

ABSTRACT

It is universally recognized that people make the difference to an organization. Hence the type of people recruited by organizations are extremely important. How they are managed at work is influenced by a variety of factors ranging from the size of the organization to government regulations and its culture and philosophy. The need to have employees identify themselves with the organizational objectives and contribute positively to its success is the crux of human resource management in general and recruitment in particular.

Taking cognizance of the importance of people and their contributions, companies generally are making every effort to recruit the best people. This is evidenced by the survey results. However, such a result can only be achieved if the companies pay particular attention to activities such as strategic human resource planning, job analysis, and effective advertising and modern selection techniques. All these have to be in place to ensure that the company 'harvests' the benefits.

The recruitment function, traditionally a purely human resource function is witnessing a paradigm shift, in that the department that needs the manpower is playing an equally important role. In today's globalised world, companies are looking at new methods of recruiting speedily and for the best people. This study has highlighted certain areas of concern, which have to be addressed urgently by companies in the private sector. With the implementation of AFTA in 2003, many companies will face immense challenges that require their staff to be well trained and perform professionally.

In this context, the selection methods employed by the companies to get the best will witness severe tests. Companies must be prepared to implement new methods of selection to get the right people who can make the difference. It is the company who can attract them that will be able to recruit and retain them.

Recruiters and selectors in the private sector companies need to be trained effectively to seize such opportunities. The study shows that this is a vast area of concern as well as an opportunity for these companies. Meeting this 'training gap' will place companies in a competitive position to attract the best people. This will enable the companies to perform well and achieve organizational excellence, a sine quo non for the fulfillment of Vision 2020.