



Brandix Apparel India (P) Ltd  
 H. No. 7 (Part)  
 Brandix Apparel City SEZ  
 Chakka Road  
 Chittoor Mandal  
 Chittoor District - 531 011  
 Brandix India  
 www.brandix.com  
 brandix.com

**To Whom So Ever It May Concern**

Group Head Office  
 6, F. No. 1, Gale Road, Colombo 3  
 SRI LANKA  
 TEL: 011 2513111 AP2005PTC067651

This is to certify that P.ANIL KUMAR had under gone a project on RECRUITMENT & SELECTION under the guidance of Mr. Satish Reddy ( Executive - HR) from 28/11/21 to 29/12/21 in our organization. He has successfully completed his project within the stipulated time period and has done a comprehensive work.

External Guide

Mr. Satish Reddy

Executive - HR

Permitted to submit the report to the University / College Authority.

Sankar Rao B

Asst. Manager- HR & Administration:



Brandix Apparel India Pvt Ltd – Unit-II

HR

**A STUDY ON  
RECRUITMENT AND SELECTION**

**With reference to**

**BRANDIX APPAREL INDIA PVT LTD**

**VISAKHAPATNAM**

**A Project Report Submitted to  
Jawaharlal Nehru Technological University, Kakinada  
In partial fulfillment for the Award of the Degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Submitted By  
PALLA ANIL KUMAR  
(Regd.no: 20811E0028)**

**Under the Guidance of  
Dr. LOVA BALIJI  
Assistant Professor**



**AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY  
(Approved by AICTE, Permanently Affiliated to JNT University Kakinada,  
ACCREDITED BY NAAC and Recognized under 2(f) & 12 (b) by UGC, New Delhi)  
Tamaram, Makavarapalem, Narsipatnam, Visakhapatnam.  
(2020-2022)**

**MASTER OF BUSINESS ADMINISTRATION**  
**AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**NARSIPATNAM , VISAKHAPATNAM**



**CERTIFICATE**

This is to certify that the project “ A study on the RECRUITMENT AND SELECTION ” with reference to BRANDIX APPAREL INDIA PVT LTD,VISAKHAPATNAM, has been carried out by P.ANIL KUMAR under my guidance ,and the project report has not been submitted to any other university or institution any time before.




Dr.LOVA

( HEAD OF THE DEPARTMAENT)



Dr.LOVA

Project guide



External guide

## 1.4 OBJECTIVES OF THE STUDY

- 1] To understand internal recruitment process in the organization.
- 2] To know which form of recruitment is followed at brandix i.e. whether centralized (or) decentralized.
- 3] To know about the skills and abilities those are preferred at the time of selection at brandix.
- 4]
- 5] To identify the balance between internal sources and external sources.
- 6] To know about the strategies followed at brandix to increase the number of recruitment.
- 7] To evaluate the recruitment policy of the organization.
- 8] To give suitable recommendation to streamline the hiring process.

*L. Krishna Veni*  
COORDINATOR

## 5.1 SUMMARY

The recruitment procedure followed at BRANDIX is by far the most transparent. Since inception of the project rate of recruited was the highest in the year 2017 in which a total of 1555 employees were recruited into the organization, 1128 from commercial/technical and 27 from executive. The organization development programme for its new and in service employees. As the initial training provides the impetus to integrate themselves to the organization goals.

The organization profitability and turnover are an indication to the effectiveness of the training and development programmes, which are part of recruitment and selection process. The company, which has an expansion project to double its production, and which is likely to commence commercial production from 2019. The organization has the required personnel to cater to the needs of the expansion project. The company is presently recruiting a majority of its employees from local areas. This is a boost to the employment in the district.

L. Krishna Veni  
COORDINATOR