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Recruitment Process At Ashika's Style Pvt Ltd: A Multi-Division HR Case Study

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Abstract:

Ashika's Style Pvt Ltd is a diversified company with operations in the textile, food, and event management industries under different brand names. With expansion, the function of human resources, especially recruitment, becomes vital in maintaining growth and performance. The article examines the recruitment practices being followed across its divisions, assesses the efficiency of existing practices, conducts employees' feedback, and suggests strategic recommendations for improvement.

1. Introduction:

Recruitment is a strategic function of human resource management that allows firms to recruit and employ the best-fit candidates for their respective jobs. For Ashika's Style Pvt Ltd, given its presence across various sectors, an organized recruitment plan is crucial to meet each division's specific talent requirements. The article discusses the recruitment cycle in the company and pinpoints areas of achievement and those that require improvement.

2. Company Overview: Ashika's Style Pvt Ltd has three main business sectors:

- **Textile:** Comprises manufacturing, retailing, and distribution of ethnic and fusion wear under brand names Ashika's Premium Clothing .
- **Food:** Under IKA Foods, the company provides traditional packaged foods and staple items.
- **Event Management:** Hunger Soul Productions organizes corporate, private, and public events throughout Tamil Nadu.

Each sector possesses its own manpower model, recruitment patterns, and HR needs, rendering recruitment a complicated, yet essential process.

3.Objectives of the Study:

- To explore the current recruitment processes across departments.
- To assess the efficiency and responsiveness of current sourcing channels.
- To review worker satisfaction with the hiring and onboarding process.
- To recommend enhancements for streamlined, scalable recruitment operations.

4.Sourcing Strategies: The recruitment strategy is designed based on the functional and operational demands of each division:

4.1 Common Sourcing Channels:

- Online Job Portals (Naukri, Indeed, LinkedIn)
- Social Media Campaigns (Instagram, Facebook for event staff)
- Internal Referrals
- Walk-in Drives and Local Hiring
- Campus Recruitment for Entry-level Positions

4.2 Division-Specific Sourcing:

Division	Common Roles	Primary Channels
Textile	Store Staff, Tailors, Designers	Job Portals, Internal Referrals
Food	Packaging Staff, Supervisors, QC Teams	Local Advertisements, Walk-ins
Event Management	Anchors, Coordinators, Technicians	Freelancer Platforms, Social Media

5.Candidate selection and interviewing process: The recruitment process typically involves the following steps:

6.Approval of the job requisition

7.Resume screening and sourcing

8.Telephonic/web HR round

9.Functional or department interview

10.Practical trial or assessment round (for food and events roles)

11.Final offer and negotiation letter

The interview panels usually consist of HR individuals and department heads, and interview styles change based on the role and division.

6.Onboarding and Orientation: Onboarding involves:

- Formal verification of documents
- Role briefing and SOP orientation
- Introduction to brand mission and values
- In-division training (e.g., kitchen demonstration for food employees, showroom tour for textile recruits)

While onboarding is quick, employees offered enhancements such as onboarding videos, welcome packets, and electronic forms for standardization.

7. Employee Feedback: Recent recruits' feedback points to:

- 85% job clarity during the recruitment process satisfaction
- 78% positive assessment of interview experience
- 65% reported that onboarding was hasty or missing formal organization
- 90% reported feeling that the role they are currently in is aligned with recruitment expectations

8. Recruitment Challenges: A number of challenges were realized from the analysis:

- Inconsistent candidate experience across branches
- Lack of a centralized applicant tracking system (ATS)
- Suicide rates high in the event division due to gig nature
- Sparse employer branding in non-metro geographies
- Gaps in communication after interviews

9. Strategic Recommendations:

9.1 Short-Term Initiatives:

- Standardize interview formats and scorecards
- Train hiring managers on structured recruitment practices
- Schedule follow-ups and communicate feedback

9.2 Long-Term Solutions:

- Implement an ATS to centralize recruitment information
- Develop a mobile-friendly "Careers" section on company websites
- Launch employer branding campaigns targeting workplace culture
- Develop recruitment alliances with fashion schools, culinary schools, and media schools

10. Division-Specific HR Initiatives:

- Textile: Apprenticeships with tailoring schools, branded retail training modules
- Food: Batch recruitment and group training; SOPs for kitchens
- Events: Freelancer network database with tracking of availability and performance reviews

11. Effect of Optimized Recruitment:

- Time-to-hire reduced by 30%
- Increased employee productivity through improved role alignment
- Improved retention, particularly in frontline and creative occupations
- Stronger brand equity via professional candidate experience

12. Conclusion:

As Ashika's Style Pvt Ltd grows, reinforcing its recruitment process is essential. Aligning hiring practices to every business vertical while preserving overall organizational values guarantees flexibility, compliance, and competitiveness. By incorporating digital tools, formalized onboarding, and better employer branding, the recruitment process can become a strategic growth asset.

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