



A Study on Recruitment & Selection Process Max Life Insurance Co. Ltd.

Dr. Bhavsinh M. Dodiya
Assistant Professor Smt. B.V. Dhanak Arts,
Commerce, Science & Mgt. College,
Bagasara, Gujarat (India)

I. INTRODUCTION

Life insurance can be defined as “life insurance provides a sum of money if the person who is insured dies while the policy is in effect”.

In 1818 British introduced to India, with the establishment of the oriental life insurance company in Calcutta. The first Indian owned Life Insurance Company; the Bombay mutual life assurance society was set up in 1870. The life insurance act, 1912 was the first statutory measure to regulate the life insurance business in India. In 1983, the earlier legislation was consolidated and amended by the insurance act, 1938, with comprehensive provisions for detailed effective control over insurance. The union government had opened the insurance sector for private participation in 1999, also allowing the private

Companies to have foreign equity up to 26%. Following the opening up of the insurance sector, 12 private sector companies have entered the life insurance business.

Insurance in India can be traced back to the Vedas. For instance, yogakshema, the name of Life Insurance Corporation of India's corporate headquarters, is derived from the Rig Veda. The term suggests that a form of "community insurance" was prevalent around 1000 BC and practiced by the Aryans. Burial societies of the kind found in ancient Rome were formed in the Buddhist period to help families build houses, protect widows and children.

Bombay Mutual Assurance Society, the first Indian life assurance society, was formed in 1870. Other companies like Oriental, Bharat and Empire of India were also set up in the 1870-90s. It was during the swadeshi movement in the early 20th century that insurance witnessed a big boom in India with several more companies being set up. The Insurance Act was passed in 1912, followed by a detailed and amended Insurance Act of 1938 that looked into investments, expenditure and management of these companies' funds. The insurance sector in India has come a full circle from being an open competitive market to nationalization and back to a liberalized market again.

Tracing the developments in the Indian insurance sector reveals the 360-degree turn witnessed over a period of almost 190 years.

The business of life insurance in India in its existing form started in India in the year 1818 with the establishment of the Oriental Life Insurance Company in Calcutta.

II. ROLE OF IRDA

Insurance Regulatory and Development Authority (IRDA) is an autonomous apex statutory body which regulates and develops the insurance industry in India. It was constituted by a Parliament of India act called Insurance Regulatory and Development Authority Act, 1999 and duly passed by the Government of India.

The agency operates from its headquarters at Hyderabad, Telangana where it shifted from Delhi in 2001.

IRDA battled for a hike in the foreign direct investment (FDI) limit to 49 per cent in the insurance sector from the erstwhile 26 per cent. The FDI limit in insurance sector was raised to 49% in July 2014.

III. ABOUT MAX INSURANCE CO. LTD.

Max Life Insurance, one of the leading life insurers, is a joint venture between Max India Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max India is a leading Indian multi-business corporate, while Mitsui Sumitomo Insurance is a member of MS&AD Insurance Group, which is amongst the top general insurers in the world. Max Life Insurance offers comprehensive life insurance and retirement solutions for long-term savings and protection to more than thirty lakh customers. It has a country-wide diversified



distribution model including the country's leading agent advisors, exclusive arrangement with Axis Bank and several other partners. Max Life Insurance is a quality business focused on delivering excellence to customers through advice based sale process, customer centric approach to business, financial stability & investment expertise and strong human capital.

In the financial year 2013-14 Max Life Insurance ranked fourth among private life insurers with a market share of 10.3%. The Company has been one of the fastest growing life insurance companies with Gross Written Premium of Rs. 7,279 crore and Shareholders Profit after Tax of Rs. 436 crore for the Financial Year 2013-14. The Company's share capital of Rs. 2,127 crore with a solvency margin of 485% is indicative of its financial strength and stability. As on 31st March 2014, Max Life Insurance had assets under management of Rs. 24,716 crore.

IV. RECRUITMENT & SELECTION PROCESS

The recruitment and selection process is the major function of the human resource department and recruitment process is the first step towards creating the competitive strength and the recruitment strategic advantage for the organization. Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources and time. A general recruitment process is as follows:

The recruitment process begins with the human resource department receiving requisition for recruitment from any department of the company. these contains:

- ❖ Post to be filled.
- ❖ Number of persons.
- ❖ Duties to be performed.
- ❖ Qualification required.
- ❖ Preparing the job description and person specification.
- ❖ Locating and developing the sources of required number and type of employees(advertising etc).
- ❖ Short listing and identifying the prospective employees with the required characteristics.
- ❖ Arranging the interviews with the selected candidates.
- ❖ Conducting the interview and decision making.

V. OBJECTIVES OF THE STUDY

1. To study the process of selection and recruitment in Max Life Insurance.
2. To study the Recruitment procedure at Max Life insurance.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN:

A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research problem with economies in a procedure.

Descriptive Research:

Descriptive research includes surveys and fact findings enquiries of different kinds. It basically gives a description of the state of affairs as it exists at present. A researcher has no control over the variables so they can only report what has happened or what is happening. We can also use the survey method for this purpose.

SOURCES OF DATA:

A research design is one, which simplifies the framework of plan for the study and adds itself in the quick collection and analysis of the data. It is a blue print that has been filled in completing the study. Data sources are:

Primary data:

The primary data are those which are collected fresh for the first time and thus happen to be original in character. In other words, it is obtained by design to fulfill the data are original in character and are also generated in a large number of surveys conducted mostly by government and also by institution and research bodies. A questionnaire was prepared for the respondents, where there views were collected.

Secondary data:

The secondary data are those which have already been collected for some purpose other than the problem in hand and passed through the statistical process. In other words, data that are not originally collected rather obtained from Published and Unpublished Sources. The secondary data has been collected through various sources like Internet, Books, Newspaper, Magazines, Brochure, Journals



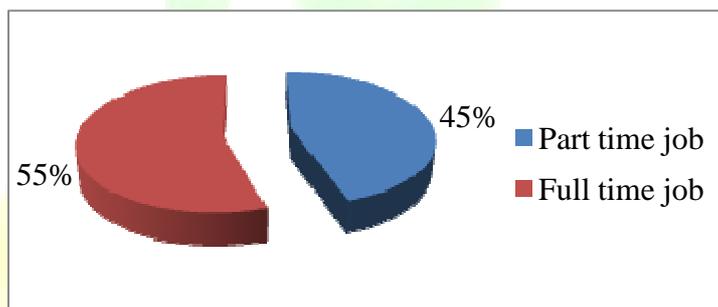
SAMPLE SIZE:

Sample size refers to the number of respondents. To get a clear view we have conducted our research on 100 people.

VII. DATA ANALYSIS AND INTERPRETATION

1. What type of job you are doing in Max life insurance?

Options	Number of Respondents (%)
Part Time Job	45
Full Time Job	55

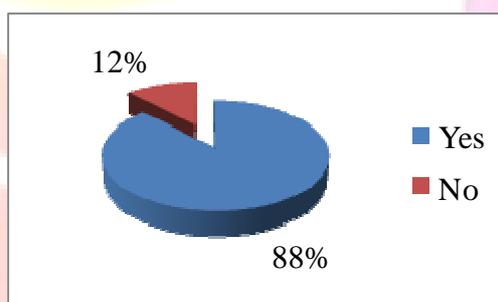


Interpretation:

From the above pie chart, 45% of respondents are doing part time job in Max life insurance whereas, 55% of respondents are doing full time job.

2. Will you tell others to join Max Life insurance?

Options	Number of Respondents (%)
Yes	88
No	12

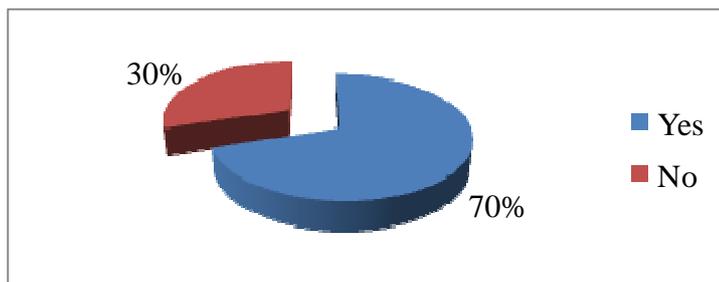


Interpretation:

From the above pie chart, 88% of respondents will suggest people to join Max Life Insurance whereas 12% of respondents do not suggest people to join Max life insurance.

3. Are you aware of having employee referral schemes?

Options	Number of Respondents (%)
Yes	70
No	30

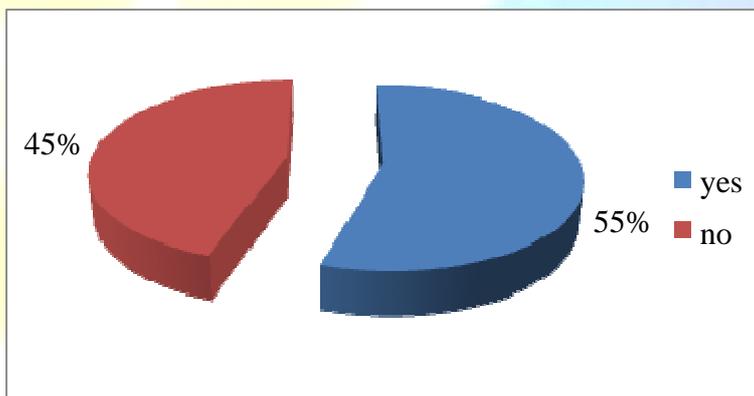


Interpretation:

From the above pie chart, 70% of respondents says yes of having employee referral schemes whereas 30% of respondents do not have employee referral schemes.

4. Do you bear any expenses of the outstation candidate for the final interview?

Options	Number of Respondents (%)
Yes	55
No	45

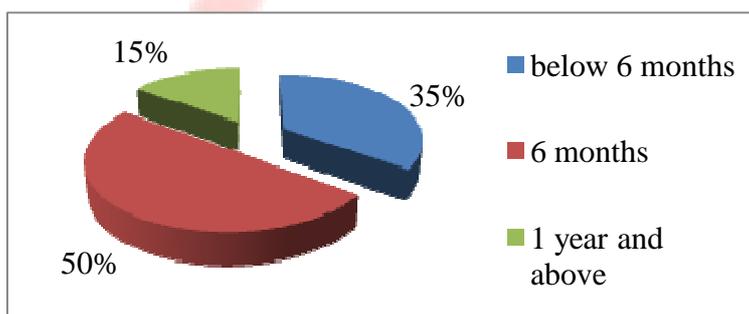


Interpretation:

From the above pie chart 55 % of respondent shows that the firm bears expenses of the outstation candidate for the final interview whereas 45% of respondent shows that the firm does not bears any expenses of the outstation candidate for the final interview.

5. What is the duration of the probationary period for a new joiner of the organization?

Options	Number of Respondents (%)
Below 6 months	35
6 months	50
1 year and above	15

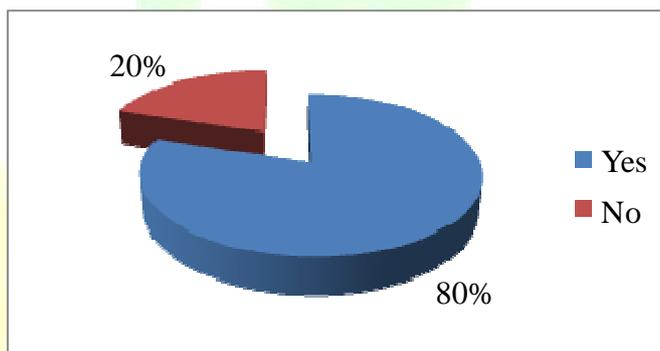


Interpretation:

From the above pie chart, 75 % of the respondent shows that organization gives a joining to newer comer within 6 months, whereas 25% of respondent shows that the organization gives a joining to newer corner within 1 year.

6. Do you conduct background checks?

Options	Number of Respondents (%)
Yes	80
No	20

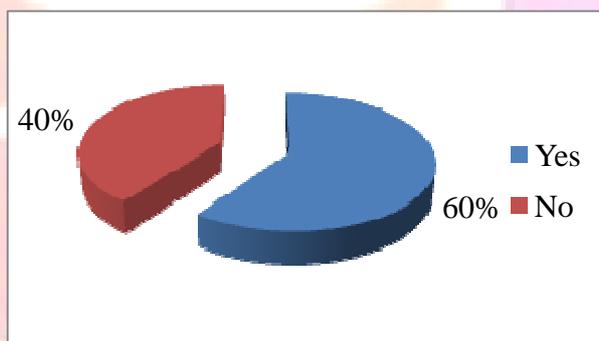


Interpretation:

From the pie chart, it is clear that 80 % shows that organization conduct background checks whereas 20%of respondent do not shows any background checks, so as to acknowledge about the experience, quality of a new comer.

7. Do you have a mentor system to make the new joiner feel at ease?

Options	Number of Respondents (%)
YES	60
NO	40

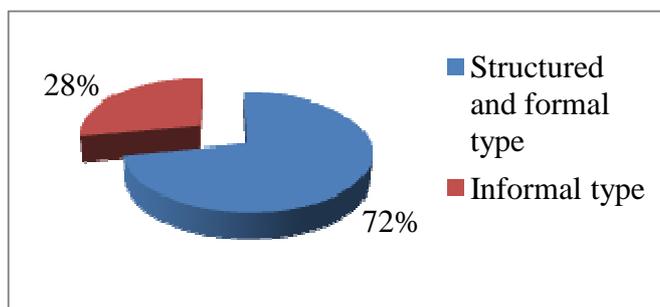


Interpretation:

From the above pie chart,60%of respondent shows that organization have the buddy mentor system to make the new joiners feel at ease whereas 40%of respondent shows that the organization do not have a buddy mentor system.

8. What is the induction programme of your organization ?

Options	Number of Respondents (%)
Structured and formal type	72
Informal type	28

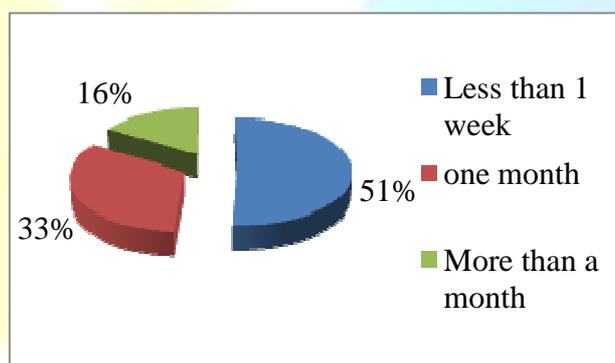


Interpretation:

From the above pie chart, 72% of respondent shows organization conduct induction programme in a structured and formal way whereas 28% of respondent shows organization conduct induction programme in a informal way.

9. What is the duration of induction programmed?

Options	Number of Respondents (%)
Less than 1 week	50
One month	34
More than a month	16

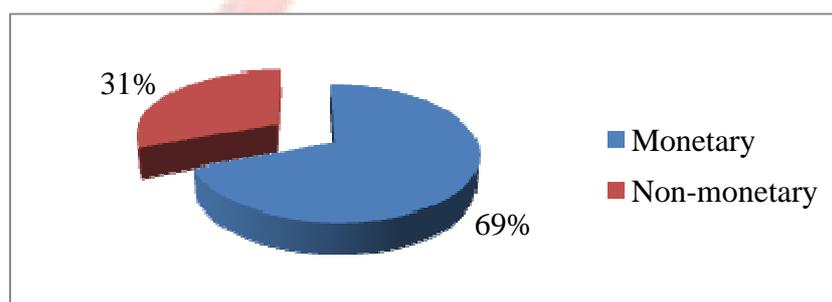


Interpretation:

From the above pie chart, it is clear that 58 % of respondents of induction programmed is held in less than 1 week whereas 42% of respondents of induction programmed is held in 1 month.

10. What are the types of rewards usually given to the employees?

Options	Number of Respondents (%)
Monetary	69
Non-monetary	31





Interpretation:

From the above pie chart, it is clear that 69 % of respondents of rewards usually given to the employees whereas 31% of respondents of rewards usually not given to the employees.

REFERENCES

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2. Kotler, Philip and Keller, Lane Kevin., (2005), “Marketing Management” Twelfth Edition, Prentice Hall, Delhi.
3. http://www.maxlifeinsurance.com/about-us/about_us.aspx

