



**TO STUDY OF ROLE OF PLACEMENT CONSULTANTS IN PROVIDING
SUITABLE MANPOWER TO MUMBAI, PUNE AND
NAGPUR CITIES**

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ABSTRACT

This research aims at analyzing the effect of factors affecting unemployment, placement and recruitment agencies. Some unemployment report shows that our unemployment ratio is on the higher side. One thought comes to mind that if unemployment rate is not reduced. How can we progress further? This is the prime reason for this research work; I wish to find out whether the placement and recruitment agencies can help reduce this problem.

However it is a matter of nationwide research and for an individual it is virtually impossible to do it with in a limited time.

I have therefore a representative area for this research, Mumbai for its big size in offering employments, Pune for its IT sectors and Nagpur for MIHAN which is going to become the biggest industrial hub in central India. I hope to get some representative figures which can be helpful for nationwide consideration on utility of recruitment and placement agencies.

KEYWORDS: *factors affecting unemployment, placement and recruitment agencies.*

INTRODUCTION

Today the main capital for any industry is its Human Capital. Recruitment of good quality employees is becoming an important aspect in today's competitive market. With the entry of technology, Recruitment in India has evolved over the many years from the Traditional to more Modern ways. Employers are willing to pay well to get good employees. This Research concentrates on the external sources that provide manpower to an organization, with particular emphasis on Recruitment firms or placement Consultants. With the growing number of new businesses being set up, the need for manpower is growing and hence the growth of recruitment firms or Placement consultants.

This Research briefly traces the history and growth of the Recruitment Firms in Selected districts of Maharashtra state like Mumbai, Pune and Nagpur districts, based on firsthand experience, and the major role that they continue to play today in the recruitment of Senior and Middle level employees.

Table 1: No. of clients getting job monthly through placement consultancy

No. clients getting job through consultancy monthly	Mumbai	Pune	Nagpur	Total
Less than 5	2 (5.7)	- (-)	1 (5.0)	3 (3.8)
5 to 10	5 (14.3)	2 (8.0)	1 (5.0)	8 (10.0)
10 to 15	8 (22.9)	8 (32.0)	4 (20.0)	20 (25.0)
15 to 20	9 (25.7)	5 (20.0)	6 (30.0)	20 (25.0)
More than 20	11 (31.4)	10 (40.0)	8 (40.0)	29 (36.3)
Total	35 (100.0)	25 (100.0)	20 (100.0)	80 (100.0)

No. of clients getting job monthly through placement consultancy is shown in above Table 1. It is evident from the table that through 36.3% placement consultancies more than 20 clients get job monthly, whereas 25% each placement agencies provide job to 10 to 15 and 15 to 20 clients monthly. Table illustrates that 40% placement agency at Pune and Nagpur provide employment to more than 20 clients monthly which was more than percentage of employment provided at Mumbai city.

Table 2: Maximum No. of resumes received in particular month by placement consultancy

Maximum No. of resumes received in particular month	Mumbai	Pune	Nagpur	Total
October to December	4 (11.4)	5 (20.0)	- (-)	9 (11.3)
April to June	19 (54.3)	15 (60.0)	14 (70.0)	48 (60.0)
July to September	5 (14.3)	3 (12.0)	2 (10.0)	10 (12.5)
January to March	7 (20.0)	2 (8.0)	4 (20.0)	13 (16.3)
Total	35	25	20	80

Information regarding maximum No. of resumes received in particular month by placement consultancy is illustrated in above Table 2. It is evident from the table that 60.0% placement consultancies receive maximum resumes in April to June, 16.3% placement consultancies receive maximum resumes in January to March whereas 12.5% placement agencies received maximum no. of resumes in July to September. Table illustrates that 70% placement agency at Nagpur receive maximum no. of resumes in April to June which was more than percentage of resumes received at Mumbai and Pune city.

Table 3: Online registration facility provided by placement consultancy to the job seekers

Providing online registration facility for job seekers	Mumbai	Pune	Nagpur	Total
Yes	35 (100)	25 100	20 100	80 100
No	- (-)	- (-)	- (-)	- (-)
Total	35 (100)	25 (100)	20 (100)	80 (100)

Online registration facility provided by placement consultancy to the jobseekers is shown in above Table 3. It is evident from the table that 100% placement consultancies provide online registration facility to

its job seekers. Table illustrates that 100% placement agency at Mumbai, Pune and Nagpur provides online registration facility for job seekers.

Table 4: Intensity of response of job seekers towards online registration facility provided by placement consultancy

Response of job seekers to online registration	Mumbai	Pune	Nagpur	Total
Very High	11 (31.4)	10 (40.0)	2 (10.0)	23 (28.8)
High	14 (40.0)	10 (40.0)	6 (30.0)	30 (37.5)
Moderate	10 (28.6)	5 (20.0)	8 (40.0)	23 (28.6)
Low	- (-)	- (-)	3 (15.0)	3 (3.8)
Very Low	- (-)	- (-)	1 (5.0)	1 (1.3)
Total	35 (100.0)	25 (100.0)	20 (100.0)	80 (100.0)

Above Table 4 illustrates information pertaining to the intensity of response of job seekers towards online registration facility provided by placement consultancy. It is evident from the information that 37.5% placement consultancies received high response to online registration facility by jobseekers, whereas 28.8% placement consultancies received moderate response to online registration facility by jobseekers. In addition to this very high, low and very low placement consultancies received high response to online registration facility by jobseekers was received by 28.8%, 3.8% and 1.3% consultancies respectively.

CONCLUSION

- It is apparent from above information that more than 20 clients monthly get job through majority of placement consultancy.
- It is apparent from above information that majority of respondents placement consultancy receive maximum no. of resumes in the month of April to June.
- It is apparent from above information that majority placement consultancy provide online registration facility to job seekers.
- It is evident from the information that majority of placement consultancies in Mumbai, Pune and Nagpur city received high response for online registration facility from job seekers.

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7. See for example, the widely used text of Samuelson and Nordhaus (2009, Chapter 13). While our focus is on costs of unemployment to individuals, there are social costs too - underuse of a productive resource (labor), increase in crime, and social unrest. A classic example of the adverse social consequences of unemployment comes from Germany during the interwar years - the high unemployment rate played a crucial role in the Nazis and Hitler coming to power. For a recent statistical analysis of this issue, see Stogbauer and Komlos (2004).
8. On the importance of studying poverty over time and the distinction between short-term and chronic poverty, see Christiansen and Shorrocks (2012).
9. Paul (1991) is an exception in this regard and deals with India, although his empirical analysis is dated. We discuss this study in section 2.
10. Shorrocks (1992) and Sengupta (1990) assume uniform labor force participation, whereas, as we show below, labor force participation differs to a certain extent across individuals in India. Sengupta (1990) assumes that all individuals have some employment - we provide evidence that some individuals in India have no employment during the reference period.
11. For example, the Economist (2013 a) has described this in an article titled *Angry Young Indians*. There are also concerns about youth unemployment in other countries, e.g. see Economist (2013 b).
12. A companion paper, Naraparaju (2014) provides a description of various features of unemployment spells in India and how these have changed over the past two decades.
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