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Subject:- Human Resources Management  
Unit-01

Topic:- Sources of Recruitment

Before an organisation activity begins recruiting applicants, it should consider the most likely source of the type of employee it needs. Some companies try to develop new sources while most only try to tackle the existing sources they have - these sources, accordingly, may be termed as:-

① Internal Sources:- Internal sources include personnel already on the payroll of an organisation, that is, its present working force. Whenever any vacancy occurs somebody from within the organisation is upgraded, transferred, promoted or sometimes demoted. This source also includes personnel who were once on the payroll of the company but who plan to return or whom the company would like to retire, such as those on leave of absence, those who quit voluntarily or those on production lay-offs.



## Merits:-

- ① The employer is in a better position to evaluate those presently employed than outside candidates.
- ② As a person in the employment of the company are fully aware of and well acquainted with its policies and know its operating procedures, they require little training and the chance are that they would stay longer in the employment of the organization than a new outsider would.
- ③ It improves the morale of employees, for they are assured of the fact that they would be preferred over outsiders when vacancies occur.
- ④ It is less costly than going outside to recruit.
- ⑤ It promotes loyalty among the employees for it gives them a sense of job security and opportunities for advancement.
- ⑥ They are tried people and can, therefore, be relied upon.



## Demerits

- ① As promotion is based on seniority, the danger is that really capable hands may not be chosen. The likes and dislikes of the management may also play important role in the selection of personnel.
- ② It often leads to inbreeding and discourages new blood from entering an organisation.

## 2 External Sources

Every enterprise has to tap external sources for various positions because all the vacancies cannot be filled through internal recruitment. The present employees may be insufficient or they may not fulfil the specifications of the jobs to be filled. External recruitment provides wide choice brings new blood in the organisation. However, it is expensive and time consuming. The various external sources of recruitment are as follows: -

### ① Recruitment advertising:-

Advertisement in local or national newspapers or trade and professional journals is generally used when qualified or experienced personnel are not available from other sources. Most of the senior positions in industry as well as



in trade are filled by this method, particularly  
when they cannot be filled from within in  
advantage of advertising is that more information  
about the organisation, job description and  
specification can be given in advertisements to  
allow self-screening by the prospective candidate