARSS have emerged as one of the pioneer construction agencies in regard to Infrastructure development activities and the "INFRASTRUCTURE" brand has become synonymous with ARSS within and outside the State of Orissa. With present turnover of more than 600 cores, the company has emerged as a major contributor towards growth of Infrastructure related activities in the country.

## **Board of Directors**

<b>DIRECTOR</b>	<b>EXPERIENCE</b>
Mr. Subash Agarwal: Chairman	24 years of industrial and entrepreneurial experience in the execution of railway and road projects
Mr. Rajesh Agarwal: Managing Director	Over 18 years of industrial and entrepreneurial experience; He is a Civil Engineer by education
Mr. Swarup Chandra Parija: Independent Director	40 years of services with the Government of India, with involvement in various administrative assignments as the Director of Income-tax Investigation, Commissioner of Income-tax and Director General of Income-tax, Investigation
Mr. Pareswar Panda: Independent Director	Mr. Panda is having total of 37 years of work experience which includes 7 years in M/s Essel Mining & Industries Ltd. 30 years in National Aluminium Company Limited (NALCO). Mr. Panda has done MBA (Marketing & HR) from Utkal University, Bhubaneswar, Odisha, PGDMM (Material Management) from Annamalai University, Tamil Nadu and M.A. in Economics from Ravenshaw College, Cuttack, Odisha.
Mr. Krishna Chandra Raut: Nominee Director	Retired Chief General Manager, State Bank of India.
Mrs. Janhabi Deo: Women Independent Director	She is a Chartered Accountants by profession having 17 years of experience in this field. Mrs. Deo has also Qualified DISA, IFRS & Concurrent audit certificate course conducted by Institute of Chartered Accountants of India and currently Working as partner in K. C. Jena & Co., Chartered Accountants, Bhubaneswar since 2000. Mrs. Deo is elected as Managing Committee member of Bhubaneswar branch of EIRC of ICAI for 2016-19.

## **Business Overview**

Our Company is engaged in construction activities in India. We undertake construction of railway infrastructure, roads, highways, bridges and irrigation projects. We began operations as a construction company in the field of railway infrastructure development, mainly in the state of Orissa and subsequently expanded our business activities in the zonal jurisdictions of East Coast Railway, South Eastern Railway, South East Central Railway, Southern Railway and North Western Railway. We have developed expertise in railway construction projects, which includes earthwork, major and minor bridges, supply of ballast, sleepers, laying of sleepers and rails, linking of tracks etc. Over the years we have diversified our field of activities into other construction segments such as development and construction of roads, highways, bridges and irrigation projects as well as undertaking EPC activities for railways.

Construction projects are typically awarded through a competitive bidding process to bidders who meet certain eligibility requirements based on their past experience, technical capabilities and financial strength. We bid for projects both on a standalone basis as well as through project specific joint ventures. We have entered into joint ventures with national and international players such as PT Adhikari (Persero), Harish Chandra (India) Limited, Triveni Engicons Private Limited, RITES, Kalindee Rail Nirman (Engineers) Limited, Patel Engineering Ltd, Rohit Kumar Das Construction Private Limited, Backbone Enterprises Ltd. and Atlanta Ltd.

Our clients include Ministry of Railways, State Government of Orissa; Rail Vikas Nigam Limited, RITES Limited Vedanta, Nalco, Jindal Steel & Power, IRCON International Limited, National Thermal Power Corporation, Hindustan Steel Corporation Limited, PWD – Orissa, IOCL and the National Highway Authority of India. We have successfully completed construction of over 500 km of rail line and more than 500 km of roads and highways.

We have presence in Eastern India, particularly in the state of Orissa. However, in recent years we have also pursued opportunities in other parts of India including the states of Chhattisgarh, Rajasthan, Jharkhand, Haryana, Kerala, Andhra Pradesh, Assam, Tamil Nadu Gujarat, Uttar Pradesh and Madhya Pradesh. As of March 31, 2021 our work force consisted of approximately 2000 full/part time employees. We have track record of timely execution of our projects. We adhere to international best practices standards and have been certified with ISO 9001: 2008 Quality Management System Standard Certificate by Moody International Certification Limited for “Construction of Civil and Infrastructure Work like Highways Roads, Bridges, Railway Track Linking Works (including OHE SNT), Earth Works, and Irrigation Projects like Dams etc”. We are committed to adhering to the applicable health, safety and environment policies and practices in the execution of our projects.



## **Competitor Analysis**

### **Project management expertise and track record**

We have successfully executed over 100+ projects involving construction of approximately 500 km of roads and highways, 500 km of rail tracks, 20 minor and major bridges and other general civil engineering works over the span of nine years.

We have been able to mobilize resources including equipment, raw material and personnel to our project sites at short notice, while adhering to a track record of timely completion of projects. We believe that the breadth and depth of our experience, among other factors, enables us to pre-qualify for a greater number of potentially higher-margin projects.

### **Large fleet of construction equipment**

We have a fleet of strategic construction equipment assets. We believe that our investment in equipment and fixed assets is an advantage, which enables us to rapidly mobilize our equipment to project sites as needs arise. As of March 31, 2020 our total investment in plant, machinery and equipment was Rs. 4120.00 lacs.

We have crusher plants at six locations in various districts of Orissa and equipment storage, maintenance and repair facilities in crusher plants are required for quarrying and crushing granite stone to produce required sizes of rock products as per client specification, be it for railway track ballast or highway work or any other civil construction work.

We own construction equipment comprising of Hydraulic Excavator, Tippers, and Excavator cum Loader, Vibrator Roller, Vibrator Soil Contractor, Motor Grader, Hot Mix Plant, Batch Mix Plant, Concrete Batching Plant, Wet Mix Plant, Transit Mixture, Crane and other miscellaneous equipment.

### **Long-term relationship with reputed clients**

Majority of the contracts are received from Government, Public Sector Undertakings and other Government agencies, which reduces the risk of default and delayed payment. Clients from whom we have received repeat orders include State Government of Orissa, Railways Department, Rail Vikas Nigam Limited and RITES.

### **Strong and diversified Order Book**

The composition of our Order Book is well diversified over various segments such as railways, roads and highways and ROB(s). In 2007, we diversified into execution of

irrigation and canal construction works. Diversification into new areas of construction projects is expected to mitigate the risk of slowdown in revenues from any segment due to unforeseen circumstances.

### **Continuous growth in our bid capacity and pre-qualification capability**

Our business and growth are dependent on our ability to bid and secure large and varied projects. Bidding for infrastructure projects is dependent on various criteria, including, bid capacity and pre-qualification capability. Bid capacity represents the aggregate value of the contracts that can be awarded to us, and is computed based on pre-defined criteria of various authorities. Pre-qualification capability includes various factors such as the technical capability, financial capability and past experience in similar projects. We have focused on increasing these parameters and continuously increasing our bid capacity.

<b>Future</b>	<b>Prospects</b>	<b>/</b>	<b>Business</b>	<b>Strategy</b>
---------------	------------------	----------	-----------------	-----------------

**Continued focus on the high growth opportunities in the construction and infrastructure sector, while maintaining performance and competitiveness of existing businesses**

We believe that the increasing level of investment in infrastructure by Governments (state and central), international development bodies (like ADB, IFC, World Bank etc) and private parties will be a major driver for growth of our business in the foreseeable future. Investments in roads and railways take priority in the infrastructure development initiative by the Government of India. We intend to take advantage of such growing opportunities in infrastructure development by strengthening our existing expertise in executing the projects successfully and by continuing our focus on railways and roads.

**Building a pan-India presence, by bidding & procuring Infrastructure projects funded by central & state Government or other recognized development organizations.**

We shall continue to bid for contracts from Government, quasi-Government or development organizations across India. Over the last two years we have expanded our operations from Orissa to states like Chhattisgarh, Tamil Nadu, Rajasthan, Jharkhand, Andhra Pradesh, Kerala, Haryana, Assam, Maharashtra, Gujarat, Uttar Pradesh and Madhya Pradesh etc. to avail of opportunities across different states of India. We have recently been successful in qualifying for the six-lining of two stretches of National Highway No. 5 (NH-5) in southern states of Andhra Pradesh and Tamil Nadu.

**Enhancement of profitability and capital efficiency**

Infrastructure construction is a highly competitive and capital-intensive activity. We believe that optimal utilization of financial, human and other resources is crucial for achieving success in this industry. Going forward, our strategy will be to continue focusing and structuring on optimum capital utilization to enhance returns, by actively analysing and identifying projects and assigning priority to high margin yielding projects. We also intend to improve capital efficiency by striving for accelerated completion of projects.

### **Forging alliances with established Indian and international strategic partners**

We have formed joint ventures with domestic and international companies like PT Adhikari (Persero), Harish Chandra (India) Limited, Triveni Engicons Private Limited, RITES, Kalindee Rail Nirman (Engineers) Limited, Patel Engineering Limited, Backbone Enterprises Limited and Atlanta Limited. We intend to develop and continue to establish strategic alliances with companies, whose resources, skills and strategies are complementary to ours, which would enhance our business opportunities to achieve competitive bidding advantage.

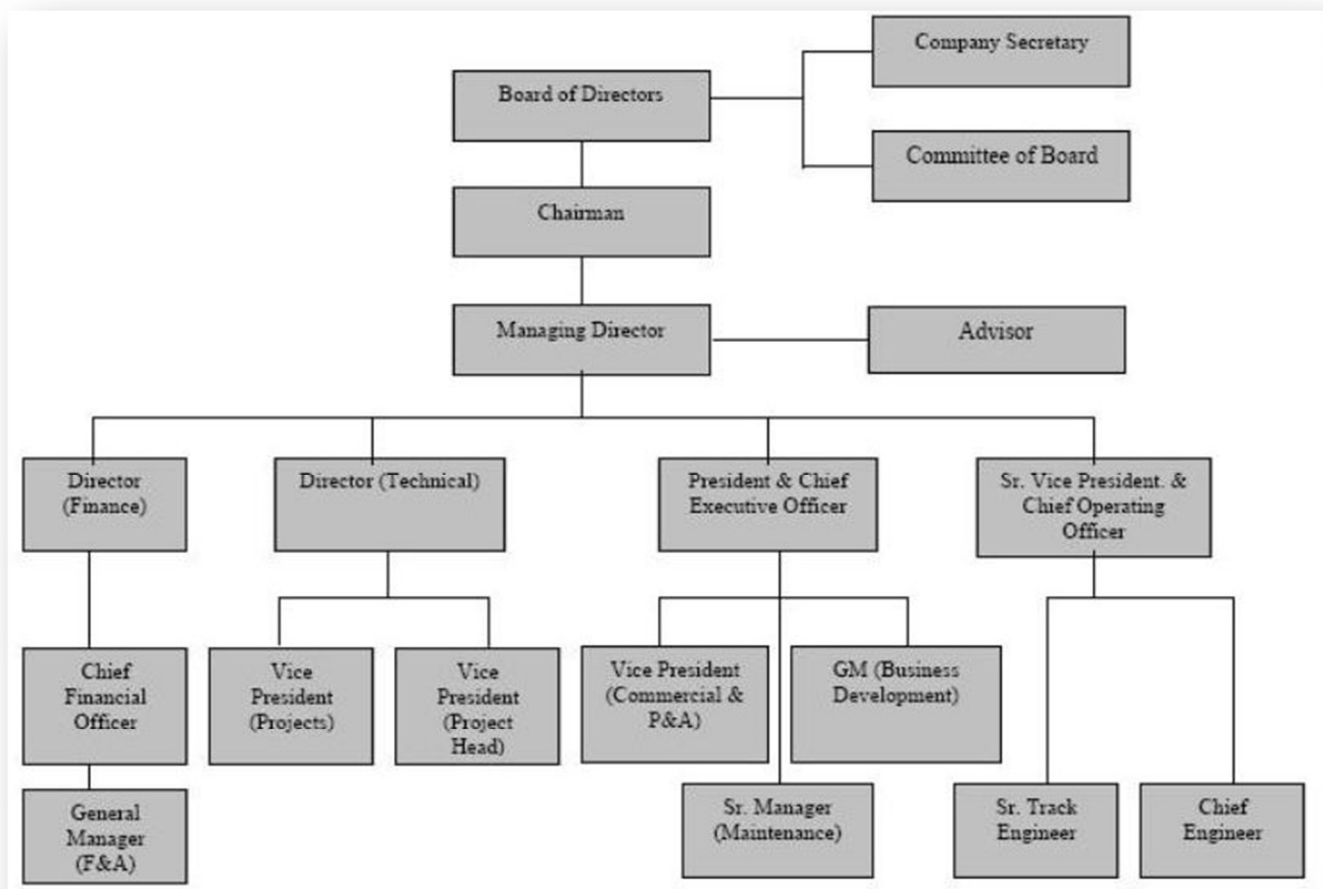
## **Achievements of ARSS**

ARSS has made its presence prominent in the field of railway, road and bridges work all across the country. Among the most prestigious projects in the above said fields, ARSS has certainly bagged and completed important projects. Fact wise, ARSS has completed over 80 projects across India, creating a solid brand name that is identified with reliability and trust. The Company has constructed over 300 km of roads and highways, 200 km of rail tracks and 10 major bridges.

- **Laurels and achievements** in 2008-09, the Company was awarded with three World Bank-assisted projects by the Government of Orissa.
- **Unprecedented growth** Registered an increase of 99% in the consolidated revenue over the previous year.
- **Strong order book** Contracts worth Rs. 2,788.37 Crores as on March 31, 2010.
- **Risk reduction** the best part of our contracts is with esteemed clients such as the government, PSUs and other government agencies, thereby reducing the risk of default and delayed payments.

- **Nurturing relationships** Maintained long-term relationship with these reputed clients with our client-centric policies. This resulted in repeat orders from the government of Orissa, Railways Department, Rail Vikas Nigam Limited and RITES.
- **Expansion into new arenas** Diversified successfully into irrigation and canal construction.
- **Growing bid capacity** Enhanced our bid capacity by strengthening our technical and financial capability and by drawing on our long years of experience. Successfully bid and procured additional projects.
- **Expertise and experience** Adequately mobilised resources including equipment, raw material and personnel at short notice while maintaining a track record of speedy completion of projects.

## Organisational Structure of ARSS Infrastructure



## Capital Structure of ARSS Infrastructure

Period		Instrument	Authorized Capital (Rs. cr)	Issued Capital (Rs.cr)	- P A I D U P -		
From	To				Shares (no's)	Face Value	Capital (Rs. Cr)
2020	2021	Equity Share	40.0	22.7	22737966	10.0	22.7
2019	2020	Equity Share	40.0	22.7	22737966	10.0	22.7
2017	2018	Equity Share	40.0	22.7	22737966	10.0	22.7
2016	2017	Equity Share	40.0	14.8	14843230	10.0	14.8
2015	2016	Equity Share	40.0	14.8	14843230	10.0	14.8
2014	2015	Equity Share	30.0	14.8	14843230	10.0	14.8
2013	2014	Equity Share	30.0	14.8	14843230	10.0	14.8
2012	2013	Equity Share	35.0	14.8	14843230	10.0	14.8
2011	2012	Equity Share	20.0	14.8	14843230	10.0	14.8
2010	2011	Equity Share	20.0	14.8	14843230	10.0	14.8
2009	2010	Equity Share	20.0	14.8	14843230	10.0	14.8
2008	2009	Equity Share	20.0	12.6	12554000	10.0	12.6
2007	2008	Equity Share	20.0	12.6	12554000	10.0	12.6
2006	2007	Equity Share	15.0	10.7	10671050	10.0	10.7
2005	2006	Equity Share	10.0	2.6	259700	100.0	2.6

2004	2005	Equity Share	1.0	1.0	100000	100.0	1.0
------	------	-----------------	-----	-----	--------	-------	-----

## ARSS Infrastructure on Stock Exchange

<a href="#"><u>BSE</u></a> 01/06/2022  <b>24.80 INR</b>	Change: 1.10(4.64%)  Volume: 300	Open: 24.80  Prev.close: 23.70	Bid: 24.25 (100)  Offer: 24.75 (9)
<a href="#"><u>NSE</u></a> 01/06/2022  <b>24.70 INR</b>	Change: 0.60(2.49%)  Volume: 1,621	Open: 25.05  Prev.close: 24.10	Bid: 24.15 (3050)  Offer: 24.70 (130)

## Customer Analysis

### **Customer Relationship Management:**

- Customer Relation Management is a practice business used to build and to maintain positive relationships with current and prospective customers.
- A CRM strategy focuses on establishing and maintaining connections with customers with the goal of building brand awareness and loyalty, sometimes known as the customer life cycle. CRM allows businesses to create a specific vision and implement company wide plans to retain customers through consistently satisfying experiences.
- Effective CRM seeks to predict consumers expectations in order to create better interactions between consumers and a brand. CRM strategies also involve using positive customer relationships to sell more products based on the customer needs.
- Companies typically implement CRM strategies through a software platform. CRM technology helps organize customers database and generate reports about a variety of customer activities.
- It also offers access to CRM information across department. A complete CRM strategy combines technological tools and traditional marketing strategies, like customers segmentation and target audience campaigns, to maintain relationships with clients.



### **Benefits of CRM for Business Organisation:**

- Increase in sales and brand name recognition.
- Help provide customers with a positive experience across all company channels.
- Assist business in identifying and maintaining loyal customers.
- Offer a strategic way to interact with both potential and returning clients.
- Help companies find better leads for sales opportunities
- Provide data points that can be used for marketing initiatives.
- Allow companies to plan for future customer relationship goals.
- Make customers feel a rapport with a business and build trust with a brand.

### **Swot Analysis**

The idea behind SWOT is simple for every campaign or project, marketer's analysis their strategies based on four specific quadrants.

- Strengths(S)
- Weaknesses(W)
- Opportunities(O)
- Threats(T)

#### **Strengths:**

- Easy to use Application.
- Dedicated team member.
- Well defined hierarchy level resulting quick decision making.

#### **Weakness:**

- ARSS Infrastructure is Industrial company, so many customers believe in the company.
- Low profit margins on products.
- Mis management in the company.
- Number of employees is less.

#### **Opportunities:**

- In India there are so many industrial companies but ARSS Infrastructure has its own place and have a huge market coverage all over India.
- Handholding support is a great opportunity.

- India's own social media platform.

Threats:

- Government policies.
- Competition barriers. Very difficult to gain market share.
- Biggest threat is the security issue of using social media platforms.

## **Chapter-5**

# **RESEARCH**

# **METHODOLOGY**

## Research

Research is a 'careful investigation or inquiry especially through search for new facts in any branch of knowledge'.

### **Methodology of Study:**

The project is a systematic presentation consisting of the enunciated problem, formulated, hypothesis, collected facts of data, analysed facts and proposed conclusions in form of recommendations.

The data has been collected from both the sources primary and secondary sources.

### **Kind of Research:**

The research is done by:

**Exploratory Research:** This kind of research has the primary objective of development of insights into the problem. It studies the main area where the problem lies and also tries to evaluate some appropriate courses of action.

**Sample Design:** A complete interaction and enumeration of all the employees of ARSS Infrastructure was not possible so a sample was chosen.

## **Data Collection**

The data for the survey will be conducted from both the primaries as well as secondary sources.

### **Primary Data**

Primary data was collected using interviews technique the survey data will be collected by using questionnaire. The primary data collection for this purpose is supposed to be done by judgement sampling, conversation sampling. The questionnaire has been formatted with both open and close structure questions.

### **Secondary Data:**

Data was collected from web sites, going through the records of the organisation etc.

It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study.

## **RESEARCH DESIGN**

A research design is the specification of methods and procedure for acquiring the information needed to structure or to solve problems. It is the overall operation pattern or frame work of the project that stipulates what information is to be collected from which source and what will be the procedure.

“A research design is the arrangement of the condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.”

Design decision happen:

- What is the study about?

- What is study being made?
- Where will be the study carried out?
- What type of data is required?
- Where can be the required data found?
- What will be the sample design?
- Technique of data collection?
- How will data be analysed?

## **Chapter-6**

# **DATA ANALYSIS**

## **AND**

# **INTERPRETATION**

## **Data Interpretation**

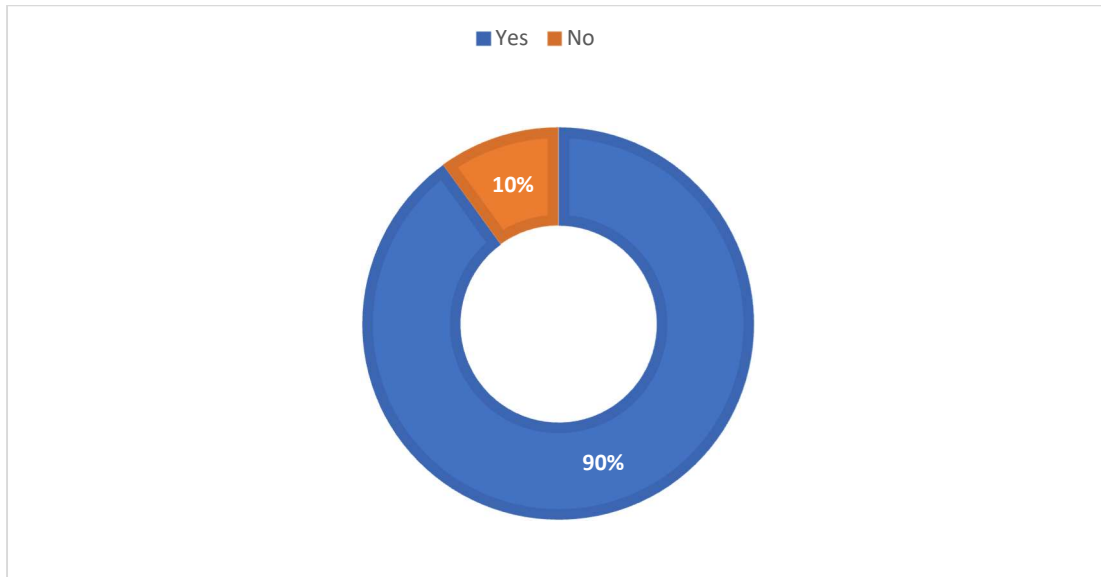
A questionnaire was prepared for the purpose of getting feedback from employees and manager regarding “Recruitment & Selection” of their company. 20 employees were selected from different department and were distributing questionnaire for the purpose of the study.

### **Analysis of Data**

The analysis of data is done as per the survey finding. The percentage of the people opinion were analysed and expressed in the form of chart and have been placed in the next few pages.

**Question-1** The hiring process helps in identifying the competence both visible (like knowledge, skill) and Hidden aspects (like behavioural, social role, self-image, trait)?

Options	Yes	No	Total
Responses	18	2	20
Percentage	90	10	100%

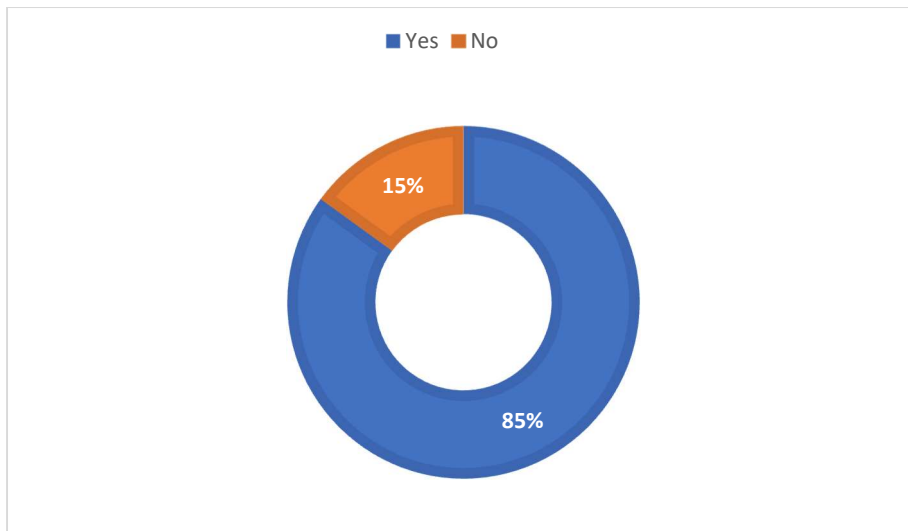


90% of the respondents thinks that hiring process helps in identifying the competence both visible and in hidden aspects.

**Question-2:** E-Recruitment (like portals, social websites) have become must to survive in the competitive market?

Options	Yes	No	Total
Responses	17	3	20
Percentage	85	15	100%

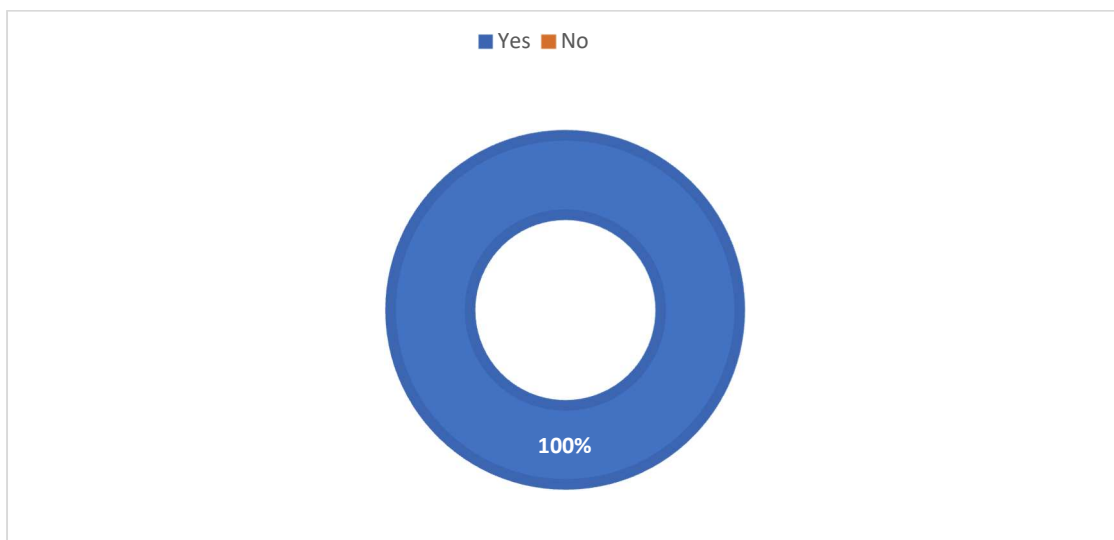




85% of the respondents think that e-recruitment have become must to survive in the competitive market.

**Question-3:** Is there any provision recruitment of summer trainees?

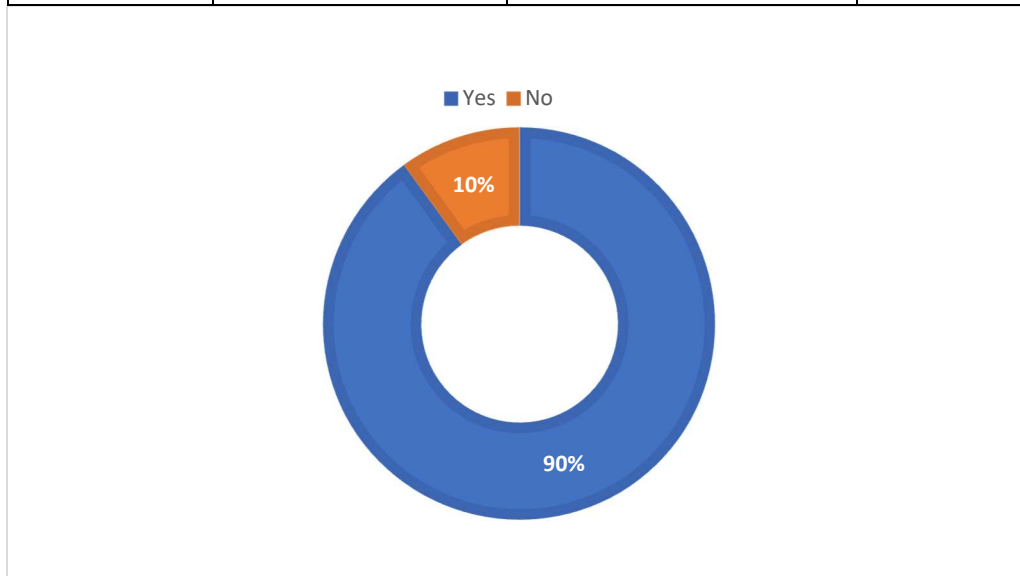
Options	Yes	No	Total
Responses	20	0	20
Percentage	100	0	100%



Yes, there is 100% provisions of recruitments of the summer trainees.

**Question-4:** Is there any contract(bond) signed by employees while joining the organization?

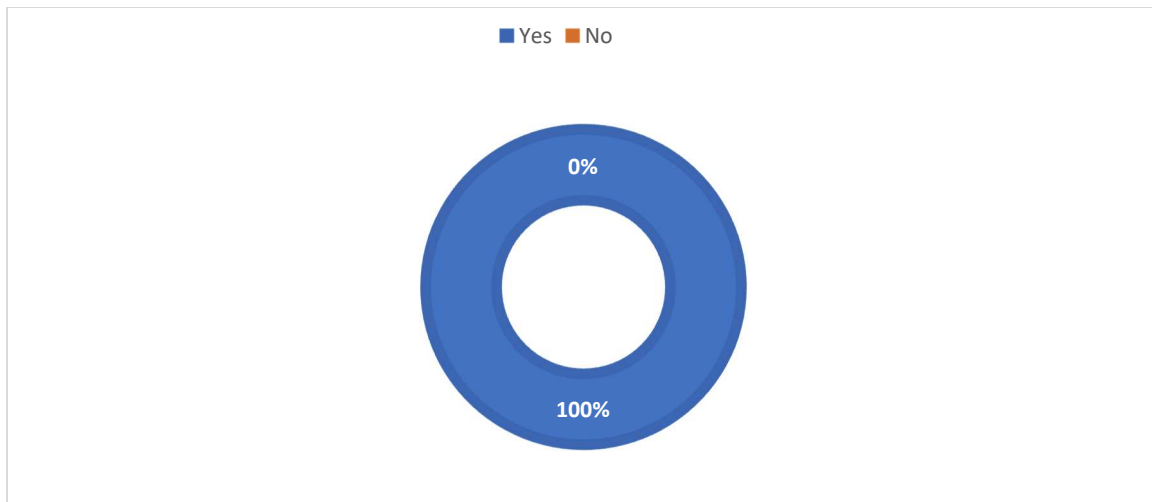
Options	Yes	No	Total
Responses	18	2	20
Percentage	90	10	100%



90% employees are made to sign bond by employees before joining the organization.

**Question-5:** Employer branding plays key role in more successful recruitment and retention of top talent?

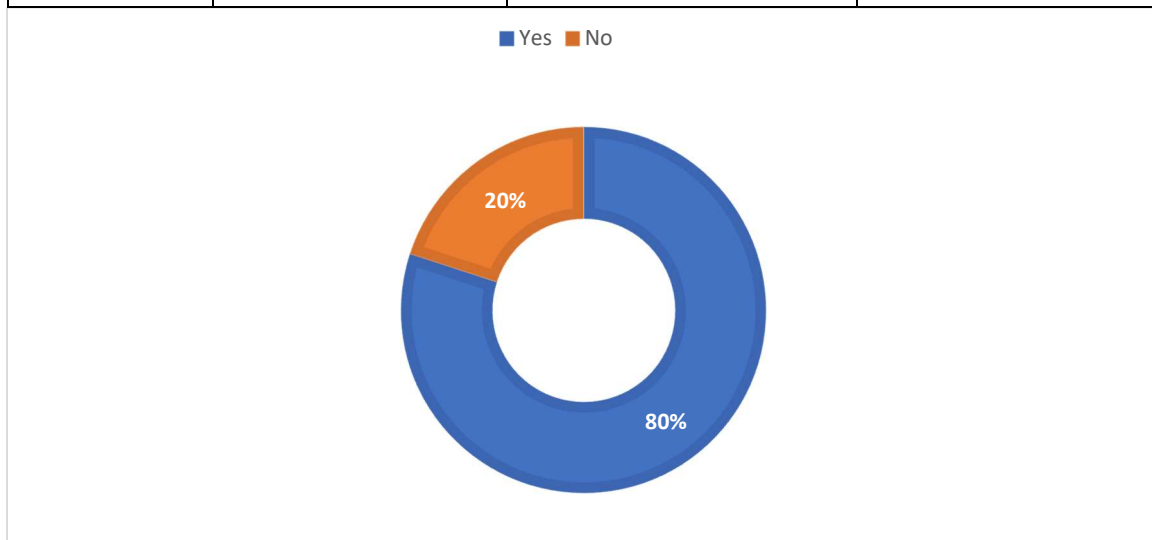
Options	Yes	No	Total
Responses	20	0	20
Percentage	100	0	100%



100% respondents think that employer branding plays a key role in more successful recruitment and retention of top talent.

**Question-6:** Do you give special treatment to employees in order to give them comfortable work environment?

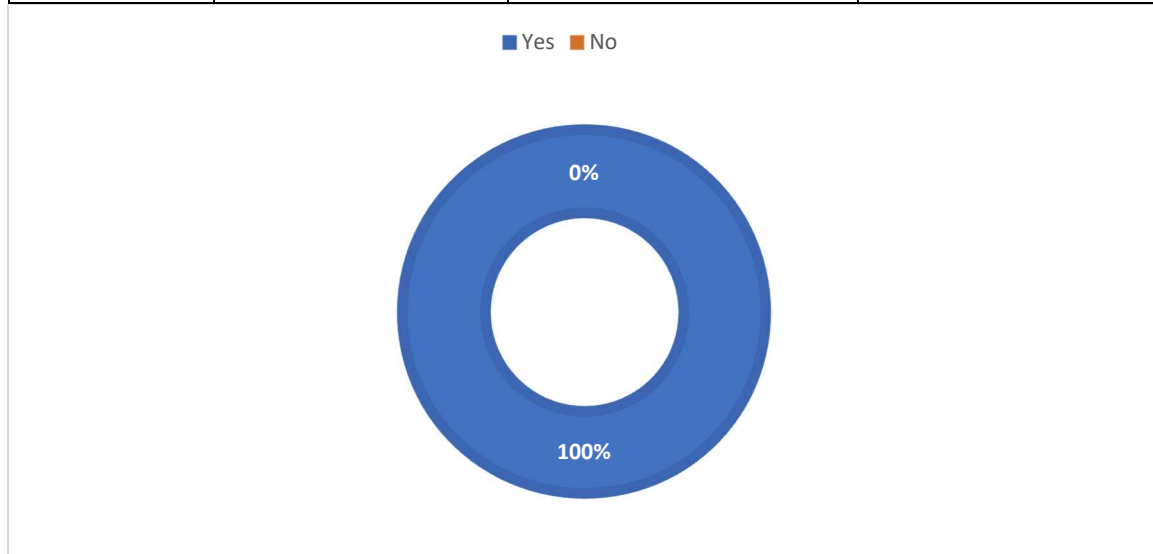
Options	Yes	No	Total
Responses	16	4	20
Percentage	80	20	100%



80% of the respondents think that employees are given special treatment in order to give them comfortable work environment.

**Question-7:** Corporate Social Responsibility can lead to attraction of employees towards the company?

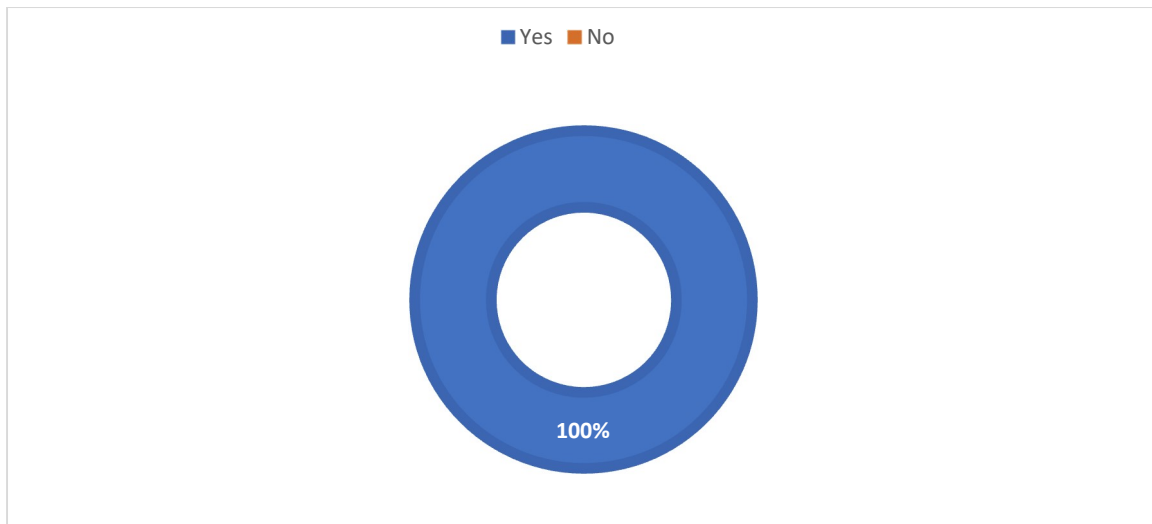
Options	Yes	No	Total
Responses	20	0	20
Percentage	80	20	100%



Corporate Social Responsibility can lead to attraction of employees towards the company.

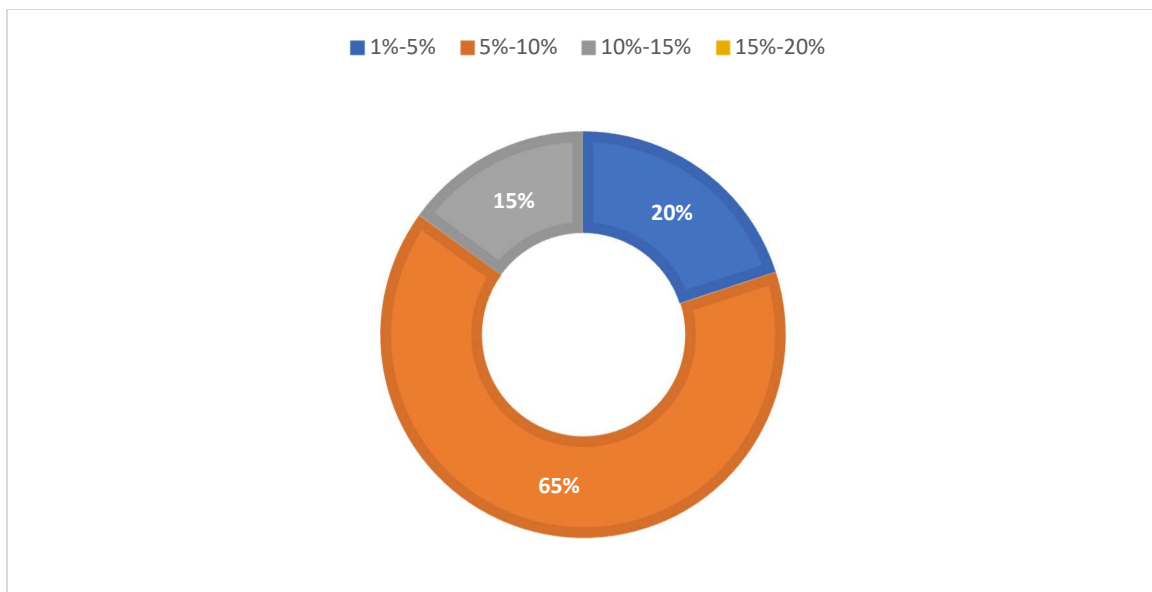
**Question-8:** Does the development activity helps the management identifying, analysing, forecasting and planning changes needed to company's HR area?

Options	Yes	No	Total
Responses	20	0	20
Percentage	80	20	100%



100% employees think that development activity helps the management in identifying, analysing, forecasting and planning changes needed in company's HR area.

**Question-9:** What is the attrition rate in the organization?

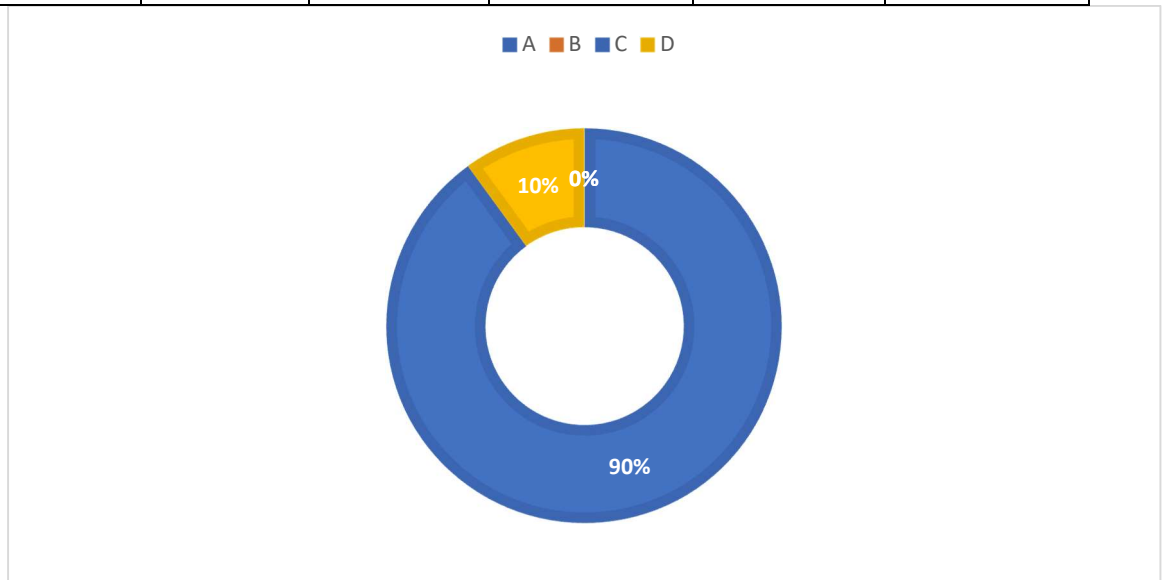


There is 65% attrition rate in the organization.

**Question-10:** Rank the following reasons for attribution rate:

- A. Good working environment
- B. Good compensation and bonus structure
- C. Quality of workforce
- D. All of the above

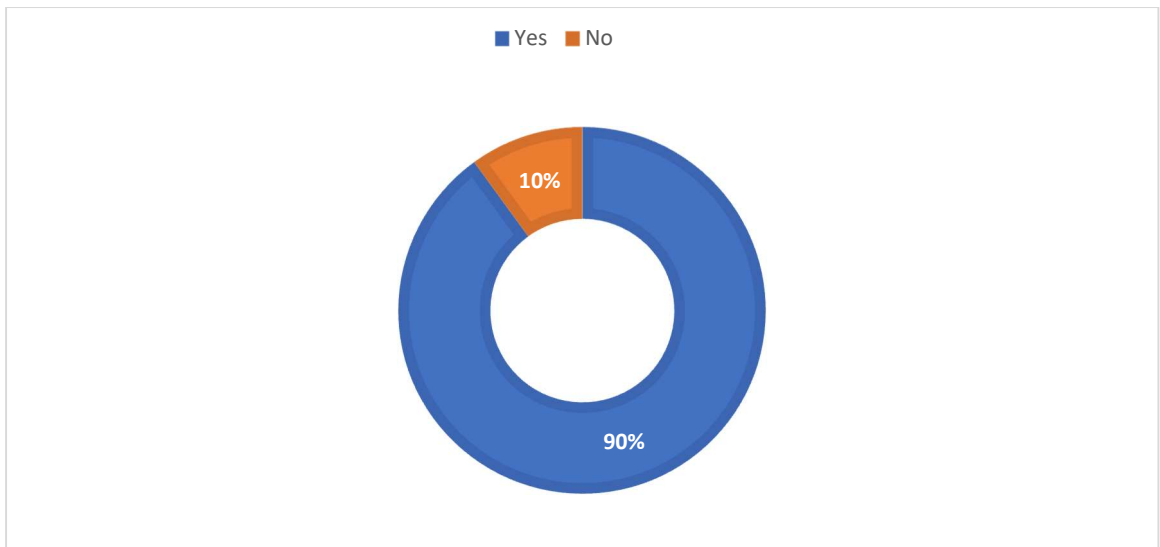
Options	A	B	C	D	Total
Options	1%-5%	5%-10%	10%-15%	15%-20%	Total
Responses	4	13	3	0	20
Percentage	20	65	15	0	100%



90% of employees that Quality of workforce is major area of attrition.

**Question-11:** In selection process, do you think innovative techniques (like stress level test, psychometrics test) should be adopted?

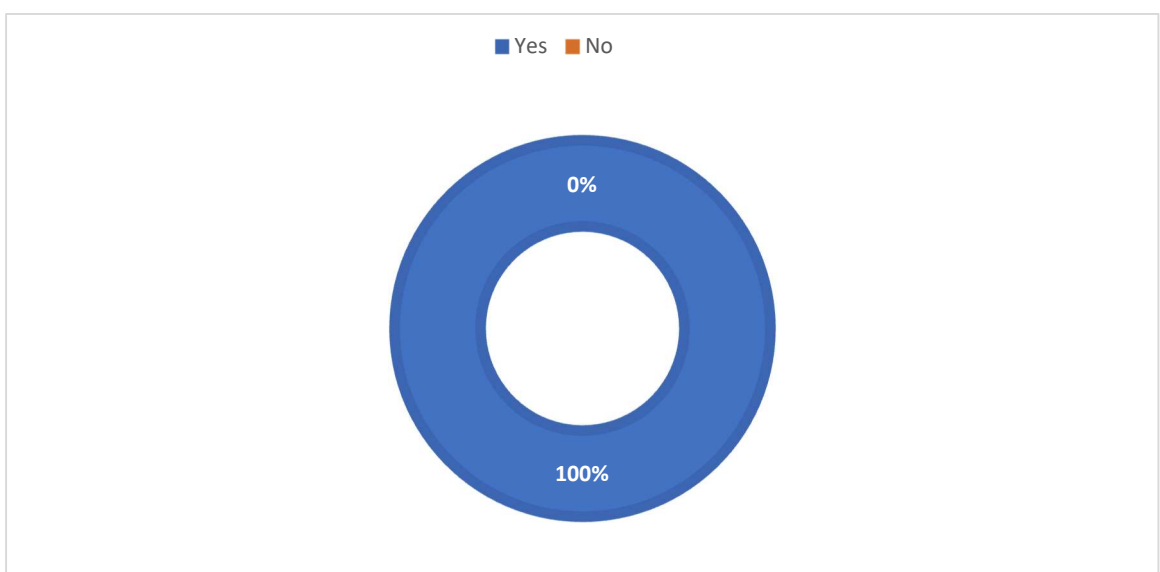
Options	Yes	No	Total
Responses	18	2	20
Percentage	90	10	100%



90% of employees think innovative techniques should be adopted.

**Question-12:** Is internal hiring helps in motivating the employees?

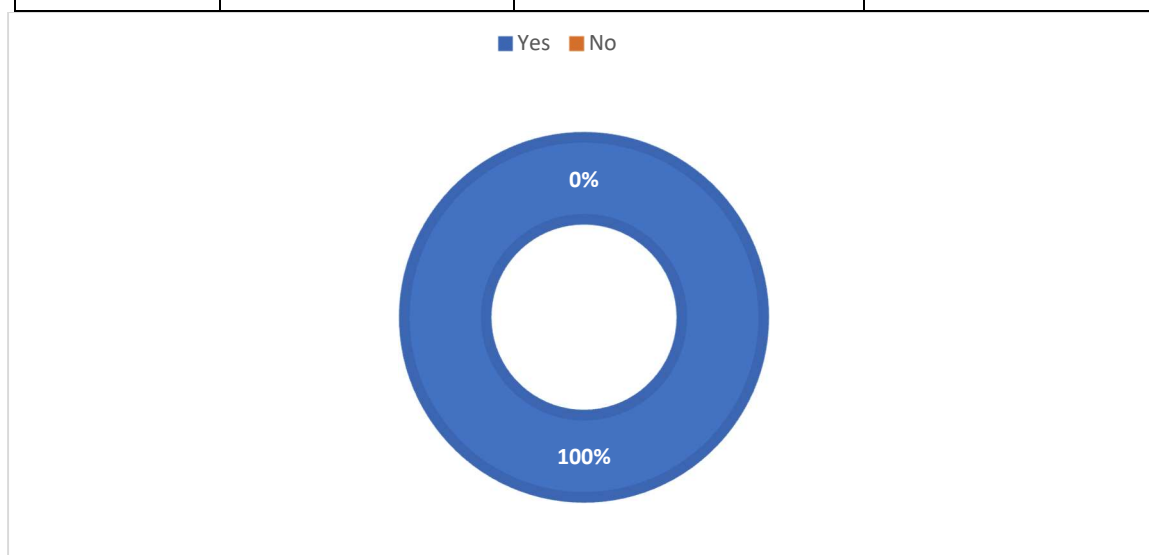
Options	Yes	No	Total
Responses	20	0	20
Percentage	100	0	100%



100% employees think that internal hiring motivates the employees to be more productive.

**Question-13:** Is there any facility for absorbing the trainees in your organization?

Options	Yes	No	Total
Responses	20	0	20
Percentage	100	0	100%

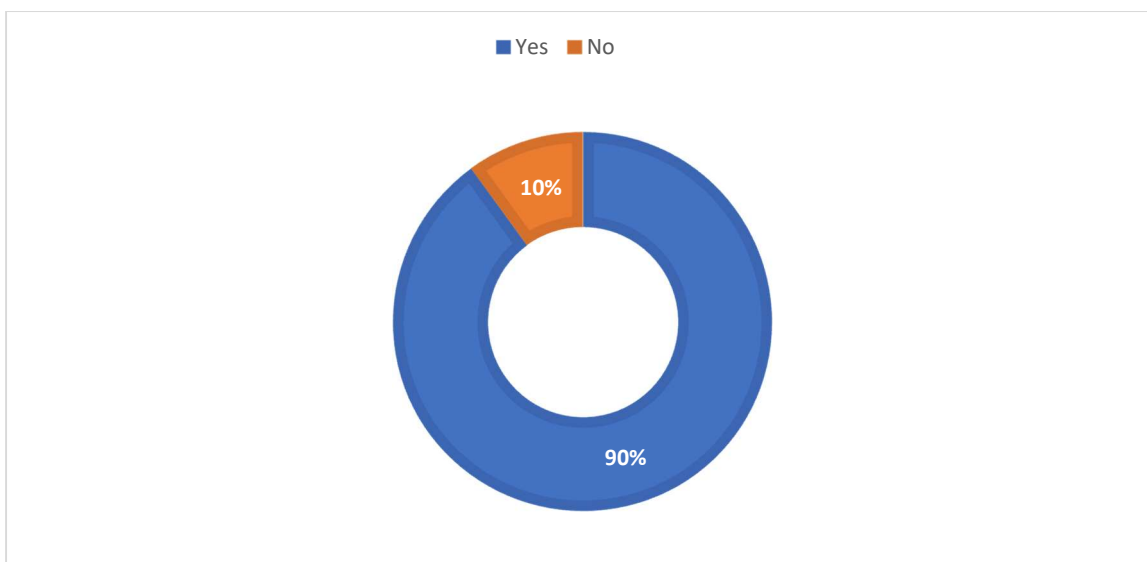


Yes there is a facility for absorbing the trainees in our organization.

**Question-14:** Do you have any system to calculate cost per recruitment?

Options	Yes	No	Total
Responses	18	2	20
Percentage	100	0	100%

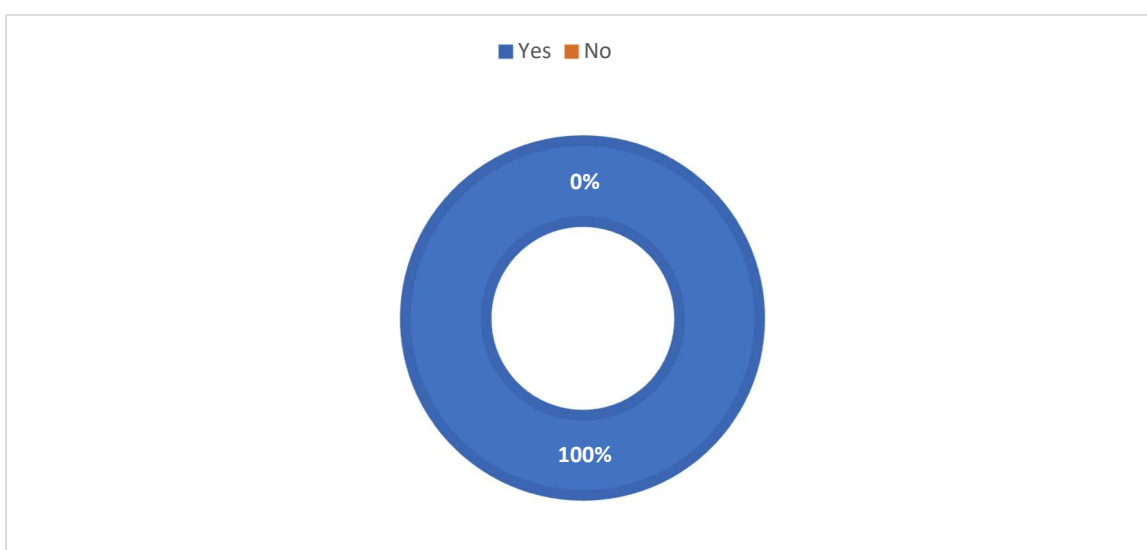




Yes there is a system to calculate cost per recruitment.

**Question-15:** Is there any provision for evaluation and control of recruitment process?

Options	Yes	No	Total
Responses	20	0	20
Percentage	100	0	100%



Yes there is a provision for evaluation and control of recruitment process.

**Question-16:** You feel Branding of the organization contribute to the effective recruitment and selection process because of:

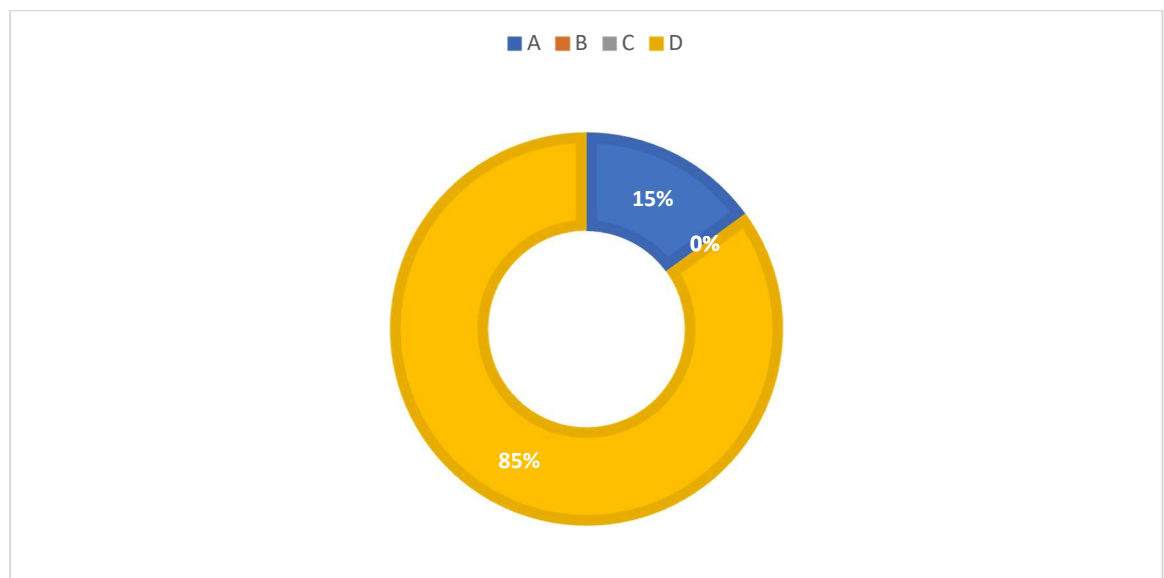
**A:** Good working environment

**B:** Good compensation and bonus structure

**C:** Quality of workforce

**D:** All of the above

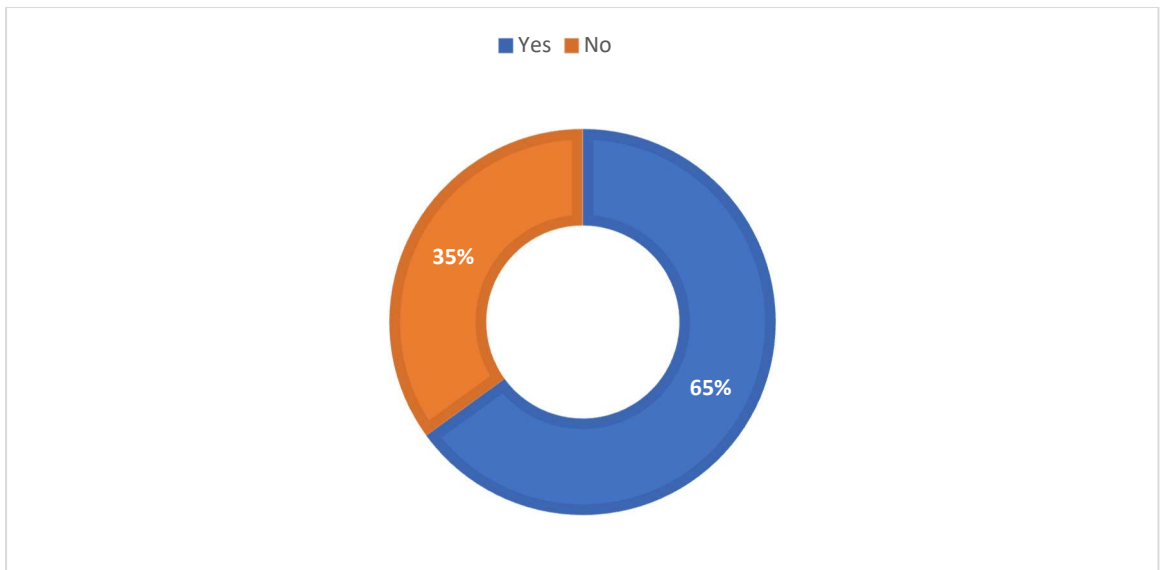
Options	A	B	C	D	Total
Responses	3	0	0	17	20
Percentage	15	0	0	85	100%



Branding of the organization contribute to the effective recruitment and selection process because of good working environment, good compensation and bonus structure and quality of workers.

**Question-17:** Does the organization provide any educational assistant?

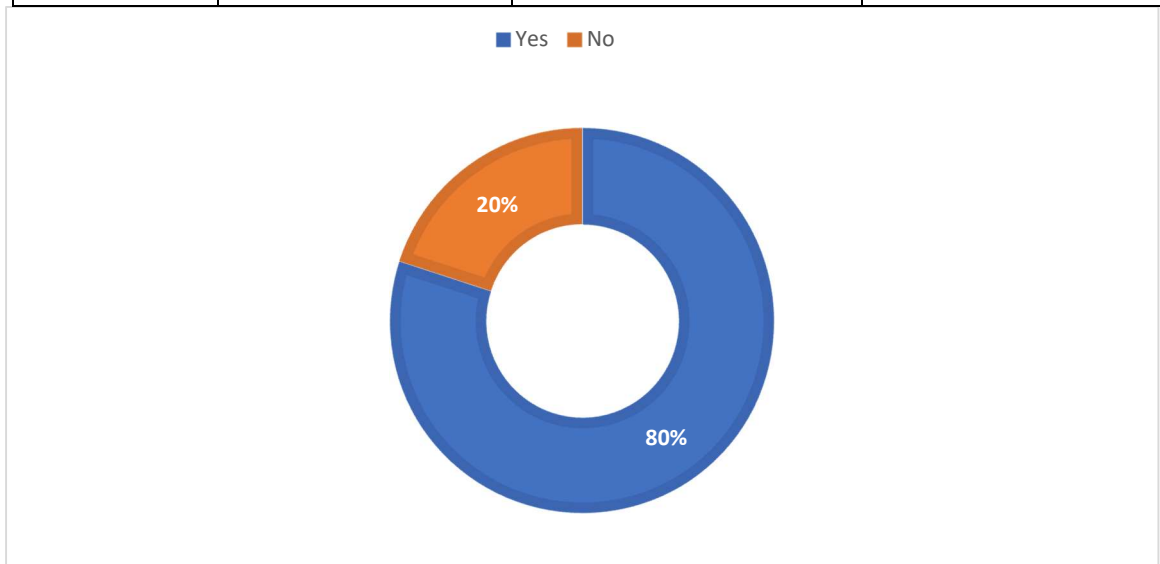
Options	Yes	No	Total
Responses	13	7	20
Percentage	65	35	100%



Yes 65% respondents think organization provides educational assistant.

**Question-18:** In case if the contract which was sign by the employees at the time of joining then, will the company take any legal action?

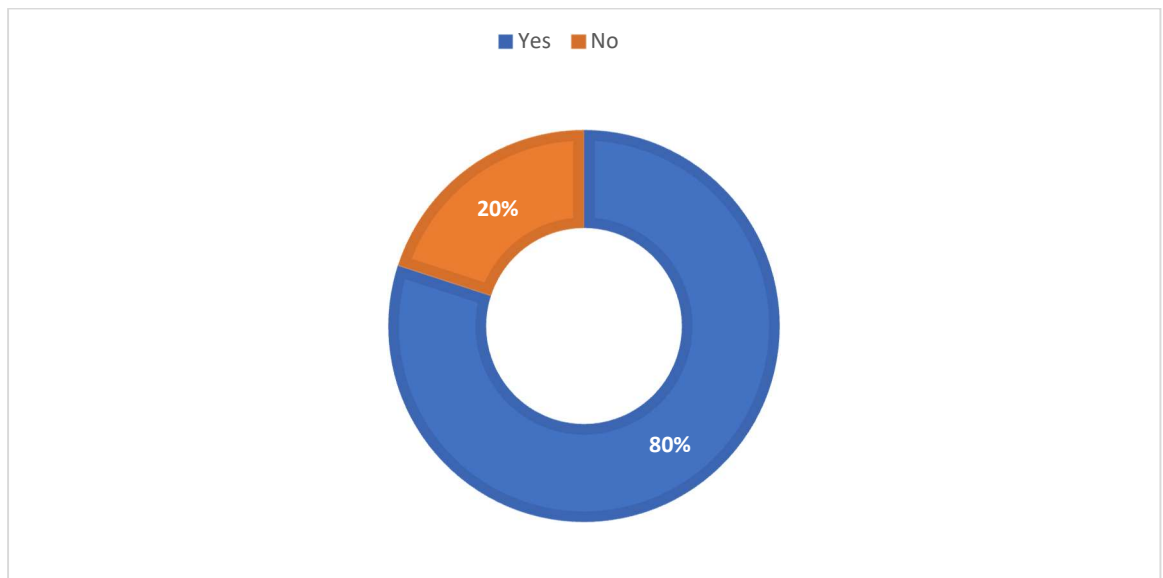
Options	Yes	No	Total
Responses	16	4	20
Percentage	80	20	100%



80% of employees think that in case if contract which was sign by the employees at the time of the joining the company will take any legal action.

**Question-19:** Is there any cases which can be exceptional from the contract?

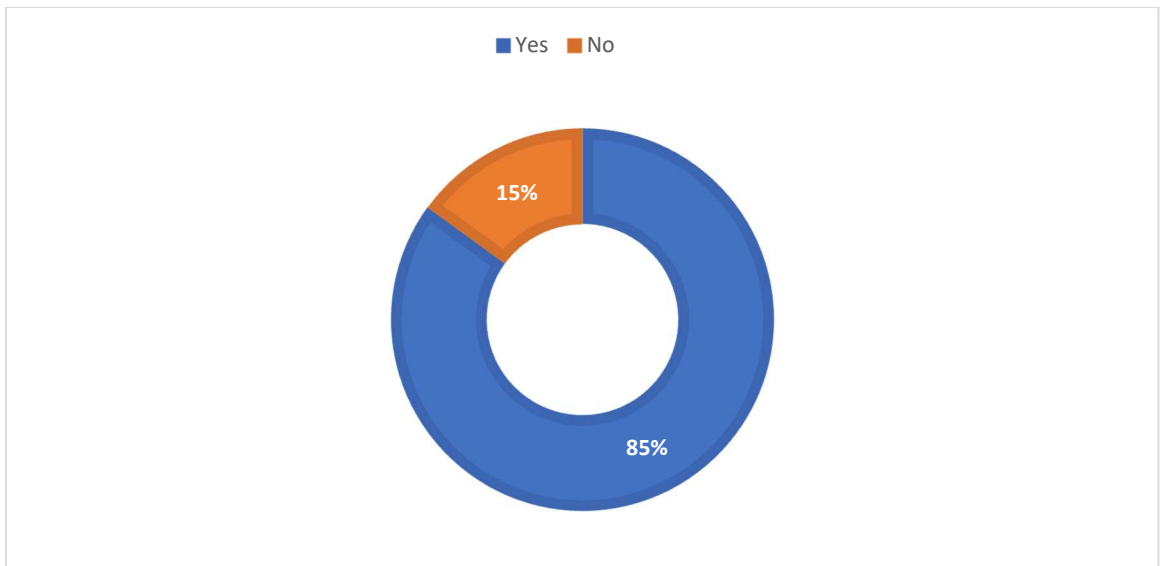
Options	Yes	No	Total
Responses	16	4	20
Percentage	80	20	100%



Yes there are cases which can be exceptional from the contract.

**Question-20:** Should a company provide a Cab or Bus facility to its employees for 24/7 hours for better relationship with their employees?

Options	Yes	No	Total
Responses	17	3	20
Percentage	85	15	100%



Yes for better relationship the company should provide bus facility.

### **Findings**

After the data analysis and interpretation the findings are:

- According to the survey, Recruitment differs from company to company for each category.
- According to the survey, the company do utilize internet sites for the recruitment process for finding the talented candidates.
- According to the survey, it is observed that the company are utilizing the job description in order to make screening process more efficient.
- The recruitment and selection process is decentralized.

## **Conclusion**

Recruitment as being one of the major topic is required by most of the organization. Hence the study helped in understanding the various aspects of recruitment and selection processes. In the ARSS Infrastructure Projects Ltd. the sources of recruitment is effective, the internal Selection of the organization also in an economical means which also reduces costs, only after looking the efficiency of the existing employee towards the company and his sincerity that employees will be selected, in ARSS Infrastructure the effective selection process is adopted in the last many year. It can be retained as such. Also the employees of ARSS Infrastructure are satisfied with the recruitment and selection process. Also they are well aware about the various sources and methods of Recruitment and Selection.

### **Limitations of the Study**

- The employees were busy with their daily schedule and it was very much difficult for them to give time.
- Time and Money was also an important constraint.

## **Bibliography**

### **Books:**

1. K. Ashwathapa, (1997) Human Resource and Personnel Management.
2. David A. DeCenzo, Fundamental of Human Resource Management.
3. Research Methodology.

### **Magazines:**

1. Indian Today
2. Business World

### **Newspapers:**

1. Times of India
2. The Hindustan times
3. The Economic times

### **Websites:**

1. <http://arssgroup.in/>
2. <https://in.linkedin.com/company/arss-infrastructure-projects-limited>
3. <https://try.scribd.com/>



