

CINEMATIC ADAPTATION OF WILLIAM SHAKESPEARE'S PLAY ROMEO AND JULIET IN SANJAY LEELEA BHANSALI'S HINDI MOVIE GOLIYON KI RAASLEELA: RAM LEELA.

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With immense pleasure I, Zarin Firdoush, presenting my term paper "CINEMATIC ADAPTATION OF WILLIAM SHAKESPEARE'S PLAY ROMEO AND JULIET IN SANJAY LEELA BHANSALI'S HINDI MOVIE GOLIYON KI RAASLEELA: RAM LEELA" as part of my 3<sup>rd</sup> semester of M.A. in English. This paper has been successfully completed under the guidance and encouragement of many personalities.

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ABSTRACT

Shakespeare is often called England's national poet and the "Bard of Avon".

He is the best screen play writer of film industry. His plays are adapted in many cultures of the world. His writings is still alive due to adaptation and intertextuality. There have been several adaptations of "Romeo and Juliet" in different film industries of Indian cinema. As my topic is "**CINEMATIC ADAPTATION OF WILLIAM SHAKESPEARE'S PLAY ROMEO AND JULIET IN SANJAY LEELA BHANSALI'S HINDI MOVIE GOLIYON KI RAASLEELA: RAM LEELA**". So I will try to explain how the director Sanjay Leela Bhansali used his writing power in this movie. This paper is about this modern adaptation of Shakespeare's classical tragedy "Romeo and Juliet" and the universal appeal it has.

2½

Keywords: Bollywood adaptation, Intertextuality, Romeo and Juliet, Ram Leela,

Shakespeare, Sanjay Leela Bhansali, Indian context.



**A  
PROJECT REPORT  
ON  
“RECRUITMENT AND  
SELECTION  
PROCESS OF IT PERSONEL”**

**SUBMITTED TO-**

**BIDHAN CHANDRA COLLEGE**

**UNDER THE GUIDENCE OF: SHYD FAIZAL HAMMAD**

**SUBMITTED BY: SANJANA KUMARI**

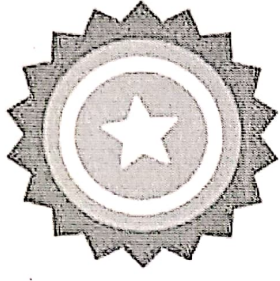
**DEPARTMENT: BBA**

**SESSION- 2019-2022**



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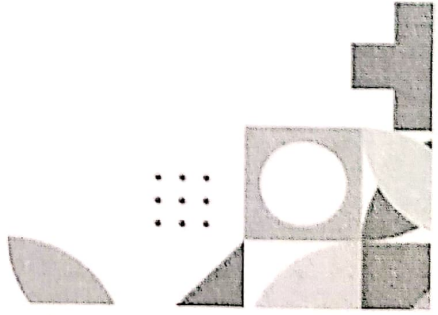
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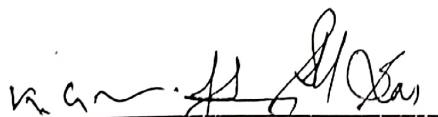
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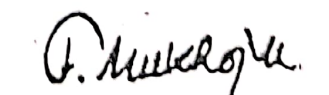
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Project Guide  
Dept. of Professional Studies  
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Principal  
B.C.College, Asansol

# Declaration

I, the undersigned., hereby declare that the project report entitled Recruitment and Selection pressures of IT Personal. In Innocentum Technologies, written and submitted by me to Bidhan Chandra College Asansol, of the requirement for the award of Bachelors of Business Administration (BBA). Under the guidance of Professor **Shyd Faizal Ahamed**, it is my original work and the conclusion draw, at last on the material collected by myself.

PLACE - ASANSOL

*Sanjana Kumari*  
SANJANA KUMARI

DATE- 10/5/20



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**SANJANA KUMARI**

## **ABSTRACT**

Effective recruitment, selection and retention are critical to *organizational success*. They enable companies to have performing employees who are satisfied with their jobs, thus contributing positively to the organization.

On the contrary, is recruitment methodology comma selection and would result in mismatches which can have negative consequences for an organization. A misfit who is not in tune with organization's philosophies and goals can reduce output, productivity, customer satisfaction, relationships and overall quality of work.

Training a wrong hire can also be expensive. Effective recruitment is therefore not only for the first step towards organization excellence, but is important cost control mechanism as well.

the study researchers the spectrum of recruitment methodologies followed in a company towards developing and unique model, purpose suggestion that would reduce cost, time to recruitment, be effective and help overall organizational Interest.



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# INTRODUCTION

## Recruitment and selection:

Recruitment is the process of attracting individuals on a timely basis in sufficient number and with appropriate qualification, to apply for jobs within an organization. The process of searching prospective employees with multidimensional skills and experience that suits organizations strategies Fundamental to the growth of the organization, this demands more comprehensive strategic prospective recruitment. Organization requires the services of large number of personnel, these personnel occupy the various positions created to the process of Organization.

Each position of the organization has specific contribution to achieve the organizational objectives. The recruitment process of the organizational has to be strong enough to attract and select the potential candidates with right job specification. The recruitment process begins with human resource planning and concludes with the selection required number of candidates, both HR staff and operating manager have responsibilities in the process.

"Right person for the right job is the basic principle in recruitment and selection. Every organization should give attention to the selection of its manpower, especially its managers. Theoretically equally important, essential for the orderly working of an enterprise.

Every business organization/ unit needs manpower for carrying different business activities smoothly and efficiently, and for this recruitment and selection of suitable candidate is essential. Human resource Management is an organization Will not be possible if Unsuitable person is selected and act as an employee in an organization

# **INDUSTRY PROFILE**

## **Background:**

**Information technology (IT)** industry in India has played a key role in putting India on the global map. IT industry in India has been one of the most significant growth contributors for the Indian economy. The industry has played a significant role in transforming India's image from a slow-moving bureaucrat economy to a land of innovative entrepreneur and a global player in providing world class technology solution and business services. the industry has helped India Transformed from a ruler and agriculture-based economy to a knowledge-based economy. IT industry in India is an industry consisting of two major components. IT services and business process outsourcing (BOP). The sector has increased its contribution to India GDP from 1.2% in 1998 to 7.5% in 2012. According to NASSCOM Among the sector, aggregated revenue of U.S.\$ 147 billion in 2015 where export revenues 2 dot U.S.\$ 99 billion and domestic at U.S. dollars 48 billion growing by over 13%. Indian Prime Minister Narendra Modi has started "Digital India" project to give it a secured position inside and outside India.

## **History:**

Information technology is playing an important role in India Today as has transformed India image form a slow moving. Bureaucrat economy to a land of innovative entrepreneurs.

The IT sector in India is generating 2.5 million direct employments. India is one of the biggest IT capitals of modern world and the entire major players in IT world sector present in the country.

Bangalore is considered to be the Silicon Valley of India because it is the leading IT exporter. Exports dominate the industry and constitute about 77% of the total industry revenue.



However, the domestic market is also significant with the robust revenue growth. The industry's share of total India exports (merchandise plus service) increases from less than 4% in FY1998 to about 22.5% in FY 2012. VSNL introduced gateway electronic Mail service in 1991, the 64 kbit/s leased line service in 1992, and commercial Internet access on a visible scale in 1992. The Indian economy underwent economic reforms in 1991, leading to a new era of globalization and international economic integration. open port, the new telecommunications policy, 1999" (NTP 1999.) help further liberalize India's telecommunication sector. The Information Technology Act 2000 created legal procedure for electronic transactions and e-commerce.

#### **Research and Development:**

To support research and development in the country and promoting startups, focus on technology and innovations, a weighted deduction of 150% of expenditure incurred on in-house R&D is introduced under the Income Tax Act. In addition to the existing scheme for funding various R&D projects have been funded through new schemes like Support International Patent Protection in Electronics & IT (SIP-EIT), Multiplier Grants Scheme (MGS).

The government has initiated the setting up of an open technology center through. Aimed at giving effective direction to the country of open technology in the area of Open-Source Solution, (OSS) Open standard Open process, Open Hardware Specification and Open Course-ware. This initiative will act as a national knowledge facility providing surgency to the overall components of open technology globally.

#### **Regulations:**

After the economic reforms of 1991- 92, liberalization of external trade, elimination of duties on import of information technology products,

relaxation of controls on both inward and outward investment and foreign exchange and the fiscal measures taken by the Government of India and the individual state Government specifically for IT and ITES have been major contributory factors for the sector to flourish in India and for the country to be able to acquire a dominant position in offshore services in the world. The major physical initiatives provided by the Government of India have been from the Export Oriented Units (EOU) Software Technology Parks (STP) and Special Economic Zones (SEZ).

**Challenges:**

Cyber security and quality management are few key areas of concerning today's information age. To overcome such concerns in today's IT scenario, an Increase number of IP- BPO. Companies in India have gradually started to emphasis only quality to adopt global standard such as ISO 9001. (For Quality Management) and ISO 27000 (for information security) today centers based in India account for the largest number of quality certifications achieved by any single country.

India aims to transform India into a truly developed and empowered society by 2020. However, to achieve this growth, the sector has to continue to re-invent itself and strive for the extra mile, through new business models, Global Delivery, Partnership and Transformation. A collaborative effort from all stakeholders will be needed to ensure further growth of India IT-ITES sector. We will need to rise up to the new challenges and put in dedicated efforts toward providing More and more of end-to-end solutions to the client to the momentum going.

India is now one of the biggest IT capitals in the modern world and has presence of all the major players in the world of IT sector. HCL, Wipro, Infosys, TCS are few of the household name of 80 companies in India.

### **Recent Development:**

One of the top trending technologies in computer science. IT services rely on digital technology to work faster, data security becomes a top priority. It's difficult to improve security efforts when technology is updating so rapidly. Many businesses have increased investments in security, but beyond the technical aspects, organizations will also begin building business processes that enhance security. In order to adapt to the rapid IT development, companies will have to shift their security mindset from technology-based defenses to proactive steps that include technology, process, and education. In this top 5 disruptive technologies list, Data security will always be import among the latest technology trends in information technology.

### **Future Prospectus:**

IT sector has been in a growth rate over the past five years and is expected to grow year by year in the future. Many sectors are dependent on IT to develop their business and expand their revenue using IT and ITES. The growing rate of IT sector is notably fast and earning large revenue to the nation in one or other terms. IT sector has created additional jobs and thus reduces the unemployment growth rate.



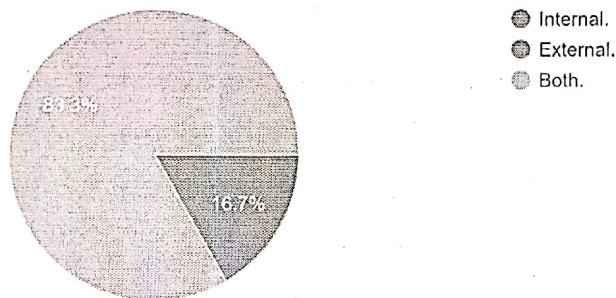
The near future of Indian industry sees a significant rise in share of technology spend as more and more service provider from both Indian and globally target new segments and provide things at low cost, flexible solutions to customers. IT sector shows very good future prospects and many companies have tied up with the foreign investors to develop the business in IT sector. This also offers wide job opportunity in India as well as in the foreign countries. It is expected that the growth rate in IT sector will increase by 20 percent over the next decade. The Indian economy growth has been boosted with the revenue done by the IT sectors. But some may include, that the growth rate may even go down as compared with the current situation, as major of the IT business depends upon the foreign clients.

Once they stop the business or outsourcing to India, the IT sector will face a huge deflection. But the Indian companies are taking remedy steps to get this situation rid of. But considerably the growth rate won't go down, as many stock holders have invested in the IT sector and the IT companies are doing business internally and not fully dependent on the foreign clients. So, as far as the present situation, the IT sector will be booming in the near future and many job opportunities will help our nation to increase the revenue. Many people will be employed in a decent fashion and many other sectors to increase their business with the help of IT sector.

## DATA ANALYSIS AND INTREPRATION

Which of the sources of recruitment and selection are used in Inocentum technologies?

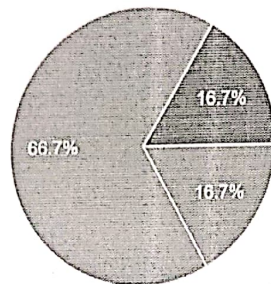
6 responses



### Interpretation

It was found that about 83.3% Derek Root Minton flexion is done both by internal and external sources, while an external source is used more than the internal source. Employees are hired mostly from external sources like from likened and any other job website portal

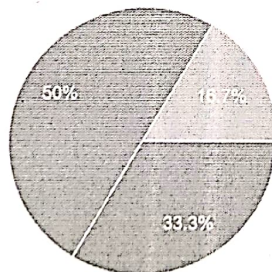
Which of the following external sources are used for recruitment in Innocent technologies?  
6 responses



- Advertisement.
- Internet.
- Campus recruitment.
- Consultancy
- All the above.

it was found that 66.7% of people use Internet. And go through Internet for such jobs. And. 16.7% of people are come across innocentum technologies due to advertisement and another 16.7% includes campus recruitment consultancy etc.

Which form of interview do you basically prefer?  
6 responses



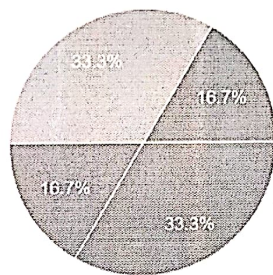
- Personal interview.
- Telephonic interview.
- Video conferencing.

In this weekend's dad, the percentage of telephonic interview is. 50% whereas we take on fencing is 16.7% and personal interview is 33.3%. So, the innocent technology mostly used. Telephonic interview as a. Interview process.



Which of the following method does Inocentum technologies used during selection?

6 responses

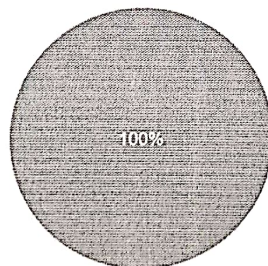


- Written.
- Group discussion.
- Personal interview.
- Group discussion and personal interviews.

We can see that Innocentum technologies mostly follow personal interview and written examination during their selection process both with 33.3%. after that their preferred selection process are group discussion with 16.7% as shown in the figure

Are you satisfied with the recruitment process?

6 responses

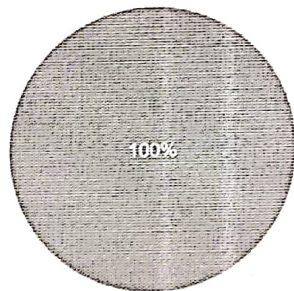


- Yes.
- No.

looking at the image it shows that how many people are satisfied with the recruitment process of innocentum technologies. So, as shown in the images above, the satisfaction rate of their employees is 100%.

Are you satisfied with the selection process?

6 responses



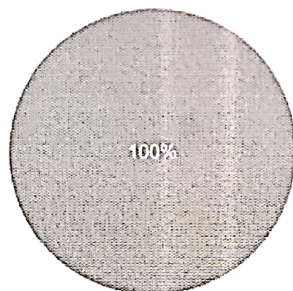
● Yes

● No.

as we can see. I said this faction rate of selection process in innocentum technologies is 100%.

Does your company follow different recruitment process for different grades of Employment?

6 responses

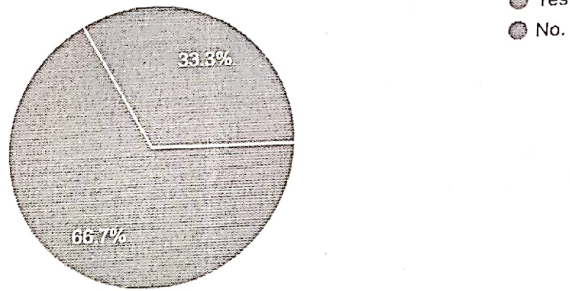


● Yes

● No.

as we can see, every employee at different level, have different recruitment process.

Are there any contracts signed by the employees while joining the company?  
6 responses



as we can see, there are 33% employees who haven't signed any contract. When they were joining the company and 67.7% are the percentage of employees who signed a contract at the time of Their joining.

Are you comfortable with the HR policies of the company?  
6 responses

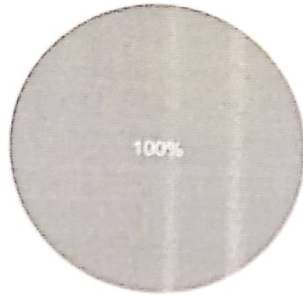


here we can see that the comfort rate of the policies of the company is 100% the employee is fully satisfied and comfortable. with the HR. policies of innocentum technologies.



Are you happy to work with Inocentum Technologies?

6 responses



- Yes
- No

In this pie chart, we can see that people who are working with innocent technologies are fully satisfied and happy with their work.

## **FINDINGS**

Collected data analyzed and general observations, proven that it Innocentum technologies, has done remarkable job in human resources develop.

The main highlighting are as follows-

1. In innocent Time Technologies employee feeling at HR department is good.
2. 100% employees are satisfied with their selection and recruitment process of innocentum Technologies.
3. In innocentum technologies telephonic interview is mostly preferred by the employee.
4. they provide specialized coaches to inters for their internship progm
5. generally they conduct internship proramme in a time spam of 6 months.

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## **CONCLUSION**

Recruitment is the process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization and selectively selecting the right candidate at the right time in the right place.

Employees in India symptom technologies are satisfied with their current existing recruitment and selection process Innocentum technologies is recruiting their employees mainly through. Online. Or Internet or through advertisements. The Internet works as a link between employees and the organization.

Also, the Innocentum technologies has to consider Internal sources for recruitment of employees so that it could motivate the employers. Employees are also well aware about the various sources and methods of recruitment and selection. In a sentence has to implement innovative techniques in selection process like group discussion, stress interview etc.



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