

## **Abstract**

Workforce procurement is a critical component of human resource management, ensuring that an organization has the right talent to meet its operational and strategic objectives. This study investigates the workforce procurement practices at Hyundai Motor India Limited, focusing on recruitment strategies, selection processes, and alignment with organizational goals. The research aims to evaluate the effectiveness of these practices in attracting, hiring, and retaining a skilled workforce.

A mixed-method approach was employed, including interviews with HR professionals, analysis of recruitment metrics, and surveys of newly hired employees. The findings reveal that Hyundai Motor India Limited has implemented robust workforce procurement strategies, such as leveraging advanced recruitment technologies, campus hiring, and industry collaborations. However, challenges such as high competition for talent, skill gaps in certain roles, and retention of top performers were identified as areas requiring attention.

The study concludes that effective workforce procurement is essential for sustaining Hyundai Motor India Limited's competitive edge and operational efficiency. Recommendations include enhancing employer branding, expanding training programs to bridge skill gaps, and adopting data-driven approaches to improve recruitment efficiency. This research provides actionable insights for HR professionals and organizations aiming to optimize their workforce procurement strategies in a dynamic and competitive industry.