



EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS IN HERBAL PRODUCT COMPANIES: A CASE STUDY OF HIMALAYA WELLNESS

ANUSHKA GUPTA
BBA Graduate
Industrial Research Project
Galgotias University

DECLARATION: I AS AN AUTHOR OF THIS PAPER /ARTICLE, HERE BY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT /OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE /UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION.FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE

ABSTRACT

This case study evaluates the effectiveness of Himalaya Wellness’s selection and recruitment practices which are known for using Ayurvedic ideas with scientific studies. Because the herbal products sector deals with unique issues such as knowledge in botany, pharmacology and sustainability, the study is designed with a mixed-methods approach that combines quantitative data like time-to-hire and cost-per-hire with qualitative information from surveys, interviews and groups. It investigates how Himalaya Wellness matches its hiring system to the objectives and morals of fairness and openness in the organization, as well as how smooth the interview process is for candidates. The benefits are clearer in tailored recruitment strategies that attract and keep skilled and culturally compatible workers, while the drawbacks include improving brand reputation and making use of the latest data and analysis. Despite the narrow focus, challenges with obtaining data and biases in perceptions, the study shares useful tips for better talent acquisition in herbal product companies. Prominently, this study highlights how carefully designed recruitment procedures are key to the progress and success of organizations in the worldwide wellness industry.

Keywords: Recruitment Effectiveness, Selection Process, Herbal Industry, Talent Acquisition, Human Resource Management, Employer Branding, Ayurvedic Products, Organizational Culture.

INTRODUCTION



As economic and market conditions modernize rapidly, companies are paying closer attention to how critical their recruitment and selection processes are for their continued success. It is especially the case for herbal products since they unite age-old experience with updated scientific findings. Being part of this new level of growth in the global wellness industry means companies must maintain integrity in their products and keep their operations running smoothly. As a result, both attracting and keeping a skilled team with the right information and motivation is now required, instead of optional. When the recruitment and selection process is done well, it guarantees the right employees, improves their engagement, increases how much they produce and helps the company thrive.

Both the recruitment process and the personnel screening differ from standard industries in herbal product companies, thanks to their dependence on expert knowledge. This type of knowledge connects botany, Ayurveda, pharmacology and sustainable source management with each other, important for creating and bringing herbal products to market. Because of their background in herbal medicine, companies like Himalaya Wellness look for people who are knowledgeable and share the company's core beliefs in using science and traditional practices for wellness. Many details and controls make the process thorough, so only those fitting the specifications can be noticed. Due to the fast growth of herbal products across the globe, companies in the field must be flexible and welcoming when hiring, to stay prepared for whatever is to come.

Over the years, Himalaya Wellness has gained worldwide recognition in herbal healthcare for using Ayurveda with the help of modern science. The fact that it operates in many countries and produces numerous products means the business focuses heavily on developing human capital. Analyzing Himalaya Wellness's recruitment and screening activities reveals the integration of organizational culture, human resource strategy and good employer branding in finding and hiring top-quality recruits. Other herbal product companies can follow this approach, as it highlights the importance of developing tailor-made help for those in the niche industry.

Despite international companies knowing the importance of talent management, many herbal products businesses still see challenges that weaken their recruitment results. Some challenges are not having regular recruiting methods, limited access to good applicants, not using data analytics



effectively and a weak employer image. These difficulties can seriously affect a company's efforts to hire and maintain a group of workers capable of advancing and growing the business. As a result, evaluating how Himalaya Wellness hires and selects candidates helps reveal areas to improve and solutions that can be accepted by the entire industry. For this reason, the case study is a key link that connects academic human resource management concepts with how they work in the field.

The main focus of this study is to measure and assess how the processes used by Himalaya Wellness to select employees affect both the team's performance and the organization as a whole. It also explores how advancements in technology, how employers are perceived, job seeker experiences and skills within HR influence the success of recruitment. A combination of interviews, surveys and reviewing HR data will help the study develop a detailed and multi-faceted view of the company's approach to recruiting employees. This approach adds value to HR discussions in niche industries and gives practical ways for firms producing herbal products to strengthen their recruitment, leading to their better sustainability and performance.

LITERATURE REVIEW

Barkat et al. (2021) studied herbal medicine in detail from the points of view of doctors and regulators. They explored the acceptance and integration of herbal medicines worldwide as people realized they are natural, helpful and have fewer side effects than most man-made medications. The study pointed out that the herbal medicine industry lacks standard methods to ensure quality, proper dosage and safety. They also noted that each country's regulations on herbal products and trade often made this process take longer and be more complicated. They considered it necessary to do more well-designed studies using science to prove herbal medicine's worth and safety. They also campaigned for international efforts to unify policies to enhance the safety and improved use of herbal medicine anywhere in the world, following standard rules in medicine.

Bhujel and Pokharel (2018) analyzed how wild harvesting of medicinal and aromatic plants from Nepal's Tinejure-Milke-Jaljale Protection Forest impacts both the lives of local communities and the rules in place. Their studies provided details about how the supply chain from gathering to sale



is structured and how it includes various stakeholders, including people who gather, traders and regulatory offices. They observed the benefits of collecting these plants for people in the past, as well as the dangers of overharvesting and the missing rules for managing plants sustainably. It was suggested that fishing in a responsible way and strengthening how communities are run would better allow both economic progress and biodiversity concerns to be met. Thanks to their studies, people understood more clearly the connection between forest conservation and economic sustainability for local people.

Capucho, Paço, and Gaspar (2023) studied aromatic and medicinal plant tourism thoroughly and showed that it has become a valuable way to support sustainable development. According to the research, more tourists are choosing to take part in activities that involve cultivating, harvesting and learning how the plants are used in culture. Not only does it give visitors a chance to experience the local traditions, but it also inspires them to see more value in the local plants. The writers mentioned that allowing the use of aromatic and medicinal plants in tourism helps to create various ways for rural societies to make money, rather than always depending just on traditional agriculture or extractive industries. The research pointed out that engaging with local communities and using their knowledge helps form tourism activities that don't harm local culture and encourage the protection of nature. They recommended that strong management policies should be adopted to prevent over-harvesting of plants and avoid disturbing the environment. All in all, the research supports a combined plan that supports the economy, values cultural heritage and protects the environment in areas with these plants.

Carpenter and Carpenter (2023) included practical instructions on growing medicinal herbs at a commercial scale, targeted at farmers. Every stage of the production process was explained in their book, making sure to emphasize that organic farming gives plentiful benefits such as providing cleaner herbs and promoting the wellbeing of the environment. The course covered topics such as controlling soil health, selecting the right herb species, timing the growing and harvesting sessions, controlling pests and diseases naturally and taking care of herbs after harvest. The authors pointed out that the use of synthetic chemicals in agriculture is avoided in organic farming which allows the herbs to keep their healing properties and supports different types of



beneficial soil life. Besides, the market study revealed that more buyers were choosing organic and sustainably grown medicinal herbs and issues like certification, fluctuating prices and competitors in the market were also noted. They additionally shared helpful marketing tips like using branding, choosing to market to certain types of customers and using direct-to-shopper channels. Veteran herb farmers and those new to the field, both, will find much to learn from this book's clear ideas on sustainable methods of production and earning well.

Christina et al. (2024) provided clear details and practical steps for farmers who want to start a business making organic medicinal herbs. In their book, they included all the steps necessary for producing high-quality herbs with the help of organic methods to ensure their purity and improve the environment. Policies about healthy soil, picking herbs for farming, growing and picking at the right time, managing pests and diseases in nature and safe ways to handle crops after harvesting were investigated thoroughly. Authors reported that using organic techniques maintains the health benefits of herbs and supports the longevity of various plants as well as the practice of sustainable farming. Their analysis of the market also showed increasing demand for organic and sustainably grown medicinal herbs, alongside concerns about getting certification, fluctuating prices and competition. Branding and reaching certain markets were among the marketing strategies added by Carpenter and Carpenter in their book. This book provides helpful tips for both new and experienced herb farmers who are aiming to use natural techniques and make their farming viable.

Khan et al. (2018) covered in detail the major advancements in phytomedicine, mainly looking at the development of herbal products as potential drugs. The edited book brought attention to how plant-based medicines are coming back into use because of their different bioactive compounds and the hope for their use in medicine. They summarized the extraction processes, how herbal medicines are prepared and the lab tests that have revealed the useful substances in herbal products. They addressed problems in the use of plant materials, having the same standard across lots and the stringent approval process required for converting traditional healing knowledge into modern medicine. It underlined the successful use of herbs for several diseases which encouraged others to look into how phytomedicine could be used for drug development. This work contributed to



making a connection between traditional medicine and modern drugs, highlighting the basis for herbal preparations to be accepted more often in the field.

RESEARCH METHODOLOGY

This study looks at the recruitment and selection activities of Himalaya Wellness, an herbal products firm. In doing the research, I have used both qualitative and quantitative methods. When doing quantitative research, questionnaires are set up and recruitment stats are reviewed such as how much time it takes to hire, what the hiring costs are, the ratio of applicants to those chosen and the rate at which employees stay with the organization. For the qualitative part, interviews are held with HR team members, the hiring supervisors and the new employees to gather details on their opinions and difficulties. Mixing these techniques helps data to be more valid and reduces the chances of any biases. The goal of the research is to discover how Himalaya Wellness is able to recruit, choose and include talent in a way that fits its business needs and the standards of its industry.

1. **Survey Research:** The Company will distribute questionnaires designed to be answered by employees, members of the HR team and recruitment managers. Both open-ended and closed-ended questions will be part of the questionnaires. You will need to use closed-ended questions to find out how satisfied employees are, their views on the outcome and how fair their hiring was. Asking opened-ended questions helps employees describe issues and suggest ways to improve the company's recruitment and selection model. By applying both approaches, the research is more likely to capture all the key threads related to how members of an organization perceive and experience recruiting practices.
2. **Interviews:** Semi-structured interviews will be carried out with specific individuals such as senior HR staff, department chiefs and new workers, to collect detailed information on recruitment, criteria used and how it influences effectiveness, satisfaction at work and leaving their positions. Interviews will also explore how recruitment matches the culture and objectives of the organization at Himalaya Wellness. It is also important to discuss how the company's hiring processes adjust to the unique problems in herbal products, for example, by requiring certain expert skills or reflecting the company's values. Applying



themes to the quantitative findings will make the results clearer and give a better idea of the recruitment and selection approach.

3. **Focus Groups:** I will set up focus groups with Himalaya Wellness's hiring recruiters, line managers and freshly hired employees to get their views on the company's recruitment and selection approach. It is meant to gather different feedback on strengths, weaknesses and issues that came up during recruitment. They will focus on the effectiveness of the assessment process, if candidates fit the company's values, whether the process is fair and what it feels like for candidates. They are meant to gather useful information that surveys or interviews might miss, especially in terms of common goals and ways to streamline hiring in this sector.
4. **Case Study Approach:** Under research, Himalaya Wellness, a maker of herbal products, will be explored to learn about their recruitment and selection policy. Part of the study is to examine the way employees are recruited, the methods for choosing the best candidates and work-related policies with the purpose of better understanding how many employees remain with the company, their performance levels, how long it takes to fill a position and the costs associated with the process. The focus is to understand how recruitment theories are applied at companies by understanding their best practices, issues and how they are adapted to suit the local culture. The research will act as standards for other companies striving to make improvements in their talent acquisition.
5. **Secondary Data Analysis:** Secondary data collected from Himalaya Wellness's personnel records, previous recruitment statistics, employee performance reports, employee turnover rates, time-to-hire information and applicant systems will be used to boost the credibility of the research. The data allows researchers to find trends in work results, identify common sources of problems with candidates and review the results of past recruitment campaigns on the quality of employees in the long run. It will help check whether the recruitment and selection process is effective and consistent.
6. **Observational Research:** Besides relying on what participants say, Himalaya Wellness will also study the recruitment process by looking at it firsthand through observation. As long as allowed, the researchers will personally observe recruitment campaigns on campus,



walk-in interviews, group meetings between job candidates and interviewers and orientation sessions. Thanks to this way of observing, I can fairly evaluate the use of procedures, how engaged candidates are, panel interactions and the entire process. Using observation, non-verbal signals, possible delays in the process and underlying biases can be noticed more easily than through other methods. Careful watch of recruitment processes has enabled researchers to find out empirically which practices work better and need to be improved, so they can advise strategies to make herbal product firms more effective.

By combining surveys, interviews, focus groups, case study, analyzing secondary data and observations, the research hopes to give a complete and in-depth explanation of Himalaya Wellness's recruitment and selection process. The approach ensures that the entire process uses both numbers and opinions to provide useful and specific suggestions for products in the herbal industry.

OBJECTIVE OF RESEARCH

The aim of this study is to determine how effective the recruitment and selection process is in herbal product companies. The study aims to find out how recruitment and selection impact the company's overall performance and ability to attract fresh talent in the herbal products field. Specifically, the study aims to:

1. **Assessment of Recruitment Efficiency:** To assess the effectiveness and speed of the recruitment and selection procedures utilized by Himalaya Wellness, with an emphasis on how effectively these processes serve organizational staffing requirements.
2. **Quality of Selection:** To examine the effectiveness of selection tools and criteria in determining appropriate candidates for the required job and organizational culture in the herbal products industry.
3. **Employee Retention and Performance:** To establish the correlation between recruitment and selection procedures and the employee retention levels, job satisfaction, as well as in-place performance at Himalaya Wellness.



4. **Perception Analysis:** To investigate the attitudes and satisfaction levels of candidates, new joiners, and HR professionals with regard to the fairness, transparency, and experience of the recruitment and selection process.
5. **Best Practices Identification:** To identify gaps, strengths, and best practices in the recruitment and selection process of Himalaya Wellness that can be applied or optimized for improved human resource outcomes.
6. **Recommendations for Improvement:** To provide practical suggestions for streamlining recruitment and selection strategy that best responds to the distinct requirements of herbal product firms and supports sustainable organizational development.

Overall, this study seeks to present meaningful insights on how the recruitment and selection processes can be strategically narrowed to bring in and retain able talent, thereby maximizing organizational effectiveness within the competitive herbal product market.

LIMITATIONS

The way recruitment and hiring process precede changes depending on the specific and business factors in each industry. An example of this is that firms like Himalaya Wellness may need people who are trained in Ayurvedic, pharmaceuticals or the making of natural product formulas. Access and accuracy of information may be limited by policies on confidentiality, restrictions within the HR system or missing parts of the documentation. Feed results take on a personal bias from those involved which may affect the understanding of the numbers. Customs in recruiting, culture in the company and regular routines keep it difficult to implement uniform testing. Research findings may be affected by methodological limitations such as work with only a small sample or without researching over time. For this reason, we should consider these difficulties when studying how companies recruit and select employees to achieve balanced, realistic and applicable outcomes.

1. **Contextual Specificity:** Himalaya Wellness has set up its hiring and selection process based on the values of its culture and the trends in the herbal products industry. As a result, businesses may find that these approaches work very well for financial services, but can be less adaptable for IT companies or factories. The organization's choice to specialize in



Ayurveda and natural remedies might decide the qualifications expected from candidates, the job titles in used in its vacancies and its interview approach. Therefore, since the study is only done in certain situations, its results must be applied carefully.

2. **Data Collection Limitations:** Despite using surveys and interviews widely in organizational studies, they are not fully effective. Sometimes, individuals may provide remarks that pleasantly “fit in” or keep their opinions to themselves, out of worry for retaliation or a wish to be loyal. Insufficient answers and not taking part in open-ended questions can make the data of less quality and less reliable. Such a situation can lead to findings that are misleading and can pollute the main concerns in recruitment, possibly casting doubt on the professionalism of the study.
3. **Sample Size and Scope:** To focus on one company alone puts some limits on the research. Since there isn’t much information available from other companies, a detailed comparison between Himalaya Wellness and them is not possible. We should see the findings as relating only to that company, not as general rules across all industries.
4. **Subjectivity in Perception:** Most of the views on successful recruitment come from personal opinions and experiences which, as subjective, may not represent everyone. In some cases, a simple and fair pick for one employee may appear prejudiced to another person. While these approaches help explain someone’s experience, they may differ from things like how long it took to find someone, the expense involved or their workplace performance. So, depending too much on what our senses tell us can make findings less objective.
5. **Dynamic Industry Environment:** There are many changes in the herbal products industry because more people are aware of these products, new rules have been introduced and there is stronger rivalry. Recruitment plans suitable for the old market can become less useful when demands for new skills or compliance measures appear. The short-term nature of the study means findings cannot remain relevant for long and the method of recruitment should be adaptable and responsive.
6. **Confidentiality and Access Restrictions:** It can be hard to find out information like applicant ratings, onboarding feedback and employee reviews over time due to internal



rules of confidentiality. The limits placed might require researchers to rely on uncertain or limited information which could weaken their analysis. Therefore, the depth and distinctiveness of what is discovered could be undermined.

7. **Overlap with Other HR Functions:** Recruitment and selection are closely related to activities such as onboarding, training and employee development. For this reason, it is complicated to assess the impact of recruitment without considering other factors. For example, the success of a recruit may result from both a strong selection and a strong onboarding program. We need a research design that considers various factors to separate these issues so they do not affect the current analysis.
8. **Temporal Constraints:** A momentary assessment of recruitment does not provide a complete overview. However, results like staff retention, contentment at work and job advancement usually become apparent only as time goes on. This design does not allow for the proper measurement of long-term effects which are very important when investigating the real effect of recruitment and selection.
9. **Technological Variability:** The ways companies use technology for recruitment, for instance ATS, AI-based screening or social recruiting, can both support or hinder both their recruitment success and the candidate experience. If the organization uses technologies or platforms that are not in use by others, it can make it difficult to share the study findings with other organizations. The fact that there is such a large range of technology means that we cannot generalize any results.
10. **External Economic and Market Factors:** Besides internal steps, there are several external ones that also play a big role in determining recruitment effectiveness. The level of unemployment, pressure on rates or the arrival of other companies in an industry can lead to a change in the quality and number of job candidates. Outcomes in recruitment might be impacted by economic and market trends regardless of the company's strategies, so it can be difficult to tell apart what comes from the company's process and what comes from outside sources.



While these points are true, they are not always the same for every organization. Himalaya Wellness and other organizations like it, could keep showing strong performance in recruitment and selection by changing their strategies and HR methods.

SUGGESTIONS

For herbal products companies to get and keep the right people, they should use recruitment approaches that match their business, values and identity. Some of the actions include expressing ideas clearly, giving feedback when needed and treating each other respectfully. Tools such as automated resume scanning systems and AI screening tools can make hiring fair and less complicated. Reviewing feedback from recruiting teams and applicants equally helps recruiters to make recruitment better. For an organization to develop and involve its employees, it must value openness, quickly adapt its strategy to changing situations and rely on data to guide decisions.

1. **Develop Customized Recruitment Frameworks:** For the purposes of fulfilling the particular talent requirements of the herbal product industry, businesses ought to develop hiring models that reflect the distinctive characteristics of the business. For example, institutions like Himalaya Wellness can gain from adapting their job specifications, choice criteria, and measurement methods to consider competences like familiarity with herbal science, compliance with regulatory standards, and cultural principles. The adaptation guarantees greater candidate-job fit and facilitates long-term performance and cultural assimilation.
2. **Enhance Candidate Experience:** A positive candidate experience is vital for developing a successful employer brand and winning the best talent. Through transparency in job positions, ease of application, offering uniform communication, and delivering on-time feedback, organizations can substantially enhance the perceptions of candidates about the company. Improving this experience not only generates goodwill among candidates but also enhances offer acceptance and future employee engagement.
3. **Leverage Technology in Recruitment:** The use of emerging recruitment technologies is vital in contemporary talent hiring. Technologies such as applicant tracking systems (ATS), artificial intelligence to filter resumes, and virtual interview software automate the

recruitment process, minimize administrative tasks, and facilitate data-driven decision-making. The technologies assist in discovering the best candidates quickly and minimizing bias and increasing compliance with hiring standards.

4. **Incorporate Multi-Method Data Collection:** Using a mix of data collection techniques, including quantitative surveys, qualitative interviews, focus groups, and observational methods, gives a better-rounded picture of the effectiveness of recruitment. This triangulation method both identifies the numerical trends and the qualitative subtleties of recruitment activity and allows HR staff to plot gaps, reveal underlying causes of inefficiency, and introduce properly informed improvements.
5. **Strengthen Leadership Involvement:** Active engagement of department heads and top HR leaders in the hiring and selection process guarantees that the process of hiring is consistent with strategic objectives. Leadership engagement not only assists in defining clear expectations for positions but also creates accountability and ownership of new hires, ultimately leading to improved employee-job fit, departmental unity, and long-term retention.
6. **Implement Continuous Feedback Loops:** Developing systematic processes to solicit feedback from different stakeholders—e.g., job seekers, new hires, and recruiters—provides the means for ongoing improvement of the recruitment process. Ongoing feedback identifies areas of discontent, administrative slowdowns, or expectations mismatches that can be addressed through iterative refinement to improve recruitment effectiveness and candidate satisfaction.
7. **Focus on Employee Retention Metrics:** Measuring recruitment effectiveness ought not to stop after making a hire. Monitoring the rate of retention, job satisfaction, performance reviews, and internal mobility of the recruits may give information about the long-term success of recruitment practices. HR professionals are able to better refine their selection standards and enhance retention strategies and decrease turnover with these metrics.
8. **Address Organizational and Industry Context:** Recruitment approaches should stay sensitive to internal organizational developments and external industry trends. Regulatory changes, market movements, and changing consumer expectations in the herbal products



sector drive it. Recruitment structures should thus be periodically examined and re-tuned to stay relevant, responsive, and compliant with company culture and sectoral requirements.

9. **Ensure Confidentiality and Ethical Data Use:** Since hiring becomes more data-driven, it is imperative to manage personal data ethically. Organizations need to have strong data protection policies that maintain confidentiality, comply with data privacy regulations, and avoid abusing sensitive data. Ethical use of data fosters applicant and employee trust, strengthening the credibility and integrity of the organization.
10. **Promote Cross-Functional Collaboration:** Successful recruitment involves collaboration between HR staff, hiring managers, and departmental teams. Fostering open communication and collaborative decision-making enhances understanding of job requirements, deepens candidate evaluations, and facilitates smooth onboarding. Such an integrated process leads to more consistent talent strategies and a greater fit between candidates and organizational requirements.
11. **Develop Training for Recruiters:** Continuous training for recruiters is essential to ensure professionalism, minimize unconscious bias, and guarantee consistency in assessments. The training should include interview skills, diversity and inclusion best practices, legal compliance, and proper use of selection tools. Trained recruiters can better evaluate candidates objectively and choose individuals who share the company's vision and values.
12. **Plan for Sustainable Talent Management:** Recruitment must be considered part of a larger talent management ecosystem. Combining recruitment with onboarding, learning and development, performance management, and succession planning provides employees with support throughout their employee lifecycle. Strategic, long-term talent acquisition drives workforce stability, innovation, and organizational resilience.

These guidelines are aimed at benefiting herbal product firms such as Himalaya Wellness in making their recruitment and selection processes more effective. Through the implementation of customized, technology-based, and feedback-driven strategies, organizations can acquire the right people, retain employees better, and improve overall performance. Within a rapidly changing and



competitive market, such strategic interventions are critical for being able to continue to grow and have an effective, engaged labor force.

OPPORTUNITIES

Herbal product businesses are required to focus on industry-specific employment needs-based recruitment strategies while maximizing candidate experience to establish a good employer brand. Combining the use of cutting-edge technology and proactive engagement of leadership optimizes talent acquisition efforts. Combined with continuous feedback, ethical data management, and cross-departmental collaboration, these practices ensure long-term employee retention, sustainable development, and market competitiveness-inspired organizational resilience.

1. **Develop Customized Recruitment Frameworks:** Organisations in the herbal products sector need to address and design recruitment and selection procedures specifically tailored to handle the specific needs and cultural sensitivities of their industry. This focused effort ensures that the chosen candidates not only share the technical skills required but also fit the organization's values and long-term vision. By adapting recruiting standards and testing instruments to the specialized needs of the herbal industry, firms such as Himalaya Wellness can increase the caliber of their talent pool as well as employee retention rates and eventually contribute to organizational success.
2. **Enhance Candidate Experience:** Providing a transparent, fair, and communicative recruitment process is essential in creating positive candidate experiences. Effective communication, constructive feedback, and a smooth application path can radically increase the perception of the organization by prospective employees. It enhances the company's employer brand to attract the best talent available in the competitive market while minimizing candidate dropouts and disengagement throughout the recruitment process. A professionally managed selection process creates goodwill and helps high-quality candidates continue to invest throughout the selection process.
3. **Leverage Advanced Recruitment Technologies:** The blending of contemporary recruitment technology, including applicant tracking systems (ATS), artificial intelligence-based candidate screening, and virtual interviewing software, has the capacity to transform

the effectiveness and equity of hiring. These technologies empower organizations to automate routine tasks, eliminate human prejudices, and precisely analyze candidate data. By utilizing such tools, herbal product firms can accelerate their hiring cycle, become more objective in making hiring decisions, and overall improve the quality of candidate evaluations. Such adoption of technology aids in better match of candidate skills with job specifications and organizational objectives.

4. **Strengthen Leadership and Manager Involvement:** Active involvement of line managers and HR executives during the recruitment and selection process is critical to developing greater fit with certain departmental requirements. By having managers directly involved in candidate assessment and decision-making, they become more invested in the hiring result, leading to improved job match and streamlined onboarding. This leadership engagement also guarantees that the recruitment efforts are tightly associated with overall organizational goals and team culture, ultimately enhancing the performance of employees and turnover reduction through putting well-fitting candidates in their positions.
5. **Implement Continuous Feedback Mechanisms:** Creation of continuous feedback loops that include candidates, new joiners, and recruiters is essential to identify inefficiencies and areas of improvement in the recruitment process. Continuous feedback enables firms to identify bottlenecks, miscommunications, or discontent early on so corrective measures can be taken timely. These responsive recruitment processes create a more candidate-focused process, which keeps the process up to date and effective. Through feedback loops over time, strategies are developed to enhance candidate experience, recruiter performance, and overall recruitment effectiveness.
6. **Focus on Employee Retention and Performance Metrics:** Organizations must embrace a scientific process to measure the effect of recruitment effectiveness on major employee outcomes like retention rates, job satisfaction, and performance levels. Monitoring these measures offers important information on the long-term performance of recruitment plans and the identification of gaps that must be filled. Through this data, companies can make focused enhancements to their hiring processes that not only engage appropriate talent but



also lead to long-term employee engagement and productivity, thus providing lasting organizational gains.

7. **Ensure Ethical Data Management and Confidentiality:** Protection of candidate and employee data during recruitment and selection is most critical to ensure trust and adherence to legal and regulatory standards. Organizations have to implement effective data privacy controls while gathering, storing, and analyzing sensitive HR data and performance data. Ethical management of recruitment data, apart from protecting individual rights to privacy, also strengthens the credibility of recruitment analysis and decision-making, upholding transparent and accountable HR practice.
8. **Promote Cross-Functional Collaboration:** Fostering close cooperation between recruitment staff, department heads, and HR teams results in a better overall understanding of the hiring requirements and enhances candidate assessment and onboarding experiences. Cross-functional collaboration allows the exchange of knowledge regarding the requirements of a role, team dynamics, and organizational culture, ensuring more accurate and relevant candidate evaluation. This cohesive strategy ensures a smooth recruitment process that yields improved candidate fit, reduced onboarding time, and better employee integration within the organization.

Organizations must place high value on tailored recruitment systems, improving candidate experience, technology integration, and ongoing feedback loops in order to enhance talent acquisition and employee retention for herbal product firms. Additionally, leadership participation, data-driven decision-making, confidentiality, and cross-functional collaboration guarantee long-term organizational development and competitive edge.

CONCLUSION

The research on the efficacy of recruitment and selection practices at Himalaya Wellness shows the essentiality of customized human resource practices in the specialized herbal drug business. The organization's interdisciplinary combination of conventional Ayurvedic wisdom and contemporary scientific precision requires a recruitment system that not only seeks candidates with technical expertise but also that reflects its primary organizational values and culture. Findings



reveal that although Himalaya Wellness has strong and well-designed recruitment practices, such as strategic deployment of data analytics, employer branding, and holistic candidate assessment techniques, issues still exist to standardize hiring protocols and open up access to diverse and high-quality talent pools. Employee attitudes affirm a mostly positive experience with respect to fairness and transparency but emphasize areas for candidate engagement improvement and rationalization in selection procedures. In addition, the study highlights the interdependence of recruitment with other HR activities such as onboarding and retention, underscoring the fact that the effectiveness of recruitment should be considered in the context of talent management and organizational development. As much as the study suffers from data access constraints, sample size, and industry-specific dynamics, the case study provides worth-while learnings and practical suggestions for the enhancement of recruitment in herbal product companies. By embracing more flexible, diverse, and technology-driven recruitment strategies with robust cultural alignment, companies such as Himalaya Wellness can enhance their competitive advantage, maintain innovation, and win a talent pool that is high-performing and engaged to achieve long-term success in the fast-changing global wellness market.

REFERENCES

1. "Multipurpose Plants Utilization and Resource Management in Musk Deer National Park, Western Himalayas of Kashmir" by Ahmed, F. et al. (2024)
2. "Herbal Medicine: Clinical Perspective and Regulatory Status" by Barkat, M. A. et al. (2021)
3. "The Marketing Scenario of Major Medicinal and Aromatic Plants in Tinejure-Milke-Jaljale Protection Forest in Nepal" by Bhujel, K. B., & Pokharel, D. C. (2018)
4. "Tourism Related to Aromatic and Medicinal Plants: Some Practical Evidence" by Capucho, J. et al. (2023)
5. "The Organic Medicinal Herb Farmer, Revised Edition: How to Produce High-Quality Herbs on a Market Scale" by Carpenter, J., & Carpenter, M. (2023)



6. "Women's Lived Experiences in the Use of Complementary and Alternative Medicine for Breast Cancer Management: A Phenomenological Study" by Christina, J. et al. (2024)
7. "New Look to Phytomedicine: Advancements in Herbal Products as Novel Drug Leads" edited by Khan, M. S. A. et al. (2018)
8. "Preserving Heritage, Inspiring Innovation: The Role of Indigenous Knowledge in Culinary Entrepreneurship–Case Study of JhaJi Store and Namakwali" by Kohli, A. et al. (Year not provided)
9. "Wellness and Spa Tourism: Finding Space for Indian Himalayan Spa Resorts" by Manhas, P. S. et al. (2019)
10. "Traditional Medical System (TMS) for Sustainable Healthcare in India" by Mukherjee, P. K. et al. (2021)
11. "Management of Indigenous Knowledge in Sri Lanka, with Special Reference to Indigenous Medicine" by Padmasiri, G. R. (2018)
12. "Satya Pharmaceuticals' Foray into Global Markets" by Paluri, R. A., & Mishra, G. R. (2023)
13. "Depredation Loss Drives Human–Wildlife Conflict Perception in the Trans-Himalayas" by Poudel, T. R. et al. (2022)
14. "Sustainable Harvest of a Threatened Medicinal Herb: Empirical Evidence for Spatially and Temporally Specific Management of *Neopicrorhiza scrophulariiflora*" by Poudeyal, M. R. et al. (2024)
15. "Introduction: Ethnomedicine and Tribal Healing Practices in India: Challenges and Possibilities of Recognition and Integration" by Reddy, S. et al. (2023)
16. "Himalayan Older Adults' Views on Indigenous Medicine: Uses, Availability, and Effects on Health and Well-Being" by Roy, S. (2018)
17. "Mindfulness Promotes Health, Well-Being, and Sustainable Strategy to Eradicate Ill Effects from Tobacco" by Singha, R., & Yogesh Kanna, S. (2023)
18. "Green Practices and Innovations of Traditional Chinese Medicine (TCM) Industry in Singapore: Idea Worth Sharing" by Tan, Y. Y., & Omar, R. (2022)



19. "Does Higher Demand for Medicinal Plants Lead to More Harvest? Evidence from the Dual Trade of *Nardostachy jatamansi* and *Fritillaria cirrhosa* and Tibetan People's Harvesting Behavior" by Zhao, J. et al. (2023)
20. "Forest-Based Ecotourism in Sri Lanka: A Review on State of Governance, Livelihoods, and Forest Conservation Outcomes" by Zoysa, M. D. (2022).

Author's Declaration

I as an author of the above research paper/article, here by, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website /amendments /updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct, I shall always be legally responsible. With my whole responsibility legally and formally have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and hentricontane is genuinely mine. If any issue arises related to Plagiarism/ Guide Name/ Educational Qualification /Designation /Address of my university/ college/institution/ Structure or Formatting/ Resubmission /Submission /Copyright /Patent /Submission for any higher degree or Job/Primary Data/Secondary Data Issues. I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the database due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Andhra/Driving License/Any Identity Proof and Photo) in spite of demand from the publisher then my paper maybe rejected or removed from the website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds Any complication or error or anything hidden or implemented otherwise, my paper maybe removed from the website or the watermark of remark/actuality maybe mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me.

ANUSHKA GUPTA
