

**ASSESSMENT OF FACTORS AFFECTING THE PROGRESSIVE
PERFORMANCE OF WOMEN ENTREPRENEURS IN TAMIL NADU**
(With special reference to selected women entrepreneurs in Tamil Nadu)

A Project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS)

(Re-accredited with 'A+' grade by NAAC)

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DECLARATION

We hereby declare that the project entitled, "**ASSESSMENT OF FACTORS AFFECTING THE PROGRSSIVE PERFORMANCE OF WOMEN ENTREPRENEUR IN TAMIL NADU** (With special reference to select a women entrepreneurs in Tamil Nadu Corporation)" submitted for the B.B.A degree is our original work and the project has not format the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 17.05.2022

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CERTIFICATE

This is to certify that this project work entitles "ASSESSMENT OF FACTORS AFFECTING THE PROGRESSIVE PERFORMANCE OF WOMEN ENTREPRENEURS IN TAMIL NADU (With special reference to selected women entrepreneurs in Thoothukudi Corporation)" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfillment for the award of degree of bachelor of Business Administration, and is a work done during the year 2021-2022 by the following students.

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SUBJECTIVES OF WORLD IN CHALLENGE

To enter the management world.

To identify the key challenges that the world presents to management in the 21st century.

To identify the major challenges that the world presents to management in the 21st century.

To identify the key challenges that the world presents to management in the 21st century.

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CHAPTER-1 INTRODUCTION



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OBJECTIVES OF WOMEN ENTREPRENEURS:

1. To study the demographic profile.
2. To identify the key factors that affect the performance of women entrepreneurs in different activities in Tamil Nadu.
3. To identify the major cultural practice that affect the performance of women owned enterprises of women entrepreneurs.
4. To identify the key economic and social factors that affects the performance of women entrepreneurs.
5. To establish the effect source funding on the performance of women entrepreneurs in the study.
6. To suggest measures for improving business environment for women entrepreneurs in Tamil Nadu District.

1.1 WOMEN ENTREPRENEURS:

1.1.1 INTRODUCTION

The word 'entrepreneur' is derived from the French word entrepreneur. It means 'to understand' or 'to do something'. Female entrepreneurs are women who organize and manage an enterprise, especially a business. Female entrepreneurs has steadily increased in the United States during the 20th and 21st century, jumping from ownership of 26% of America businesses in 1997 to almost 36% in 2012. This increase gave rise to wealthy self-made females such as Diane Hendricks, Meg Whitman, and Oprah Winfrey. Thus, entrepreneur is the person who undertakes the risk. The entrepreneur shifts economic resources out of an area of lower and into an area of higher productivity and greater yield. An entrepreneur is a person who undertakes a venture, organizes it, raises its capital to finance, assume the whole or major Part of the risk of business. In other words, entrepreneurship is the process of giving birth to a new business. An entrepreneur is a individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, service, and business. Entrepreneurs play a key role in any economy, using the skills and initiative necessary to anticipate needs and bring good new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a start-up are rewarded with profits, fame, and continued growth opportunities. Those who fail, suffer losses and become less prevalent in the markets. An Entrepreneur creates a firm, which aggregates capital and labour in order to produce goods or services for profit. Entrepreneurship is an important driver of economic growth and innovation. The acquisition of capital funding is particularly challenging, and many entrepreneurs deal with it via bootstrapping: financing a business using methods such as using their own money, providing sweat equity to reduce labour cost, minimizing inventory, and factoring receivables. While some entrepreneurs are lone players struggling to get small businesses off the ground on a shoestring, others take on partners armed with greater access to capital and other resources. In these situations, new firms may acquire financing from venture capitalists, angel investors, hedge funds, crowdsourcing, or through more traditional sources such as bank loans. Nurturing entrepreneurship can have a positive impact on an economy and a society in several ways. For starters, entrepreneurs create new business. They invent goods and services, resulting in more and more development. Through the consumption of content across multiple channels, an aspiring entrepreneur is able to identify various problems to solve. One business adage dictates that a company's product or service needs to solve a specific pain point-either for another business or for a consumer group. Through the identification of a problem, an aspiring entrepreneur is able to build a business around solving the problem. It is important to combine steps three and four so it is possible to identify a problem to solve by looking at various industries as an outsider. This often provides an aspiring entrepreneur with the ability to see a problem others might not.

1.1.2 WOMEN ENTREPRENEURS:

Women Entrepreneur is any one women who organizes and manages any enterprise, especially a business. As women enter the workforce in ever-greater numbers, they gain professional experience, and managerial skills, both necessary to be successful entrepreneurs. A women entrepreneur has to perform all the functions involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, product analysis, and determination of forms of business organization, completion of promotional formalities, raising funds, procuring men, machine and materials, and operation of business.

1.1.3 ENTREPRENEURSHIP:

Entrepreneurship has been described as the “capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit.” While definitions of entrepreneurship typically focus on the launching and running of businesses, due to high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to “lack of funding, bad business decisions, an economic crisis, lack of market demand, or a combination of all of these. Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirements for industrial growth. Entrepreneurship emerges from an individual’s creative spirit into long term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialization and for alleviation of mass unemployment and poverty.

1.1.4 WOMEN ENTREPRENEURSHIP:

Women Entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provide employment to others and manages the business independently. Women Entrepreneurship refers to business or organizational started by a women or a group of women. The definition of women entrepreneurship has never been differentiated on the basis of sex and hence could be extended to women entrepreneurs without any restrictions. Economic empowerment of women by micro entrepreneurship led to the empowerment of women in many things such as socio-economic opportunity, property rights, political representation, social equality, personal rights, family development, market development, community development and at last the nation development.

1.1.5 WOMEN ENTREPRENEURS IN WORLD:

Entrepreneurship among women can be considered a possible approach empowerment of women. Human resources and technology are the two important factors of growth in new economic order. To activate these two factors require entrepreneurship development in a big way in an economy. Entrepreneurship and economic development have been found as positively correlated variables in various research studies conducted in different nations. The growth of developed economies may be attributed to a large extent to the growth of their entrepreneurship. Further, the growth of women entrepreneurship has been relatively high in developed nations as compared to developing countries. Women-owned enterprises represented nearly 40 percent of the business firms in United States employing nearly 27.5 million people. It has been seen that women outnumbered men by two times, particularly when it comes to starting new businesses in China during recent years. At present, there are over five 6 million women entrepreneurs constituting one fourth of all the entrepreneurs in China. In Latin America, women constitute 15 to 20 percent of all employees, concentrated largely in the commercial and service sectors.

1.1.6 WOMEN ENTREPRENEURS IN INDIA:

Entrepreneurship is considered as one of the most important factors contributing to the development of society. India has been ranked among the worst performing countries in the area of women entrepreneurship in gender-focused global entrepreneurship survey, released in July 2013 by PC maker Dell and Washington based consulting firm Global Entrepreneurship and Development Institute (GEDi). Of the 17 countries surveyed India ranks 16th, just above Uganda. Countries like Turkey, Morocco and Egypt have outperformed India. Status of higher education in women in India came out to be lower than most countries in world. At present, women's entrepreneurial role is limited in the large scale industries and technology based businesses. But even in small scale industries, the women's participation is very low. As per the third all-India census of small scale industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. While the number of women operating their own business is increasing globally, women continue to face huge obstacles that stunt the growth of their businesses, such as lack of capital, strict social constraints, and limited time and skill. Since ages India has been men-dominated country. But, time is changing now. Women in India have outraged the fact that since hundreds of years they had been following the orders of men. They now know their rights and duties and with the spreading awareness amongst the women they are now no less than the men. They are walking with men at the same place in each and every field. Following this latest trend, women are no less and backward any more. Many women have been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. "Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. This is great news. But, a part women in some parts of the country still do not know their power. They don't know they can break the domination over men and move on, walk on and fight for their freedom.

1.1.7 WOMEN ENTREPRENEURSHIP IN TAMIL NADU:

Traditionally, Tamil Nadu is one of the well-developed states in terms of industrial development. In the post-liberalization era, Tamil Nadu has emerged as one of the front-runners, by attracting a large number of investment proposals. It has been ranked as the third largest economy in India. But the government's efforts come only from 1970 onwards for the promotion of self-employment among women. In Tamil Nadu each city has its own set of products that are manufactured by women entrepreneurs using indigenous skills. Most of these products are made with locally available materials and the skills available in production are seldom found in other cities. Through traditional activities like production and sales of domestic items such as garments have been taken up by women since long. Entrepreneurship on the modern lines has been found in industry and trade and service concerns only for the last one decade or so. The modern Tamil Nadu woman is different from the housewife of the past, to whom selling or running a business carries a stigma which she found difficult to shake off. Women entrepreneurs in Tamil Nadu possess organizational abilities, marketing skills, entrepreneurial skills and efficiency and novel ideas. Many women have vaulted the barriers of conditioning and reaped the rewards of a globalizing economy. According to Lakshmi V. Venkatesan (2004), Founder Trustee of Bharatiya Yuva Shakthi (BYST), "women in Tamil Nadu are the best entrepreneurs in the country; they have shown that they could make excellent entrepreneurs if they get support by way of finance and guidance". The government has implemented various schemes to youth, Self-Help Groups, Minorities and Weaker sections of the community.

2. CHALLENGES FACED BY WOMEN ENTREPRENEURS:

Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mind-sets of society. Therefore, programs should be designed to address changes in attitude and mind-set of the people. It is important to promote entrepreneurship among women to improve the economic situation of the women. This can be made possible with the help of education as education is a powerful tool in bringing out the entrepreneur qualities in a human being. Moreover, attempts to motivate, inspire and assist women entrepreneurs should be made at all possible levels. Proper training should be given to the women by establishing training institutes that can enhance their level of work-knowledge, risk-taking abilities, enhancing their capabilities. After setting up training institutes, there should be continuous monitoring, improvement of training programs so that they can improve upon the quality of the entrepreneurs being produced in the country. Undoubtedly the women participation rate in the field of entrepreneurship is increasing rapidly. However, efforts need to be taken at a larger scale to give the position in the field of entrepreneurship that they deserve. The actions and steps that have been taken by the government sponsored development activities have benefited only a small strata of society and more needs to be done in this area. Effective steps need to be taken to have entrepreneurial awareness and skill development to women.

3. PROBLEMS AND PROSPECTS:

The entrepreneurship development is a very noble concept. Such concept can also use to empower the women section of the society. The women in the rural areas are subject to lots of restrictions in Assam. They are not regarded as economic powerhouse, rather they are treated as dependent part of the society. Though they equally possess the potentialities to become a successful entrepreneur but the problems they face which are not similar to the men's problem, creates hindrances in the growth of entrepreneurial activities. The women of rural areas faces different types of problem in the path of entrepreneurial growth. But at the same time they also exist opportunity for them in terms like assistances from different institutions in each sphere of entrepreneurial activity. However, the opportunity is not adequate. The numbers of women entrepreneurs from rural areas is very negligible. To increase the number of rural women entrepreneurs that requires a coordinated action from different stockholders of the society. The society has to change its stereotyped mind-set over women. The state governments have to take lead role in the development of women entrepreneurship in whole of Assam. Than only, the possibility of increase in entrepreneurial activity by rural women can be achieved.

4. A STUDY ON PROBLEMS FACED BY WOMEN ENTREPRENEURS:

The result reveals that the most of the women entrepreneurs are facing financial constraint, Inadequate Institutional support, Problems in Marketing, social Attitude, Non-availability of good workers/employees are the five major problems/Constraints faced by women entrepreneurs in Mysore district to carry out their entrepreneurial activity in efficient and effective manner. It can be concluded by giving following recommendation for the sustainable growth of women entrepreneurship. The basic requirements in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic development. Adopting a structured skill training packages can also motive the women entrepreneur. Commercial banks and financial institution should consider women entrepreneurship under priority sector for financing lending Government should create proper and required infrastructure for women entrepreneurship activity and also Government should implement reward schemes and incentives for women entrepreneurs can act as a advisor, mentor, guide for the upcoming and young women entrepreneurs. Along with the above recommendation, last but not least, for women entrepreneurship family support is also plays major role in their business success.

PROBLEMS OF WOMEN ENTREPRENEURS:

Found that women entrepreneurs enterprises depend on the formal education and the training received. Most of the women entrepreneurs surveyed were married women who feel confident in running and expanding the business with the support from the family members. The important challenges faced by women entrepreneurs in establishing and growing the business were finance, finding the skilled labour and increased competition. Women entrepreneurs also rated the assistance in business planning as a crucial factor for the success of any business growth and expansion. The challenges faced by women entrepreneurs need to be addressed by the educational institutions especially in terms of business planning and inculcation of managerial skills.

CHAPTER-2

PROFILE OF THE STUDY



2.1 THE PROJECT PROFILE:

A project profile provides an overview of the respondent's person (with a specific focus on candidate profile), including the similar features of the respondent's business and nature. When working with the respondents the researches will typically access person profile.

- The first part of the profile contains all information about 10 women entrepreneurs (respondents). The person profile contains the socio demographic features of the entrepreneurs, their entrepreneurial business and achievement the entrepreneur is the most of.
- The second part of the profile contains the similar features of the other entrepreneurial professions and their common characteristics.

2.1.1 BEAUTY PARLOUR:



NAME:Priya

AGE:34

OCCUPATION:Women Entrepreneur

KNOWN FOR: Ria Parlour

NATURE OF THE BUSINESS:Parlour

In 2014, RIA PARLOUR was found and owned by Priya. Before starting parlour she was house wife. Priya started perusing makeup as her hobby.

Later she develops her knowledge and skill in makeup by attending professional courses and she explores herself as the best makeup artist. The significant factor which made her to become a makeup artist is her commitment towards makeup and hair styling.

She does number of bridal makeup, facials, hair styling, and bridal hair dooms. Her strength is being a beauty influencer is confidence, clarity in her work and her interest towards makeup.

ACCOMPLISHMENT: Satisfaction from customers and being business women.

2.1.2EL-SHADAI FANCY:



NAME:Jerina. K

AGE:42

OCCUPATION:Entrepreneur

KNOWN FOR: El- Shadai Fancy

NATURE OF BUSINESS:Cosmetics

Jerina is a founder and owner of Jerina Fancy. It was found in the year 1995. After her husband passed away, she starts her own business. She says that she started business to stand independent and to ensure financial stability. Her shop was well known in Thoothukudi. Her current market reach was in around Thoothukudi. She also have customers from nearby district.

She have more collection and variety of imitation jewellery, fancy items, wall clocks, watches, makeup products, and also all types of gifts, in addition to this she also have bridal sets recently in the year 2018. And have wide variety of bridal sets for both women and children.

She says that first when she starts a business she faced a lot of problems and then later she managed all her problems with a support of her relatives and friends.

ACCOMPLISHMENT: Customers satisfaction and being a business women.

2.1.3 MAXI TAILORING:



NAME:Amala.J

AGE: 37

OCCUPATION: Entrepreneur

KNOWN FOR: Maxi Tailoring

NATURE OF BUSINESS:Stiching

NO.OF YEAR IN BUSINESS: 2

Maxi tailors was found in the year 2020 and it was found and owned by Amala.J. She is an independent women, before starting this business, she is a house wife. She learnt a basic tailoring course from an institution, at first she started tailoring at her home and then she opened a shop in 2021. She says that her self-confidence made her to build her own empire.

She stiches variety of blouses, tops, and lehngas for women. She also stiches no. of bridal blouses and baptism gowns for babies. She says her individuality is customizing according to her customer satisfaction.

She says that now a days entrepreneurs play their role in every segment of business and they prove that they are not less in efficiency, hard work and intelligence. Women do have an entrepreneurial talent which can be harnessed to convert them from the position of job seekers to job providers.

ACCOMPLISHMENT: Being an independent women entrepreneur and getting goodwill from customers.

2.1.4 AMITHA HAND JEWELLERY:



NAME:Amitha.R

AGE:24

OCCUPATION:Entrepreneurs

KNOWN FOR:Amitha hand jewelers

NATURE OF THE BUSINESS:Jewellery

Amitha. J hand jewellery was found in the year 2014 and owned by Amitha, J. She started doing hand jewellery at the age of 19 when she was doing college 2nd year. When schooling she used to do crafts when she gets bored. Later she develops her hand jewellery works and she had an idea to start a business. She loves to do hand made things so she made this as her business.

She use to make homemade women garments, homemade gift items, handmade home decorative items. She says that, she loves to do innovative items which might be different from others. And she tells she started her business to earn money and to fulfill her needs, even though her husband has his own business. She needs to stand by her own.

ACCOMPLISHMENT: Providing good quality for women's ornaments and making profit out of it.

2.1.5 ALPONS FRUIT SHOP:



NAME: Alpons

AGE: 54

OCCUPATION: Entrepreneur

KNOWN FOR: Alpons fruit shop

NATURE OF THE BUSINESS: Fruit shop

Alpons. S is a founder and owner of Alpons fruit shop. It was found in the year 1997, she started her business with the help of her parents and friends. When she starts a business she faced a problem in selecting a location, and her friends helps her to choose the location. She starts business to obtain recognition, so she decided to spread her wings and build her own empire "ALPONS FRUIT SHOP".

She provides variety of natural fruit juices, rose milk, milk shakes, etc. The taste of the juice was different from other juice parks, she provides uniqueness in the taste so she gets more customers. She is running her business in very successful way.

ACCOMPLISHMENT: Customer satisfaction and getting profit by own.

2.1.6 TEPEYAC STATIONERY :



NAME:Priya Fernando

AGE:44

OCCUPATION:Entrepreneur

KNOWN FOR:Tepeyac stationery

NATURE OF THE BUSINESS:Stationery

Tepayac stationery was found and owned by A. Priya Fernando. She started doing stationery business at the age of 41. She started her business to stand up by her own. So she started her own business and earning profit. She love to do her business. She started the business in 2021. She says that to fulfill the needs of her own surrounding she started the business. She tells her back bone in building her own empire was her family.

ACCOMPLISHMENT: Producing good quality product.

2.1.7 M SQUARE FOOD MAKING:



NAME:Chinaitha.S

AGE:46

OCCUPATION:Entrepreneurs

KNOWN FOR:M Square

NATURE OF BUSINESS:Food making

Chinaithi .S is a founder and owner of M Square food making. It was found in the year 2021, she started her business with help of her relatives and friends. When she starts a business she faced a problem in selecting a location, and her friends helps her to choose the location. She starts business to obtain recognition, so she decided to spread her wings and build her own empire. "M Square food making".

She provides variety of snacks rolls, cutlet, puffs, somas etc. The taste of the snacks was different from other snacks shop. She provides uniqueness in the taste so she gets more customers. She is running her business in a very successful way.

ACCOMPLISHMENT: Customer satisfaction and getting profit by own.

2.1.8 CRUST AND CRUMB BAKERY



NAME: Jayapratha.J

AGE: 26

OCCUPATION: Entrepreneur

KNOWN FOR: Crust and crumps

NATURE OF THE BUSINESS: Baking cakes

Jayapratha. J is a strong women entrepreneur. She is the owner of crust and crumps bakers which was found in the year 2021. First she supplied only cakes, but now she is doing sizzling brownie continued with cupcakes. She tells that the taste of the cakes will be unique. This makes her business reach into another level.

She says that the ingredients that she add to the cakes will be different from other cakes. She starts business to obtain recognition and to improve the standard of line of family.

She said that her back bone to build her own empire was her husband. And he supports her wife to start the business.

ACCOMPLISHMENT: Customer satisfaction and getting profit by own.

2.1.9 THE PARADISE BAY:



NAME: Jesu swetha

AGE: 19

OCCUPATION: Women entrepreneur

KNOWN FOR: The Paradise bay

NATURE OF THE BUSINESS: Cosmetics

Jesu swetha is the owner of The Paradise Bay, it was found in the year 2020. She is the UG student in stmary's college thoothukudi. After her completion of her studies she is having a plan to start a own business. Now her current market reached many customers. She says that she started business to have personal independence and to obtain recognition.

She is having pearl jewels, hand craft jewels, and also selling handbags, sling bags etc. The product she is having is usually different from others. She also sells her products through online.

ACCOMPLISHMENT: Compliments from customers and being a business women.

2.1.10 HERBALSPLUSH TOUCH



NAME: Sri Lakshmi Preethi

AGE: 19

OCCUPATION: Entrepreneur

KNOWN FOR: Herbalsplustouch

NATURE OF THE BUSINESS: Homemade Ayurvedic product

Sri laksmipreethi is the owner of Herbalsplustouch. She started doing homemade products at the age of 18 when she was studying 12th std. Later she develops her homemade product, by selling it through online mode, she has her own instagram page and has more than 1k followers.

She says that she started her business to have personal independence and to obtain recognition. The product she has is usually different from others.

She says her individuality is customizing according to her customers satisfaction.

ACCOMPLISHMENT: Being an independent women entrepreneur and getting goodwill from customers.

COMMON FEATURES OF THE ENTREPRENEURS

The following are the common features of the entrepreneurs (respondents).

BOUTIQUE

- Commitment towards fashion made most of them to start business.
- They prefer to have small sized shop in fear of getting fewer customers.
- Customers usually prefer boutique because of its unique designs and service designs and service for customization.
- Being on trend is an important factor to have a stable demand.
- Usually the collection in boutique is on trend so that they fix the price a little higher than the other retail outlets.
- Most of the boutique owners are only fashion designers, they don't stitch the clothes.

COSTUME DESIGNER

- To be trend is a much factor for the costume designer.
- Observing the customer needs and fulfilling them makes her a good designer.
- Quality of the fabric is mandatory.
- To be capable of creating all kind of clothes like western wear, traditional wear.
- A designer should know to satisfy the customer and also to take care of the disgruntled customer.

MAKEUP ARTIST

- If only a passionate person can become successful in this field.
- Being patient is a chief factor as grooming involves lot of convoluted work.
- Branded products should be used by the makeup artist to uphold the customer with a healthy skin.
- Customer satisfaction is a prime tribute for the makeup artist.
- Profit making is a stress-free for the makeup artist due to their experience in the field.

HOME MADE PRODUCTS

- Home made products include food products, hand crafts and cosmetics.
- Home made products are always customers friendly.
- Creativity and innovation play a vital role.
- In recent times, homemade products are mostly preferred by customers.
- Nowadays, customized gifts are on trend among youngsters.

HOME BAKERS

- Cooking was always their passion.
- Initially it was their hobby and later become their business.
- Availability of raw materials is a barrier in few places.
- Places plays an important role in becoming a baker.
- Creativity and innovation is a must factor for a baker to stand up one step ahead in this competitive world.
- The bakers feel happy during baking i.e.it gives them good vibes and positivity.

CHAPTER-3

ANALYSIS AND INTERPRETATION



CHAPTER-3

ANALYSIS AND INTERPRETATION



3.1 CHARTS

Charts used to make a graphical representation of any set of data. A chart is a visual representation of data, in which the data is represented by templates pie. The chart representing the data are

- Pie chart

PIE CHART:

It is constructed by dividing the circle into two or more sections or slices. The chart is used to show the proportion that each part is of the whole. It is the statistical graphic, which is divided into slices to illustrate numerical portion. While it is named for its resemblance to a pie, which has been sliced, there are variations on the way it can be presented.

3.2 ANALYSIS AND INTERPRETATION

The collected data from respondents are turned into analysis of the data and interpretation for easy understanding and clarity of the project. The data has been collected with the techniques of analysis and presentation in mind. The gathered data reflects the following tables and charts. The data is based on projects objectives. The used for analysis the data are:

- A Frequency distribution is an overview of all distinct values in some variable and number of times they occur.
- Ranking analysis is the method to grade the data for better understanding of collected data.
- Correlation is a process of establishing a relationship or connection between two or more things. In this we framed a hypothesis for testing the factors significant level.

3.1.1 TABLE

AGE

| Option | Frequency | Percent |
|--------------|-----------|---------|
| Below 20 | 7 | 14 |
| 20-40 | 17 | 34 |
| 30-40 | 10 | 20 |
| 40-50 | 12 | 24 |
| 50-60 | 3 | 6 |
| 60-70 | 1 | 2 |
| Total | 50 | 100 |

SOURCE: Primary data

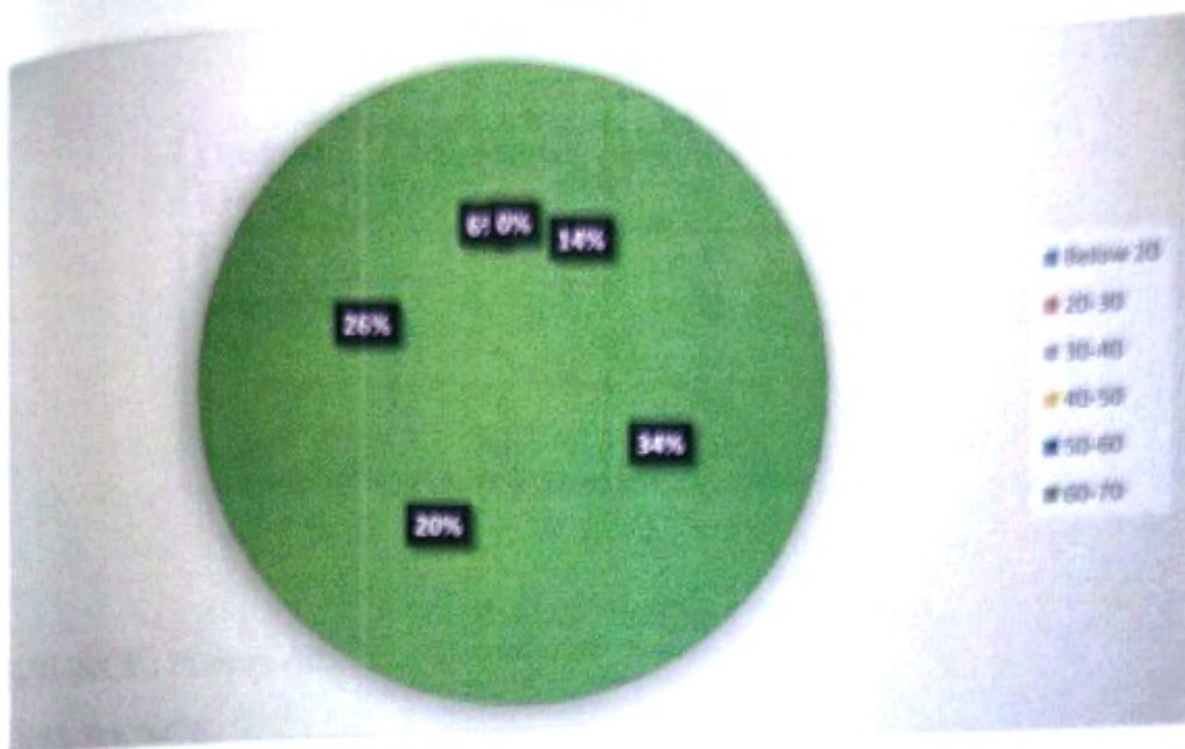
INFERENCE:

The above table shows,

- 14% of women entrepreneurs were under the age of 20.
- 34% of women entrepreneur were under the age of 20-40.
- 20% of women entrepreneur were under the age of 40-50.
- 24% of women entrepreneur were under the age of 50-60.
- 6% of women entrepreneur were under the age of 60-70.

3.1.1 PTF CHART

AGE



3.1.2 TABLE

EDUCATION QUALIFICATION

| Options | Frequency | Percent |
|--------------|-----------|---------|
| Illiterate | 3 | 6 |
| Primary | 7 | 14 |
| Secondary | 11 | 22 |
| UG | 21 | 42 |
| PG | 8 | 16 |
| Total | 50 | 100 |

SOURCE: Primary data

INFERENCE:

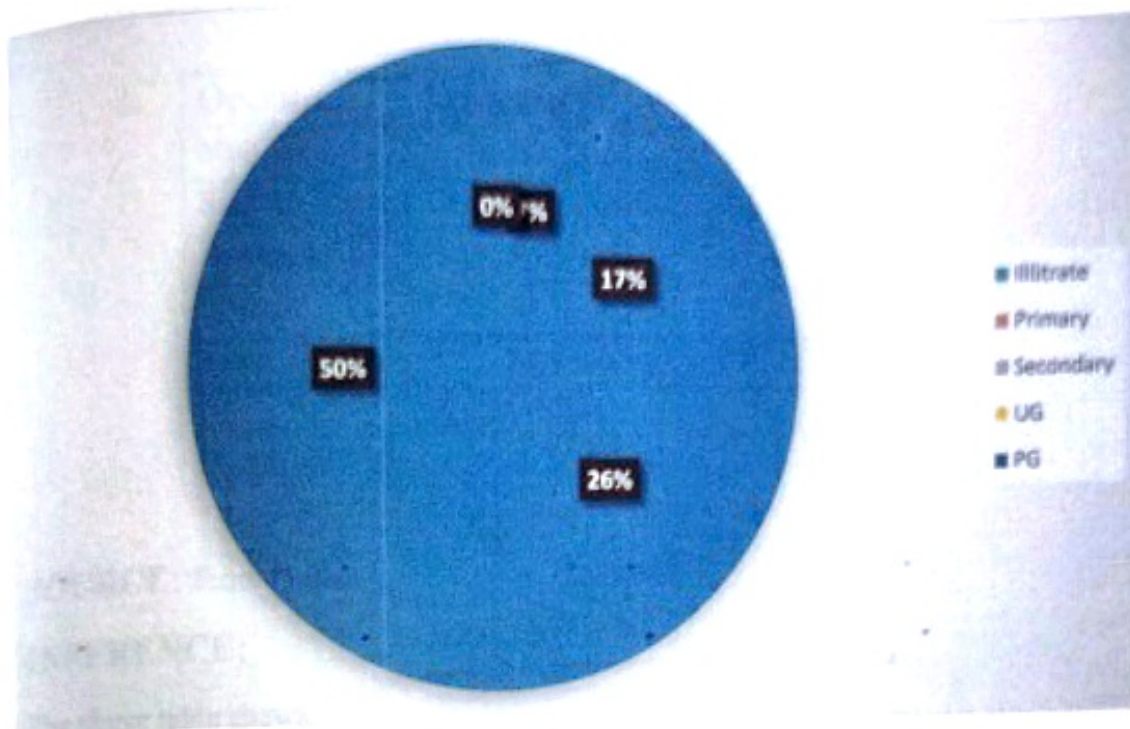
The above table shows,

- 6% of women entrepreneurs were illiterate.
- 14% of women entrepreneurs were primary.
- 22% of women entrepreneurs were secondary.
- 42% of women entrepreneurs were UG.
- 16% of women entrepreneurs were PG.

3.1.2 PIE CHART EDUCATIONAL QUALIFICATION

TAB 1

RE 51



3.1.3 TABLE

MARITAL STATUS

| Options | Frequency | Percent |
|--------------|-----------|---------|
| Married | 32 | 64 |
| Single | 14 | 28 |
| Divorced | - | - |
| Widow | 4 | 8 |
| Total | 50 | 100 |

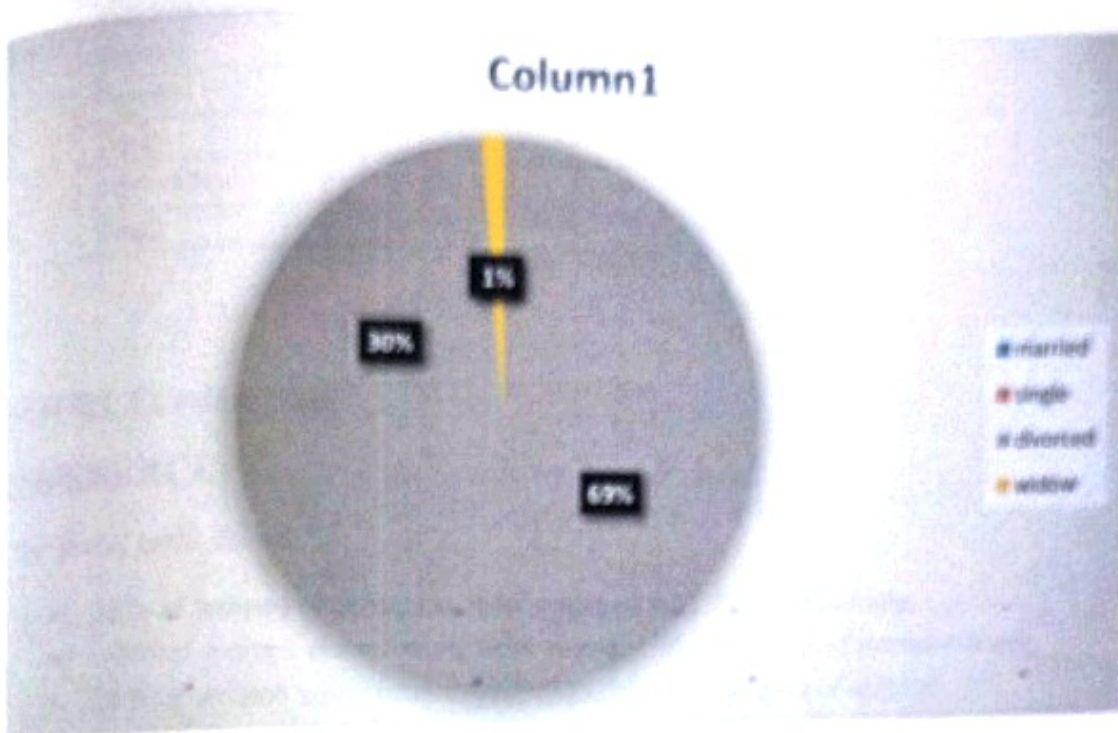
SOURCE: Primary data

INFERENCE:

The above table shows,

- 64% of women entrepreneurs were married.
- 28% of women entrepreneurs were single.
- 8% of women entrepreneurs were widow.

3.1.3 CHART MARITAL STATUS



3.1.4 TABLE

NATURE OF THE BUSINESS

| Options | Frequency | Percent |
|---------------|-----------|---------|
| Manufacturing | 19 | 38 |
| Service | 14 | 28 |
| Export | 1 | 2 |
| Trade | 17 | 34 |
| Agro-allied | - | - |
| Total | 50 | 100 |

SOURCE: Primary data

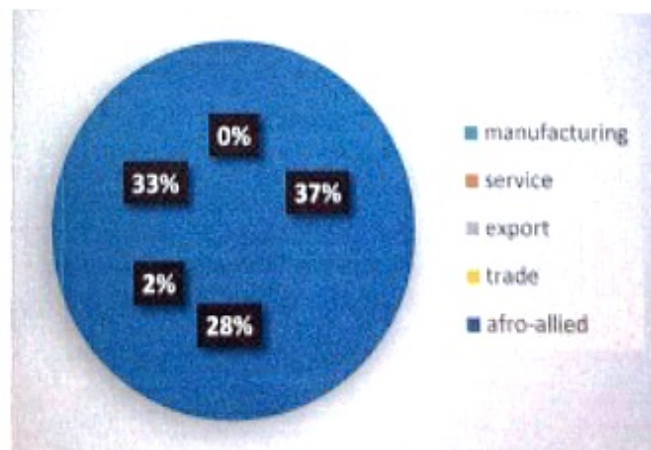
INFERENCE:

The above table shows,

- 34% of women entrepreneur were engaged with the field of trade.
- 38% of women entrepreneur were engaged with the field of manufacturing.
- 28% of women entrepreneur were engaged with the field of service.
- 0% of women entrepreneur were engaged with the field of agro field.
- 2% of women entrepreneur were engaged with the field of export.

3.1.4 CHART

NATURE OF THE BUSINESS



3.1.5 TABLE SIZE OF THE FAMILY

| Options | Frequency | Percent |
|--------------|-----------|---------|
| Less than 3 | 15 | 30 |
| 4-5 | 26 | 52 |
| More than 5 | 9 | 18 |
| Total | 50 | 100 |

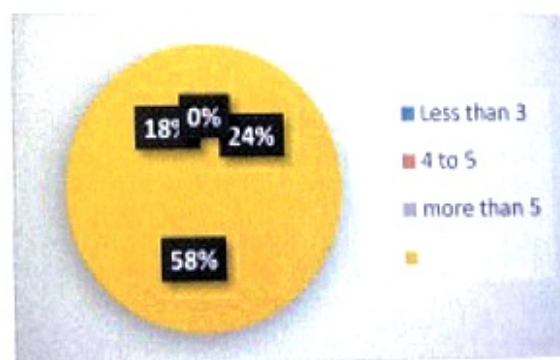
SOURCE: Primary data

INFERENCE:

The above table shows,

- 30% of women entrepreneurs less than 3.
- 52% of women entrepreneurs were under 4-5.
- 18% of women entrepreneurs were more than 5.

3.1.5 CHART SIZE OF THE FAMILY



3.1.6 TABLE OWNERSHIP

| Options | Frequency | Percent |
|-----------------|-----------|---------|
| Sole ownership | 39 | 78 |
| Joint ownership | 3 | 6 |
| Family business | 7 | 14 |
| Cooperative | 1 | 2 |
| Total | 50 | 100 |

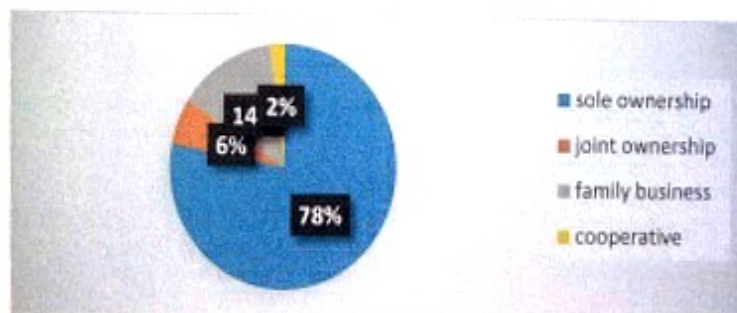
SOURCE: Primary data

INFERENCE:

The above table shows,

- 78% of women entrepreneurs were under sole ownership.
- 6% of women entrepreneurs were under joint ownership.
- 14% of women entrepreneurs were under family business.
- 2% of women entrepreneurs were under cooperative.

3.1.6 CHART OWNERSHIP



3.1.7 TABLE

LOCATION OF THE ENTERPRISE

| Option | Frequency | Percent |
|--------|-----------|---------|
| Urban | 40 | 80 |
| Rural | 10 | 20 |
| Total | 50 | 100 |

SOURCE: Primary data

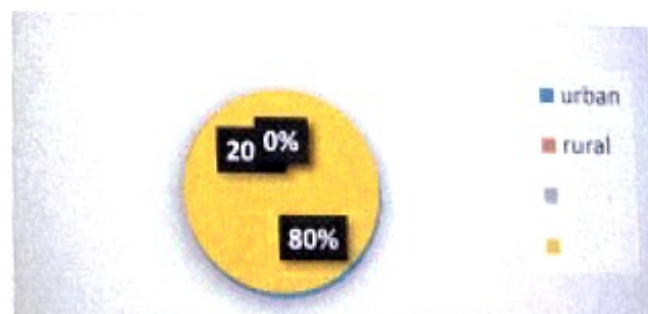
INFERENCE:

The above table shows,

- 80% of women entrepreneurs were in urban area.
- 20% of women entrepreneurs were in rural area.

3.1.7 CHART

LOCATION OF THE ENTERPRISE



3.1.8 TABLE

BUSINESS PURPOSE

| Options | Frequency | Percent |
|----------------------------------|-----------|------------|
| Family tradition | 11 | 22 |
| To be single entrepreneur | 26 | 52 |
| No other alternatives for income | 3 | 6 |
| Bring high income | 11 | 22 |
| Total | 50 | 100 |

SOURCE: Primary data

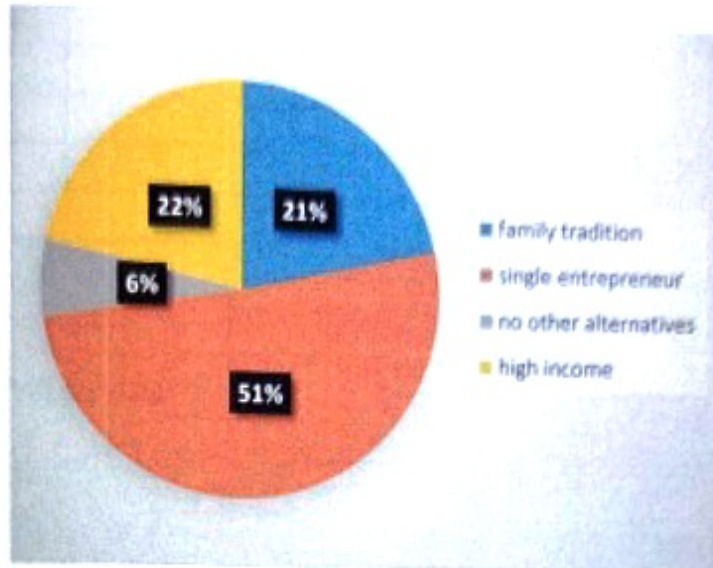
INFERENCE:

The above table shows,

- 22% of women entrepreneurs were under the business purpose of family tradition.
- 52% of women entrepreneurs were under the business purpose of single entrepreneur.
- 6% of women entrepreneurs were under the business purpose of no other alternatives for income.
- 22% of women entrepreneurs were under the business purpose of bringing high income.

3.1.8 CHART

BUSINESS PURPOSE



3.1.9 TABLE

SIZE OF THE BUSINESS

| Options | Frequency | Percent |
|---------|-----------|---------|
| Micro | 19 | 38 |
| Small | 21 | 42 |
| Medium | 9 | 18 |
| Large | 1 | 2 |
| Total | 50 | 100 |

SOURCE: Primary data

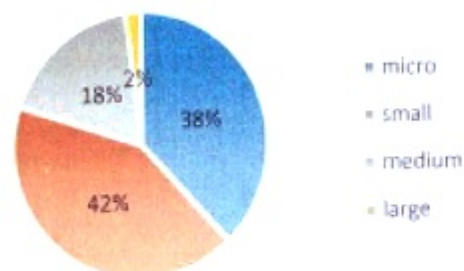
INFERENCE:

The above table shows,

- 38% of women entrepreneurs were under the size of micro business.
- 42% of women entrepreneurs were under the size of small business.
- 18% of women entrepreneurs were under the size of medium business.
- 2% of women entrepreneurs were under the size of large business.

3.1.9 CHART

SIZE OF THE BUSINESS



3.1.10 TABLE
MAIN SOURCE OF FUNDING

| Options | Frequency | Percent |
|----------------------------------|-----------|------------|
| Personal saving | 35 | 70 |
| Borrowed from relatives | 6 | 12 |
| Household | 1 | 2 |
| Money lenders | 4 | 8 |
| Micro financial institutions | 2 | 4 |
| Assistant from friends/relatives | 1 | 2 |
| Inheritance | - | - |
| Borrowed from bank(i.e.)loan | 1 | 2 |
| Total | 50 | 100 |

SOURCE: Primary data

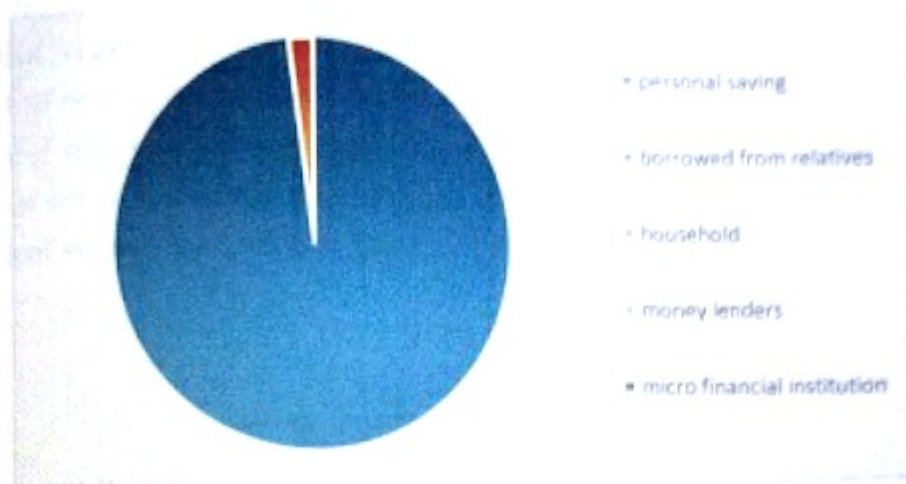
INFERENCE:

The above table shows,

- 70% of women entrepreneurs undergoes personal saving.
- 12% of women entrepreneurs undergoes borrowed from relatives.
- 2% of women entrepreneurs undergoes household.
- 8% of women entrepreneurs undergoes money lenders.
- 4% of women entrepreneurs undergoes micro financial institutions.
- 2% of women entrepreneurs undergoes assistant from friends/relatives.
- 0% of women entrepreneurs undergoes inheritance.
- 2% of women entrepreneurs undergoes borrowed from bank(loop).

3.1.10 CHART

MAIN SOURCE OF FUNDING



3.1.11 TABLE

SKILL FOR RUNNING THE ENTERPRISE

| Options | Frequency | Percent |
|---------------------------|-----------|------------|
| Through family training | 22 | 44 |
| From past experience | 7 | 14 |
| Learned from internet | 14 | 28 |
| Training program from DIC | 2 | 4 |
| From friends/relatives | 5 | 10 |
| Total | 50 | 100 |

SOURCE: Primary data

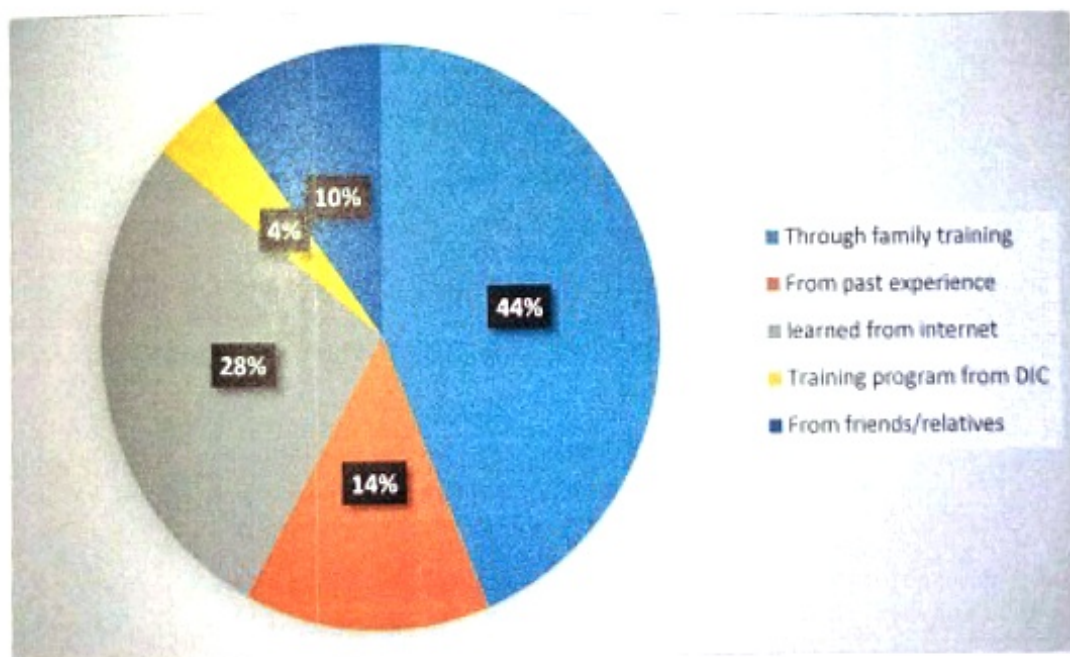
INFERENCE:

The above table shows,

- 44% of women entrepreneurs undergoes through family training.
- 14% of women entrepreneurs undergoes from past experience.
- 28% of women entrepreneurs undergoes from internet.
- 4% of women entrepreneurs undergoes through training program from DIC.
- 10% of women entrepreneurs undergoes from friends/relatives.

3.1.11 CHART

SKILL FOR RUNNING THE BUSINESS



3.1.12 TABLE

FEEL STRESS WHILE DISCHARGING THE DUAL DUTIES OF A BUSINESS WOMEN AND A HOUSE WIFE

| Options | Frequency | Percent |
|---------|-----------|---------|
| Yes | 32 | 64 |
| No | 18 | 36 |
| Total | 50 | 100 |

SOURCE: Primary data

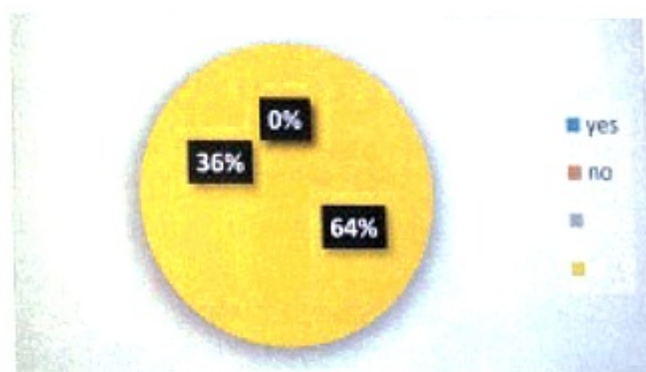
INFERENCE:

The above table shows,

- 64% of women entrepreneurs undergoes dual duties.
- 36% of women entrepreneurs did not undergoes dual duties.

3.1.12 CHART

FEEL STRESS WHILE DISCHARGING DUAL DUTIES OF BOTH BUSINESS WOMEN AND HOUSEWIFE



3.1.13 TABLE

MOTIVATOR OF STARTING THE BUSINESS

| Options | Frequency | Percent |
|-----------|-----------|---------|
| Family | 17 | 34 |
| Friends | 2 | 4 |
| Relatives | 4 | 8 |
| Myself | 27 | 54 |
| Total | 50 | 100 |

SOURCE:

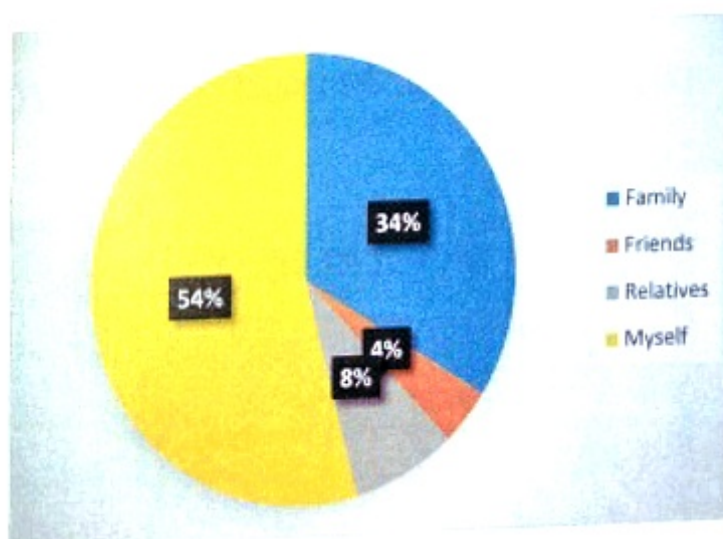
INFERENCE:

The above table shows,

- 34% of women entrepreneur were motivated by family.
- 4% of women entrepreneur were motivated by friends.
- 8% of women entrepreneurs were motivated by relatives.
- 54% of women entrepreneurs were motivated by themselves.

3.1.13 CHART

MOTIVATOR OF STARTING THE BUSINESS



3.1.14 TABLE
EMPLOYESS WORKING IN THE ENTERPRISE

| Options | Frequency | Percent |
|--------------|-----------|------------|
| 1-10 | 19 | 38 |
| 10-20 | 7 | 14 |
| 20-30 | - | - |
| 30-40 | - | - |
| Above 40 | - | - |
| No employees | 24 | 48 |
| Total | 50 | 100 |

SOURCE: Primary data

INFERENCE:

The above table shows,

- 38% of employees are working in option 1.
- 14% of employees are working in option 2.
- 48% of women entrepreneurs are working alone in the enterprise.

3.1.14 CHART
EMPLOYEES WORKING IN THE ENTERPRISE



3.1.15 TABLE
PROFIT OR LOSS

| Options | Frequency | Percent |
|--------------|-----------|------------|
| Yes | 22 | 44 |
| No | 20 | 40 |
| Cannot say | 2 | 4 |
| May be | 6 | 12 |
| Total | 50 | 100 |

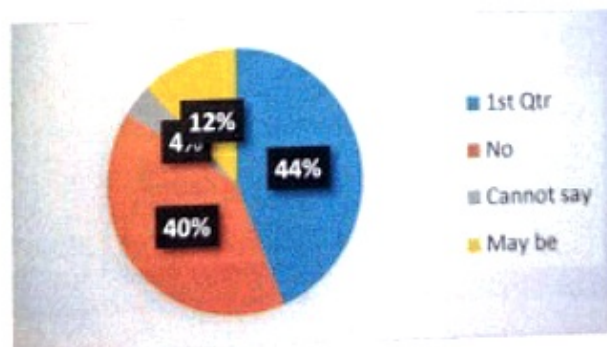
SOURCE: Primary data

INFERENCE:

The above table shows,

- 44% of women entrepreneurs has not faced any loss in their business.
- 40% of women entrepreneurs has faced loss in their business.
- 4% of women entrepreneurs doesn't share their opinion.
- 12% of women entrepreneur is not clear about this.

3.1.15 CHART
PROFIT OR LOSS



3.1.16 TABLE
KIND OF LOSS

| Options | Frequency | Percent |
|----------------------------|-----------|---------|
| Low capital | 20 | 40 |
| Rent for the place of high | 15 | 30 |
| High electricity bill | 15 | 30 |
| Total | 50 | 100 |

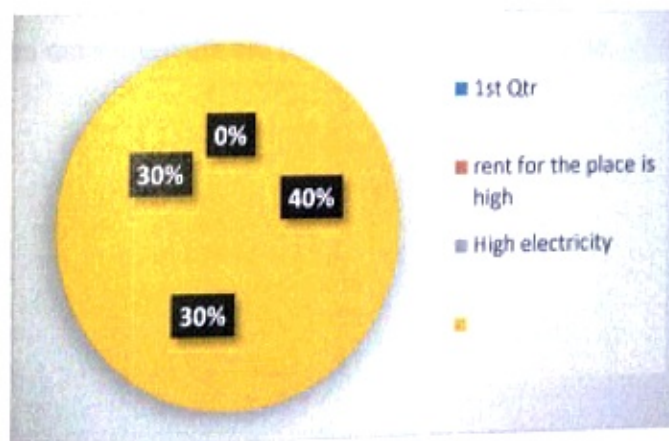
SOURCE: Primary data

INFERENCE:

The above table shows,

- 40% of women entrepreneurs are facing low capital.
- 30% of women entrepreneurs are facing high rent for the place.
- 30% of women entrepreneurs are facing high electricity bill.

3.1.16 CHART
KIND OF LOSS



3.1.17 TABLE

GOVERNMENT SCHEME

| Options | Frequency | Percent |
|-----------------------------------|-----------|------------|
| Mudra loan for women | 12 | 24 |
| Annapurna scheme | 2 | 4 |
| Sri sakthiyojana | 3 | 6 |
| Dena sakthi scheme | 2 | 4 |
| BaratiyaMahila Bank business loan | - | - |
| Cent kalyani scheme | - | - |
| Total | 50 | 100 |

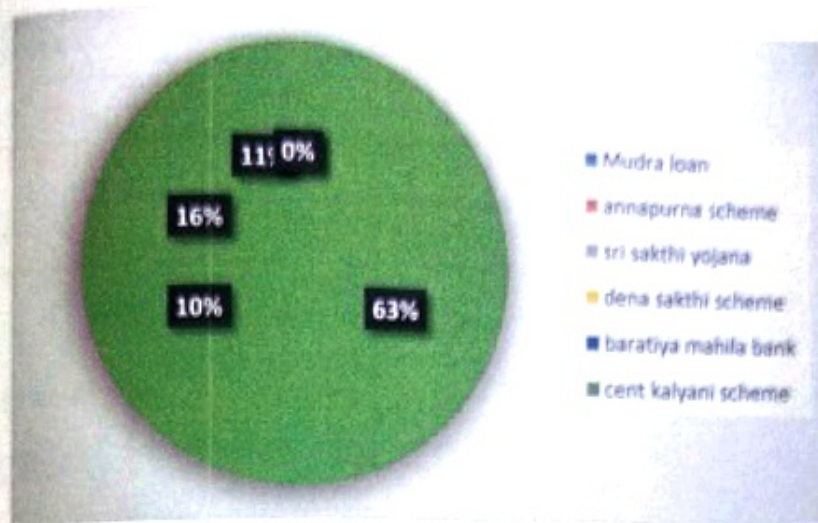
SOURCE: Primary data

INFERENCE:

The above table shows,

- 24% of women entrepreneurs are using mudra loan for women.
- 4% of women entrepreneurs are using Annapurna scheme.
- 6% of women entrepreneurs are using Sri SakthiYojana.
- 4% of women entrepreneurs are using Dena Sakthi scheme.

3.1.17 CHART GOVERNMENT SCHEME



3.1.18 TABLE
GOVERNMENT SCHEME IS HELPFUL

| Options | Frequency | Percent |
|---------|-----------|---------|
| Yes | 19 | 38 |
| No | 31 | 62 |
| Total | 50 | 100 |

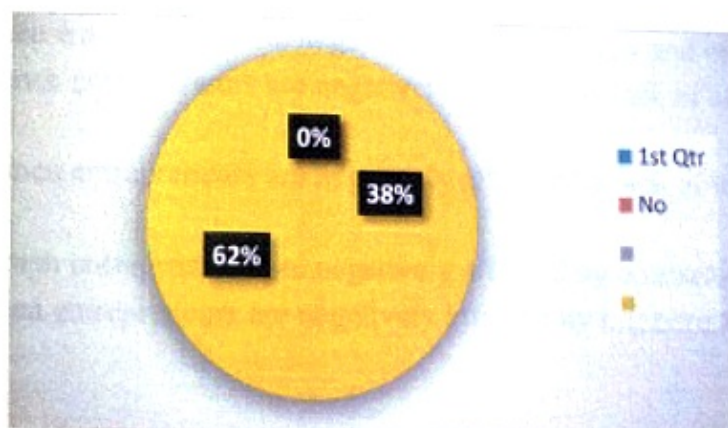
SOURCE: Primary data

INFERENCE:

The above table shows,

- 38% of women entrepreneurs are saying this scheme are helpful.
- 62% of women entrepreneurs are not satisfied with government schemes.

3.1.18 CHART
GOVERNMENT SCHEME IS HELPFUL



3.1.19 TABLE

PROBLEM FACED IN THE BUSINESS

| Options | Frequency | Percent |
|---------------------------------------|-----------|------------|
| Regulation environment | 3 | 6 |
| Regulations and institutions | 7 | 14 |
| Law and order situation | 4 | 8 |
| Lack of adequate financing facilities | 9 | 18 |
| Lack of business development service | 13 | 26 |
| Economic slow down | 12 | 24 |
| Infrastructure | 2 | 4 |
| Total | 50 | 100 |

SOURCE: Primary data

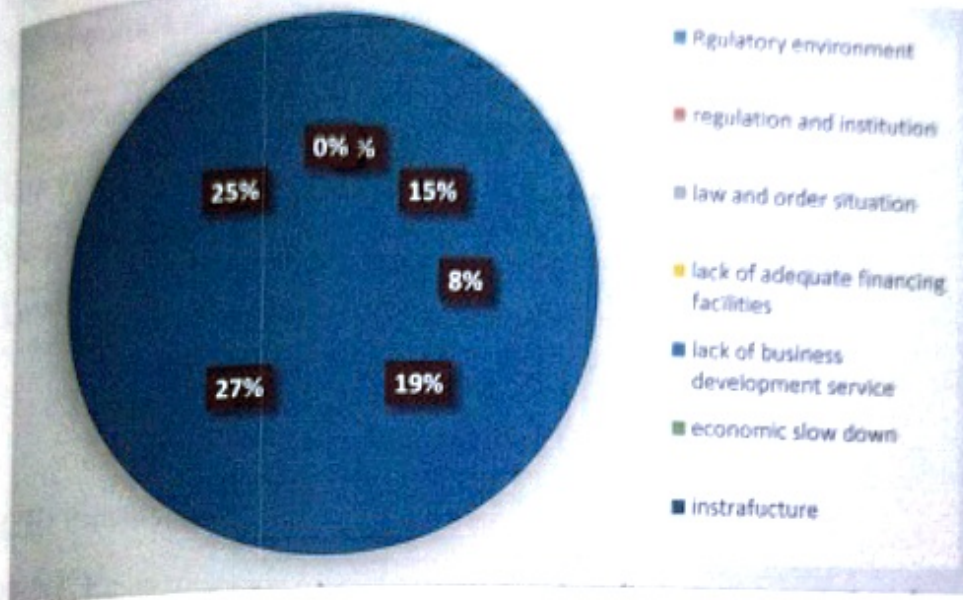
INFERENCE:

The above table shows,

- 6% of women entrepreneurs are negatively affected by regulation and environment.
- 14% of women entrepreneurs are negatively affected by regulations and institutions.
- 8% of women entrepreneurs are negatively affected by law and order situation.
- 18% of women entrepreneurs are negatively affected by lack of adequate financing facilities.
- 26% of women entrepreneurs are negatively affected by lack of business development service.
- 24% of women entrepreneurs are negatively affected by economic slowdown.
- 4% of women entrepreneurs are negatively affected by infrastructure.

3.1.19 CHART

PROBLEM FACED IN THE BUSINESS



3.1.20 TABLE

ROLL OF WOMEN ENTREPRENEURS IN THE SOCIETY FORM THE VIEW OF WOMEN ENTREPRENEURS

| Options | frequency | Percent |
|----------------------|-----------|------------|
| Not important at all | 13 | 26 |
| Little important | 4 | 8 |
| Important | 22 | 44 |
| Very important | 11 | 22 |
| Total | 50 | 100 |

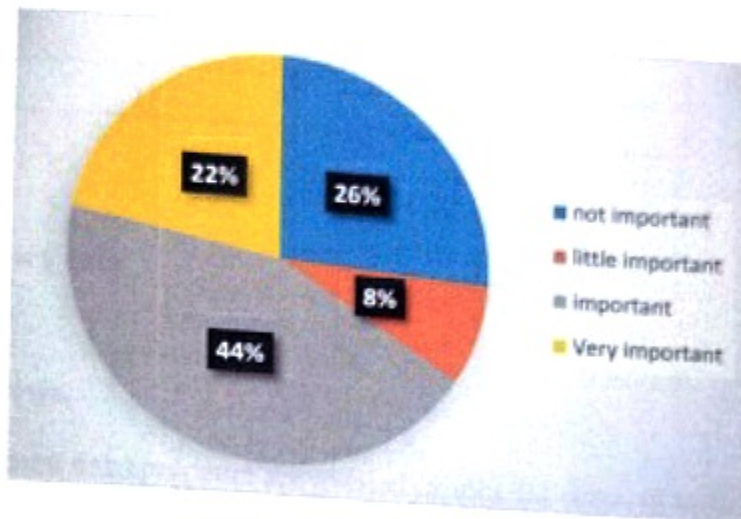
SOURCE: Primary data

INFERENCE:

The above table shows,

- 26% of women entrepreneurs are thinking it is not important at all.
- 8% of women entrepreneurs are thinking it is little important.
- 44% of women entrepreneurs are thinking it is important.
- 22% of women entrepreneurs are thinking it is very important.

3.1.20 TABLE
ROLL OF WOMEN ENTREPRENEURS IN THE SOCIETY FROM THE
VIEW OF WOMEN ENTREPRENEURS



3.1.21 TABLE
AVAILED ANY SOCIETAL STATUS

| Options | Frequency | Percent |
|--------------|-----------|---------|
| Yes | 32 | 64 |
| No | 6 | 12 |
| Maybe | 12 | 24 |
| Total | 50 | 100 |

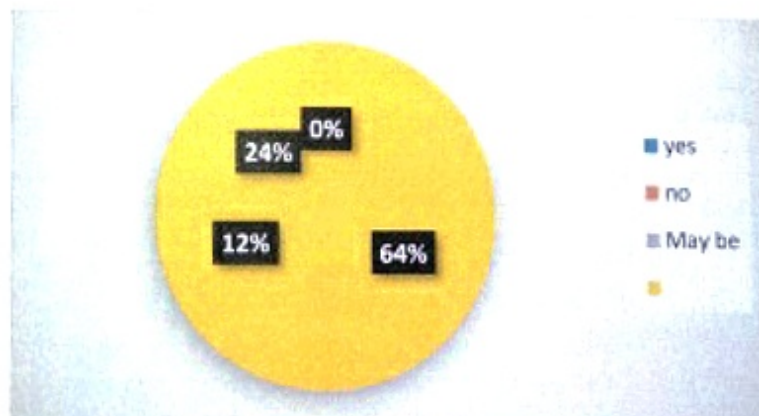
SOURCE: Primary data

INFERENCE:

The above table shows,

- 64% of women entrepreneurs are availed in societal status of their business.
- 12% of women entrepreneurs are not availed societal status of in their business.
- 24% of women entrepreneurs are not clearly about their decision.

3.1.12 CHARTS
AVAILED ANY SOCIETAL STATUS



**3.1.22 TABLE
OBSTACLES**

| Options | Frequency | Percent |
|---------------------------------------|-----------|------------|
| Balancing family and work life | 29 | 48 |
| Lack in time management | 16 | 32 |
| Liquidity and other financial problem | 5 | 10 |
| Table | 50 | 100 |

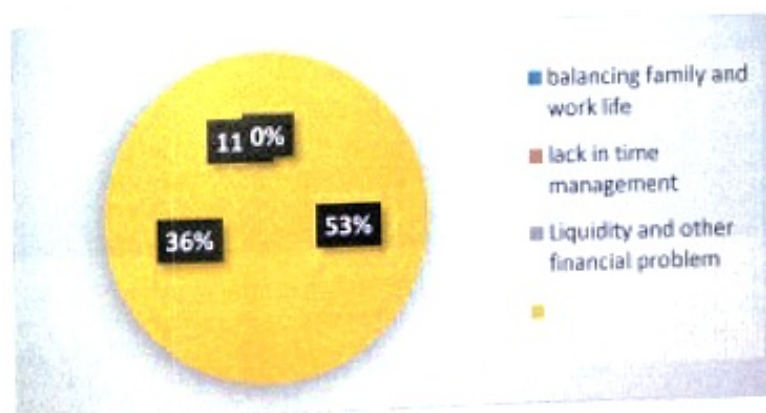
SOURCE: Primary data

INFERENCE:

The above table shows,

- 48% of women entrepreneurs faced obstacles in balancing family and work life.
- 32% of women entrepreneur faced obstacles in lack in time management.
- 10% of women entrepreneurs faced obstacles in liquidity and other financial problem.

**3.1.22 CHART
OBSTACLES**



3.1.23 TABLE
STRUGGLES IN PURCHASING RAW MATERIAL

| Options | Frequency | Percent |
|--------------|-----------|------------|
| Yes | 22 | 44 |
| No | 28 | 56 |
| Total | 50 | 100 |

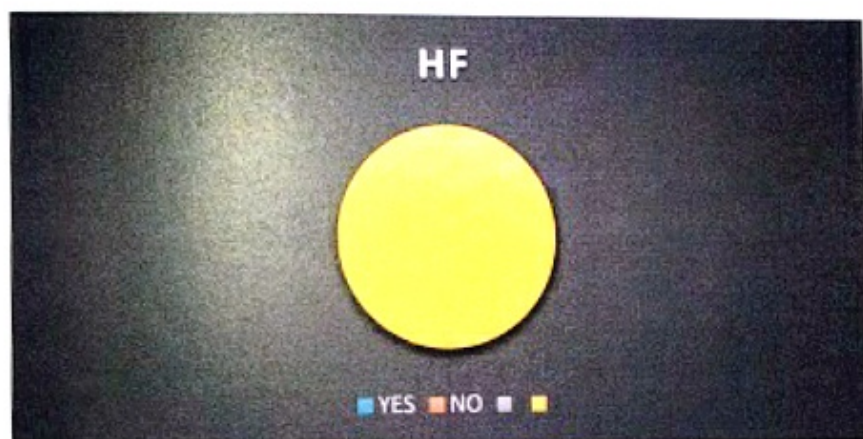
SOURCE: Primary data

INFERENCE:

The above table shows,

- 44% of women entrepreneurs struggled in purchasing raw material.
- 56% of women entrepreneurs is not struggled in purchasing raw material.

3.1.23 CHART
STRUGGLES IN PURCHASING RAW MATERIAL



3.1.23 TABLE
STRUGGLES IN PURCHASING RAW MATERIAL

| Options | Frequency | Percent |
|---------|-----------|---------|
| Yes | 22 | 44 |
| No | 28 | 56 |
| Total | 50 | 100 |

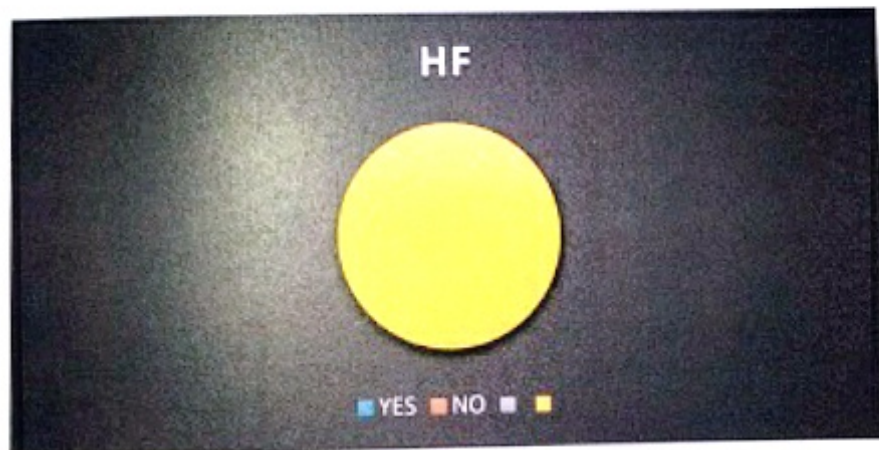
SOURCE: Primary data

INFERENCE:

The above table shows,

- 44% of women entrepreneurs struggled in purchasing raw material.
- 56% of women entrepreneurs is not struggled in purchasing raw material.

3.1.23 CHART
STRUGGLES IN PURCHASING RAW MATERIAL



3.1.24 TABLE
REACH OF THE BUSINESS

| Options | Frequency | Percent |
|---------------|-----------|------------|
| Local | 38 | 16 |
| District | 10 | 20 |
| National | 2 | 4 |
| International | - | - |
| Total | 50 | 100 |

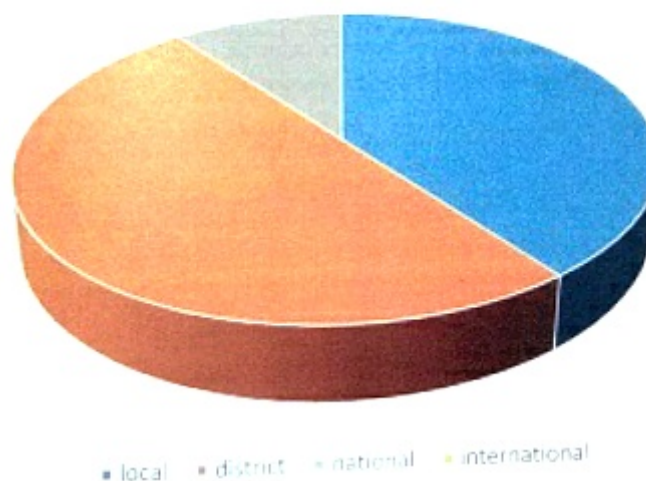
SOURCE: Primary data

INFERENCE:

The above table shows,

- 16% of business reached in local areas.
- 20% of business reached in district level.
- 4% of business reached in national level.

3.1.24 CHART
REACH OF THE BUSINESS



3.1.25 TABLE
STRUGGLES FACED WHILE PURCHASING RAW MATERIALS

| Options | Frequency | Percent |
|-----------------------------------|------------------|----------------|
| High in cost | 19 | 38 |
| Lack of transportation facilities | 8 | 16 |
| Damage in the product | 10 | 20 |
| Time delay | 13 | 26 |
| Total | 50 | 100 |

SOURCE: Primary data

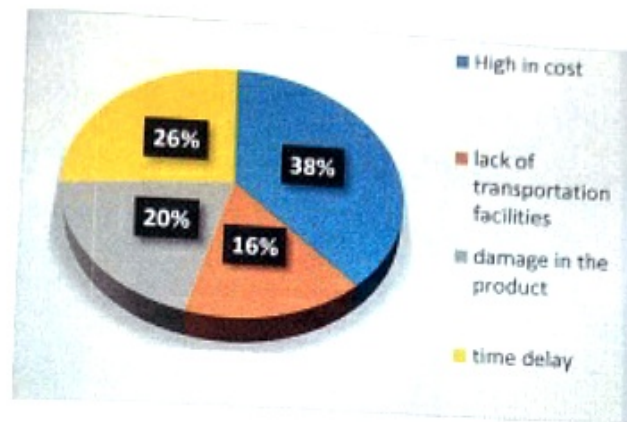
INFERENCE:

The above table shows,

- 38% of women entrepreneurs faced struggles due to high in cost.
- 16% of women entrepreneurs faced struggles due to lack of transportation.
- 20% of women entrepreneurs faced struggles due to damage in the product.
- 26% of women entrepreneurs faced struggles due to time delay.

3.1.25 CHART

STRUGGLES FACED WHILE PURCHASING RAW MATERIALS



3.1.26 TABLE

STRUGGLES FACED WHILE SALES

| Options | Frequency | Percent |
|----------------|-----------|------------|
| Money | 18 | 36 |
| Profit & loss | 24 | 48 |
| Expire product | 2 | 4 |
| Damage product | 6 | 12 |
| Total | 50 | 100 |

SOURCE: Primary data

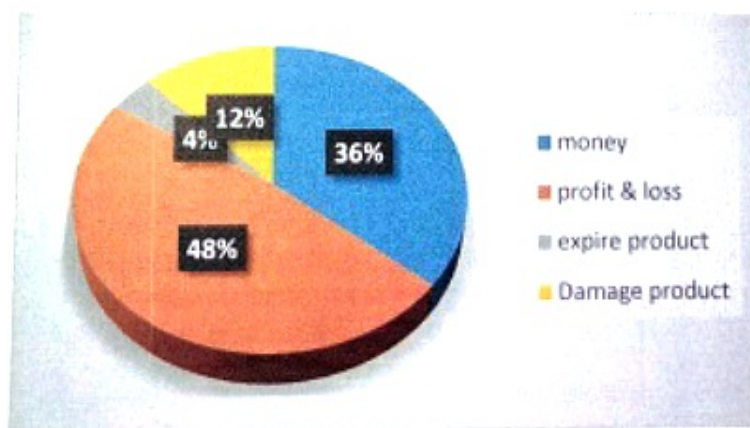
INFERENCE:

The above table shows,

- 36% of women entrepreneurs facing money problem while sales.
- 48% of women entrepreneurs facing profit and loss while sales.
- 4% of women entrepreneurs facing expired products while sales.
- 12% of women entrepreneurs facing damage product while sales.

3.1.26 CHART

STRUGGLES FACED WHILE SALES



3.1.27 TABLE
STRUGGLES FACED DURING PANDEMIC DAYS

| Options | Frequency | Percent |
|-------------------------|-----------|------------|
| Financial problem | 22 | 44 |
| Raw material purchasing | 13 | 26 |
| Selling | 10 | 20 |
| Product wastage | 5 | 10 |
| Total | 50 | 100 |

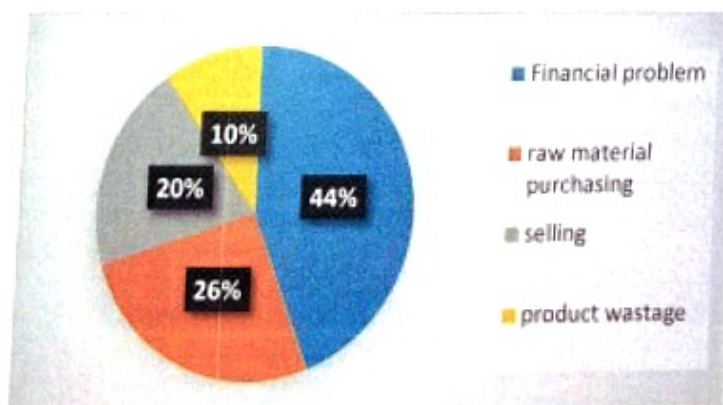
SOURCE: Primary data

INFERENCE:

The above table shows,

- 44% of women entrepreneurs struggles financial problem during pandemic days.
- 26% of women entrepreneurs struggles raw material purchasing during pandemic days.
- 20% of women entrepreneurs struggles selling products during pandemic days.
- 10% of women entrepreneurs struggles product wastage during pandemic days.

3.1.27 CHART
STRUGGLES FACED DURING PANDEMIC DAYS



3.1.28 TABLE

TACKLING PROBLEM IN PANDEMIC DAYS

| Options | Frequency | Percent |
|-----------------------------------|-----------|---------|
| Loan from bank | 9 | 18 |
| Lend money from family or friends | 4 | 8 |
| Saving | 37 | 74 |
| Total | 50 | 100 |

SOURCE: Primary data

INFERENCE:

The above table shows,

- 18% of women entrepreneurs tackle their problem by getting loan from bank.
- 8% of women entrepreneurs tackle their problem by lending money from family or friends.
- 74% of women entrepreneur tackle their problem by savings money.

3.1.28 CHART

TACKLING PROBLEMS DURING PANDEMIC DAYS



3.1.29 TABLE
EXPANSION OF BUSINESS

| Objects | Frequency | Percent |
|---------|-----------|---------|
| Yes | 38 | 76 |
| No | 12 | 24 |
| Total | 50 | 100 |

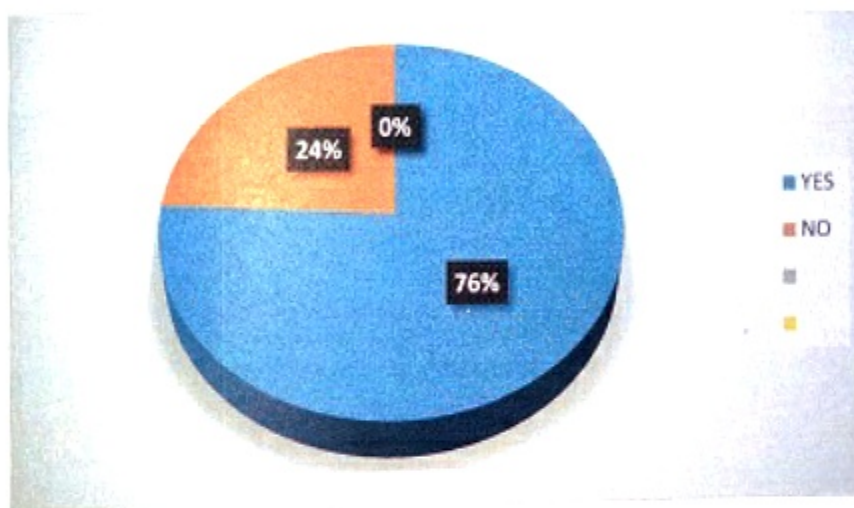
SOURCE: Primary data

INFERENCE:

The above table shows,

- 76% of women entrepreneurs wants to expand their business.
- 24% of women entrepreneurs does not want to expand their business.

3.1.29 CHART
EXPANSION OF BUSINESS



3.1.30 TABLE
IMPROVED IN SOCIAL-ECONOMIC STATUS

| Objects | Frequency | Percent |
|---------|-----------|---------|
| Yes | 32 | 64 |
| No | 18 | 36 |
| Total | 50 | 100 |

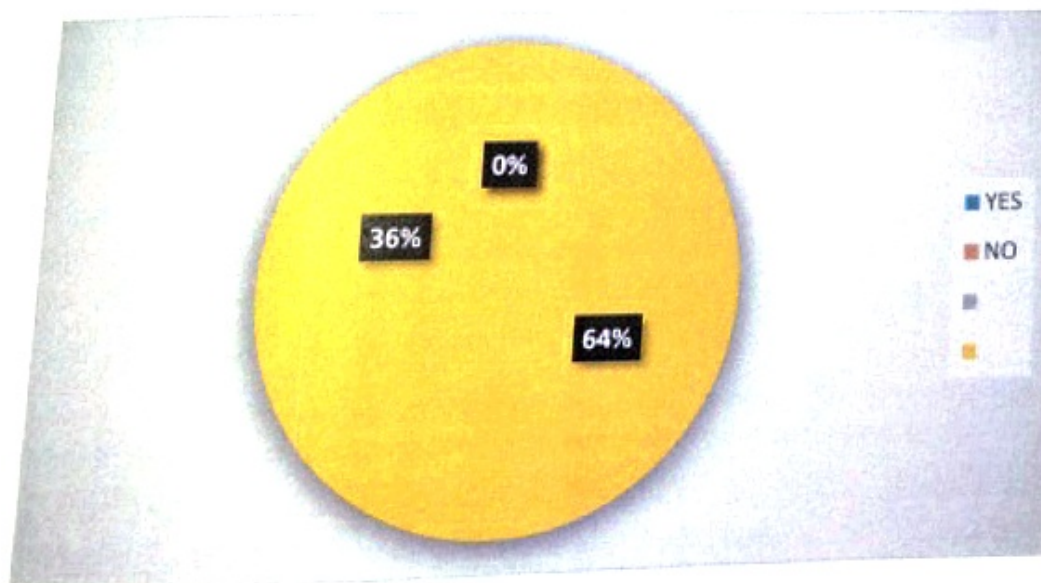
SOURCE: Primary data

INFERENCE:

The above table shows,

- 64% of women entrepreneurs has improved their socio-economic status.
- 36% of women entrepreneurs has not improved their socio economic status.

3.1.30 CHART
IMPROVED IN SOCIAL- ECONOMIC STATUS



CHAPTER-4

FINDINGS AND SUGGESTION



FINDINGS

The findings of the study were based on the response of respondents

1. 34% of women entrepreneurs were under the age of 20-40, 6% of women entrepreneurs were under the age of 60-70.
2. 42% of women entrepreneurs were UG, 6% of women entrepreneur were illiterate.
3. 64% of women entrepreneurs were married, 8% of women entrepreneurs were widow.
4. 38% of women entrepreneur were engaged with the field of manufacturing, 2% of women entrepreneur were engaged with the field of export.
5. 52% of women entrepreneur were under 4-5, 18% of women entrepreneur were more than 5.
6. 78% of women entrepreneur were under sole entrepreneur, 2% of women were under cooperative.
7. 80% of women entrepreneur were in urban areas, 20% of women entrepreneurs were in rural areas.
8. 52% of women entrepreneur were under the business purpose of single entrepreneur, 6% of women entrepreneur were under the business purpose of no other alternatives for income.
9. 42% of women entrepreneur were under the size of small business, 2% of women entrepreneur were under the size of large business.
10. 70% of women entrepreneur undergoes personal savings, 2% of women entrepreneur undergoes assistant from friends or relatives.
11. 44% of women entrepreneur undergoes through family training, 4% of women entrepreneur undergoes through training program from DIC.
12. 64% of women entrepreneur undergoes dual duties, 36% of women entrepreneur did not undergoes dual duties.
13. 54% of women entrepreneur were motivated by themselves, 4% of women entrepreneur were motivated by friends.
14. 48% of women entrepreneurs are working alone in the enterprise, 14% of employees are working in option 2.
15. 44% of women entrepreneur has not faced any loss in their business, 4% of women entrepreneur does not share their opinion.
16. 40% of women entrepreneur are facing low capital, 30% of women entrepreneur are facing high rent for the place and high electricity bill.
17. 24% of women entrepreneurs are using Mudra loan for women, 4% of women entrepreneurs are using Annapurna Scheme and Dena Sakthi scheme.
18. 62% of women entrepreneur are not satisfied with government scheme, 38% of women entrepreneurs are saying this scheme is helpful.
19. 26% of women entrepreneurs negatively affected by lack of business development service, 4% of women entrepreneurs are negatively affected by infrastructure.

- 20.44% of women entrepreneur are thinking it is important, 8% of women entrepreneur are thinking it is little important.
- 21.64% of women entrepreneur are availed in societal status of their business, 12% of women entrepreneur are not availed are not availed in societal status of their business.
- 22.48% of women entrepreneur faced obstacles in balancing family and worklife, 10% of women entrepreneur faced obstacles in liquidity and other financial problem.
- 23.56% of women entrepreneur is not struggled in purchasing raw material, 44% of women entrepreneur struggled in purchasing raw material.
- 24.20% of business reached in district level, 4% of women entrepreneur reached in national level.
- 25.38% of women entrepreneur faced struggles due to high in cost, 16% of women entrepreneur faced struggles due to lack of transportation.
- 26.48% of women entrepreneur facing profit and loss while sales, 4% of women entrepreneur facing expired product while sales.
- 27.44% of women entrepreneur struggles financial problem during pandemic days 10% of women entrepreneur struggles product wastage during pandemic days.
- 28.74% of women entrepreneur tackle their problem by savings money, 8% of women entrepreneur tackle their problem by lending money from family or friends.
- 29.76% of women entrepreneur wants to expand their business. 24% of women entrepreneur does not want to expand their business.
- 30.64% of women has improved their socio-economic status, 36% of women entrepreneur has not improved their socio-economic status.

SUGGESTION

- We were taught that failure is a very negative thing. However, that mind-set is not only completely wrong, but it can even be harmful. Every time you fail, you get a chance to learn from your own mistakes, identify what led you away from success and avoid doing the same thing the next time around.
- Finance is the first major problem for women entrepreneurs. Hence, the government can provide less interest loans to encourage women entrepreneurs. So that more women entrepreneurs get motivated to start their own venture.
- Parents of unmarried potential women entrepreneurs should be encouraged in spending money on setting up business rather than giving preference to their marriage. The family member should give sufficient cooperation to the women entrepreneurs.
- Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, government have to support the women entrepreneur to choose the infrastructure where they get more demand.
- Government must create an awareness program about the schemes they provide them, many were getting a poor knowledge about the government supports schemes. The government employees should support and cooperate them while they were applying for loans.
- State governments should assist for marketing the product produce by women entrepreneurs.
- Support the women entrepreneurs to utilize their knowledge on business and motivate them to have own enterprise. Some of the women entrepreneurs are self-motivated persons, they don't get support from the society and also from their surroundings. If the society do support they can raise more women entrepreneurs.
- Some of the women entrepreneurs face problems in fluctuation and unavailability of raw material. So there should be a proper communication system from various location should be improved, so that they can get information at right time.
- Before they start the business they should get professional education or should attend some training programs, this makes them to generate their knowledge. So that they can become a successful women entrepreneurs.
- Women entrepreneurs also face problem from lack of public safety, so provide them an adequate safety from the public to lead their enterprise in a smooth way.

CHAPTER-V

CONCLUSION



CONCLUSION:

We always viewed that a smart woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to 10 to more women at least highly educated, technically sound professionally qualified and talented women should be encouraged for managing their own business. Rather than dependent on wage employment outlets.

As per the result from respondents; money is the most important problem they face as an entrepreneur. And the next important problem of them is improper location and inadequate infrastructure facilities, so the government can help them by providing more schemes so that women's contribution will be in better position. And also they get inadequate support from their family, society, government and financial institution. If they supports them and motivates them they can become a successful women entrepreneur.

I conclude that you have to move outside of your comfort zone. Resumes that include failures are great proof that you have taken the necessary risks in your journey. Often, women are more affected by failure and let it affect their confidence. Don't let it. Failure is an inevitable part of success. Each and every successful women entrepreneurs face various problems through-out their path, and they overcome them by their self-confidence. So convert all your failures into positive and prove yourself, as a successful women entrepreneur

CHAPTER-VI

QUESTIONNAIRE



ASSESSMENT OF FACTORS AFFECTING THE PROGRESSIVE PERFORMANCE OF WOMEN
ENTREPRENEURS IN TAMILNADU

(With special reference to select women Entrepreneurs in Tamil Nadu)

QUESTIONNAIRE

Respected Respondent,

We are the students of St. Mary's College, Thoothukudi undergoing a project on the topic "Assessment of factors affecting the progressive performance of women entrepreneurs in Tamil Nadu" with selected women Entrepreneurs as a part of academic requirement. So, we request you to fill the following questions and we assure that information given by you will be used only for academic purpose and will kept confidential.

Yours Sincerely,

1. A. Amisha Kumari Singh
2. I. Emima
3. J. Jayasurya
4. G. Maria Lourdhulemista

1. Name:

2. Age:

3. Address:

4. Qualification:

- a) illiterate
- b) Primary
- c) Secondary
- d) UG
- e) PG

5. Marital status

- a) Married
- b) Single
- c) Divorced
- d) Widow

6. In married, family size

- a) Less than 3
- b) 4-5
- c) More than 5

7) Name of the business/enterprise _____

8) Year of establishment _____

9) Personal income _____

10) Initial income _____

11) Location of your enterprise

a) Urban

b) Rural

12) Which among the following is your type of ownership

a) Sole ownership

b) Joint ownership

c) Family business

d) Cooperative

13) What sector is your business?

a) Trade

b) Manufacturing

c) Service

14) What kind of product/service?

a) Manufacturing

b) Service

c) Export

d) Agro-allied

e) Trade

15) Why do you start your own business?

a) Family tradition

b) To be single entrepreneur

c) No other alternative for incomes

d) Bring high income

16) What is the medium of your business?

- a) Micro
- b) Small
- c) Medium
- d) Large

17) Who initiated and started the business?

- a) Myself only
- b) With the support of family
- c) With the support of friend/partner

18) What was your main source of startup funding?

- a) Personal saving
- b) Borrowed from relatives
- c) Household
- d) Money lenders
- e) Micro financial institutions
- f) Assistance from friends/relatives
- g) Inheritance
- h) Borrowed from bank (i.e.) loan

19) How do you acquire the skill for running your enterprise?

- a) Through family training
- b) From past experience
- c) Learner from internet
- d) Training program from DIC
- e) From friends/relatives

20) Is there anyone from your family existing in business?

- a) Yes
- b) No

21) If yes, what is your family relation with him/her?

- a) Father
- b) Mother
- c) Brother
- d) Sister
- e) Grandfather
- f) Grandmother
- g) Husband

22) Do you feel stress while discharging the dual duties of a business women and a house wife?

- a) Yes
- b) No

23) Who is the motivator of starting the business?

- a) Family
- b) Friends
- c) Inspired by relatives
- d) Myself

24) How many employees are working currently?

- a) 1-10
- b) 10-20
- c) 20-30
- d) 30-40
- e) Above 40
- f) No employees

25) Is your business running without any loss?

- a) Yes
- b) No
- c) Cannot say
- d) May be

26) If No, what kind of loss are you facing?

- a) Low capital
- b) Rent for the place is high
- c) High electricity bill

27) Which among the government scheme you have opted?

- a) Mudra loan for women
- b) Annapurna scheme
- c) Sri Sakthiyojana
- d) Dena Sakthi scheme
- e) Baratiya Mahila Bank business loan
- f) Cent Kalyani scheme

28) Is your government scheme is helpful?

- a) Yes
- b) No

29) How is your government scheme helpful?

- a) Satisfied
- b) Not satisfied

30) As a women entrepreneurs have you improved your socio-economic status?

- a) Yes
- b) No

31) Mention the amount invested:

Micro:

- a) Below 1 lakh
- b) 1 lakh-4 lakhs
- c) 4 lakhs -7 lakhs
- d) 7 lakhs-10 lakhs

Small:

- a) Below 12 lakhs
- b) 12 lakhs-15 lakhs
- c) 15 lakhs-18 lakhs
- d) 18 lakhs -20 lakhs

Medium

- a) Below 25 lakh
- b) 25lakh-50 lakh
- c) 50 lakh-1crore
- d) 1crore-2crore

Large:

- a) Below 2.5crore
- b) 2.5Crore - 3crore
- c) 3crore -3.5crore
- d) Above 3.5crore

32) Which was the most important factor that has negatively affected your business in recent past?

- a) Regulatory environment
- b) Regulation and institutions
- c) Law and order situation
- d) Lack of adequate financing facilities
- e) Lack of business development service
- f) Economic slow down
- g) Infrastructure

33) How do you personally see the role of women entrepreneur in the industry?

- a) Not important at all
- b) Little important
- c) Important
- d) Very important

34) Do you availed any societal status on your business?

- a) Yes
- b) No
- c) May be

35) What are the main obstacles/problems you are facing now in the running of your business?

- a) Balancing family and work life
- b) Lack in time management
- c) Liquidity and other financial problem

36) Are you facing any struggles in purchasing material?

a) Yes

b) No

37) What is the current market reach?

a) Local

b) District

c) National

d) International

38) What are the struggles you faced while purchasing raw material

a) High in cost

b) Lack of transportation facilities

c) Damage in the product

d) Time delay

39) Is raw material for producing the product available throughout the year?

a) Yes

b) No

40) If yes, what impact does it created?

a) Fulfilling people demand

b) Inspiring others

c) Improve standard of living

d) Innovative

41) What are the struggles are you facing while sales

a) Money

b) Profit or loss

c) Expire product

d) Damage product

42) What are the struggle you faced during pandemic problem?

a) Financial problem

b) Raw material purchasing

c) Selling

d) Product wastage

43) How did you tackle the problem in pandemic situation?

- a) Loan from bank
- b) Lend money from family or friend
- c) Saving

44) Does your business created any impact on the society?

- a) Yes
- b) No

45) Your current economic status as a successful women entrepreneurs

(Please tick and Mark on respective box) 1-Strongly disagree, 2-Disagree, 3-Underident, 4-Agree, 5-Strongly agree Social status.

| | 1 | 2 | 3 | 4 | 5 |
|-------------------------|---|---|---|---|---|
| Help poor student | | | | | |
| Expansion of business | | | | | |
| Personal bank a/c | | | | | |
| Bough land /business | | | | | |
| Lent money to other | | | | | |
| Bought car /two wheeler | | | | | |

46) Rate the following, your current social status as a successful women entrepreneur

(Please tick Mark on respective box)

1-strongly disagree, 2-Disagree, 3-Underident, 4-agree, 5-Strongly agree

Social status

| | 1 | 2 | 3 | 4 | 5 |
|---------------------------|---|---|---|---|---|
| Members of social club | | | | | |
| Speak in gathering | | | | | |
| Use many places | | | | | |
| Servant for domestic work | | | | | |

47) Which among the following strategies leading your business center
(Please tick mark on respective box)

1-Strongly agree, 2-Disagree, 3-Underident, 4-Agree, 5-Strongly agree

Marketing strategies

| | 1 | 2 | 3 | 4 | 5 |
|----------------------------|---|---|---|---|---|
| By own risk | | | | | |
| Support advice from family | | | | | |
| Advice from experts | | | | | |
| Government machinery | | | | | |
| Initiative taking ability | | | | | |
| persistence | | | | | |
| Systematic planning | | | | | |

48) Does your personal initiative is one of the major keys to become a successful income entrepreneur:

- a) Yes
- b) No

49) Does you have plan for expanding your business?

- a) Yes
- b) No

50) Does your business create impact on the society?

- a) Yes
- b) No

51) If yes, what impact does it create?

- a) Fulfilling people demand
- b) Inspiring other women
- c) Improve standard of living
- e) Innovation

CHAPTER-VII

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BIBLIOGRAPHY

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**A STUDY ON EFFECTIVENESS OF ORGANIZATION CULTURE
(WITH SPECIAL REFERENCE TO RAJA AGENCIES INDIA
PVT.LTD)**

A Project report submitted to

St. Mary's College (Autonomous), Thoothukudi

affiliated to

MANOMANIAM SUNDARANAR UNIVERSITY

in partial fulfilment of the requirements

for the degree of

BACHELOR OF BUSINESS ADMINISTRATION (SSC)

Submitted by

| Name | Register no |
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| JENIFER B | 19SUBA12 |
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| THANGA SHALINI J | 19SUBA30 |

under the guidance of

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Assistant Professor



Department of Business Administration (SSC)

ST. MARY'S COLLEGE (Autonomous)

THOOTHUKUDI -628 001

March - 2022



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APRIL.25.2022

CERTIFICATE


This is to certify that the below Mentioned students of St. Mary's College (Autonomous).

Tuticorin has successfully completed their project work on "Effectiveness of organization culture" at our company from March to May and has understood the basic principles and various activities of our organization.

During the tenure of the project we found them studious and regular.

| Name of the Student | Reg No. |
|---------------------|----------|
| Anitha Roshini . J | 19SUBA02 |
| Jenifer . B | 19SUBA12 |
| Sangeetha .K | 19SUBA26 |
| Thanga shalini .J | 19SUBA30 |

For RAJA AGENCIES *FS*


Manager

DECLARATION

We hereby declare the project entitled "A STUDY ON EFFECTIVENESS OF ORGANISATIONAL CULTURE IN RAJA AGENCIES (WITH SPECIAL REFERENCE TO RAJA AGENCIES INDIA PVT. LTD.)", submitted for the B.B.A degree is the original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi.

Date: 17.05.2022

Signature of students

1. Aritha Rosini. J
2. Jenifer. B
3. Sangeetha. K
4. Thanga Chalini J

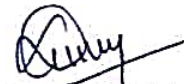
CERTIFICATE

This is to certify that this project report entitled "A STUDY ON EFFECTIVENESS OF ORGANISATIONAL CULTURE IN RAJA AGENCIES WITH SPECIAL REFERENCE TO RAJA AGENCIES INDIA PVT. LTD." submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELLI, in partial fulfillment for the award of degree of Bachelor of Business Administration and is a work during the year 2021 - 2022 by the following students.

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Signature of Guide



Signature of HOD



Signature of the Director

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Self Supporting Courses
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We acknowledge our sincere gratitude to our Principal **Dr. Sr. A.S.J. Lucia Rose M.Sc., M.Phil., Ph.D., PGDCA** and express our deepest our Director **Sr. Josephine Jeyarani M.Sc., B.Ed.** for granting us permission to carry out research work.

We extend my thanks to **Mrs. S. Gayathri M.B.A, M.H.R.M., M. Phil., SET., Ph.D.** H.O.D of Business Administration for providing all the necessary facilities in bringing out this project report.

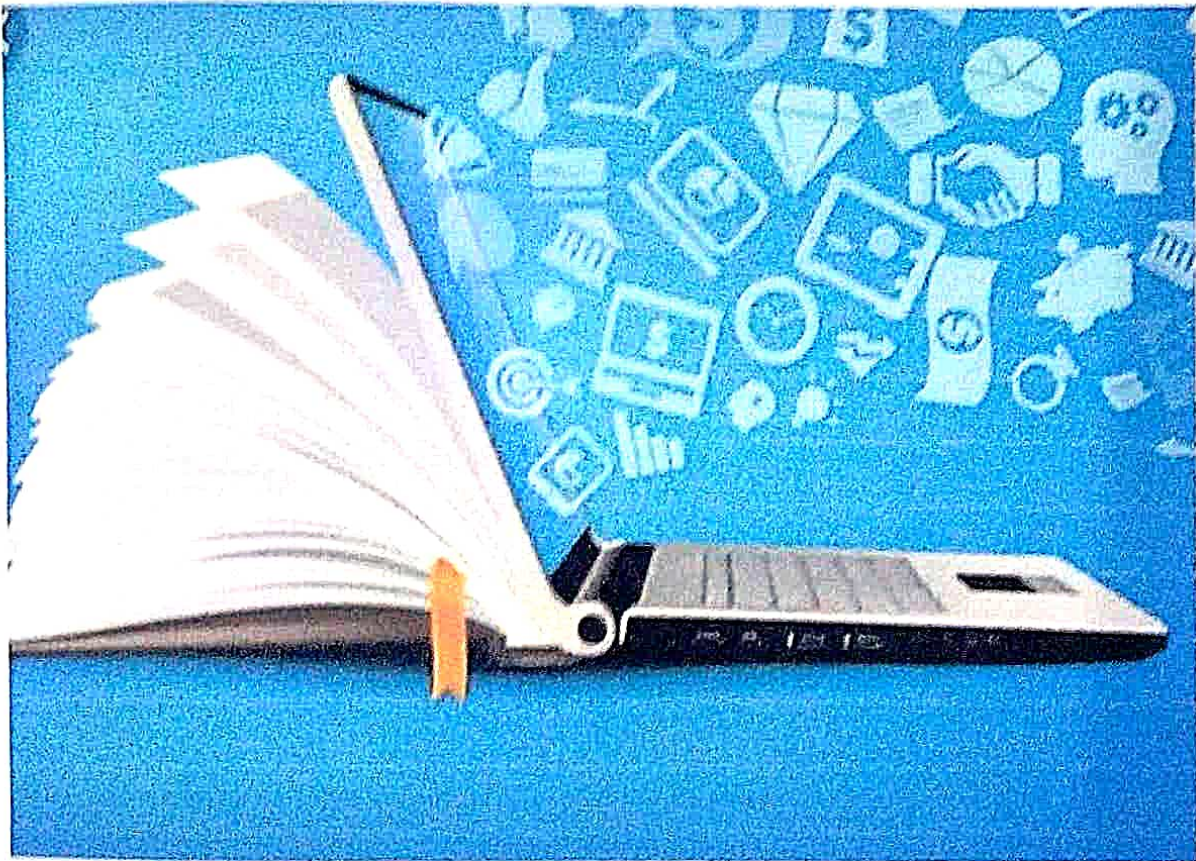
We are also grateful to **Ms. R. Paul Roja B.com., M.B.A., SET** for her continuous and deliberate discussion on the topic and indeterminable burden taken by her in helping us doing this project.

We are thankful to our parents who motivated us throughout this project work. The preparation of this report would not have been an easy work without the help and support of them. We also take this chance to convey our heartfelt thanks to our friends for their continual support.

Last but not least we thank everyone who has helped directly or indirectly to their valuable in developing this work.

We hope that we've manifested our sincere attempts to represent all the information and other things to the best of our ability.

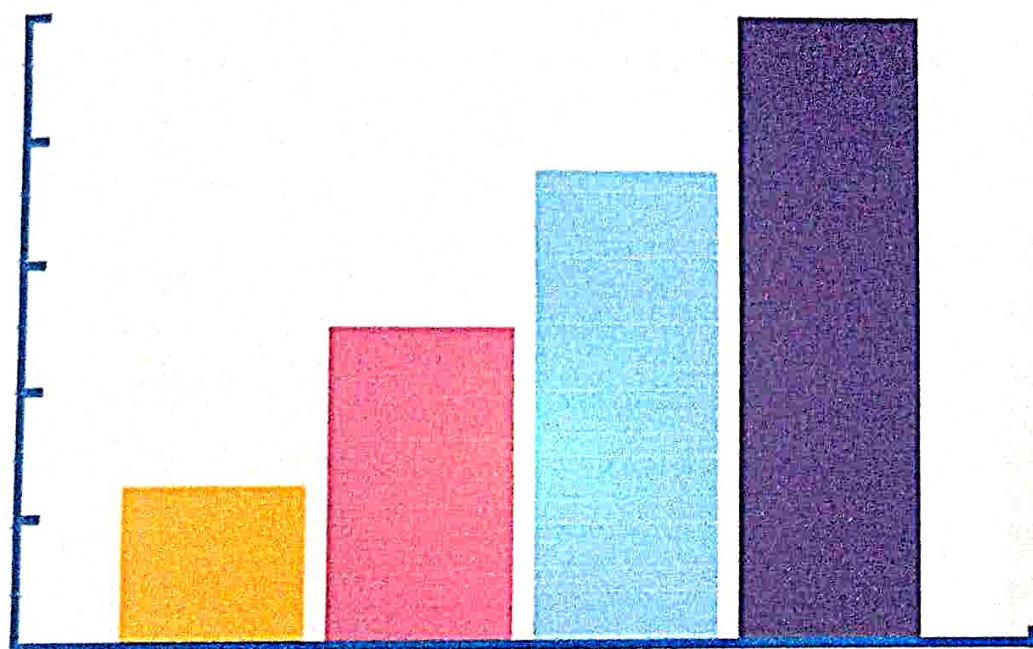
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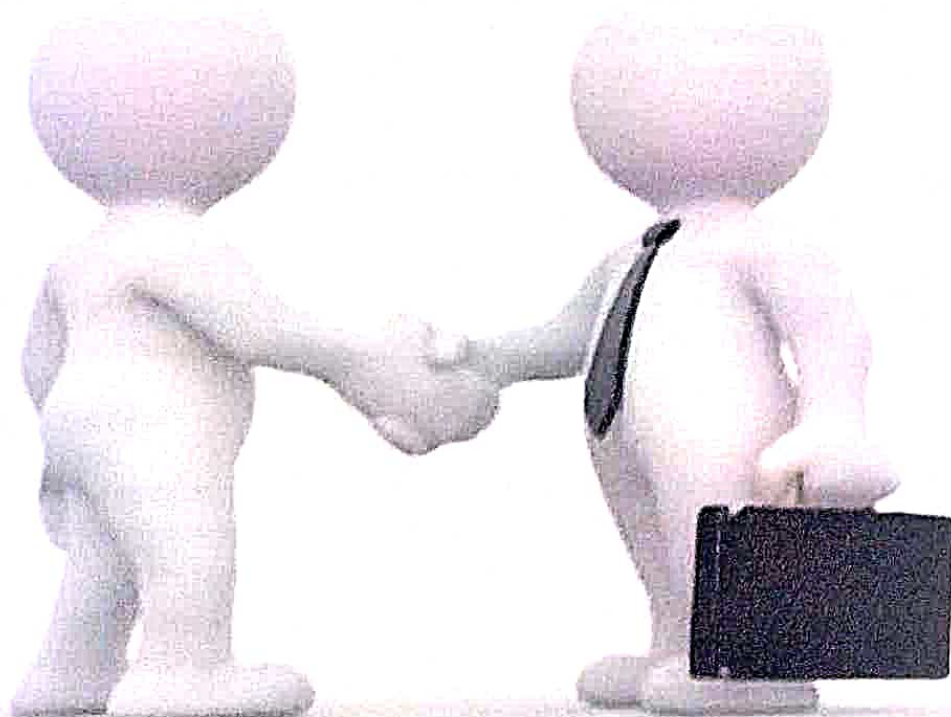


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CHAPTER - I

INTRODUCTION



CHAPTER -I

ORGANIZATIONAL CULTURE

1.1. INTRODUCTION:-

Logistics is the management of the flow goods, information and other resources including energy and people between the point of origin and the point of consumption in order to meet the requirements of consumers. Logistics involve the integration of information, transportation, inventory, warehousing, material handling and packaging Logistics is the management of how resources are acquired, stored and transported to their final destination.

In simple, "logistics" means having the right amount of a good at the right time, getting it to the appropriate location in proper condition and delivering it to the correct customer. Logistics management involves identifying prospective distributors and suppliers, and determining their effectiveness and accessibility. Ultimately, management establishes a relationship with the appropriate companies handle sits own logistics if it is more cost-effective to do so.

A contract logistics is the outsourcing of resource management task to the third-party company. Contract logistics companies handle activities such as designing and planning supply of chains, designing facilities, warehousing, transporting and distributing goods, processing orders and collecting payments, managing inventory and even providing certain aspects of customer service.

AN ORGANIZATION:-

There are two literary meanings of the word „organization“ i.e. as noun an organization is a group of more than one persons working together on a common platform for accomplishment of a common goal. And second meaning i.e. as verb is to systemize the resources, activities and functions of each resource and combine them in order to achieve the determined objective of an individual or groups of individual.

In the language of business, the universal meaning of the word „organization“ would be a group of people working as team comprising of members of management and employees working together within specific premises or area and apply coordinated and combined efforts of various individuals working in different departments of single business entity for accomplishment of the common objective. Another meaning in business language, an „organization“ is combined and coordinated act of more than one person for achieving the predetermined goal in business .

The organization is also a natural principle of life. To keep a man alive or human body to work, it is necessary for various systems of the human body to function in coordinated way so that one system could support the other and body could keep on functioning. In other words, without control over vital functions, coordination between organs and regeneration of

dead tissues, a living body would soon turn into a corpse. Similarly, in order to achieve the common objective or goal of an organization there are various departments which work systematically in coordination with each other. Unlike human body, in an organizational structure the departments must work as per decided method and procedures in coordination with the other departments so that the whole organization could be made strong like a healthy and living human body.

1.1.1 Organizational Culture

The word Organizational culture has been constituted with combination of two words of English Language i.e. Organization and Culture. As it has already been explained about the meaning of the word "organization" and further to add into the same that an organization is a group of people which works in a systematic way with mutual cooperation and coordination in order to accomplish a common objective and meaning of the word "culture" is way of living life with routine traditions, customs and activities including people's attitude, traits and behavioral patterns combined to govern them as well as it also includes the way a culture usually explains the way to how things are done in an organization. It reflects the meticulous personality of an organization. Culture can be viewed from outward and represents the behavior of a person.

Organizational culture is often developed through the beliefs and values patronized by the founders, leaders and managers leading the employees working in various departments time to time. As they possess authority and they can influence and change the subordinate employees' values and beliefs and develop new systems and procedures of performing various tasks, at several occasions and rituals.

Organizational culture is life style at work place of the people of an organization during their employment period which includes their mutual behavior, perception, rituals, management philosophy, vision and mission, common attitude of employees towards work and organization, organizational rules, policies, acclimatization of people in prevailing circumstances and individuals interact with others. Culture is something which is inherited by people from their ancestors and that helps in distinguishing one individual from the other.

Culture - The philosophical ideologies of management, beliefs and policies of an organization form its culture of an organization. It is essential for the employees to adjust fully in the culture of the organization with which they work to deliver their level optimum output. However, it has been observed that in some cases the employees might find themselves in difficulties whenever there is a cultural change. The culture of an organization instead of giving the employees a sense of direction might become a burden for them. The main problem which usually employees face is adjustment with the prevailing culture.

It has been defined as "the specific collection of values and norms that are shared by people and groups in an organization and that control the way they interact with each other and with stakeholders outside the organization.

"Although it is difficult to obtain consensus about the definition of organizational culture, yet several elements are commonly agreed upon

The Organizational Culture never remains static; it always keeps on changing through the continuous transformations in the Organizational environment and working procedures which are inevitable for the survival of any Organization on this earth.. In a nutshell continuity of life with the same for a long time . In other words, Organizational culture can be explained that is the collective behavior of human beings who are part of an organization and the meanings that the people attach to their actions. Culture includes the organizational values, visions, norms, working language, systems, symbols, beliefs and habits. It is also the pattern of such collective behaviors and assumptions that are taught to new members who join an organization. It is also known as a way of perceiving, and even thinking and feeling at work place. Organizational culture affects the way people and groups interact with each other, with clients, and with stakeholders.

The Culture of an Organization develops through following activities and occasions:

- Management or owner's attitude and behavior
- Attitude and behavior of Leaders or the people working at managerial levels in the organization.
- Abilities, skills and knowledge of the managerial staff.
- Experiential Learning at Individual Level.
- Experiential Learning at Group Level.
- Formulation and Execution of Rules and Policies.
- Rituals and Traditions.
- Vision and Mission of the Organization.
- Work Environment and Working Conditions.
- Age of the organization or how old the organization is?

1.1.2 Container Freight Station (CFS):-

A Container Freight Station (CFS) is a warehouse where goods are consolidated into or deconsolidated from containers for transport to their next destination. They're an integral part of LCL shipments; if you ever use LCL, then you should have a good grasp of what happens to your shipments when they pass through CFS warehouses.

Term CFS at loading port means the location designated by carriers for the receiving of cargo to be packed into containers by the carrier. At discharge ports, the term CFS means the bonded location designated by carriers in the port area for unpacking and delivery of cargo.

Shipping LCL means that goods are handled by more parties than when shipping FCL. That increases costs and transit time as well as the risk of mishandling and damages. Furthermore, LCL cargo has a greater chance for going through Customs exams. That's because if any single shipment in a container box has to be examined, then the whole container will be pulled for an examination by Customs. The associated exam charges that can run well over \$1,000 for the container has to be examined, which the shipper has to pay. That's why Flex port recommends that people ship FCL whenever economically possible. To figure that out, it's important to look at the overall picture of all charges incurred along the way of an LCL shipment vs. a FCL shipment. Consider too the longer transit time for the LCL shipment and increased handling.

1.1.3 Freight Forwarders:-

A freight forwarder, forwarder, or forwarding agent, also known as a non-vessel operating common carrier (NVOCC), is a person or company that organizes shipments for individuals or corporations to get goods from the manufacturer or producer to a market, customer or final point of distribution.

A freight forwarder usually ship under their own Bills of Lading (or Airway Bill- House Bill of Lading) and their agents or associates at the destination (overseas freight forwarders) provide document delivery, deconsolidation and freight collection services.

A Freight Forwarder organizes the movement of goods on behalf of exporters and importers or another company or person internationally by all modes of transportation depending on the goods and the customers delivery requirements as to the most effective and economical method

1.1.4 Consolidator:-

The freight consolidator --- consolidator or group age operator --- is an individual or firm who accepts less than container load (LCL) shipments from individual shippers, and then combines them for delivery to the carrier in full container load (FCL) shipment.

Consolidators include warehouse operators, brokers or other firms who take LCL and LTL shipments and consolidate them into larger trailer and container shipments destined for more than one consignee. They also breakdown full truck load and container load shipments and distribute them.

1.1.5 Stevedores:-

Stevedores are appointed by the shipping company to receive cargo and to load or to discharge from the ship. The term stevedoring means loading and unloading of cargo onto or from a ship with the help of cranes and derricks installed in the ship as well as on the wharf containers are handled by huge gantry cranes.

1.1.6 Steamer Agent:-

Steamer Agent means any person who undertakes, either directly or indirectly, - (i) to perform any service in connection with the ship's husbandry or dispatch including the rendering of administrative work related thereto; or (ii) to book, advertise or canvass for cargo for or on behalf of a shipping line; or (iii) to provide container feeder services for or on behalf of a shipping line. (Section 65(100) of Finance Act, 1994)

1.2 RATIONAL OF THE STUDY:-

Manufacturing , Construction & Infrastructure Development situated in National Capital Region, District Bhiwani of Haryana State, Jaipur (Rajasthan) because of following reasons:

1. The scholar himself has personal working experience in above industries and felt during his day to day working as an Human The scholar has chosen these particular five industries for research study (Logistics, Healthcare, Education, Resource Management professional that how small – small activities, perceptions and practices constitute the working conditions and work environment and prolong practices of all those activities become a part of organizational culture. The quality of gradually developed organizational culture affects accordingly on the efficiency, performance, productivity and profitability. So the rationality of this research is to highlight the activities and elements which make the culture unhealthy and to prevent occurrence of those activities, which makes the culture healthy and helpful in enhancing the employees" performance.
2. It has been convenient for the scholar to collect the data as well as easier to describe the prevailing facts and situations in better way on the basis of his own working experience.
3. It has been helpful to make the inter-industry comparison of working conditions, work environment and organizational culture on the basis of personal experience.
4. The scholar would be able to express his personal experiences and improve upon those areas of Human Resources Management in Indian Industries where necessary improvements are required.

1.3 SCOPE OF STUDY:-

Organizational culture is the philosophical spirit of an organization which proves as base for the growth of any organization, individuals working who are the parts of society ultimately becomes the essential ingredient for national economical development. This study has been carried out with an intention to make the people to understand the significance the cultural development of an organization. The study has targeted the organizational culture, contribution of working conditions and work environment in formation of the culture of an organization and impact of the same on employees performance . The scholar has chosen five industries i.e. Logistics, Healthcare, Education, Manufacturing and Construction & Infrastructure Development for his research work in the said area on the basis of scholar's self working experience in the same industries. The findings of this research will help to

know the comparative status of prevailing working conditions and environment in various industries through an average idea which could be traced out by the scholar. It will help to draw an outline of the changing trends in Organizational Culture and their impact. It will help in mapping the development of new theories, to discuss the old practices at work places and their impact on employees' performance, to improve upon prevailing practices at work place and enhance the employees' performance. It will also help to compare old and new concepts of work environment affecting on employees' performance, to compare inter-industry work culture and impact on employee performance, to discuss the requirements to succeed in existing and future endeavors, to bridge the gulf between academic education and organizational practices. This research will be guidelines for future researchers as well as an eye opener for the industrialists. Through the findings of this research study Government and Non-Governmental Agencies would be able to priorities and emphasize the need for improvement. This research has come out with a clear picture that how the chain effect of good or bad working conditions and work environment affecting development of Organizational culture respectively as well as affecting the work efficiency and performance of employees, productivity of the organization, social lives of the people in the country and ultimate becomes strength or weakness of the nation as a whole.

1.4 OBJECTIVES OF THE STUDY:-

The General Objectives could be summarized as mentioned hereunder:

- To draw an outline of the changing trends in Organizational Culture and their impact.
- To map the development of new theories.
- To discuss the old practices at work places and their impact on employees performance.
- To discuss prevailing practices at work place and their impact on employees performance.
- To compare old and new concepts of work environment on employees performance.
- To compare inter-industry work culture and impact on employee performance.
- To discuss the requirements to succeed in existing and future endeavors.
- To bridge the gulf between academic education and organizational practices.

1.5 RESEARCH METHODOLOGY:-

Data Collection Method: - Data for the present study has been collected from both the sources i.e. Primary Data & Secondary Data.

1.5.1 Primary Data: - The main source of the Primary Data has been the questionnaire, method some personal intersections and interviews with the employees and personal observations of the scholar for gaining the data.

1.5.2 Secondary Data: - The Secondary Data was obtained from internal available sources of like magazines, documentary, books, records, reports, journals and internet etc.

1.5.3 Interviews: - Individual interviews with the top management were conducted to capture the top management's thinking on the future plans and opportunities available for the institutes. Interviews with other levels of Human Resource Manager and Staffs have been conducted in the groups / individual to collect information about the effectiveness of the existing Human Resource Development Systems, culture, skills, styles, etc.

1.5.4 Group Discussions and workshops: In large Organizations, diagnostic workshops were conducted for a participative diagnosis and evaluation of various aspects of Human Resource Development. In some Institutes used LSIP (Large Scale Interactive Process).

1.5.5 Observation: The scholar also observed various aspects of the Organizations in order to evaluate the work place and work atmosphere and assess the extent to which a congenial and supportive climate and culture exists in the Organization. Observations were mainly made with respect to physical facilities and living conditions, working conditions, meetings, discussions and other transactions, celebrations and other events related to Organizational life, work culture, work environment, training and other Human Resource Development related facilities including the classrooms, library, training center etc.

1.5.6 Research Design: Design has been a broad plan specifying the methods and techniques for collecting and analyzing the required information. In this study a descriptive, explanatory and explorative design were followed which helped in unfolding the answers to the specific objectives of the study.

1.5.7 Analysis of records and documents: A scrutiny of the annual report, performance forms, training documents, and employees' records, files maintained by the HR department, in-house journals and periodicals has been carried out to assess various strengths and weakness of Human Resource Development.

1.5.8 Questionnaires: a number of questionnaires have been used to extract information about working conditions, work environment and the work culture were 250.

1.5.9 Size: There were 50 questionnaires obtained as responses of employees working with various organizations of Logistics, Healthcare, Education, Manufacturing and Construction industries located in different cities and industrial areas of India.

Data Analysis: - The research design was a master plan specifying the statistical methods and procedures to find the conclusive results of collected data. Specific instruments was used mainly SPSS with its latest version and open office and some instruments were utilized with excel sheets as per the requirements of the study. If it was needed some traditional instruments were taken by the researcher for this study.

1.6 LIMITATIONS OF THE STUDY:-

1. Scholar has no control over the respondents' responses. In responses of certain questions it has been felt by the scholar that responses given by the respondents were not according to the situations and circumstances prevailed in practical at the work place.
2. The scholar could not cover all the employees, so only sample study was conducted.
3. Some of the respondents were non cooperative during data collection.
4. Scarcity of time and distance of places of data collection have also been the limitation during the study.
5. Proofs of Sources of Secondary Data could not be obtained.
6. Finance has also been the major limitation during the study.

1.7 CHAPTER SCHEME:-

CHAPTER - I

Deals with Introduction, Rational of the study, Scope of the Study, objective for the Study, Research Methodology, Limitations of the Study

CHAPTER – II

Deals with Profile of the Study & Company Profile.

CHAPTER - III

Deals with Analysis, Interpretation and Explanation and Graphical representation of information with the help of both primary & secondary data.

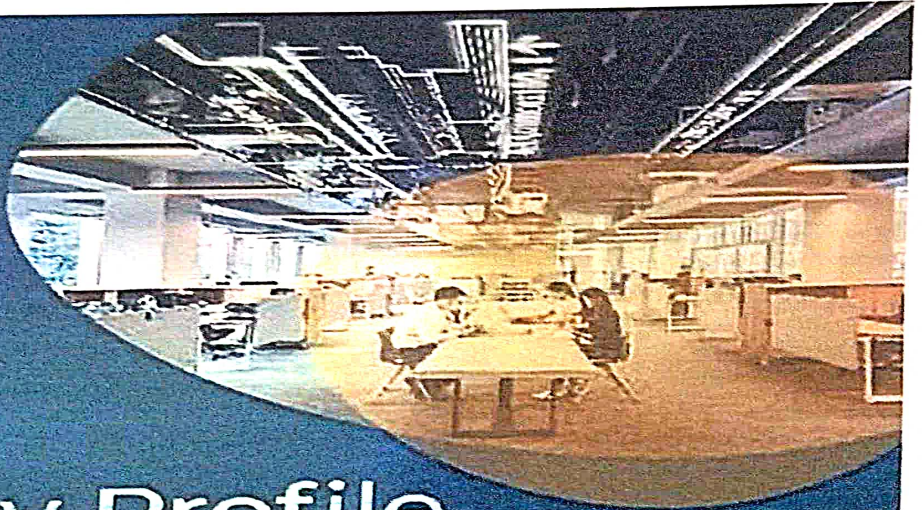
CHAPTER - IV

Deals with Findings, Suggestions and Conclusion.

CHAPTER - V

Deals with Annexure and Bibliography

CHAPTER - II



Company Profile

COMPANY PROFILE

2.1 RAJA AGENCIES INDIA PVT. LTD:-

Raja agencies had its humble beginning in the year 1983 as Shipping, Clearing & Forwarding and Freight Forwarding and Freight Forwarding Agent in Tuticorin, India. Raja Agencies established in the beginning as Steamer and Customs House Agents

And were diversified to new heights in activities like stevedoring, exporters, liner Agency, Education and Research working professionals and dedicated service. Its Major part of the Trinity group of companies that has diversified business in Agro products Exports, Educational and Research Institute and Exports of Building Materials. The company has seen an immense success in the field of Logistics and stamped its name not only within the country has seen an immense success in the world.

Raja Agencies is also acknowledged as one of the top 3 players in the Tuticorin shipping Industry, expected 2007 turnover of US\$ 256 million and 250+ employees operating in over 5 Branches in India. Raja Agencies have tie-ups with major ship owners, NVOCC's and international shipping companies to provide excellent service .Through a strong experience, network and knowledge presently handling more bulk vessels, serving as a customs Brokers for 100 corporate companies around southern part of the India. A special emphasis has been placed on the growing economies of India where we grew through organic growth and strategic acquisition.

2.1.1 Objective:-

- The Mission of the company is to attain holistic perfection and to absorb all evolutionary innovations and technological up-gradations in the service industry which helps to keep a leading pace and winning laurels & credentials has become a healthy habit of Raja Agencies.
- To crown it all, Raja Agencies ranks are highly motivated, devoted and disciplined. The skill based knowledge; competency and pragmatic expertise of the team with a top level leadership and business acumen are the winning formula.
- With a sharply focused view, with an untiring drive and backed by a committed team of people on to scale new heights with a song in its lips Raja Agencies march.

2.1.2 Management Philosophy & Mission:-

To approach service as a "Wholesome" operation an ideal combination of providing comprehensive services with utmost importance to technical, commercial aspects resulting in cost benefit, saving in time & prudent handling of our esteemed customers. To make the Management as flexible & dynamic in its approach, adopting itself to the ever changing environment in the Globe with an Organized Structure. The Philosophy is "To Provide Total Logistics Solutions with Quality ensure Total Customer Satisfaction." By rendering dedicated

& Professional service, the company has seen a success in the Field of Logistics & Stamped its name not only within the Country but also throughout the world.

2.1.3 Service Rendered by Raja Agency:-

➤ Steamer Agents:-

They act as steamer agents through their own offices Tuticorin, Cochin, Chennai, Visakhapatnam, Krishnapatinam , Gangavaram and all among the India coast with their associates.

Their well experience personnel enjoy a good rapport with port Authorities, Customs, Receivers, Shippers, Stevedores, Ship Owners and Charterers.

They have vast experience in handling all kinds of vessels and their personnel are fully conversant with the various requirements of Charterers/ Suppliers, Port/ Customs and Receivers.

- Contact management with shippers and consignees.
- Port and customs authorities co-ordination.
- Stevedores information.
- Tally and supervision services.
- Clearing and delivery of ship spare parts.
- Crew change arrangements
- Bunkering services
- Vendor contracts
- Ship handling assistance
- Principal's fund management.

As Steamer agents and Stevedores, they have handled around 200 to 250 number of vessels per annum and have won many laurels from the port at Tuticorin of their excellence in service.

➤ Stevedores:-

Raja Agency has a well-equipped operation team dedicated in the service and has achieved many records at the port of Tuticorin stevedores. The company is proud to be first and one only Stevedores in the port of Tuticorin to introduce and using conveyor system for loading Bulk Ore cargo (Limonite Ore) breaking all barriers.

Raja Agency India Pvt. Ltd., monopoly and experts at managing and handling every form of cargo. This expertise comes from handling over 20 lakhs tons to bulk and break bulk annually, including:

- Ilmenite
- Garnet Abrasive

- Raw Cashew Nuts
- Aggregates
- Fertilizer
- Salt
- Cement
- Logs
- Scrap Metal
- Steel
- Project Cargo
- Bagged Cargo
- General Car
- Liquid cargoes(Phosphoric Acid and Sulphuric Acid).

➤ Liner Agents:-

During 80's and 90's Raja Agency was the agent for Nedlloyd and AEL (Arabian Express Line) and have vast experience by handling their feeder vessels plying between Tuticorin / Singapore / Colombo as well as Tuticorin / Gulf sector. The operation continued till they merge as P&O-Nedlloyd. During the said period, Raja agencies were awarded with the certificate of excellence for handling highest volume of containers as handling agents and terminal operation for AEL through Tuticorin Port.

➤ Chartering Brokers:-

Raja Agency offer comprehensive ship broking and commercial ship management services to our customers. Raja Agencies have at its disposal highly qualified, experienced team with international exposure for the purpose. The team of brokers is assisted by dedicated and hardworking executives to ensure perfect post fixture documentation and follow-up.

Raja Agencies expert team is always at the service to ensure that Principal's best possible fixtures/employments. By virtue of its close relationships with Indian shippers and consignees, the company can offer cargoes to its Principals directly and guide on terms and conditions.

Raja Agencies acting as Brokers for various private Charterers dealing with dry and liquid cargoes as such Garnet Abrasive, Ilmenite Ore, Food Grains, Fly Ash, Construction Materials, and caustic soda Lye etc. The tonnages of interest ranging from 1,500 MT's to handy-max vessels moving cargo from India to Arabian Gulf, Middle East, Far East, Indian Sub-Continent, Europe and U.S.A etc.

As chartering brokers, the company is chartering more than 5 vessels per month with various commodities from Indian Sub-continent to various destinations in the world.

Container Freight Station:-

Raja Agencies is always looking forward to service is the factor that has resulted in our impressive Blue chip clientele.

Raja's CFS believes that they are not just renting space for your stock but are undertaking a responsibility of its customer's valued materials. And every member of its committed eager-to-help workforce is driven by this sense of responsibility.

Not just men, but the machines that have put in service for you are hand-picked to cater to your varied needs. Forklifts of varied capacities, Cranes of 35-T and 12-T capacity are at your service whenever you need them.

Our Main Key Features are:

Just 3kms from port. (One and Only CFS Very Close to the Port)

- Covered go down space of 20,000 sq .ft
- Developed yard of 2 Lac sq .ft (Two Lac)
- Well secured and pilferage free.
- Equipped for chassis and ground stuffing.
- Dedicated and sincere workforce available round the clock.
- Reasonable Tariff.

That's not all. There are host of other features that has placed Raja CFS cut above the rest Container Freight Stations in and around Tuticorin.

2.1.4 Excellence:-

Raja Agencies the receipt of the Certificate of Excellence from Tuticorin Port Trust for:

1. Record setter for discharging 13,756 MTS Di Ammonium phosphate in a single day form discharged in a single day at any Indian ports.
2. The Honorable Certificate awarded for excellence in Traffic performance for the year 2006-2007 as CHA for handling maximum quantity of export cargoes through Tuticorin Port.
3. Record setter for loading 3,572.280 MTs of Bagged Construction Materials in a single day per MV 'Asian Express' on 29.12.2007 which is the highest ever quantity loaded in a single day so far at the port of Tuticorin against our previous record of 3,465 MTs of Aggregate in a single day per MV 'Caraka Jaya Niaga III-32' on 05.03.2005.
4. The Honorable Certificate awarded for the record performance by discharging 14,570 MTs of Muriate of potash on 08.12.2007 overcoming the previous record of 13,811 MTs of Muriate of potash on 31.12.2005 which also achieved by us.
5. The Honorable Certificate awarded for handling the vessel Mv 'Equinox Dawn' as steamer Agents and stevedores which loaded 40,700 MTs of Ilmenite Ore in bulk to Rotterdam. This is the highest ever volume loaded in a single ship so far at the port of Tuticorin.

6. The Honorable Certificate awarded for handling most numbers of export vessels and exporting the second highest volume of Construction Materials through Tuticorin Port.

2.2 PROFILE OF THE STUDY:-

2.2.1 What is organizational culture?

The word 'culture' has its origins in the Latin word 'colere', which means to tend or cultivate. Simply put, organizational culture is how leadership tends to, cultivates, or takes care of its business, stakeholders, and employees. Culture can be defined as the consistent organizational behaviors of employees and leaders (norms).

Organizational culture facilitates the achievement of an organization's strategic objectives, attracts the right employees, and makes those employees who may not fit stand out. It is also marketed to customers and key stakeholders. Organizational culture often mirrors the organization's core values and directly reflects the organization's leadership.

The culture can be observed in how decisions are made – top-down or bottom-up; and whether employees are confident to express independent thoughts and feelings without fear of being repudiated. It materializes through its benefits plans and whether employees are recognized and rewarded for excelling at their work. Organizational culture is not static. It continuously evolves both through deliberate

2.2.2 TYPES OF ORGANIZATION CULTURE:-

- Adhocracy culture – the dynamic, entrepreneurial Create Culture.
- Clan culture – the people-oriented, friendly Collaborate Culture.
- Hierarchy culture – the process-oriented, structured Control Culture.
- Market culture – the results-oriented, competitive Compete Culture.

2.2.3 Organizational Culture:-

The word Organizational culture has been constituted with combination of two words of English Language i.e. Organization and Culture. As it has already been explained about the meaning of the word "organization" and further to add into the same that an organization is a group of people which works in a systematic way with mutual cooperation and coordination in order to accomplish a common objective and meaning of the word "culture" is way of living life with routine traditions, customs and activities including people's attitude, traits and behavioral patterns combined to govern them as well as it also includes the way a culture usually explains the way to how things are done in an organization. It reflects the meticulous personality of an organization. Culture can be viewed from outward and represents the behavior of a person.

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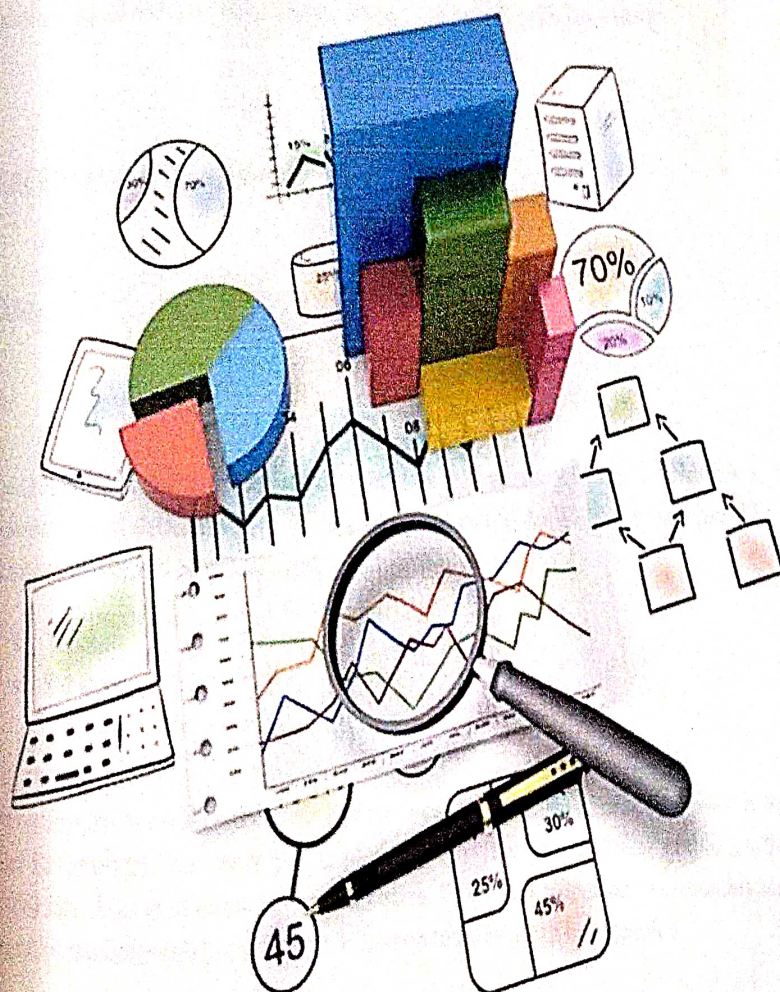
- Management or owner's attitude and behavior
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- Experiential Learning at Individual Level.
- Experiential Learning at Group Level.
- Formulation and Execution of Rules and Policies.
- Rituals and Traditions.
- Vision and Mission of the Organization.
- Work Environment and Working Conditions.
- Age of the organization or how old the organization is?

CHAPTER - III

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION



ANALYSIS AND INTERPRETATION

The collected data from the respondents are turned into analysis of the data and interpretation for easy understanding and clarity of the project. The data has been collected with the techniques of analysis and presentation in mind. The gathered data reflects the following tables and charts. The data is based on fulfilling the projects objectives. The used for analysis the data are:

PERCENTAGE ANALYSIS

It is the method to raw streams of data as a percentage (a part in 100%) for the better understanding of collected data. The percentage analysis is calculated using

FORMULA

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{No.of respondents}}{\text{Total no.of respondents}} \times 100$$

$$\text{RANK} = \frac{\sum fx}{\sum f}$$

CHARTS

Charts used to make a graphical representation of any set of data. A chart is a visual representation of data, in which the data is represented by templates bar and pie. The chart which are represented by the data are:

- Pie chart
- Bar chart

PIE CHART

It is constructed by dividing the circle into two or more sections or slices. The chart is used to show the proportion that each part is of the whole. It is the statistical graphic, which is divided into slices to illustrate numerical portion. While it is named for its resemblance to a pie, which has been sliced, there are variations on the way it can be presented.

BAR CHART

A bar chart is a chart that represents categorical data with rectangular bar with heights or lengths proportional to the values that represent. The bar can be plotted vertically or horizontally. A bar chart shows comparison among the categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value.

Table 3.1

Age

| S. No | Particulars | No. of respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1 | 18 to 25 | 6 | 12% |
| 2 | 26 to 35 | 11 | 22% |
| 3 | 36 to 45 | 25 | 50% |
| 4 | 46 to 60 | 7 | 14% |
| 5 | Above 60 | 1 | 2% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 50 Percentage of the respondents belong to age group of 36-45, 22 Percentage of the respondents belong to age group of 26-35, 14 Percentage of the respondents belong to age group of 46-60, 12 Percentage of the respondents belong to age group of 18-25, 2 Percentage of the respondents belong to age group of above 60 years.

Chart: 3.1

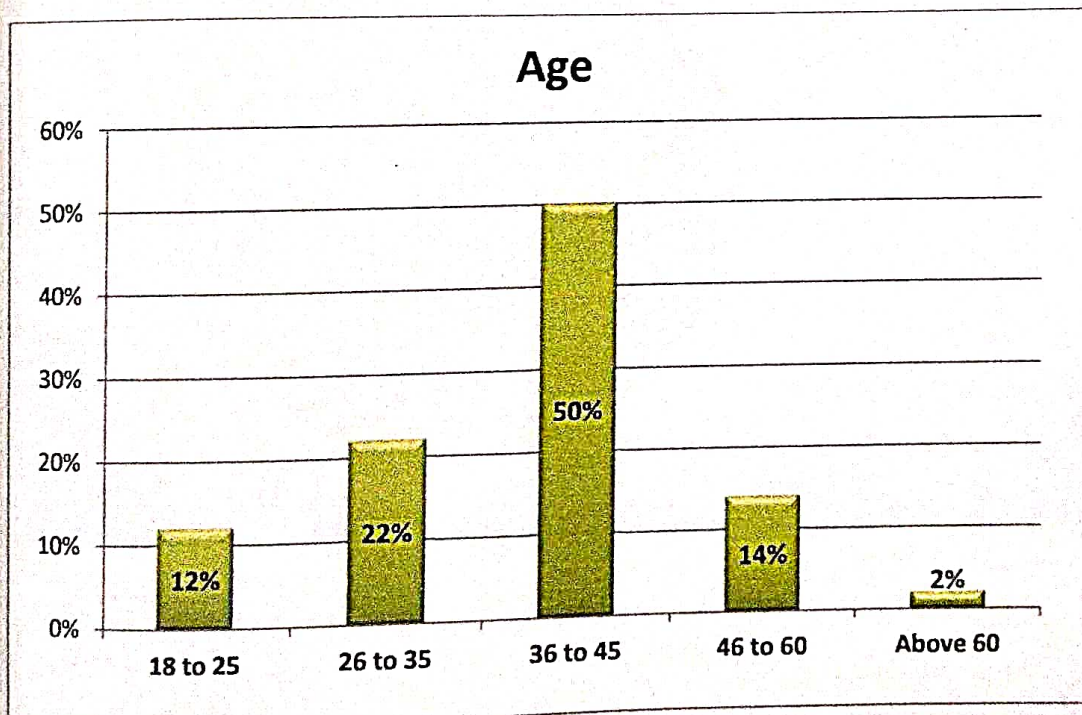


Table 3.2

Gender

| S. No | Particulars | No. of respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1 | Male | 30 | 60% |
| 2 | Female | 20 | 40% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 60 Percentage of the respondents were male and 40 Percentage of the respondents were female.

Chart: 3.2

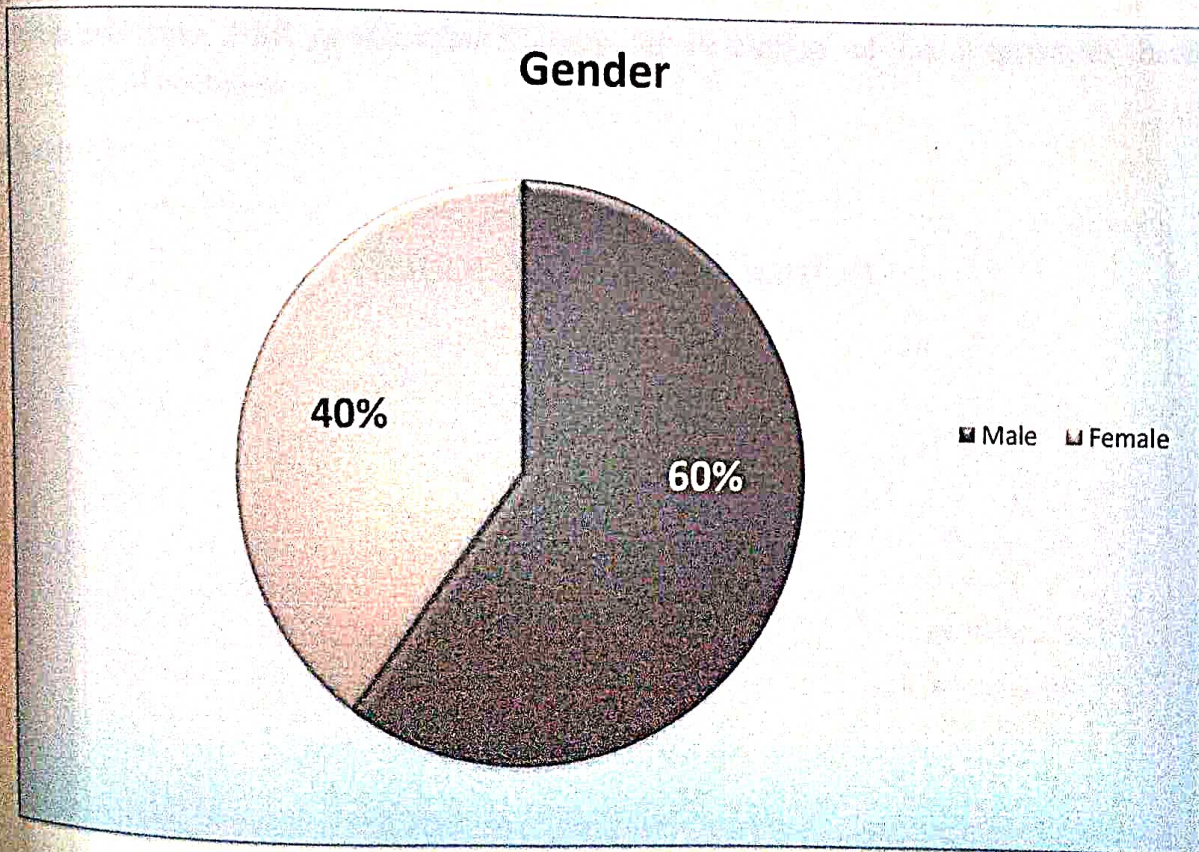


Table 3.3
Educational Qualification

| S. No | Particulars | No. of respondents | Percentage |
|-------|---------------|--------------------|------------|
| 1 | HSC | 2 | 4% |
| 2 | Graduate | 33 | 66% |
| 3 | Post Graduate | 15 | 30% |
| 4 | Uneducated | 0 | 0% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 66 Percentage of the respondents were graduate, 30 Percentage of the respondents were post graduate and 4 Percentage of the respondents have HSC qualification. Totally 96 Percentage of the respondents have knowledge of education.

Chart: 3.3

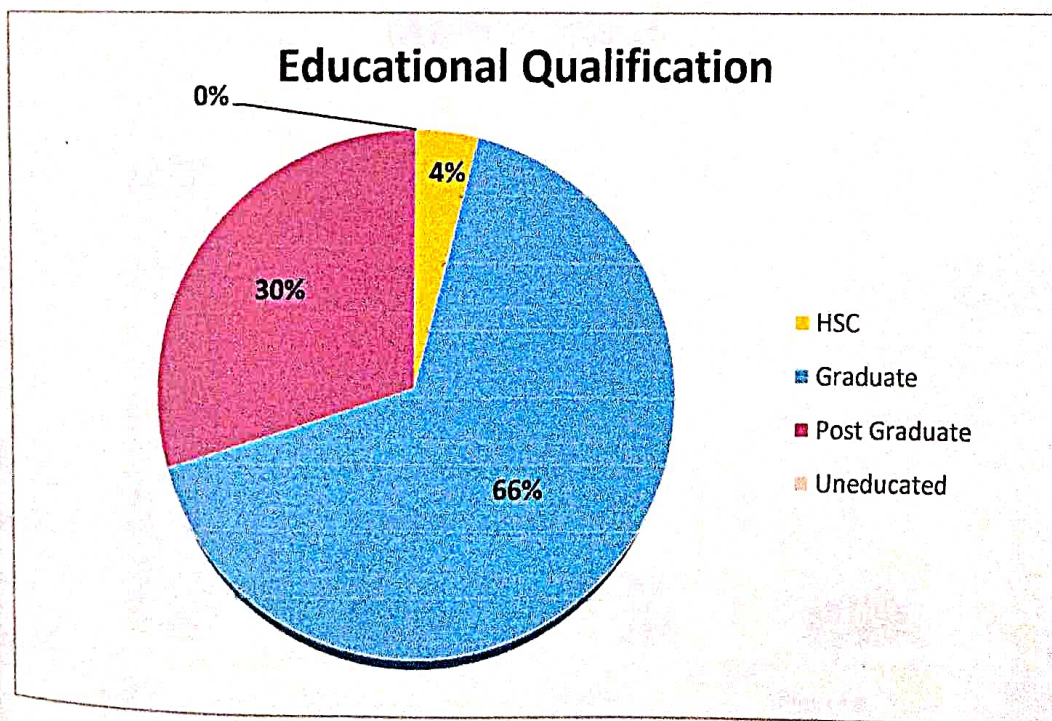


Table 3.4
Marital Status

| S. No | Particulars | No. of respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1 | Married | 36 | 72% |
| 2 | Unmarried | 8 | 16% |
| 3 | Widow | 4 | 8% |
| 4 | Divorced | 2 | 4% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 72 Percentage of the respondents were married, 16 Percentage of the respondents were unmarried, 8 Percentage of the respondents were widow and 4 Percentage of the respondents were divorced.

Chart: 3.4

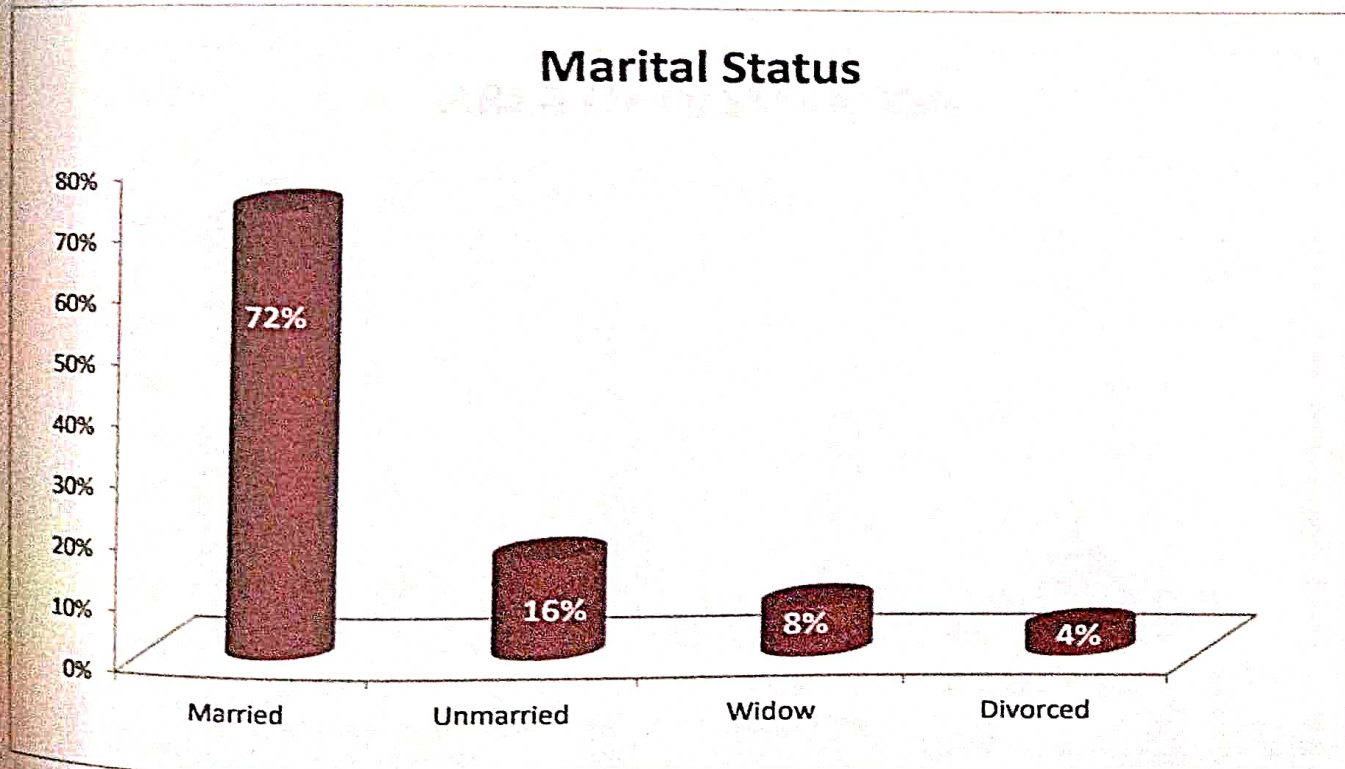


Table 3.5

Area of destination

| S. No | Particulars | No. of respondents | Percentage |
|--------------|--------------------|--------------------|-------------|
| 1 | SAARC Countries | 19 | 38% |
| 2 | European Countries | 15 | 30% |
| 3 | Asian Countries | 11 | 22% |
| 4 | GCC Countries | 5 | 10% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 38 Percentage of the respondent's area of destination is SAARC Countries, 30 Percentage of the respondent's area of destination is European Countries, 22 Percentage of the respondent's area of destination is Asian Countries, 10 Percentage of the respondent's area of destination is GCC Countries.

Chart: 3.5

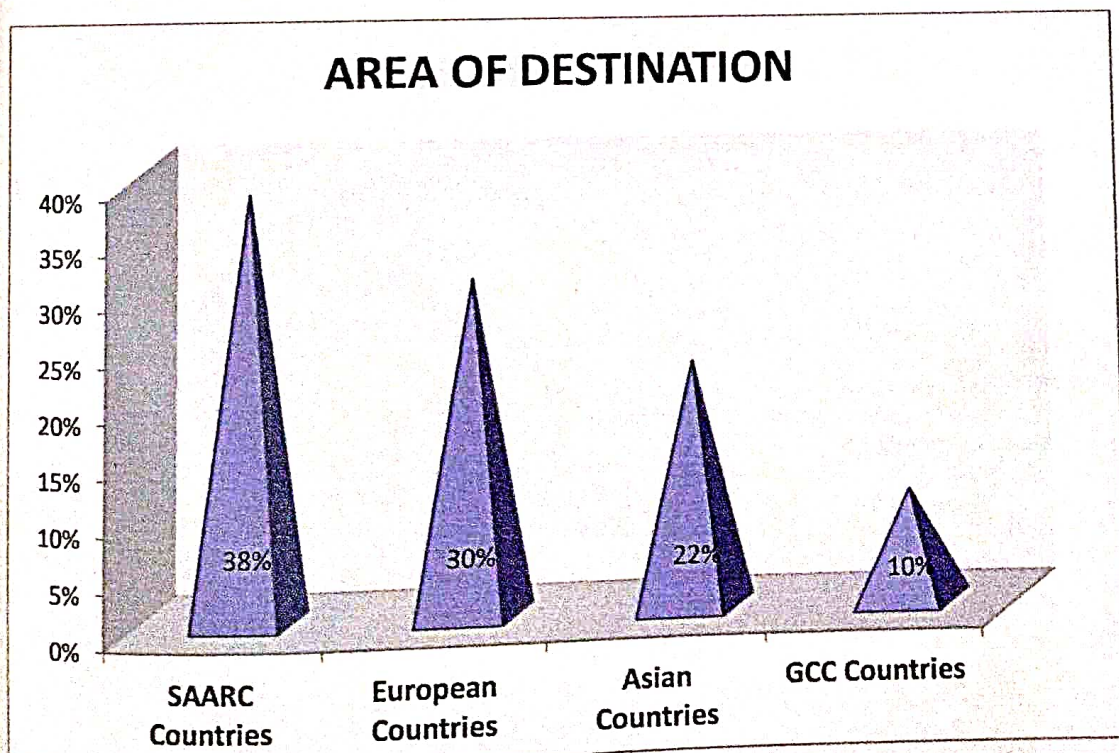


Table 3.6
Types of Ownership

| S. No | Particulars | No. of respondents | Percentage |
|--------------|---------------------|--------------------|-------------|
| 1 | Corporation | 3 | 6% |
| 2 | Limited Liabilities | 20 | 40% |
| 3 | Sole Proprietorship | 7 | 14% |
| 4 | Partnership | 10 | 20% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 40 Percentage of the respondent choose their types of ownership as limited liabilities, 20 Percentage of the respondents choose partnership, 14 Percentage of the respondents choose sole proprietorship, 6 Percentage of the respondents choose corporation.

Chart: 3.6

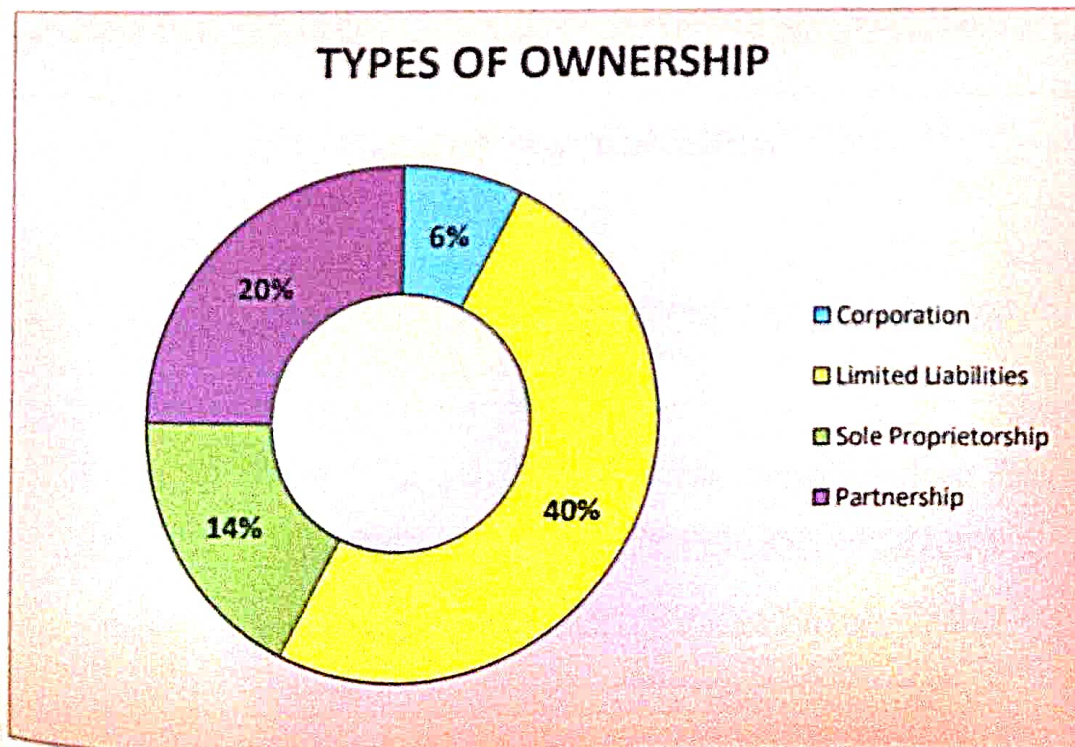


Table 3.7

Field of specialization

| S. No | Particulars | No. of respondents | Percentage |
|--------------|--------------------|--------------------|-------------|
| 1 | CHA | 9 | 18% |
| 2 | Freight forwarding | 20 | 40% |
| 3 | Steamer Agents | 2 | 4% |
| 4 | Stevedores | 3 | 6% |
| 5 | Liner agents | 5 | 10% |
| 6 | Chartering brokers | 11 | 22% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 40 Percentage of the respondents think Raja Agency is specialized at freight forwarding, 22 Percentage of the respondents choose chartering brokers, 18 Percentage of the respondents choose CHA, 10 Percentage of the respondents choose liner agents, 6 Percentage of the respondents choose stevedores, 4 Percentage of the respondents choose steamer agents.

Chart: 3.7

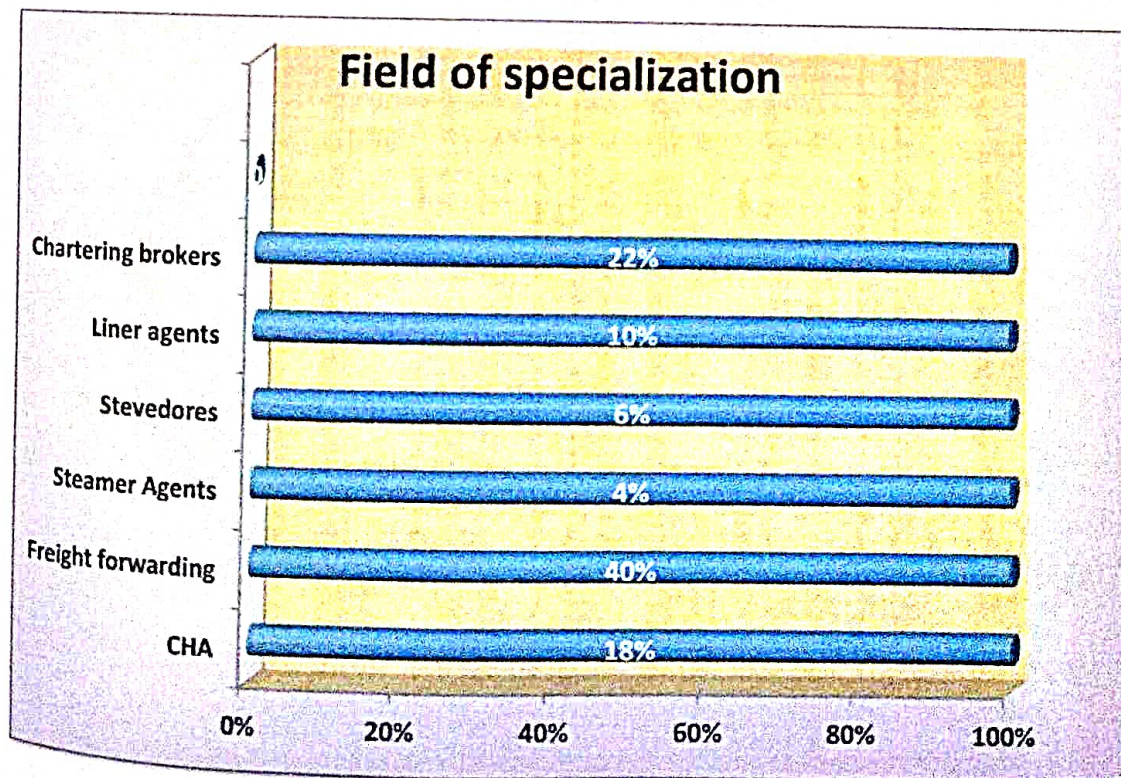


Table 3.8
Choosing Raja Agency

| S. No | Particulars | No. of respondents | Percentage |
|-------|-------------------------|--------------------|-------------|
| 1 | Cargo clearance is far | 7 | 14% |
| 2 | Sales handling of cargo | 2 | 4% |
| 3 | Cargo is timely forward | 36 | 72% |
| 4 | Convenient location | 5 | 10% |
| | Total | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 72 Percentage of the respondents choose raja agency because of cargo is timely forward, 14 Percentage of the respondent choose because of cargo clearance is far, 10 Percentage of the respondents choose because of convenient, 4 Percentage of the respondent choose because of sales handling of cargo.

Chart: 3.8

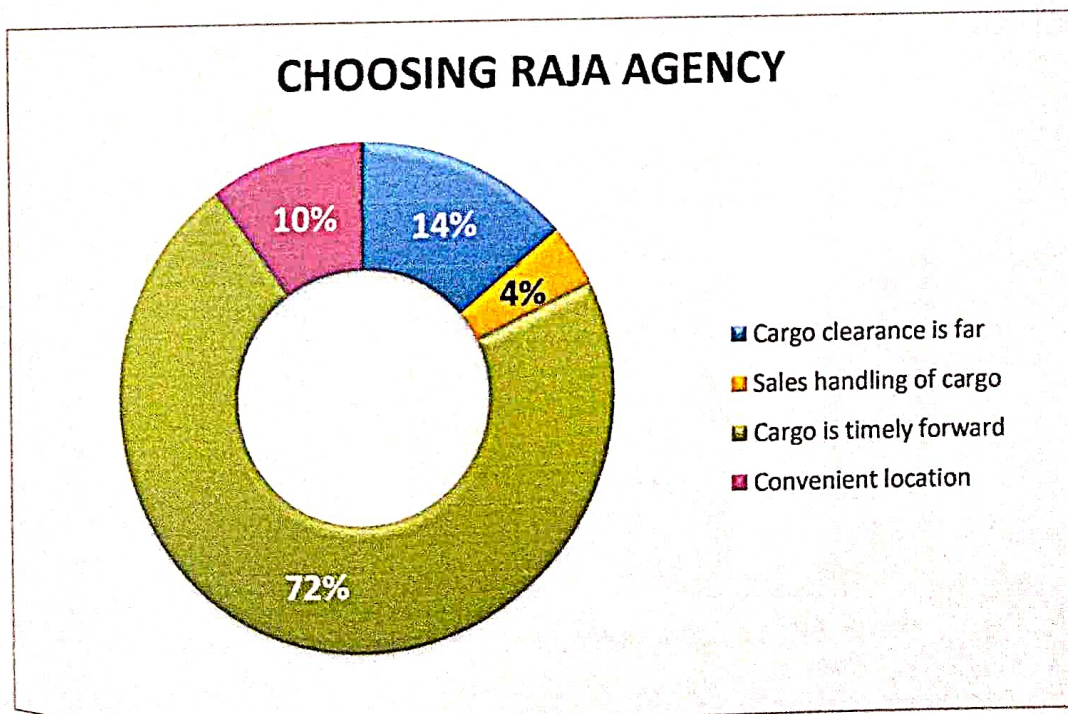


Table 3.9

Area to improve

| S. No | Particulars | No. of respondents | Percentage |
|-------|--------------------|--------------------|------------|
| 1 | Service | 22 | 44% |
| 2 | Transport facility | 12 | 24% |
| 3 | Time taken | 8 | 16% |
| 4 | Payment of charges | 8 | 16% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 44 Percentage of the respondent think service has to be improve, 24 Percentage of the respondent think transport facility has to be improve, 16 Percentage of the respondent think time taken has to be improve and 16 Percentage of the respondent think payment of charges has to be improve.

Chart: 3.9

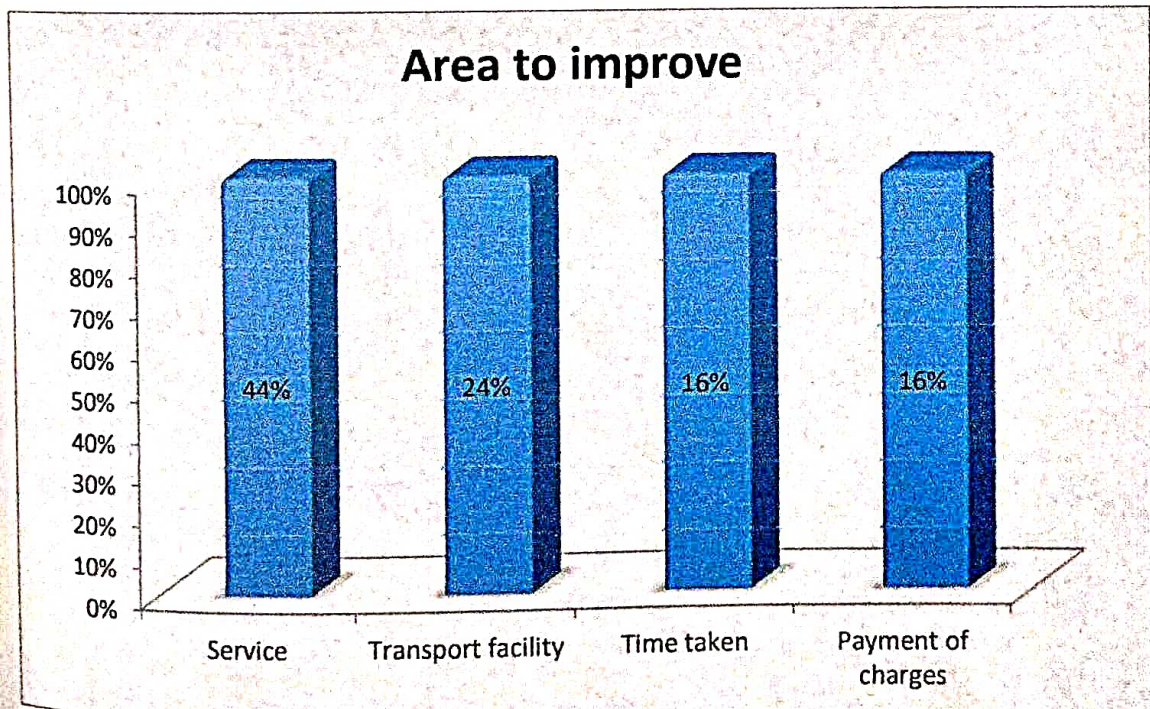


Table 3.10

Recommendation to others

| S. No | Particulars | No. of respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1 | Yes | 45 | 90% |
| 2 | No | 5 | 10% |
| Total | | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 90 Percentage of the respondents select yes to recommend Raja Agency to others whereas 10 Percentage of the respondents select no for recommendation to others.

Chart: 3.10

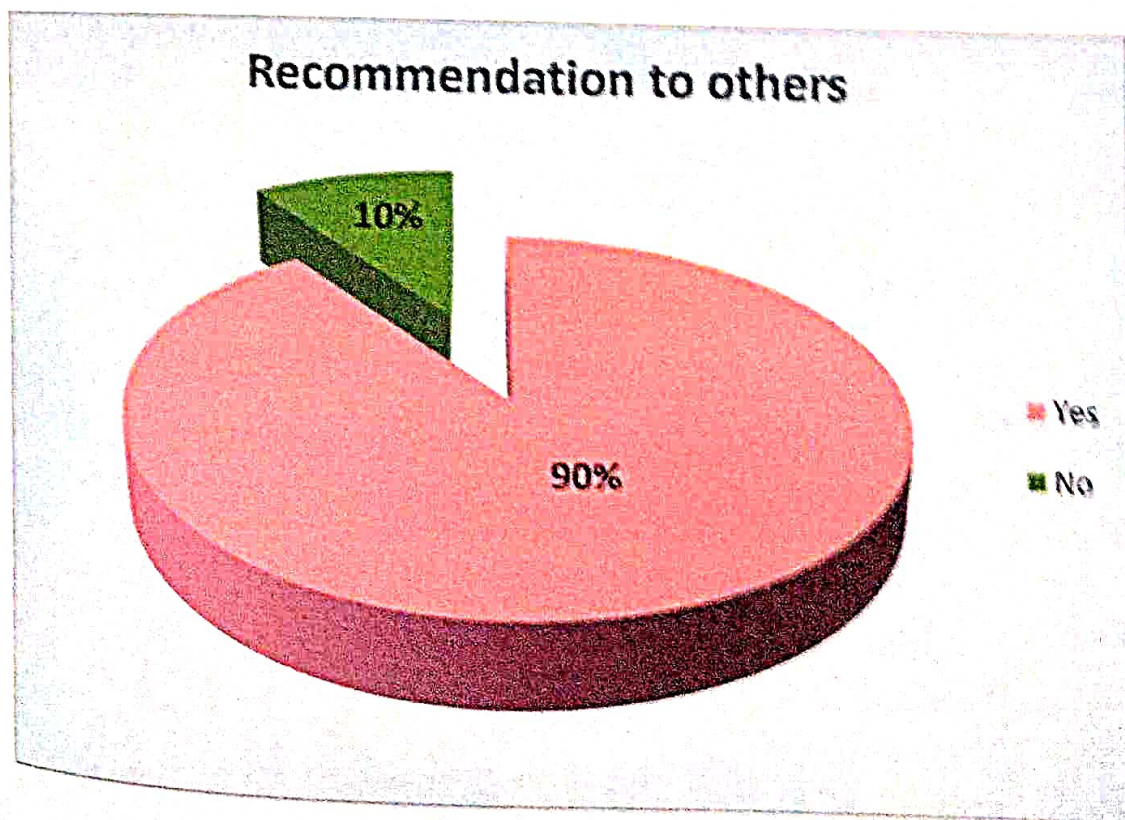


Table 3.11

Labour Insurance scheme

| S. No | Particulars | No. of respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1 | Yes | 36 | 72% |
| 2 | No | 14 | 28% |
| | Total | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 72 Percentage of the respondents select yes for the labour insurance scheme and 14 Percentage of the respondent select no for the labour insurance scheme.

Chart: 3.11

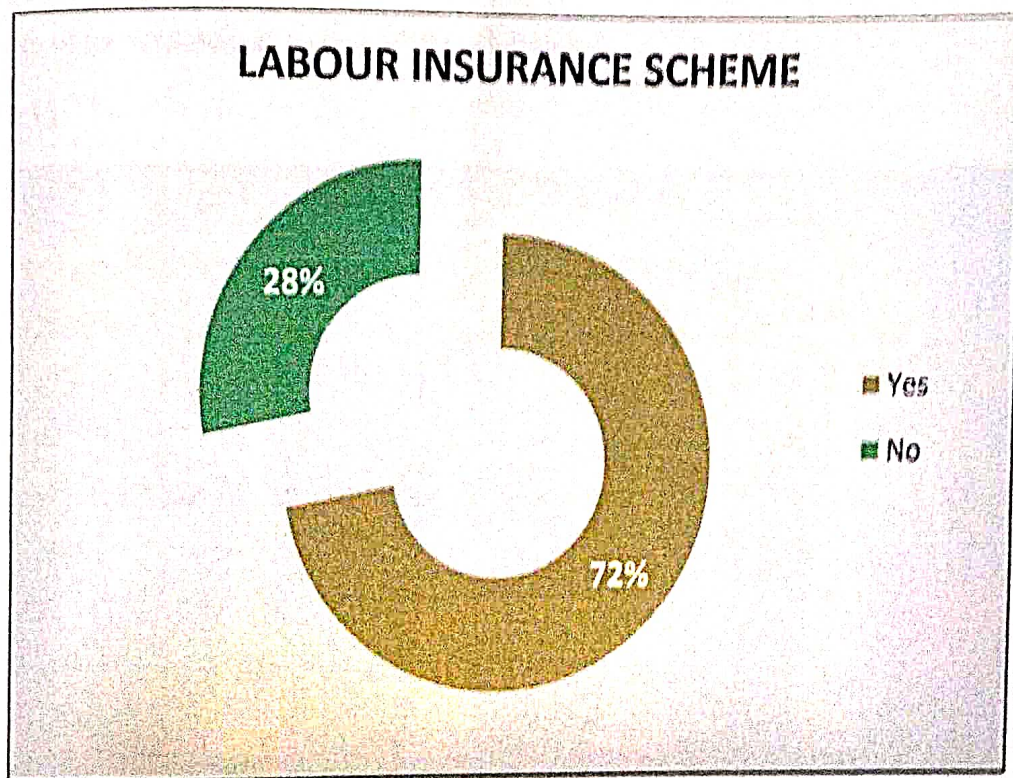


Table 3.12

Kinds of training

| S. No | Particulars | No. of respondents | Percentage |
|-------|-------------------------|--------------------|-------------|
| 1 | Availability of tool | 15 | 30% |
| 2 | Off the job training | 7 | 14% |
| 3 | Organization workshops | 18 | 36% |
| 4 | Convenient / Spare time | 10 | 20% |
| | Total | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 36 Percentage of the respondents expect organization workshops as for training, 30 Percentage of the respondents expect availability of tool training, 20 Percentage of the respondent expect convenient/spare time training, 14 Percentage of the respondents expect off the job training.

Chart: 3.12



Table 3.13

Department you work

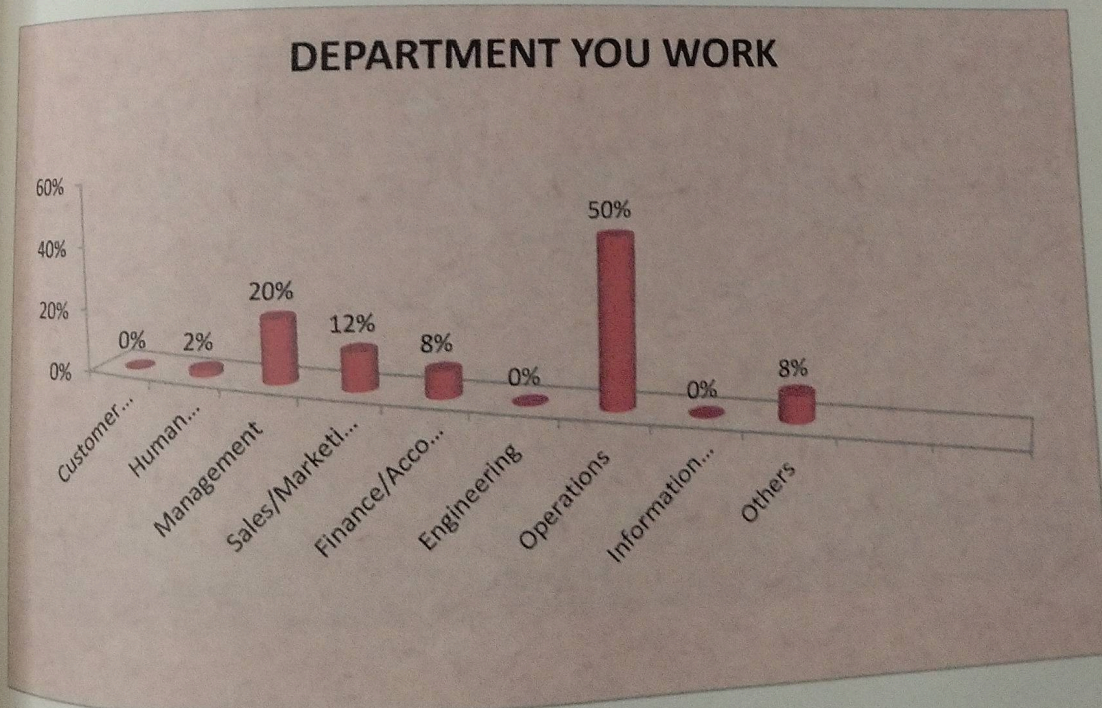
| S. No | Particulars | No. of respondents | Percentage |
|-------|------------------------|--------------------|-------------|
| 1 | Customer service | 0 | 0% |
| 2 | Human resource | 1 | 2% |
| 3 | Management | 10 | 20% |
| 4 | Sales/Marketing | 6 | 12% |
| 5 | Finance/Accounting | 4 | 8% |
| 6 | Engineering | 0 | 0% |
| 7 | Operations | 25 | 50% |
| 8 | Information technology | 0 | 0% |
| 9 | Others | 4 | 8% |
| | Total | 50 | 100% |

Source: Primary Data

INFERENCE:

From the above table it is inferred that 50 Percentage of the respondents work on operation department, 20 Percentage of the respondents work on management department, 12 Percentage of the respondents work on Sales/Marketing department, 8 Percentage of the respondents work on Finance/Accounting department, 8 Percentage of the respondents work on other and 2 Percentage of the respondents work on human resource department.

Chart: 3.13



**A STUDY ON JOB STRESS AND ITS IMPACT OF SCHOOL
TEACHING STAFF IN THOOTHUKUDI CORPORATION**

A Project report submitted to

St. Mary's College (Autonomous), Thoothukudi

affiliated to

MANOMANIAM SUNDARANAR UNIVERSITY

in partial fulfilment of the requirements

for the degree of

BACHELOR OF BUSINESS ADMINISTRATION (SSC)

Submitted by

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under the guidance of

MS. S. Siva Priya M.B.A.,

Assistant Professor



Department of Business Administration (SSC)

ST. MARY'S COLLEGE (Autonomous)

THOOTHUKUDI -628 001

March - 2022

DECLARATION

We hereby declare
IMPACT OF
CORPORATION
not formed the bas
titles

project entitled "A STUDY ON JOB STRESS AND ITS
SCHOOL TEACHING STAFF IN THOOTHUKUDI
submitted for the B.B.A degree is the original work and the project has
for the award of any degree, diploma, fellowship or any other similar

Place: Thoothukudi.

Date: 17.05.2022


Signature of students


1. Arockiya Anusha. J
2. Jaiwin Betay. A
3. Jayamalar. P
4. Mathu. P

CERTIFICATE


This is to certify that this project report entitled "A STUDY ON JOB STRESS AND ITS IMPACT OF SCHOOL TEACHING STAFF IN THOOTHUKUDI CORPORATION", submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI, in partial fulfillment for the award of degree of Bachelor of Business Administration and is a work during the year 2021 - 2022 by the following students.

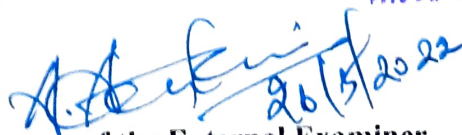
| Name | Register no |
|-------------------|-------------|
| AROCKIYA ANUSHA J | 19SUBA03 |
| JAIWIN BETOY A | 19SUBA09 |
| JAYA MALAR P | 19SUBA13 |
| MUTHU P | 19SUBA23 |


Signature of Guide


Signature of Head of the Department


Signature of the Director
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Signature of the Principal
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We are thankful to our parents who motivated us throughout this project work. The preparation of this report would not have been an easy work without the help and support of them. We also take this chance to convey our heartfelt thanks to our friends for their continual support.

Last but not least we thank everyone who has helped directly or indirectly to their valuable in developing this work.

We hope that we've manifested our sincere attempts to represent all the information and other things to the best of our ability.

CHAPTERIZATION



CHAPTERISATION

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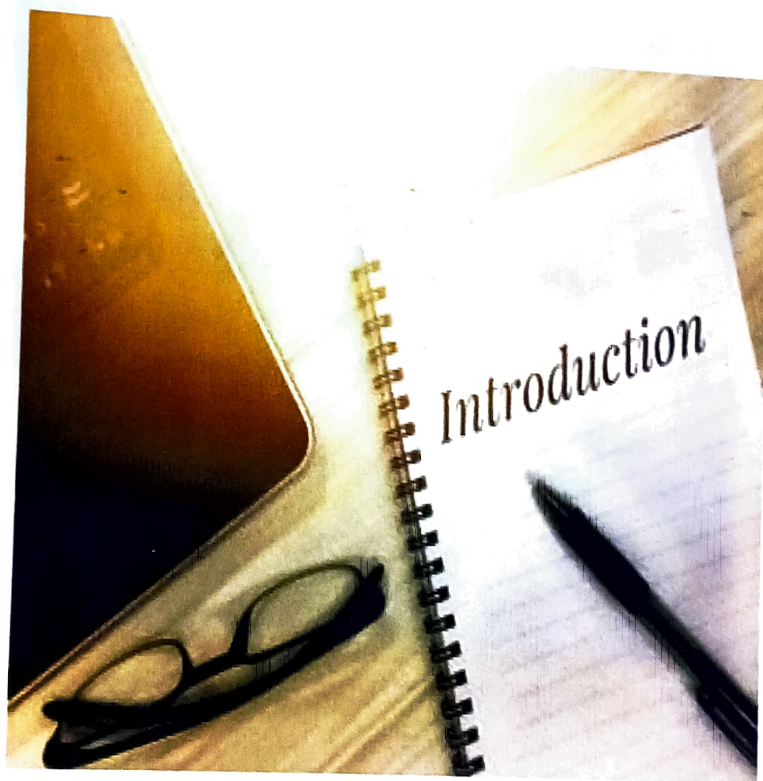


LIST OF CHARTS

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CHAPTER I

INTRODUCTION



Introduction

1.1 CONCEPT:

Human Resource Management is developed as a part of the management. In short, human resource Management means employing the people, developing their resources, utilizing, maintaining and compensation their services in tune with the job and organizational requirements with a view to contribute to the goals of the organization, individual and the society

Human Resource Management is an important asset for any organization. Human Resource is the private variable without which the inanimate assets are worthless. The spice of life or the kiss of death the stress is always with us. Handling human is always an adventure. And to handle man with more stress is a real challenging task. The topic 'Stress is real time problem in most of the concerns which leads to collapse of the whole organization activity. Stress can be motivating and bringing forth excellence in an individual and a company but stress that is unrelenting can damage a company greatest resource its valuable people.

The concept of stress first introduced in life science by HANS SELYE in 1936, the word stress derived from the Latin word 'STRINGER'. Stress was popularly used in 17th century to mean Hardship, strain etc. and from the beginning of the 18th century. This word was used to devote force, pressure, strain or strong effort with reference to an object or a person. Stress has physical and emotional effects on you and can create positive or negative feelings. Stress provides the means to express talents and energies and pursue happiness.



1.12 Limitations of study

- During time of review there was little literature concerning job stress and its impact on school teaching staff in Thooththukkudi corporation.
- Although the study took place in schools in Thooththukkudi corporation, the findings may not represent all schools in Thooththukkudi corporation, so this is limit of scope research study.
- Due to lack of enough resources, it was not easy to conduct a survey at the level of comparison between Private and Public Universities.
- The respondents of the questionnaire are from Thooththukkudi corporation only. Hence, generalization of results to other states in India might not be very appropriate.

1.13 RESEARCH AND METHODOLOGY:

1.13.1 RESEARCH DESIGN:

After formulating research problem, it becomes necessary for research to prepare a research design. It provides a systematic plan for conducting a research study Kerlinger, (1973) stated that --a research design is the plan structure and strategy of investigation conceived, so as to obtain answer to each research questions and to control variance. According to Polit and Hungler, (1999) research design is the researcher 's overall plan for answering the research question that is accurate, objective and interpretable. It stipulates the fundamental form that the research will take. It is required because it ensures the smooth sailing of different research operations. This makes the study efficient for the better achievement of its objectives and it also reduces the time and effort of the researcher (Amin, 2005). The study was both qualitative and quantitative.

1.13.2 SAMPLE DESIGN:

A sample is a portion whose results can be generalized to entire population. There are different methods of sampling which are used for the purpose of study. Stratified random sampling techniques were used where the population are divided into sub population such that elements within each sub – population are homogeneous.

➤ SAMPLE SIZE:

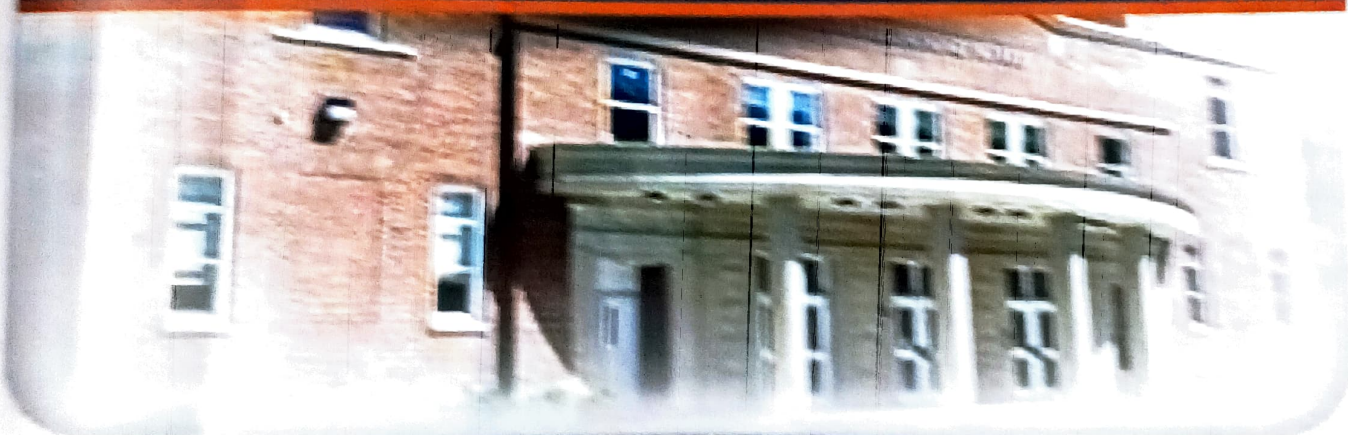
The sample size was restricted to 100 from various schools in thoothokudi corporation.

CHAPTER II

PROFILE OF THE SCHOOL



School Profile



Abstract

The first step in the process of the investigation was to establish the fact that the student was not a member of the organization. This was done by checking the membership list of the organization. The student's name was not on the list. This was a relief to the student, as he had been told that he was a member of the organization. The student then went to the next step, which was to check the records of the organization. The student found that the organization had a list of members who had been expelled from the organization. The student's name was not on this list either. This was a relief to the student, as he had been told that he had been expelled from the organization. The student then went to the next step, which was to check the records of the organization. The student found that the organization had a list of members who had been expelled from the organization. The student's name was not on this list either. This was a relief to the student, as he had been told that he had been expelled from the organization.

There is no doubt that the public has a right to know of the vision of the founding fathers of the nation and the importance of a generation of women principals who are the backbone of the nation's education system. The public has a right to know of the vision of the founding fathers of the nation and the importance of a generation of women principals who are the backbone of the nation's education system.



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SCHOOL PROFILE

2.1 Holy Cross Anglo – Indian

About Institution

Holy Cross Anglo Indian Higher Secondary School (HCAIS) was established in the year 1905 and is one of the oldest schools in Tuticorin. The school educates girl children from class I to XII. The school is blessed with good infrastructure and experienced faculty members. The school provides in depth knowledge to the students on various subjects and helps the students in understanding the subject. Holy Cross Anglo-Indian School has educated thousands of girl students, empowering them to evolve into women of substance. Be they doctors, engineers, teachers, nurses, homemakers, scientists or corporate administrators, Crossians have always make their mark.

Every stone in our sprawling campus has a story to tell - of the vision of the founding sisters and the courage and commitment of a succession of women principals who over the decades pioneered gender equality and emancipator values in these hallowed portals long before such concepts became part of the collective public consciousness.



Vision and Mission

❖ Vision

As sisters of the Cross, we commit ourselves through the ministry of education, to form integrated and responsible persons, who in turn will become agents of social change through their active involvement in the lives of people, respecting the sacredness of every person and nature.

❖ Mission

- To provide an inclusive education that will empower our students with the knowledge and skills that make them economically independent and socially responsible.
- To organize activities that will inculcate in them the values that make them responsible citizens.
- To create opportunities that will enhance the personalities of our learners to enable them to contribute to the development of the nation and the whole human society.

Infrastructure

The school has a large campus with spacious and ventilated classrooms. The school library has more than 10,800 books in almost all the knowledge and is well furnished for reading and learning. The school has an Audio Visual (AV) room and the students are given education through videography on various subjects. Separate well equipped labs are available for subjects like Physics, Chemistry, Biology, Maths and Computer Science. The lunch hall of the school is spacious and the students can have their food together with their classmates. The school auditorium is very large and is fitted with latest audio, video, sound and light equipment. The school has fire safety measures, stand-by generators, UPS and RO drinking water. The entire campus of the school is under CCTV surveillance. The school conducts regular medical check-up for the students. The institution offers boarding facilities only for Anglo Indian students. The school has a large outdoor play area and indoor game facilities for games and sports such as basketball, table-tennis, carrom, chess, tennis, badminton.

Academics

The school offers education to the students on basic subjects like Maths, Science and Social. HCAIS follows continuous testing and assessment to fine

by imparting sound learning thereby building the character of the pupils as the foundation of the society depends on it.

"Knowledge is power"

"Character is a priceless possession"

Apart from this unity, brotherhood, industry, uprightness, courage grows here and from this esteemed institution our students are sent forth continually in a steady stream to the society to serve God and humanity.

"Service to God is service to man"

We wish and hope that our students will improve in leaps and bounds and keep the banners of the school fluttering always.

2.3 Subbaiah Vidyalayam Girl's Higher Secondary School

About Institution

Subbiah Dharmanidhi was founded in 1934 by the boundless munificence of Sri. A.R.A. Subbiah Nadar (1871-1943) realized that emancipation of women was crucial in the progress of society and perceived education as a means to achieve it. Hence in 1937 Subbiah Vidyalayam named after the founder of the trust was established to cater to the educational upliftment of girls in and around Thoothukudi. It was started with the lofty ideal of making them responsible and valuable makers of the nation.

Sri.D. Shenbagamurthi who assumed office as managing trustee in 1968 devoted his life for the cause of providing a liberal education system. Sri.S. Natarajan during his tenure as Secretary constructed the indoor auditorium named after his nephew late Sri.D. Natesan in 1965. Sri.N. Rajagopalan as Secretary worked hard in improving the quality of teaching and brought in the progressive development of the school. Sri.N. Subbiah was instrumental in constructing a two-storied concrete building, a cycle shed and a basketball court. Improvement, achievement and success will be meaningless words without continual growth. The next managing trustee Mr. D. Ganesan had been the pivotal pin of the grand wheel in expediting the school to its current scenario with the existing infrastructure and facilities as a result of two decades of his planning and execution. From the academic year 2018-2019 the young enthusiastic and efficient aspirant Mr. Murali Ganesan, the fourth-generation successor of the family, has assumed office as Secretary with innovative objectives.

CHAPTER III DATA ANALYSIS & INTERPRETATION

ANALYSIS AND INTERPRETATION

This chapter provided the analysis and interpretation of data collection on job stress and its impacts on teaching staff in thoothukudi corporation. Kerlinger, (1973) defined analysis as "the categorization, ordering, manipulating and summarizing of data to obtain answer to research questions". Data analysis is the process of uncovering patterns and trends in the data. It is the process of assigning the data. It involves explaining those discovered pattern and trends in the data

Data interpretation is the process of reviewing data through some predefined processes which will help assign some meaning to the data and arrive at a relevant conclusion involved taking the result of data analysis, making inference on the relations studied, and using them conclude.

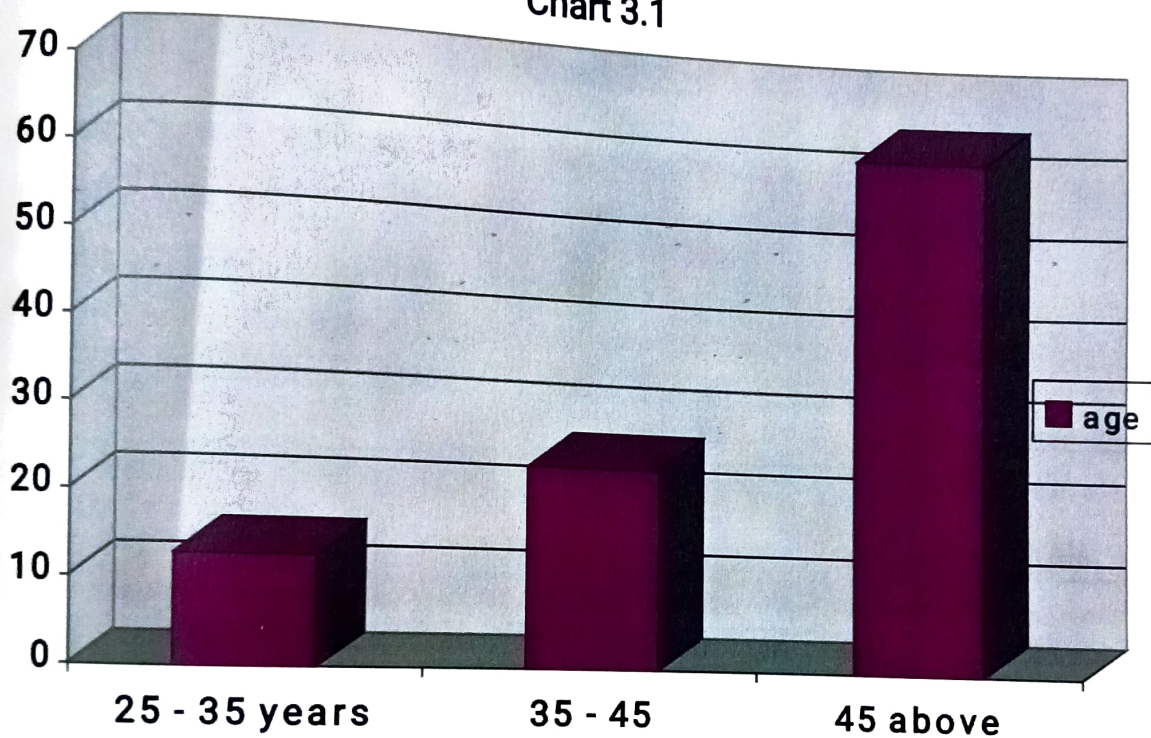
$$\text{Percentage analysis} = \frac{\text{number of respondents}}{\text{Total number of respondents}} \times 100$$

Table 3.1
The age rate of respondents

| Option | No. of respondents | Percentage |
|---------------|--------------------|------------|
| 25 – 35 years | 13 | 13 |
| 35 – 45 years | 24 | 24 |
| 45 above | 63 | 63 |

Source: Primary data

Chart 3.1



Interference:

From the above table and chart, it is inferred that 63% of the respondents are in the age group of above 45 years, 23 % of respondents are in the age group of 35 – 45 years, and 13% of the respondent are 25 – 35 years.

CHAPTER IV

FINDING & SUGGESTIONS



FINDING ANS SUGGESTIONS

- Majority of the respondents (63%) are under the age group of above 45.
- Majority of the respondents (94%) are female
- Majority of the respondent (72%) are under UG graduator.
- Majority of the respondent (48%) are getting salary below Rs.15000.
- Majority of the respondent (43%) are experienced for more than 5 years.
- Majority of the respondent (59%) are working permanently
- Majority of the respondent (89%) are coming under rural area.
- Majority of the respondent (67%) of the teachers feel their job profile interesting.
- Majority of the respondent (43%) are stated 'All the above' that they cause stress due to students behavior when they were inattention during class, unpreparedness for class, noisiness and lack of interest in learning.
- Majority of the respondent (56%) are stated 'All the above' that they cause stress due to unstable school management when they change in curriculum, changes in disciplinary policies, change in scheduling daily task.
- Majority of the respondent (92%) are agreed that they cause stress because of salary level.
- Majority of the respondent (45%) are stated 'All the above' that they cause of stress in urban areas are violence, lack of safety, poor community involvement.
- Majority of the respondent (41%) are stated that lack of facilities and service are the causes in rural setting.
- Majority of the respondent (59%) are referred that heavy work load cause stress in day-to-day life.
- Majority of the respondent (53%) are disagreed that the management shows any partial among staffs.
- Majority of the respondent (46%) are gotten side effect 'Headache'.
- Majority of the respondent (51%) are agreed that stress affect their personal life.
- Majority of the respondent (43%) are stated 'All the above' that their expectation to reduce their stress.
- Majority of the respondent (33%) are expected 'Free medical care' from the management to reduce their stress.
- Majority of the respondent (95%) are agreed that stress effect their skill.
- Majority of the respondent (52%) feel stress for 'Sometimes, only'.
- Majority of the respondent (99%) are 'Disagreed' that their stress affects students' achievement.
- Majority of the respondent (67%) stated 'Very true' while rewarding can reduce the stress.
- Majority of the respondent (44%) preferred 'Tour arrangement' as their recreational activities to reduce their stress.
- Majority of the respondent (68%) Agree that counseling can help to overcome the stress.

SUGGESTIONS:

Based on the finding, the following suggestions can be adopted to overcome the stress of the teachers:

- ✓ The managements can provide shift basic class to the teachers to reduce their stress level.
- ✓ Most of the respondent feel that recreational activities like tour arrangement or sports can help them to overcome the stress. Therefore, the recreational activities can be conducted very often to eliminate the stress of the teachers and also to enhance their mental freshness
- ✓ Rewarding the teachers according to their daily performance can reduce their stress.
- ✓ The management can promote the experienced teacher that can reduce their stress
- ✓ Management should provide some counseling to the teacher at least once in a month that can help them to overcome the stress.

CHAPTER V

CONCLUSION



CONCLUSION

The work stress is not good as it reduces the work performance of the teacher, their interest in work, leading to generation of negative behavior towards work and staff thus leading to generation of an environment full of stress. That make the staffs physical and mental health related problem, irritation and negative nature towards management and coworker thus letting them leave their job which is a big loss for the individual and the organization.

The management should understand the various reason for stress and plan different techniques and implement it to reduce stress and increase employee morale in organization. If we view in psychological way, in the upcoming future the organization would make more recreational activities, counseling as well as harmonious relationship with higher authority.

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THE STUDY ON VICTORIOUS GROWTH OF WOMEN ENTERPRENEURS

(With special reference to selected women entrepreneurs in Thoothukudi Corporation).

A project submitted to

St. Mary's College (Autonomous), Thoothukudi

affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY

in partial fulfilment of the requirements

for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted

by

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under the guidance of

Ms. S. Gayathri MBA.,MHRM,M.Phil.SET

Head of the Department



Department of Business Administration (SSC)

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Thoothukudi -628001

March 2022

THE STUDY ON VICTORIOUS GROWTH OF WOMEN ENTREPRENEURS

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March 2022

DECLARATION

We hereby that the project entitled , "THE STUDY ON VICTORIOUS GROWTH OF WOMEN ENTREPRENEURS (With special reference to selected women entrepreneurs in Thoothukudi corporation)" submitted for the BBA Degree is our original work and the project has not formed the basic for the award of any degree, diploma, fellowship or any other similar titles

Place: Thoothukudi

Date: 17.5.2022.

Signature of the student

1. S. Bala Sargavi
2. A. Manjula Nayak
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This is to certify that this project report entitled "THE STUDY ON VICTORIOUS GROWTH OF WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE IN THOOTHUKUDI CORPORATION" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI, in partial fulfillment for the award of degree of Bachelor of Business Administration and is a work during the year 2021 - 2022 by the following students.

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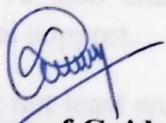
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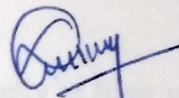
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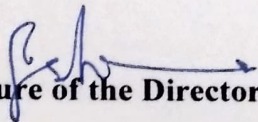
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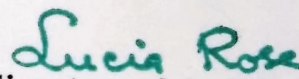
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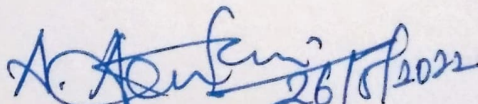
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First of all, we thank **LORD ALMIGHTY** for his blessings to help me complete this project successfully on time.

We acknowledge our sincere gratitude to our **Principal Dr. Sr. A.S.J. Lucia Rose M.Sc., M.Phil., Ph.D., PGDCA** and express our deepest our **Director Sr. Josephine Jeyarani M.Sc., B.Ed.** for granting us permission to carry out research work.

We extend my thanks to **Mrs. S. Gayathri M.B.A, M.H.R.M., M. Phil., SET., Ph.D. H.O.D** of Business Administration for providing all the necessary facilities in bringing out this project report.

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Last but not least we thank everyone who has helped directly or indirectly to their valuable in developing this work.

We hope that we've manifested our sincere attempts to represent all the information and other things to the best of our ability.

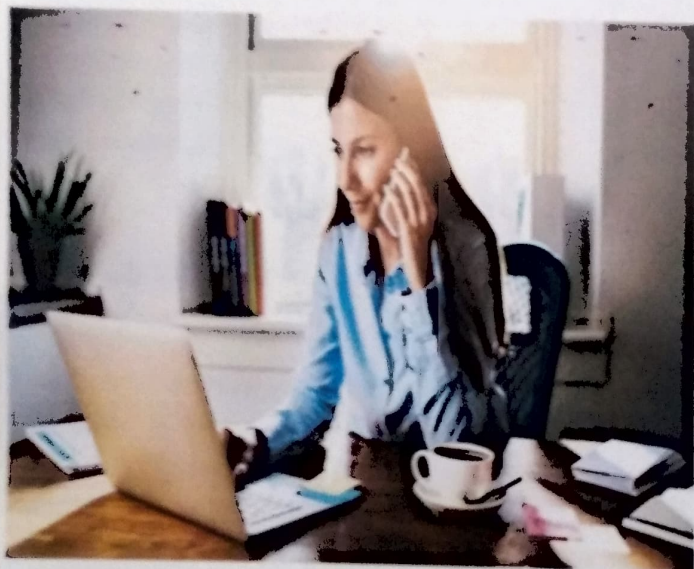
CHAPTERITATION

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| 3 | Analysis and Interpretation | 29-60 |
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CHAPTER-1

Introduction



1.1 WOMEN ENTREPRENEURS

1.1.1 INTRODUCTION

The word 'entrepreneur' is derived from the French word entrepreneur. It means 'to undertake' or to do something'. An entrepreneur can be described as "one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them". Entrepreneur with their inherent intelligence, drive and hard work, have made best use of the opportunities available to them. They have historically altered the direction of national economic, industries, or markets. They have invented new products, developed organizations and pioneered outburst in new technologies. They have forced the relocation of resources away from existing users to new and more productive users. Many entrepreneurial innovations have transformed the society in which we live and enjoy the outcomes. Entrepreneurship is sometimes categorized among the factors of production along with land and natural resources, labour, and capital. An entrepreneur combines these to manufacture goods or provide services. He or she typically creates a business plan, hires labour, acquires resources and financing and provides leadership and management for the business. A new firm may acquire financing from venture capitalists, angel investors, hedge funds, crowdsourcing, or through more traditional sources such as bank loans. Nurturing entrepreneurship can have a positive impact on an economy and a society in several ways. For starters, entrepreneurs create new business. They invent goods and services, resulting in employment, and often create a ripple effect, resulting in more and more development.

1.1.2 ENTREPRENEURSHIP

Entrepreneurship is the creation of organizations. In behavioural approaches to the study of entrepreneurship an entrepreneur is seen as a set of activities involved in organization creation, while in trait approaches an entrepreneur is a set of personality traits and characteristics. The first entrepreneurs can be traced back to nearly 20,000 years ago. The first known trading between human took place in New Guinea around 17,000 BGE, where local would exchange obsidian for other need goods. The early type of entrepreneurship continued for millennia. The first big shift in entrepreneurship took place during the agricultural Revolution, which occurred about 12,000 years ago. As phenomenon it is has been around in one form or another since the earliest civilizations including the Mayans, Ancient Greeks and Romans up to relatively more recent time of the including (15th and 17th), industrial revolution (18th and 19th centuries) throughout the 20th century up to the present day. Interestingly the number of entrepreneurs and establishment of small firms have dramatically and increased globally over the most recent 10 years

1.1.3 Women entrepreneurship

Entrepreneurship and business in general have been male dominated for decades but this has changed over the years (Njery & Bwisa,2012) nowadays women empowerment has been increasing so rapidly all over the world and women are starting their own business to seek greater control over their personal and professional lives. It can be seen that women entrepreneurship is a growing phenomenon and has had a significant economic impact in all economic. Women entrepreneurs significantly contribute to the success of the economy. They shape and redefine the work place, business networks, financial institutions and culture. A number of initiatives have been designed to motivate women entrepreneurs. The experience of women in business is different from those of men. There are profound gender differences in both women experiences of business ownership and the performance of women-owned firms. Women-owned enterprises have their fair share of challenges and constraints that need to be addressed and specific needs have to be identified to help them perform at par, if not better, than their male counterparts.

1.1.4 WOMEN ENTREPRENEURS IN INDIA

In the past couple of decades, the status of women in Indian society has changed drastically. Today women have been playing a vital role in the growth of the Indian economy and have made a big impact and got success in almost every sector. Vandana luthra ,kiran mazundar shaw, priya paul, Rita kumar ,are some of women entrepreneurs who have done somethings different to boost the Indian economy and inspired other women. In India, though women are playing a role due to the lower status of women in the society. Government of india described women entrepreneurs as an enterprise/venture owned and controlled by women having at least 51% of employment generated in the organization to women . Right efforts in all areas are vital in the development of women entrepreneurs and their greater involvement in the entrepreneurial activities. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. This is great news. But, a part of women in some parts of the country still do not know their power. Most of the women entrepreneurs run their business through online in india.

1.1.5 WOMEN ENTREPRENEURS IN TAMILNADU

The Micro ,Small and Medium Enterprises(MSME) play a pivotal role in the economic and social development of the Tamil Nadu, often acting as a nursery of entrepreneurship. In Tamil Nadu each city has its own set of products that are manufactured by women entrepreneurs using indigenous skills. Most of these products are made with locally available materials and the skills available in production are seldom found in other cities. been taken up by women since long 5 entrepreneurship on the modern lines has been found in industry

and trade and service concerns only for the last one decade or so. The modern Tamil Nadu women is different from the housewife of past, to whom selling or running a business carried a stigma which she found difficult to shake off. Women entrepreneurs in Tamil Nadu possess organizational abilities, marketing skills, entrepreneurial skills and efficiency and novel ideas.

1.1.6 WOMEN ENTREPRENEURS IN THOOTHUKUDI

In Thoothukudi the most common field for women is formal employment. However, lack of sufficient employment opportunities in the organized sector force women to seek alternative. It is entrepreneurship that can enable women not only to participate in the process of economic development, but also empower them. Women are most successful entrepreneurs. But many women face challenging constraints in the form of finance, scarcity of raw materials, stiff competition, limited mobility, family ties, lack of education, and lack of risk-bearing ability. These may also face by them day to day life to run their business successfully. In thoothukudi both government and non-government agencies need to play a vital role to empower the women empowerment. Most of women entrepreneurs in thoothukudi run their business with their whole power to success in their business. They also ready to take any risk to make money through their business for their family or their future. They have various of need to run their business successfully like financially, childhood passion, good guidance time pass. In thoothukudi mostly entrepreneurs may run service-oriented business, that make them easy to manage both their personal and work life.

1.2.1 OBJECTIVES OF THE STUDY

1. To study the demographic profile of women entrepreneurs.
2. To find out the ways to overcome the problems faced by them.
3. To study the problems and challenges faced by the women entrepreneurs.
4. Create an enabling environment the supports the creation and growth women enterprise which generate quality jobs.

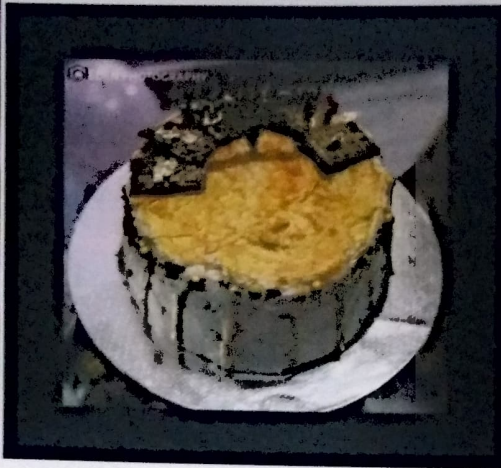
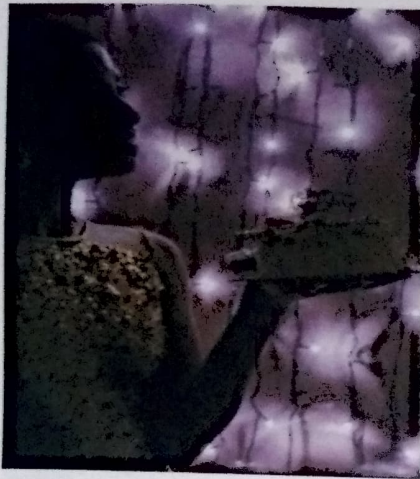
1.2.2 SCOPE OF THE STUDY

- This study based on including factors of successful women entrepreneurs in Thoothukudi corporation.
- To analyses the including factor to become an entrepreneur and help them to access more business opportunities which lead them to broden their business

CHAPTER-2

PROFILE OF STUDY

2.1.1 MC—PAPOON BAKES



NAME: H.Jesu Swetha

AGE: 19

OCCUPATION: Entrepreneur

KNOWN FOR: MC – Papoon Bakes

NATURE OF BUSSINESS: Cake Bakes

NO. OF YEAR IN BUSINEES: 5yrs

NO. OF EMPLOYEES: NIL

Jesu Swetha is a owner of MC – Papoon Bakes. It was happened in the year 2020. When she was schooling she had an interest on Baking. And after completed schooling she is doing UG as a student of st.mary's college ,Thoothukudi for 3yrs.

She decides to get into her own business. She says that, She has started her own business to earn money.

ACCOMPLISHMENT: Compliments from customer and being a business women

2.1.2 HERBALSPLUSTOUCH



NAME: Sri Lakshmi preethi

AGE: 19

OCCUPATION: Entrepreneur

KNOWN FOR: Herbalsplustouch

NATURE OF BUSSINESS: Ayurvedic product

NO. OF YEAR IN BUSINEES: 3yrs

NO. OF EMPLOYEES: NIL

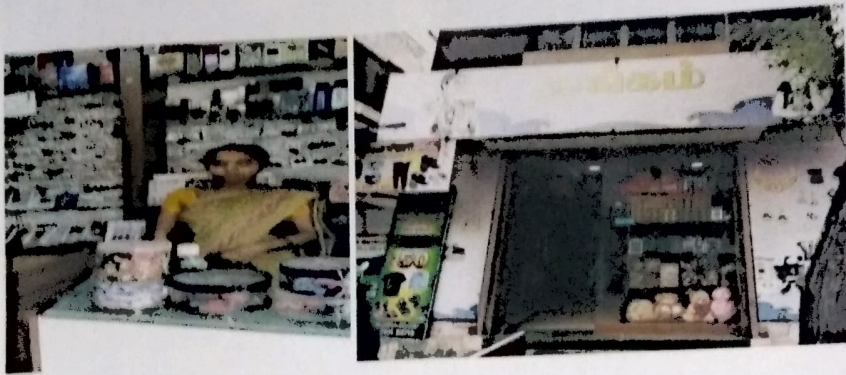
Sri lakshmi preethi is the owner of Herbalplustouch. She started doing homemade products at the age of 18 when she was studying 12th std. Later she develops her homemade products, by selling it through online mode, she has her own instagram page and has more than 1k followers.

She says that she started her business to have personal independence and to obtain recognition. The products she has is usually different from others.

She says her individually is customizing according to her customer satisfaction.

ACCOMPLISHMENT: Being an independent women entrepreneur and getting goodwill from customers

..2.1.3 THANGAM COVERING AND FANCT JEWELS



NAME: P.Kavitha

AGE: 39

OCCUPATION: Entrepreneur

KNOWN FOR: Thangam fancy and covering jewels

NATURE OF BUSSINESS: Jewellerys

NO. OF YEAR IN BUSINEES: 8yrs

NO. OF EMPLOYEES: 1

Kavitha. P is a owner of Thangam fancy and covering jewellery. It was found in the year 2015. She completed only her HSLC. After that she starts her own business with a help of her husband .

She says that she started business to have personal independence and to ensure financial stability. She has a customers in overall district

She has more collection and variety of covering jewellery, fancy items.she says that first when she start a business, she has faced a lot of problem and then later she managed all her problems with the support of her husband.

ACCOMPLISHMENT: Customers satisfaction and being a business women.

CHAPTER-3

ANALYSIS

&

INTERPRETATION

ANALYSIS AND INTERPRETATION

The collected data from the respondent are turned into analysis of the data and interpretations for easy understanding and clarity of the project. The data have been collected with techniques of analysis and presentation. The gathered data reflects the following tables and charts. The data is based on fulfilling the projects objectives. The methods used for analyzing the data are:

- A frequency distribution is an overview of all distinct values in some variable and number of times they occur.
- Ranking analysis is the method to grade the data for better understanding of collected data.
- Correlation is a process of establishing or connection between two or more things. In this we framed a hypothesis for testing the factors significant level. In our analysis we specifically used **PERSON** correlation method .

CHARTS

Charts to make a graphical representation of any set of data. A chart is a visual representation of data, in which the data is represented by templates like bar, line, pie etc.

The chart types used in representing the data are:

- Pie Chart (exploded pie in 3D)
- Bar Chart (exploded bar in 3D)
- Market chart
- Path chart
- Interpolation line Chart

Pie chart is constructed by dividing a circle into two or more sections or slices. The chart is used to show the proportion that each part is of the whole.

Bar chart is a graphic representation of data. Bar charts display vertical bars or cylinders going across the charts horizontally, with the values being displayed on the left side of the chart. The bar chart is shown as 3D.

Market chart is identical to a line chart without the lines. A marker chart shows only endpoints of segments that make each line up.

Path chart is a finite or infinite sequence of edges which joins a sequence of distinct vertices, but with added restriction that the edges be all directed in the same direction.

Interpolation line chart is used to visually compare values to each other.

TABLE 3.1

AGE

| Option | Frequency | Percent |
|--------------|-----------|---------|
| Up to 20 | 26 | 26.0 |
| 20-30 | 36 | 36.0 |
| 30-40 | 30 | 30.0 |
| Above 41 yrs | 8 | 8.0 |

Source: Primary Data

INFERENCE:

The above table shows,

- 44% of women entrepreneurs had experience in 0-5yrs
- 36% of women entrepreneurs had experience in 5-10yrs
- 20% of women entrepreneurs had experience in More than 10yrs.

CHART 3.5
BUSINESS EXPREIENCE

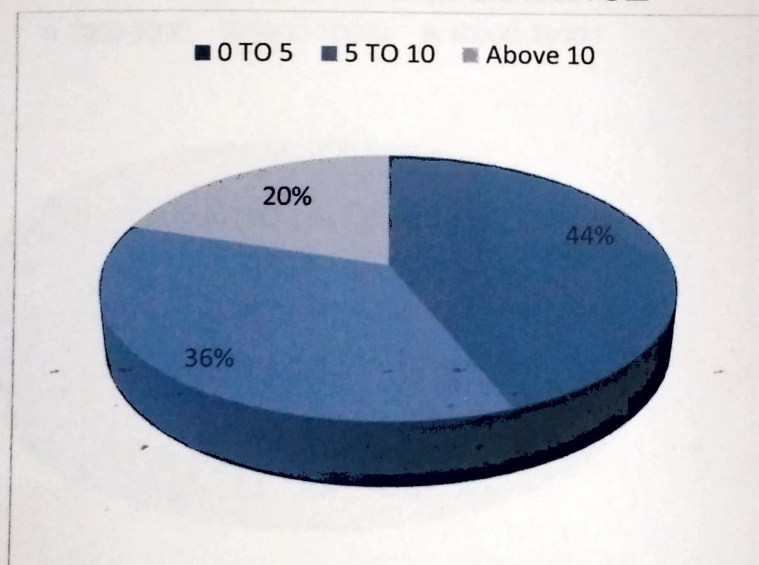


TABLE 3.6
INITIAL INVESTMENT

| Option | Frequency | Percent |
|-------------|-----------|---------|
| 1000-5000 | 16 | 16.0 |
| 5000-10000 | 68 | 68.0 |
| 10000-20000 | 16 | 16.0 |
| Total | 100 | 100.0 |

Source: Primary Data

INFERENCE:

CHAPTER-4

FINDING AND SUGGESTION

The findings of study were based on the response of the respondents

- 26% of women entrepreneurs are under the age of below 10. 36% of women entrepreneurs are under the age of 20-30 .30% of women entrepreneurs are under the age of 31-40. 8% of women entrepreneurs are under the age of Above 41.
- 50% of women entrepreneurs have completed UG.20% of women entrepreneurs have completed PG.30% of women entrepreneurs are Others.
- 64% of women entrepreneurs are Married.26% of women entrepreneurs are Unmarried.
- 32% women entrepreneurs are earning below 5000.60% women entrepreneurs are earning 5000-10000.8% women entrepreneurs are earning 10000-20000.
- 44% of women entrepreneurs had experience in 0-5yrs.36% of women entrepreneurs had experience in 5-10yrs.20% of women entrepreneurs had experience in More than 10yrs16% of women entrepreneurs are earning below 1000-5000
- 68% of women entrepreneur are earning 5000-10000.16% of women entrepreneur are earning 10000-20000
- 60% of women entrepreneurs are earn capital in personal saving.18% of women entrepreneur are earn capital in Bank loan.22% of women entrepreneur are earn capital in Investor fund.
- 32% of women entrepreneurs are working in 5hrs.11% of women entrepreneur are working in 8hrs.57% of women entrepreneur are working in 10hrs.
- 80% of women are student before they become an entrepreneur.12% of women are housewife before they become an entrepreneur.8% of women are social worker before they become an entrepreneur
- 36% of women entrepreneurs start up business 1-5.49% of women entrepreneurs start up business5-10.15% of women entrepreneurs start up business10-15
- 50% of women entrepreneurs motivator in own boss.30% of women entrepreneurs motivator in relation.20% of women entrepreneurs motivator in friends.
- 30% of women entrepreneurs cost of rent1000-2000.46% of women entrepreneurs cost of rent 2000-3000.24% of women entrepreneurs cost of rent 3000-4000.
- 67% of women entrepreneurs challenge in entrepreneur.24% of women entrepreneurs challenge in money.9% of women entrepreneurs challenge in friend92% of women entrepreneurs are can able balance their personal and work life
- 8% of women entrepreneurs are cannot able to balance their and work life
- 40% of women entrepreneurs strategy in sales.32% of women entrepreneurs strategy in discounts.28% of women entrepreneurs strategy in advertising.

SUGESSTION

Based on the finding, of the study the following suggestions are made by the researchers the last objective of the study is to given relevant suggestion and conclusion which are below:

- Every entrepreneur must do SWOT analysis for the welfare of their business.
- Having Mentor absolutely helps them face barriers in business
- Online marketing will help them to wide their business and also increase their customers.
- Good service to customers and make a very pleasant atmosphere may attract more customers
- Women entrepreneurs should joint together support one another innovate the society in a different way and increase girl power.

CONCLUSION

Today women are willingly interested to take up activities and do things on their own to improve their standard of living the society. In our study the successful women entrepreneurs also face problem like competitors infrastructure, technology, problems. These problems are having never break their confident to do their, business, because they self- motivated them to do face anything the cross their path.

**“SUCCESS DOESN'T COME FROM WHAT YOU DO
OCCASIONALLY.**

IT COMES FROM WHAT YOU DO CONSISTENTLY”

QUESTIONNAIRE

ANNEXURE-2

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**PROJECT ON STRESS MANAGEMENT PRACTICES FOLLOWED BY
HOSPITAL EMPLOYEES DURING COVID 19
(SPECIAL REFERENCE TO THOOTHUKUDI)**

A Project report submitted to

St. Mary's College (Autonomous), Thoothukudi.

AFFILIATED TO

MANOMANIAM SUNDARANAR UNIVERSITY

In partial fulfilment of the requirements

For the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted

By

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ASSISTANT PROFESSOR



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ST.MARY'S COLLEGE (AUTONOMOUS)

(Re-accredited with 'A+' grade by NAAC)

THOOTHUKUDI-628001 MARCH 2022

DECLARATION

We hereby declare that the project entitled, “**A STUDY ON STRESS MANAGEMENT PRACTICES FOLLOWED BY HOSPITAL EMPLOYEES DURING COVID – 19**” submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 17 . 05 . 2022

Signatures of the Students

1. M. Divya Nithulakshmi
2. N. Jency
3. Kavya Eswari. S
4. D. Sumathi

CERTIFICATE

This is to certify that this project work entitled “**A STUDY ON STRESS MANAGEMENT PRACTICES FOLLOWED BY HOSPITAL EMPLOYEES DURING COVID – 19**” is submitted to **St. Mary’s College (Autonomous), Thoothukudi** affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI** in partial fulfilment for the award of degree of **Bachelor of Business Administration** and is a work done during the year 2021 – 2022 by the following student.

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Divya Muthulakshmi.M
Jency. N
Kaviya Eswari. S
Sumathi.D

REGISTER NUMBER

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19SUBA15
19SUBA29



Signature of the Guide



Signature of the H.O.D



Signature of the Director
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First of all, we thank the **ALMIGHTY GOD** for giving the courage and strength to complete our report successfully.

We express our heartfelt gratitude to our **Principal Dr. Sr. A.S.J. LUCIA ROSE** and we are deeply indebted to our **Director Rev. Sr. Josephine Jeyarani** for giving the opportunity to complete our report work in their esteemed institution.

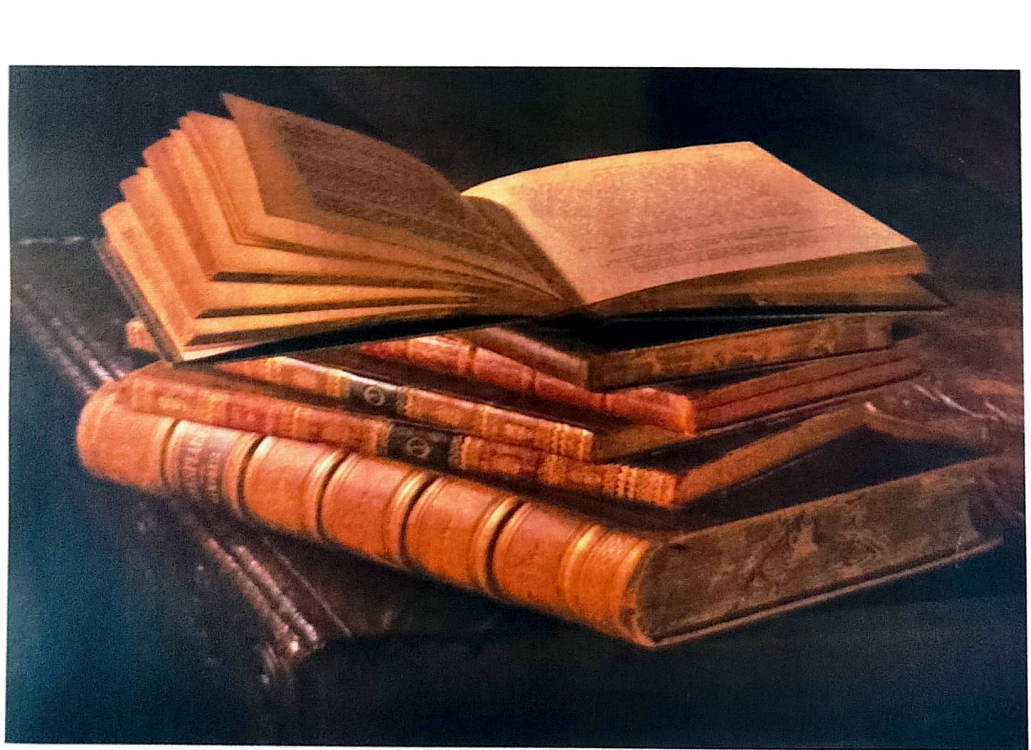
We express our sincere thanks to our Head of Department **Mrs. S.GAYATHRI, M.B.A.,M.H.R.M.,SET,Ph.D.**, who has steady source of stimulus for giving unlimited ideas with optimistic and individual guidance of the development of the report.

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CHAPTER-1

INTRODUCTION



1.1 INTRODUCTION

Stress management can be explained as interference planned to decrease the effect of stressors in the hospital. These can have a separate central point, focus at enlarging an personal capacity to manage with stressor. The aim of stress management is to control the stress of day to day life between worker. Many contrasting procedure may be holding down a job, such as bio feedback, thinking and manipulation consultant work with personal in organization to decide what stress management scheme will work foremost for that individual.

Work engage in a analytical character in the lives of personal which has give to the situation of Stress for one and the other personal employees and the firm stress, at job, is one of the warning in presuming that a well programme of job to worker. The stress persuade due to part accomplish by peculiar as worker at hospital, has been one of the most effective regulatory stressor, the end result of which have been established to be expensive to the firm. The precursory education in the zone of investigation specify that the character stress as a situation has been barely been recognize in its absolutely and extensize in case of trade banks especially in the indian condition. Most aggressive banking construction has exact assorted role necessary on workers arise into stress.

Stress is something that occur in our daily lives and in usually with a particular event such as work, family or other responsibilities. There are many circumstance that we cannot control but there are ways to command how we deal with certain situations. Effective stress management is something that our lives can go a little more evenly. Stress management is as easy as taking a walk. It was been demonstrate that physical activities would improve a person's mental health, help with misery, and relieve the side effect of stress. This makes a person's heart rate get larger and will be more likely to be affected by stress. It is vital that stress management approach are implemented into our daily lives. Survive with stress is individualized task and one system over another may not be senior. A person that is stressed takes so much from here from his or her health and presentation levels. Productive, increase management pressure, and makes people ill in many process, evidence of which is still increasing. Workplace stress affects the performance of the brain, including function of work performance; memory, close attention, and learning. Stress at work supply a serious risk of legal action for all employees and organization, carrying notable liabilities for damages, bad public attention and loss of reputation. Dealing with stress related declare also consumes vast amount of management time. So, there are clearly powerful economic and financial reason for company to manage and decrease stress at work, aside from clear humanitarian and moral consideration

The need toward have the safest employed environment and the best standard of health care delivery to patients by nurse cannot be overstress. It is therefore imperative to identify element that would promote these aim and to prevent other bleak factors from impeding their reaching. Work stress has been recognized as a main matter in service delivery in every firm and in the most field of labour. How this work stress affect nurse in healthcare academy, how they cope with it and the outcome effect of coping strategies on their product forms the essence of this

work . It is a normal consideration that human environment is prepared to costumes and weep related with every day incident .These manifest in the shape of stress and pressure as notice in normal life. Nurse and other healthcare executive are exposed on daily basis to better stages of stress and tension appear from the demand of their position

According to sexton et al . (2009) , nurse are exposed to great stressor arising from the order of their jobs . These stress factor could be bad staffing , big workoverload , communication breakdown, death and sometimes force arising from medication delusion. They argue that nursing is bit of the medical career with the high demand for high post decision and high level charge . There is also a factor of feeling and supportive care for terminally ill patients and the pain of pass. The profession also exposes nurses to causal but unavoidable long working time, lots of paper work and other social immorality like physical abuse from either the patients or their families .Healthcare workers mainly nurse are liable to those stress including elements seen in medical care and such are applicant for deep scrutiny because of the intimation of their action and neglect on the general good health care of patients.

Quite a number of researcher have glance into work related stress, but in the fear of few decagon, there has been considerable get bigger in the place of life ,with gaint increase of change in the creation of many people and organization .Stress is now known as a world wide situation and a domesticated word vary from homes , families and organizations .Twenty -six percent of the young nurse specify that they often considering leaving nursing .Some factors were in charge of for this consideration , such as personal collapse and dissatisfaction with work plan were based on quantitative data to goal to leave .There were also poor good time for development low affective executive commitment ,low job satisfaction ,work family dispute and high quantitative work order correlated with nurse intentions to go away from the profession ,by identifying the factor that impact young nurse decision to leave nursing and device targeted preventive measure ,it could be achievable to retain more nurses in the sward .There is a global shortage of nurse , according to WHO the disaster of the workforce in the field of fitness is seriously affecting many countries capacity ,such as the UK ,the USA and finland ,finland presently are experiencing a poverty of registered nurses.

Lack of nurse and high nurse rotation represent problems for nurse and medical management in terms of cost ,the potential to care for patients and the status of care given .The oversupply or scarcity of registered nurse can be use as an measure in any organization ,either private or public sector ,or in overall work market for nurses. The extent to which nursing staff always have to work additional hours is a further indicator ,employment difficulties can also be even by the number of months the position has remained unfilled .One of the cause for this is that ,the demand for nurses is get up in many countries because of increasing command for health care services ;this is result for expand in population .In finland the estimated number of 65 years old is given to be will be a region of finished population another logic is the advancement in medical exercise and technology , as well as changes in public beliefs of health care system increase demands for index nurses .In addition there is an grow in the decreasing rate of the number of those ended the education needed before nurse training .Optional turnover is decreasing the toil

supply in the nursing field ,from some of the announce one in five nurses are expected to end the profession within the next 5 years .

Also families at place of residents having been engage in one private activity or the other always use the name I am stresses ,in organizations, Stress itself is a badly understood phenomenon ,and our grip of how to cope with it is motion less than perfect over the years ,analyst especially healthcare researchers have absorption interest in studying work connected stress most studies have be visible that work situation has sure demands and meeting these demands can guide to stress .Consequently these learning have shown that stress job related stress is a real issue both to the health care organization and health care paid .As far as life is concern ,stress is a imperative and common problem similar with it ,stress has undesirsble outcome in the emotional, mental and bodily wellbeing if an individual ,thus we can say that pressure can be physical and psychological and then guide to decrease quality of life and bad organizational performance .

The health care abode is a notable work place alike with high work stress and tall level of fatigue due to gaint demands according to health care professionals are normally exposed to stress at their organization nad thus they usually involvement in stress in their work performance .The now study concerns with the organization of stress among health care executive ,the studies associated more turnover among health care professionals with big levels of strains and stress and less levels of work pleasure ,they engage in actually demanding tasks on a daily bottom and are often reveal to people's needs ,problems and sick .

As a result, they are at high threat of occupational tiredness and physical protest merely due to high demands at job .The aftermath of which sequel in increased discontent with their work domains well as to a lack of volume to take care of themselves mainly their health a lot has happen in the health care environment ,with progress in technology , change in direction with new roles and mew assumptions, limited training in the new work duty ,increased consumption of health care well and services ,shortage of healthcare private and insufficient competence at work chore are shown to be shown to be source of tension and stress for health care paid . Thus the conceptual framework that was used for this learning is work appointment and change.

Stress is part of day to day income of every single. We generally trust that stress id create by the external affairs and the act of the environment. but we want to emphasis the reality that the stress is caused by our response to the external environment .The way in which we perceive and understand the various or the particular incident creates same event can bring pleasure and cause .The stress of excite ,creative successful work is helpful ,while that of failure, disgrace or infection is harmful . selye believed that the microbial effects of stress would be skillfull irrespective of whether the circumstance was positive or gloomy.

Stress is a fact of entity ,whatever you are and anyway you are doing .you cannot keep away from stress ,but you can acquire to manage it so it doesn't precide over you .Change in our existence such as move to college ,getting married ,exchanging jobs ,or illness are requiring sources of stress .keep in brain that changes that cause stress can also interest you .Moving away from home to be at college ,for example, creates personal development lucky chance new

challenges ,friendly ,and living ordering . That is why its important to know identity and carefully examine the causes of stress .Learning to go this grasp time and although you cannot stay away from stress ,the good news is that you can reduce the harmful effects of stress, such as sorrow or hypertension . The key is to grow an awareness of how you in catch ,and react to ,circumstance . This awareness will help you matured coping techniques for control stress.

On March 11,2020, the world health organization (WHO) proclaim coronavirus (COVID 19) a pandemic .Which means a world wide disease outbreak threatening the whole world

COVID -19 is an conveyable disease caused by coronavirus. Coronaviruses are a big family of viruses that cause sickness ranging from the usual cold to more severe disease such as middle east respiratory syndrome. A tale coronavirus is a new tension that has not been formerly identified in human '(WHO ,2020 a). There are transmitted between animals and humans . Their include fever ,dry cough ,shortness of breath and breathing difficulties ,tiredness with possible manifestation of aches and pains ,nasal congestion ,running nose ,sore chroat or diarrhea.

1.2 MEANING

Stress can be affect anyone , anytime , anyplace .What's important to know is that stress can actually be good for you .It is only when stress reaches unimaginable levels that in hinder our progress and makes you be feel frustrated and sad .

Stress can involve a recent change or a daily pressure .Stress happens to everyone and can be motivating and productive or negative and destructive .Tension and anxiety as well as depression are frequent emotional consequence of stress.

The mind and body are linked throughout our lives .we must learn to respect both our emotional and physical needs and we will lose our equilibrium and ability to adapt.

1.3 DEFINITION

WILLIAMS described 'stress' as "one of the most inaccurate words in the scientific literature" because it is used to describe "both the source and the effects of stress process"

The term "Stress" as it is currently used was coined by HANS SELYE in 1936, who defined it as "the non – specific response of the body to any demand for change.

1.4 OBJECTIVES

- To find the learning during the pandemic
- To find the available resource of environment in hospital
- To study the stress management practices during covid time by hospital employees
- To analysis the risk management system among them
- Pursue how the employees in hospital give safety measure to their patients in covid time.

1.5 STUDY OF SCOPE

The scope of this would be to identify the stress of the employee at different levels face in the organization and how much mentally they are fit to face this kind of stress .To learn the way the organization deals to handle the kind of stress the employee face . To know how the organization gets affected due to the stress faced by the employee . The study also employees on how women get stressed and how they handle the stress and study mentality fit .

1.6 LIMITATION OF THE STUDY

- One of the most importance limitation was the time period. The time period was not sufficient .
- The other limitation was the non-cooperative nature of the people to give information and interview
- An important limitation was the ares of the study which cover only thoothukudi district. Where in market information collected cannot be a final key .
- The employees were not willing to disclose then view openly
- Sample for the study taken is of only 50 consumers .This can also act as a constraint in the study .
- The investigators intended to cover only few areas of stress relevant to the proposed study.

1.7 COLLECTION OF DATA

For our project work data is collected from both primary and secondary resources

1. PRIMARY DATA

Primary data was collected from 50 samples response .A Questionnaire is developed and given to respondents to make the survey

2. SECONDARY DATA

Secondary date have been collected from the article in internet .

1.8 CAUSES OF STRESS DURING COVID

- ORGANISATIONAL RELATED STRESS
- INTERPERSONAL RELATED STRESS
- WORK RELATED STRESS
- FINANCE RELATED STRESS

ORGANISATIONAL RELATED STRESS

- Organisational culture

- Bad management practices
- Job content and demand
- Physical work environment
- Worrying about something
- Lack of promotion prospects

INTERPERSONAL RELATED STRESS

- ❖ Family
- ❖ Friends
- ❖ Interaction between two or more people
- ❖ To understand the patient
- ❖ Non verbal communication
- ❖ Problem solving

WORK RELATED STRESS

- Lack of support
- Long hours
- Changes to duties
- Heavy workload
- Boring work
- Discrimination

FINANCE RELATED STRESS

- ✓ Loan repayment
- ✓ Low increment
- ✓ Low income to meet expenses
- ✓ Situational stress

REVIEW OF LITERATURE:

Judith E. Arnetz, Courtney M. Goetz, and Eamonn Arble(2020) Conducted a study on topic " Nurse Reports of Stressful Situations during the COVID-19 Pandemic: Qualitative Analysis of Survey Responses" This study states that Exploration of nurses' perceptions of stress during the pandemic's early phase provides important insight into the nature of nurses' experiences and potential measures that healthcare institutions can take to mitigate nurses' stress. Providing nurses with adequate personal protective equipment is one concrete measure that can help to keep nurses safe and to alleviate their fear of becoming infected. Healthcare units should provide opportunities for nurses to discuss the stress they are experiencing, support one another, and make suggestions for workplace adaptations during this pandemic. Healthcare institutions and nurse managers need to recognize these sources of stress in order to identify potential organizational interventions to maintain nurses' health, safety, and well-being.

Mohammed Goda Elbqry, Fatma Mohmed Elmansy,Haydy Hassan Sayed (2020)Conducted a study on topic " Effect of COVID-19 stressors on healthcare workers' performance and attitude at Suez Canal university hospitals " This study states that Most of the health care workers had satisfactory level of knowledge and infection control measures.Approximately all of them had positive attitude regarding COVID-19Most of the health care workers had moderate COVID-19 psychological stress levels. But few of them had severe COVID-19 psychological stress levels.There is a significant correlation between COVID-19 psychological stressor levels and satisfactory level of knowledge among medical participants.

Suzanne Rose, Josette Hartnett, Seema Pillai (2021) Conducted study on topic " Healthcare worker's emotions, perceived stressors and coping mechanisms during the COVID-19 pandemic " This study states that The COVID-19 pandemic has caused tremendous strain on the healthcare system and its workers who find themselves on the front lines, fighting to treat and contain this virulent disease. Our HCWs faced extreme stress and experienced significant conflict between their duties as HCWs versus safety concerns for themselves as well as their patients, colleagues, and families. The results of this study are similar to those findings reported by staff during the 2003 SARS outbreak, and when facing the MERS-CoV epidemic. Therefore, we can conclude that psychological reactions to extreme stress are common among HCWs caring for patients during highly infectious epidemics/pandemics. The emotions of HCWs working in high-risk environments, their stressors, and how

CHAPTER-2

COMPANY PROFILE



VOC PORT TRUST HOSPITAL



VOC Port Trust Hospital is a large modern medical facility which can be found at Harbour Estate, Tuticorin Beach Road, Salt Pans, Muttayyapuram, Tamil Nadu, India. It is a general hospital situated in the central part of the city, quite close to the local port. The facility is very clean and offers very good quality medical services. There are a large number of the departments starting from an emergency one and ending up with martial facility. The patients who had visited the hospital left positive reviews and reported about high qualification of the doctors and the whole medical personnel of the hospital.

MISSION

“To be the preferred indian port”

VISION

To provide efficient seaport and logistics services of the best value to our customer

ARR HOSPITAL



ARR Hospital is a leader in providing the highest quality healthcare in Gynaecology and Child care. We have received widespread recognition for the outstanding quality of care we provide.

Mission and Vision

VISION

To bring healthcare of International standards to this region, to evolve as a premier hospital in the country and to TOUCH the lives of the people we serve through excellence in clinical care, quality and commitment.

MISSION STATEMENT

- To provide Hope, Care and Cure.
- To provide compassionate, accessible, high quality, cost effective healthcare to one all.
- To **serve with a patient's** first motto and to work towards a patient- centered care.
- To develop, share and apply new knowledge and technology in the delivery of patient care through research and technology integration.
- To play an active role in promoting and improving health within our community and to build a strong, integrated system for regional health-care delivery.
- To hold ourselves accountable to high standards those are observable, measurable and apply to all departments and employees of the hospital.
- To be the centre of excellence for medical research and academics.
- To cultivate an environment of trust, honesty, mutual respect, equality, and ethics.
- To work continuously to improve medical care to sustain and further improve clinical outcomes, patient safety & patient satisfaction.

ABOUT US

Among the finest hospital in the city, **ARR HOSPITAL** in melur tuticorin, thoothukudi is known for offering excellent patients care. The clinic is located near centrally in melur tuticorin, a prominent locality in the city. There is no dearth of public modes of transport to reach the clinic from all major areas of the city. **SERVICE OFFERED** ARR hospital in melur tuticorin, thoothukudi has well equipped clinic with all the modern equipment. The clinic has separate waiting and consultation areas which allow enough space for patients to wait conveniently at the clinic. Being a specialized hospital, the doctor offer a number of medical services.

AVM HOSPITAL



MISSION

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VISION

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ABOUT US

Avm hospital founded by Mr.Akhilesh madhavan and Mrs.Akhilesh in the memory of their father Late Mr.Madhavan, Mr.Akhilesh's aim to provide good quality palliative care who has disease like cancer and long time illness. The founders are from medical background who lives and work in UK, in India palliative care are not up to standard like UK, we found that medical care is good but symptoms management is very poor or not upto standard, so founders aim to provide good pain and symptoms management. Once the patient is admitted to avm hospital we are able to provide care, we don't need any help from families for food or laundry, we also maintain high standard of care with affordable price.

BE WELL HOSPITAL



The Be Well group of hospitals hopes to see more people in India and around the world getting non-compromised, evidence-based healthcare. Working towards this end, Be Well has been setting up hospitals with world-class infrastructure in locations that currently have limited access to healthcare.

BE WELL is a chain of "Small Giant" Multispeciality hospitals creating the most innovative healthcare infrastructure for small towns in India. It spreads health awareness in engaging ways that shift the community focus from "Get Well" to "Be Well. VISION "Accessible and affordable quality healthcare with compassion"

MISSION

- "To establish a network of private hospitals to deliver quality healthcare"
- To establish secondary care hospitals (50 to 75 beds) in all peri urban & district head quarter towns across India and create a bigger network delivering big promises. BE WELL will become the first organised private player in this "secondary plus healthcare model", an integrator between primary and tertiary care hospitals.
- To speed up the process of ensuring easy access to quality and affordable healthcare, we are also using our expertise and experience to help others in India set up hospitals that meet high quality standards. We support you right from evolving the concept to facilitating everyday operations of your hospital.

ABOUT US

Dr. C.J. Vetrievel. Founder, Chairman & Managing Director. Dr. Vetrievel is an Orthopedic Surgeon and has practiced medicine for a decade at various international medical institutions in Maldives, Switzerland, Germany, United Kingdom, Ireland and Australia. Prior to founding Be Well hospitals, he was the Chief Operating Officer of the Projects Division of Apollo Hospitals, Chennai. He has held many senior managerial positions in the Apollo Hospitals group for more than ten years and was in charge of setting up large scale Multispecialty Hospitals in India and abroad.

SACRED HEART HOSPITAL



“YOUR HEALTH IS OUR PRIORITY”

“Heal To Reveal the Healer”

Sacred Heart Hospital, Tuticorin was started in 1960 as a small dispensary by sisters of St. Ann Luzern. In the year 1961 a small hospital was built to accommodate and take care of the mothers and children. As there was steady flow of the patients, there was a felt need for a large hospital. Through the continuous and tireless effort of Sr. Paula Graff, the hospital gained popularity in subsequent years and many patients started coming from distant places.

OUR MISSION

To ensure life in its fullness after the example of Jesus, compassionate love, we envisage to reveal Jesus the healer to the suffering humanity.

OUR VISION

To uphold the sanctity of the person and to build a healthy society where people especially the sick and the poor attain and maintain holistic wellbeing and live in harmony with the creator and the creation.

OUR CHARISM

Live to reveal the merciful love of God

OUR MOTTO

All for the love of God

ABOUT US

Sacred Heart hospital, Tuticorin was started in the year of 1960 as a small dispensary by a sisters of Anns Luzern. In the year of 1961 a small hospital was built to accommodate and take care of the mother's and children's. As there was a felt need for a large hospital. Through the continues and tireless effort of sr. Paula graff, the hospital gained popularity in subsequent years and many patients started coming from distance places. The hospital was blessed on 10th December 1971 by Bishop Ambrose of tuticorin diocese and the new hospital with 150 beds was declared open on 13th December 1971 by thiru. Anbalagan M.A, health minister, Tamilnadu

PRESENT HISTORY

Sacred Heart hospital is a full-fledged general Hospital with 250 beds and all of the departments associated with a hospital of its genre. It provides high quality health care to meet the medical needs of the process without distinction of caste, creed or socioeconomic status

SUNDHARAM ARULRAJ HOSPITAL,



SUNDHARAM ARULRAJ HOSPITAL,

SAH is a 100 bedded multispecialty hospital in Tuticorin with all modern health care facilities and departments under one roof. We have imbibed a spirit of providing best care.

SERVICE OFFERED

Everything that relates to patient care at SAH ultimately comes back to Quality Services. The quality of care and services is the most important. RESEARCH Dr.S.Arulraj Health and Educational Foundation jointly with Sundaram Arulraj Hospital is rendering various services in the field of Education.

ABOUT US

SAH is a 100 bedded multispecialty hospital in Tuticorin with all modern health care facilities and departments under one roof. We have imbibed a spirit of providing best care to the people in the Pearl City, Tuticorin. The infrastructure and facilities available in our hospital itself portrays our commitment to give the very best to our patients and clients and their relatives, complemented by our team members, comprising of experienced full time doctors and a very efficient and cordial paramedical staff... **With the support of the people and professional colleagues, the present Sundaram Arulraj Hospital** was born to be the first ISO 9001:2000 certified 100 Bedded Cardiac and Multi specialty Hospital with all Tertiary care Medical facilities under one roof. To satisfy my Academic and Teaching skills I played an active role in the Indian Medical Association and Association of Physicians in India, at Tuticorin, Tamilnadu and finally to the Head Quarters, New Delhi. This elevated me as the Dean of IMA College, NewDelhi for 1996- 1998 and further as the

National President of IMA 2002-2003. As the National President of IMA I started broadening my vision towards the Public Health of the India and worked with the following:

VISION

Healthy India

MISSION

- Doctor society friendship
- This public Health vision pushed me up to the International arena as Vice President of Commonwealth medical Association 2004-2007 at the meeting in Ghana.
- Further commonwealth countries unimously elected me as the President of Commonwealth medical Association for 2007-2010.
- First Indian to get this unique honor
- This international Position enlarged my vision towards the Health of Developing & under Developing Countries.

RAJESH TILAK HOSPITAL



Rajesh Tilak Hospital has 100 beds and with a fully equipped 10 bedded neonatal intensive care unit and 7 bedded intensive care unit & CCU with 3 fully equipped Operation Theatres, Labour Ward, Computerized Laboratory, Pharmacy, Radiology, USG, ECHO, Colour Doppler, Treadmill, ECG, EEG, Physiotherapy Department, Dialysis, Lithotripsy, Infertility Centre and Blood Storage & distribution centre. It is a multi-speciality hospital which specializes in Pediatrics, Neonatology, Obstetrics and Gynecology, Infertility, Orthopedics, Neurosurgery, Urology, General surgery, ENT surgery, Plastic surgery, Diabetics, Diabetology, Neurology, Nephrology, Physiology, Surgical Oncology, and Physiotherapy.

ABOUT US

Rajesh Tilak Hospital has originated from the formerly Fatima Speciality Hospital. Our Hospital has been registered on 19th August 2013 and commenced its operation on 19th August 2013. RTH is a fully fledged private specialist hospital located in 107J/79/53/1, 2, 3, P. C Road, Millerpuram West, with comprehensive medical and health care services serving as a “One Stop Health Care Centre”, utilizing the latest technological equipment and supported by a team of specialists, trained and skilled medical and paramedical personnel. RTH provides quality competitive health care treatment and services for whomever, it is necessary. RTH is strategically located at Tuticorin in TamilNadu. Tuticorin, popularly known as the Pearl City is famous for imports and exports in Business and is a recognized sweet memorial place. RTH is providing 100 furnished rooms, general wards, single standard rooms, junior suites and VIP suites which are air conditioned with television and telephone facilities.

OUR PROFILE

Rajesh Tilak Hospital is a 100 bed multi-speciality hospital located at Millerpuram, Tuticorin. Our group is also maintaining two other speciality hospitals. Fatima Hospital being one of them was initiated by Dr. Philomina Tilak, the mother of the Chairman Dr. Rajesh Tilak. The other is Fatima Speciality Hospital located at Pudukottai. Our hospitals have opened doors to modern medicine and latest technologies. All our hospitals have the state-of-the-art facilities designed in accordance with the standard norms. To ensure the delivery of our services enabling patient, families, guests, health care professional, and our associates to make the best use of our facilities and environment consistent with our philosophy and commitment to the patient care, health education, and strategic initiative.

EBENEZER HOSPITAL



Ebenezer Hospital is a well established and one the finest hospital in Tuticorin city. Its been up and running since 2015 under the efficient Dr. Davis Prabhakar MD(general medicine). It is well know for its patient care and excellent OPD consultation and treatment. It is located in the Palayamkottai road, opposite to British bakery in one of the hotspots of Tuticorin. Services offered include OPD consultation for all general body disease and chronic diseases like diabetes, hypertension arthritis etc , in patient admission and management, a blood investigation lab, ECG, X-ray, treatment of wound infections. We have opted to open online practice especially now in view of the COVID pandemic to help people get the right guidance and treatment at the right time

VISION STATEMENT

To create an Integrated World Class Healthcare System, Fostering, Protecting, Sustaining and Restoring Health through Best in Class Medical Practices and Cutting Edge Technology developed through in depth Research carried out by the World's Best Scientific Minds.

CORE VALUES

The corporate value system at Artemis is founded on three pillars – Service, Compassion and Integrity.

CARE FOR CUSTOMER

- Respect for Associates
- Excellence through Teamwork
- Always Learning
- Trust Mutually
- Ethical Practices

MISSION

- Deliver world class patient care services
- Excel in the delivery of specialized medical care supported by comprehensive research and education • Be the preferred choice for the world ' s leading medical professionals and scientific minds • Develop, apply, evaluate and share new technology
- Be an active partner in local community initiatives and contribute to its well-being and development

ROYAL HOSPITAL



ROYAL HOSPITAL

Royal hospital in Thoothukudi is a leading orthopedic specialty hospital dealing in all bone and spine fractures. Dr Shafer is the specialised in all fractures and ligament injuries and spinal problems. Royal hospital has two advanced operation theatres with latest work station and c arm facilities. The best treatment is given and high quality, standard and sterile implants (plates or rods) **are used for surgery**".

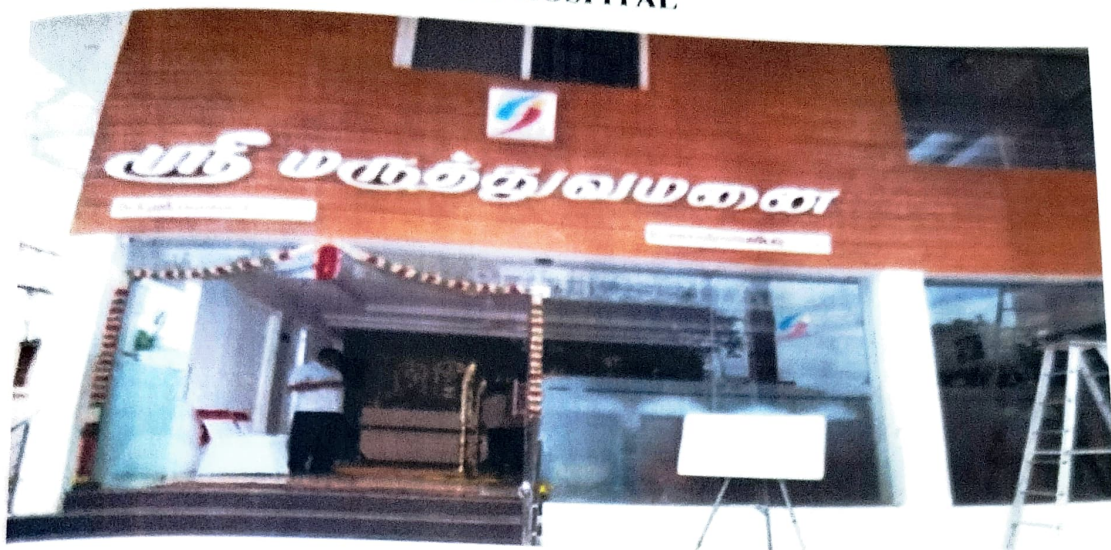
OVERVIEW:

Royal hospital in mappillaiyarani, thoothukudi is a top player in the category orthopedic hospital in the thoothukudi. This well-known establishment acts as a one- stop destination servicing costumer both local and from other parts of thoothukudi. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customer, which contains to grow by the day. This business employs individuals that are dedicate towards their respective rouls and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aime to expand its line of products and services and cater to a larger client base. In thoothukudi, this establishment occupipes a prominent location in mappillaiyarani. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Ettayapuram Road, near safty traders, Near Hyundai car showroom, which makes it easy for first-time visitours in locating this establishment. It is known to provide top service in the following categories: hospital, orthopaedic doctors, orthopaedic hospital.

PRODUCTS AND SERVICE OFFERED:

Royal hospital in mappillaiyarani has a wide range of products and services to cater to the varied requirements of their costumer. The staff this at this establishment are courteous and prompt at providing any queries or questions that you may have.

SRI HOSPITAL



SRI HOSPITAL

Aim at providing the best care to our patients. We at Sri Hospitals aim at providing the best care to our patients with orthopaedic care bring the core strength. The qualified team of doctors is supported by competent staff. With quality infrastructure and the latest medical technology our goal is to make every patient who comes to us believe in our

Motto

We care, We Heal, We Lead.

OUR FACILITIES

- 24/7 ACCIDENT & EMERGENCY
- 24 HRS LAB
- 24 HRS X RAY
- PHYSIOTHERAPY & FITNESS
- NEW BORN & PAEDIATRIC CARE
- IMMUNIZATION CLINIC
- PHARMACY
- ULTRASOUND
- ECHO OUR SERVICES
- ORTHOPEDICS

- PAEDIATRICS
- PLASTIC & RECONSTRUCTIVE SURGERY
- HAND SURGERY
- FACIOMAXILLARY SURGERY
- COSMETIC SURGERY OUR SPECIALITIES
- FOOT AND ANKLE
- TOTAL HIP REPLACEMENT
- TOTAL KNEE REPLACEMENT

ABOUT US

Had been suffering from severe knee pain in both legs for the past three years. I was finding it very difficult even to walk or to sit down. After knee replacement surgery at Sri Hospitals, now I feel quite relaxed and attend to normal activities without any pain. Sri Hospitals – all in under one roof. I thank Dr. Parthiban and his staff for the excellent care bestowed on me during the period of my treatment in the hospital

CITY HOSPITAL



ABOUT US

Among the finest hospital in the city. City hospital in millerpuram, thoothukudi is known for offering excellent patients care. The clinic is located centrally in millerpuram, a prominent locality in the city. It stand close to near VOC college millerpuram corner which not only make it convenient for people from the vicinity to consult the doctor but also those are from other neighborhood to seek medical guidance. There is no dreach of public mode of transport to reach the clinic from all major areas of the city.

SERVICE OFFERED

City hospital in millerpuram, thoothukudi has a well-equipped clinic with all the modern equipment. The clinic has separate waiting and consultation areas which allow enough space for patients to war Convientily at the clinic. Being a specialized hospital the doctors offer a number of medical services. These include arthroscopic, spinal surgery, bone tumor treatment, joint replacement surgery, treatment for bone fracture, treatment for disease for pregnancy among others. The clinic is operational between 00:00-23:59.

JOTHI HOSPITAL



JOTHI HOSPITAL

Dr. Mathi Prakasam in Tuticorin Central Bus Stand, Thoothukudi Dr. Mathi Prakasam in Thoothukudi. Paediatricians with Address, Contact Number, Photos, Maps. View Dr. Mathi Prakasam, Thoothukudi on Justdial.

OVERVIEW:

Dr. Mathi Prakasam in Tuticorin Central Bus Stand, Thoothukudi is a top player in the category Paediatricians in the Thoothukudi. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Thoothukudi. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Thoothukudi, this establishment occupies a prominent location in Tuticorin Central Bus Stand. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Thepakulam Street, Near Railway Second Gate, which makes it easy for first-time visitors in locating this transport readily available. It is at Thepakulam Street, Near Railway Second Gate, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Hospitals, Paediatricians.

PRODUCTS AND SERVICES OFFERED:

Dr. Mathi Prakasam in Tuticorin Central Bus Stand has a wide range of products and / or services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. This establishment is functional from 09:30-17:00 - 12:30-21:00. Please scroll to the top for the address and contact details of Dr. Mathi Prakasam at Tuticorin Central Bus Stand, Thoothukudi.

OUR MISSION

To provide quality health service to all at a reasonable costs irrespective of caste, creed and religion with an emphasis on helping the poor and the unreached. Quality is never an accident. It is the results of planning, determination, team work and a commitment to excellence.

OUR VISION

The vision of jothi hospital is to continue the healing mission of Jesus with compassion and love and provide quality health care especially to the poor and the marginalized.

JEYANTH NALLA THAMBI HOSPITAL



JEYANTH NALLA THAMBI HOSPITAL

Jeyanth Nallathambi Hospital in Thoothukudi. Hospitals with address, contact Number, Photos, Maps. View Jeyanth Nallathambi Hospital, Thoothukudi on Justdial.

OVERVIEW:

Established in the year 1998, Jeyanth Nallathambi Hospital in Tuticorin HO, Thoothukudi is a top player in the category Hospitals in the Thoothukudi. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Thoothukudi. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future this business aims to expand its line of products and services cater to a larger client base. In Thoothukudi HO. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at perianayagipuram Road, Opposite New collectorate office, which makes it easy for first time visitors in locating this establishment. It is known to provide top service in the following categories: Hospitals, Urologist Doctors, General physician Doctors, Kidney Hospitals, Gall Bladder stone Removal Doctors, Kidney Transplant Doctors, Kidney Surgeon Doctors, Kidney Stone Removal Laser Treatment Doctors.

PRODUCTS AND SERVICES OFFERED:

Jeyanth Nallathambi Hospital in Tuticorin HO has a wide range of products and services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as cash. This establishment is functional from 00:00 – 23:59. Please scroll to the top for the address and contact details of Jeyanth Nallathambi Hospital at Tuticorin HO, Thoothukudi.

BETHANY HOSPITAL



BETHANY HOSPITAL

Access to world class healthcare is critical. But equally important is the kind of care a patient receives. We believe, medical care is not a business, but a call to serve you and your loved ones with compassion. Bethany Hospital has put together surgical and clinical expertise of very high quality. This 190- bed, centrally air-conditioned hospital is fully equipped for world-class patient-centred medical and surgical services. It houses a state-of-the-art 24-hour trauma center with an operation theatre attached. Out-patient rooms and the latest diagnostic equipment including the cutting-edge Siemens 1.5 Tesla MRI Scanner, Multi-slice spiral CT-Scan, a 15-bed ICU, 16-bed ICCU, 12- bed NICU, delivery suite, dialysis room and state-of-the-art pathology and four modular Operation Theatres, along with a host of well-appointed wards are on par with Mumbai city's finest. To complement what will be one of the main areas of focus for Bethany – high quality cancer treatment including RapidArc – the hospital has in place the latest Varian Linear Accelerator. Considering that only few hospitals in Mumbai have this facility, it will offer patients in and around Thane city the best in radiation oncology. In addition, in February 2019 Bethany Hospital introduced for the first time in Mumbai/ Thane, the most advanced Cath Lab Philips Azurion for world class care in cardiac procedures such as Coronary Angiography, Coronary Angioplasty, Paediatric Interventions and structural heart interventions like TAVI, Pacemaker implantation, Electrophysiology.

VISION:

To constantly strive to provide affordable, accessible and quality assured healthcare services with the love and compassion of Christ.

MISSION:

Affordable Healthcare: To run a cost-efficient operation so as to pass on the benefit to the patient. To intentionally strive to price the hospital services less than the market benchmark of its peers

thereby enlarging the range and accessibility of affordable healthcare. Accessible Healthcare: To consciously route part of the hospital revenues to areas in India where health care is not accessible. To engage with and partner in the eradication drug abuse, alcoholism, AIDS and to offer care to the elderly at the point of need. Quality Assured Healthcare: To develop a process and performance-oriented culture where continuous process improvements are a way of life!

MALAR HOSPITAL



MALAR HOSPITAL

Malar Hospital in Tuticorin Central Bus Stand, Thoothukudi Malar Hospital in Thoothukudi. Hospitals with Address, Contact Number, Photos, Maps. View Malar Hospital, Thoothukudi on Justdial.

OVERVIEW:

Established in the year 1997, Malar Hospital in Tuticorin Central Bus Stand, Thoothukudi is a top player in the category Hospitals in the Thoothukudi. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Thoothukudi. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Thoothukudi, this establishment occupies a prominent location in Tuticorin Central Bus Stand. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Alagesapuram Main Road, Nearby American Hospital, which makes it easy for first-time visitors in locating this establishment. It is known client base. In Thoothukudi, this establishment occupies a prominent location in Tuticorin Central Bus Stand. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Alagesapuram Main Road, Nearby American Hospital, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Hospitals, Gynaecologist & Obstetrician

Doctors, General Physician Doctors, Neurologists, General Surgeon Doctors, Infertility Doctors, and Paediatric Neurologist Doctors.

PRODUCTS AND SERVICES OFFERED:

Malar Hospital in Tuticorin Central Bus Stand has a wide range of products and / or services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as Cash.

ANNAI SARADHA HOSPITAL



ANNAI SARADHA HOSPITAL

Annai Saradha Hospital in Toovipuram, Thoothukudi Annai Saradha Hospital in Thoothukudi. Hospitals with Address, Contact Number, Photos, Maps. View Annai Saradha Hospital, Thoothukudi on Justdial. **OVERVIEW:** Among the finest Hospitals in the city, Annai Saradha Hospital in Toovipuram, Thoothukudi is known for offering excellent patient care. The clinic is located centrally in Toovipuram, a prominent locality in the city. There is no dearth of public modes of transport to reach the clinic from all major areas of the city.

SERVICES OFFERED:

Annai Saradha Hospital in Toovipuram, Thoothukudi has a well-equipped clinic with all the modern equipment. The clinic has separate waiting and consultation areas which allow enough space for patients to wait conveniently at the clinic. Being a specialized Hospitals, the doctor offers a number of medical services. Please scroll to the top for the address and contact details of Annai Saradha Hospital at Toovipuram, Thoothukudi.

ORU VISION

To be a caring, **compassionate group of hospital**, trusted by patients and staff's. **Renowned for** clinical brilliance and innovations.

OUR MISSION

Enhancing lives by endorsing wellbeing and preserving health. To deliver the highest quality of health care with Transparency, compassion and integrity.

THENMANI HOSPITAL



THENMANI HOSPITAL

OVERVIEW:

Among the finest Hospitals in the city, Thenmani Hospital in Tuticorin Ho, Thoothukudi is known for offering excellent patient care. The clinic is located centrally in Tuticorin Ho, a prominent locality in the city. It stands close to Kasi Kadai Bazar which not only makes it convenient for people from the vicinity to consult the doctor but also for those from other neighbourhoods to seek medical guidance. There is no dearth of public modes of transport to reach the clinic from all major areas of the city. Services Offered: Thenmani Hospital in Tuticorin Ho, Thoothukudi has a well-equipped clinic with all the modern equipment. The clinic has separate waiting and consultation areas which allow enough space for patients to wait conveniently at the clinic. Being a specialized Hospitals, the doctor offers a number of medical services. These include Heart Conditions, Chest Pain Treatment, Clinical Cardiology, Viral Fever Treatment, Dengue Fever Treatment, and Immunisation/Vaccination among others. The clinic is operational between 00:00 – 23:59.

SERVICE

- Heart Conditions
- Chest Pain Treatment

- Viral Fever Treatment
- Dengue Fever Treatment
- Immunisation / Vaccination
- Clinical Cardiology

VINO HOSPITAL



Vino Hospital in Street, Thoothukudi Vino Hospital in Thoothukudi. Hospitals with Address, Contact Number, Photos, Maps. View VINO Hospital, Thoothukudi on Justdial. **OVERVIEW:** Among the finest Hospitals in the city, VINO Hospital in Street, Thoothukudi is known for offering excellent patient care. The clinic is located centrally in Street, a prominent locality in the city. There is no dearth of public modes of transport to reach the clinic from all major areas of the city.

SERVICES OFFERED:

VINO Hospital in Street, Thoothukudi has a well-equipped clinic with all the modern equipment. The clinic has separate waiting and consultation areas which allow enough space for patients to wait conveniently at the clinic. Being a specialized Hospitals, the doctor offers a number of medical services.

VISION:

It is to provide value based, research oriented medical education in homeopathy aimed at EDI Edison moulding homeopaths capable of proficient and competent in patients care dedicated to the needy and the poor, and to propagate homeopathy, a safe, simple, scientific, economic and effective medicine for all.

MISSION

- To set up a full-fledged tertiary care level hospital in homeopathy with all modern diagnostic and accessory management facilities.
- To employee a team of dedicated and well trained medical and paramedical staff

EDISON HOSPITAL



EDISON HOSPITAL

Hospital is located at Thoothukudi. The Hospital building with a built up space of 27000 sqft stands at Kulasai Road with easy access to nearly 24 villages and towns around the temple town of Thoothukudi, With Ten years of service to the community, the current infrastructure of Edison Hospital has a bed strength of 50 with private and deluxe rooms, Emergency Care Unit, Intensive Medical Care Unit, OT Complex, Labour Complex and diagnostic facilities of Radiology, Microbiology, Biochemistry, Haematology and Cardiology. Edison Hospital houses state-of-the-art-equipments, makes use of the best technology in the medical engineering field and is well supported by a team of 100 motivated and dedicated medical, nursing and paramedical team. Edison Hospital has brought high quality health care within reach of a rural community in an environment of service and positive approach. In the service to the community, Edison Hospital operates and functions with the objectives of :

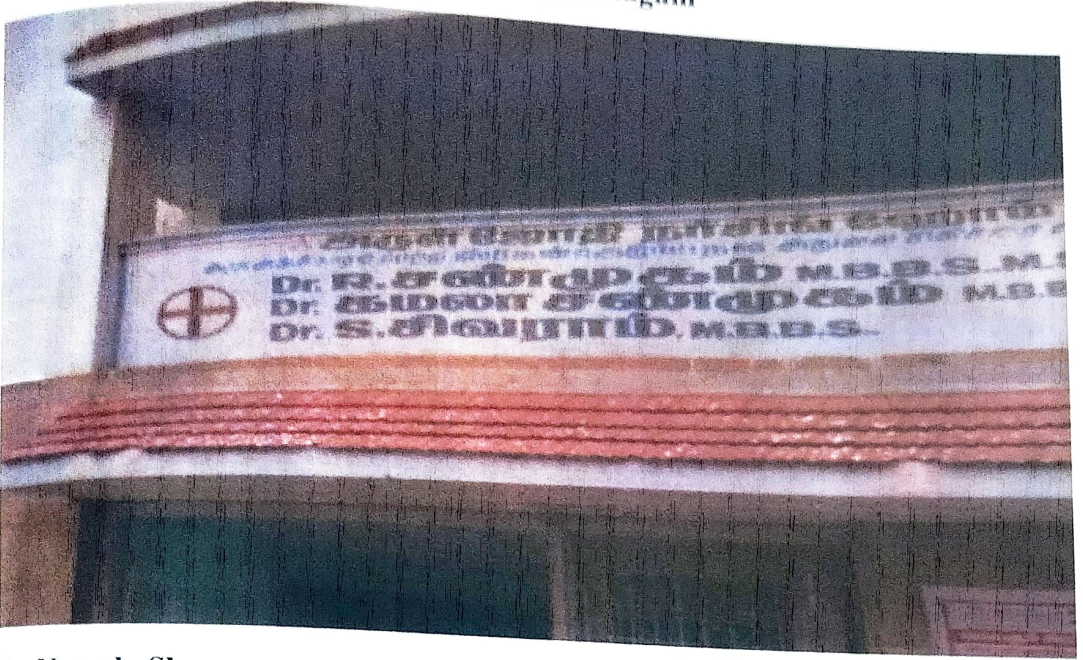
To honor People

To honor people, stems from the fundamentals of the service Edison Hospital is into. To treat our patients, Visitors, Colleagues with dignity and pride they deserve under any of the circumstances that may arise in a healthcare environment.

To sustain progressiveness

Sustaining progressiveness in our knowledge, patient friendly administrative protocols and care delivery mechanisms in the ever expanding medical field retains our position to deliver the best possible care to our patients.

Dr.Kamala Shanmugam



Dr.Kamala Shanmugam

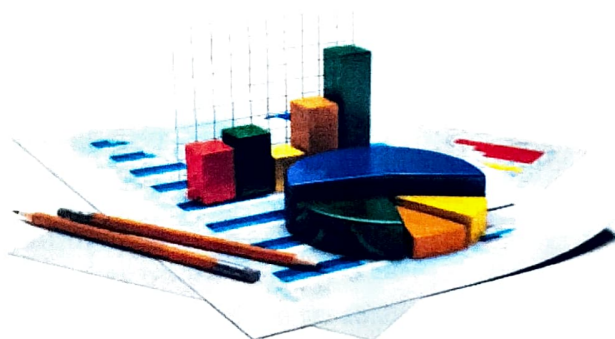
Dr. Kamala Shanmugam in Tuticorin Ho, ThoothukudiDr. Kamala Shanmugam in Thoothukudi. Gynaecologist & Obstetrician Doctors with Address, Contact Number, Photos, Maps. View Dr. Kamala Shanmugam, Thoothukudi on Justdial. Whereabouts and Overview: One of the most renowned gynaecologist & obstetrician doctors in the city, Dr. Kamala Shanmugam in Tuticorin Ho, Thoothukudi has been serving to offer end-to end gynaecological treatments to women. From treating various gynaecological conditions in women to conducting periodical check-ups to keep a track of health, the gynaecologist provides complete care and treatment. This healthcare centre is located at a convenient spot in Tuticorin Ho. Its location at 128, Kaliappa Pillai Street, Backside Majura Course Mill make it easy to spot the clinic without any hassles. This prominent location enables patients from the area as well as other parts of the city to visit and consult the doctor.

Services Offered:

Dr. Kamala Shanmugam in Tuticorin Ho, Thoothukudi has a well-equipped healthcare facility with modern equipment to support better treatment of patients. There are separate waiting and consultation areas which allow enough space for patients to wait conveniently at the premises. A specialized gynaecologist, the doctor helps women in understanding the actual cause of various Gynaecological issues.

CHAPTER-III

ANALYSIS AND INTERPERTATION



3.1 charts

Charts used to make a graphical representation of any set of data. A chart is a visual representation of data in which the data is represented by templates bar and pie. The chart representing the data are

- Pie chart
- Bar chart

Pie chart :

It is constructed by dividing the circle into two or more section or slices. The chart is used to show the proportion that each part is of the whole. It is the statistical graphic, which is divided into slices to illustrate numerical portion. While it is named for its resemblance to a pie, which has been sliced, there are variations on the way it can be presented.

Bar chart:

A bar is a chart that represent categorical data with rectangular bar with heights or lengths proportional to the values that represent. The bar can be plotted vertically or horizontally. A bar chart shows comparison among the categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value.

3.2 Analysis and interpretation

The collected data from the respondents are turned into analysis of the data and interpretation for easy understanding and clarity of the project. The data has been collected with the techniques of analysis and presentation in mind. The gathered data reflects the following tables and charts. The data is based on fulfilling the project objectives. The used for analysis the data are:

- A frequency distribution is an overview of all distinct value in some variable and number of times they occur.
- Ranking analysis is the method to grade the data for better understanding of collected data.
- Correlation is a process of establishing a relationship or connection between two or more things. In this we formed a hypothesis for testing the factors significant level. In our analysis we specifically used Pearson correlation method.

Table: 3.1.1

Age

| Option | Frequency | Percent |
|----------|-----------|---------|
| Upto 20 | - | - |
| 21-30 | 37 | 74 |
| 31-40 | 39 | 18 |
| Above 41 | 4 | 8 |
| Total | 50 | 100 |

Source: primary data

Inference:

- The above table shows 74% of nurses were under the age of 21-30
- 18% of nurses were under the age of 31-40
- 8% of nurses were under the age of above 41

Pie chart 3.1.1

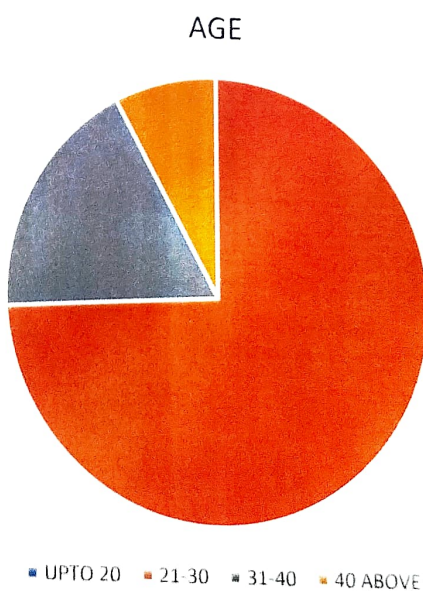


Table: 3.1.2
Gender

| Option | Frequency | Percent |
|--------|-----------|---------|
| Female | 50 | 100 |
| Male | - | - |
| Total | 50 | 100 |

Source: primary data

Inference:

100 % of female nurses

3.1.2 Piechart

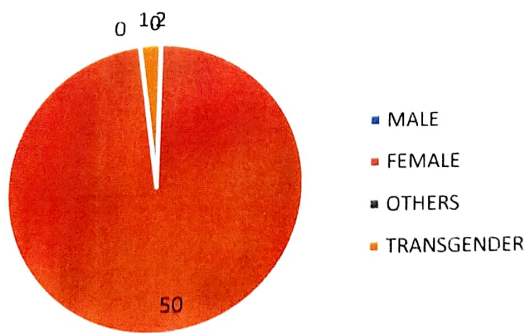


Table :3.1.3
Occupation

| Option | Frequency | Percentage |
|----------|-----------|------------|
| Nurse | 40 | 80 |
| Doctor | - | - |
| Pharmacy | 10 | 20 |
| Total | 50 | 100 |

Source : primary data

Interference: 80% of nurse
20% of pharmacy

PIE CHART 3.1.3

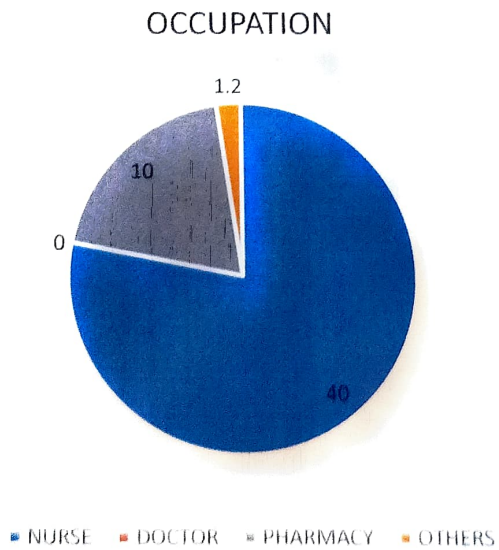


TABLE: 3.1.4
INCOME

| OPTIONS | FREQUENCY | PERCENT |
|-------------|-----------|---------|
| Below 5000 | 7 | 14 |
| 5000-10000 | 31 | 62 |
| 10000-20000 | 1 | 2 |
| 20000 above | 11 | 22 |
| Total | 50 | 100 |

SOURCE: Primary data

INTERFERENCE:

- Monthly income of the responded below 5000 is 14%
- Monthly income of the responded 5000-10000 is 62%
- Monthly income of the responded 10000-20000 is 2%
- Monthly income of the responded 20000 above is 22%

PIE CHART 3.1.4

INCOMR

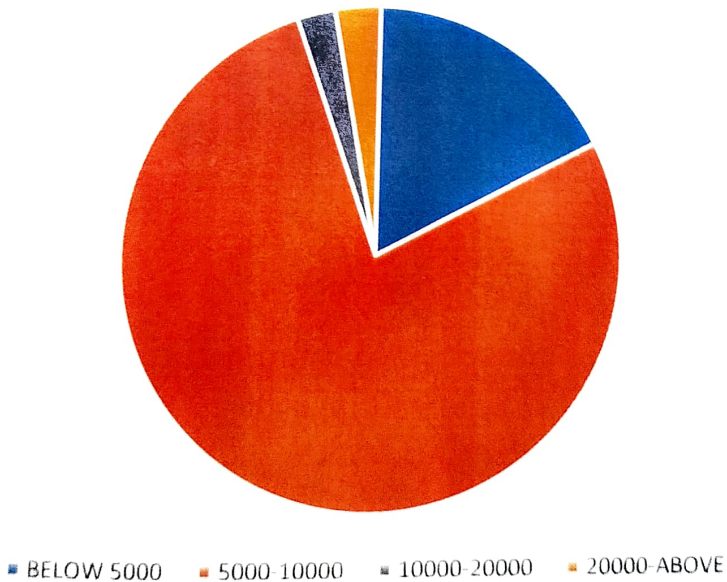


Table 3.1.5
Educational qualification

| Options | frequency | Percent |
|----------------|------------------|----------------|
| Graduate | 14 | 28 |
| Post graduate | 2 | 4 |
| Diploma | 29 | 58 |
| Others | 5 | 10 |
| Total | 50 | 100 |

Source: primary data

Inference:

- 28% of nurse completed graduate
- 4% of nurse completed post graduate
- 58% of nurse completed diploma
- Others is 10%

PIE CHART 3.1.5

EDUCATIONAL QUALIFICATION

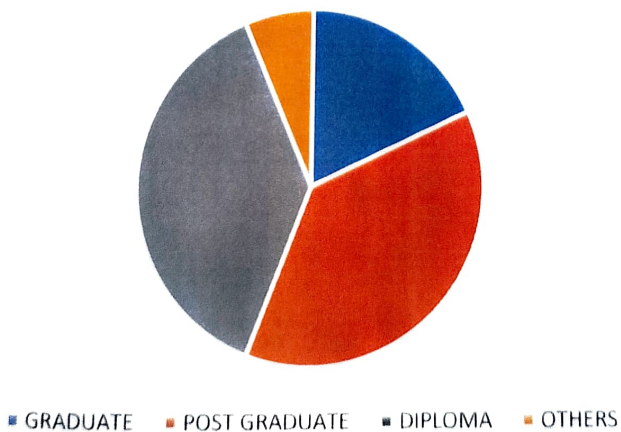


TABLE 3.1.6
MARITAL STATUS

| options | Frequency | Percent |
|-----------------|-----------|---------|
| Married | 38 | 76 |
| Unmarried | 12 | 24 |
| Living together | - | - |
| Widow | - | - |
| Total | 50 | 100 |

SOURCE: Primary data

Interference:

- 76% of nurse were married
- 24% of nurse were unmarried

PIE CHART 3.1.6

MARITAL STATUS

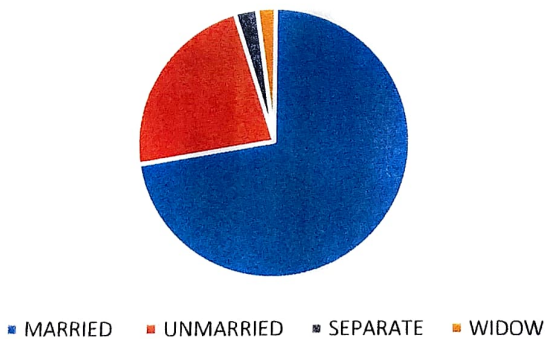


TABLE 3.1.7
YEARS WORKING

| OPTIONS | FREQUENCY | PERCENT |
|--------------|-----------|---------|
| 0-5 | 29 | 58 |
| 5-10 | 9 | 18 |
| 10-15 | 12 | 24 |
| More than 15 | - | - |
| Total | 50 | 100 |

SOURCE: Primary data

INTERFERENCE:

- 58% of nurse working in the hospital in 0-5 years
- 18% of nurse working in the hospital in 5-10 years
- 24% of nurse working in the hospital 10-15 years

PIE CHART 3.1.7

NO OF YEARS WORKING

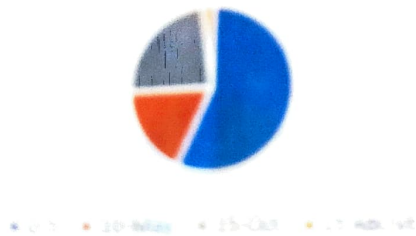


TABLE 3.1.8
BELONGS TO GOVERNMENT JOB

| OPTIONS | FREQUENCY | PERCENT |
|---------|-----------|---------|
| Yes | 15 | 30 |
| No | 35 | 70 |
| Total | 50 | 100 |

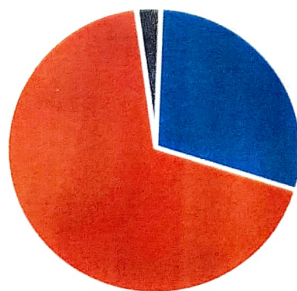
SOURCE: primary data

INTERFERENCE:

- 30% of people belongs to government job
- 70% of people not belongs to government job

PIE CHART 3.1.8

BELONGS TO GOVERNMENT JOB



■ YES ■ NO ■ ■

TABLE: 3.1.9

No of person belongs to government job

| Options | Frequency | Percent |
|---------|-----------|---------|
| 1 | 4 | 8 |
| 2 | 2 | 4 |
| 3 | - | - |
| Above 4 | - | - |
| Total | 50 | 100 |

SOURCE: primary data

INTERFERENCE:

- 8% of persons belongs to government job
- 4% of person belongs to government job

PIE CHART 3

**NO OF PERSON IN
GOVERNMENT JOB**

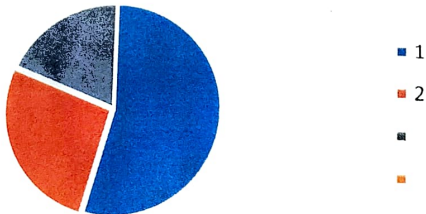


TABLE 3.1.10
HANDLE THE COVID PATIENTS

| OPTIONS | FREQUENCY | PERCENT |
|---------------------|-----------|---------|
| Counseling | 11 | 22 |
| Yoga and meditation | 31 | 62 |
| Awareness program | 8 | 16 |
| Total | 50 | 100 |

SOURCE: Primary data

INTERFERENCE:

- 22% of nurse handle the covid patients by counseling
- 62% of nurse handle the covid patients by yoga and meditation
- 16% of nurse handle the covid patients by awareness program

PIE CHART 3.1.10

HANDLE THE COVID PATIENTS

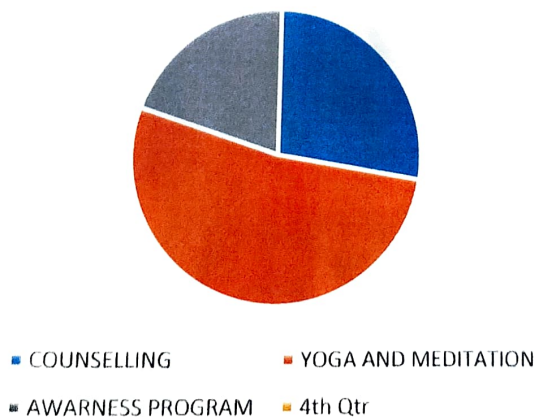


TABLE 3.1.11
COVID PATIENTS FOLLOW THE INSTRUCTIONS

| OPTIONS | FREQUENCY | PERCENT |
|---------|-----------|---------|
| YES | 19 | 38 |
| NO | 7 | 14 |
| MAY BE | 24 | 48 |
| TOTAL | 50 | 100 |

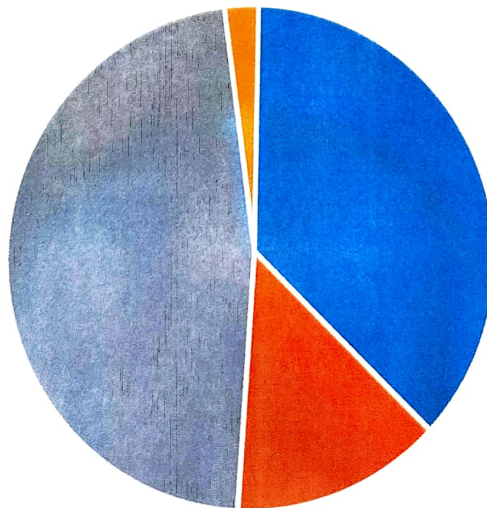
SOURCE: Primary data

INTERFERENCE:

- 38% Of patients should follow the instruction
- 14% of patients should not follow the instruction
- 48%of patients may be follow the instructions

PIE CHART 3.1.11

COVID PATIENTS FOLLOW THE INSTRUCTION



■ YES ■ NO ■ MAY BE ■ SOMETIMES

TABLE 3.1.12
AFFECTED BY COVID

| OPTIONS | FREQUENCY | PERCENT |
|------------|-----------|---------|
| YES | 28 | 56 |
| NO | 12 | 24 |
| NOT TESTED | 10 | 20 |
| TOTAL | 50 | 100 |

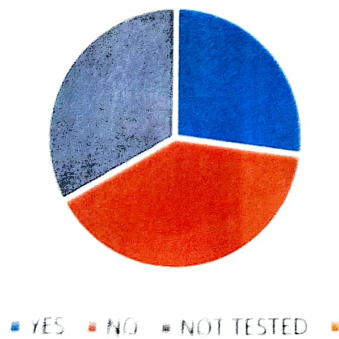
SOURCE: Primary data

INTERFERENCE:

- 56% of nurse affected by covid
- 24% of nurse are not affected by covid
- 20% of nurse are not tested

PIE CHART 3.1.12

AFFECTED BY COVID



CHAPTER-IV

FINDINGS AND SUGGESTION

FINDINGS AND SUGGESTION

On the basis of Demographic details:

- > Majority of the respondents (45%) are getting salary from Rs.5000 to 10000.
- > Majority of the respondents (35%) are working for 0- 5 years
- > Majority of the respondents (50%) are under the age group of up to 21-30. Majority of the respondents (50%) are female.

In the hospital.

Majority of the respondents (25%) of the workers feel their job profile as SATISFIED.

On the basis of causes of stress:

Majority of the respondents (35%) Strongly agrees and other (35%) of the respondents Agrees that stress has been caused due to lack of appreciation or acknowledgement.

Majority of the respondents (46%) Agree that stress caused when someone often find fault in their work.

Majority of the respondents (33%) Neither agreed/nor disagreed that stress has been caused when their work is not recognized.

Majority of the respondents (29%) Strongly agrees that stress has been caused due to their financial problem.

Majority of the respondents (46%) Strongly agrees that stress has been caused due to more work load or over time

SUGGESTION

Based on the findings, the following suggestions can be adopted to overcome the stress level of the respondents:

- Most of the respondents feel that recreational activities like role playing or sports can help them to overcome the stress. Therefore, the recreational activities can be conducted very often to eliminate the stress of workers and also to enhance their mental freshness. Rewarding the employees often in a periodical manner can also reduce the stress level of the workers.
- The company can equally allocate the work to everyone based on their proper training.
- The Management can provide additional payments for overtime workers, because most of the workers mentioned that more work load and overtime can cause stress.
- Management should also provide counseling in a periodical basis. So that counseling can help the workers to overcome the stress.

CHAPTER-V

CONCLUSION

CONCLUSION

Stress is a complex concept. It involves an interaction between the demands of the environment and how an individual perceives their ability to cope with these. A person experiences the stress when the perceived demand of the organization is greater than their perceived ability to complete the task. Thus the work load can be shared equally to their ability.

Managing the stress can help to reduce the stress as well as it will make you feel relax and healthier. The management should understand the various reasons for stress and plans different techniques and implement it to reduce stress and increase employee morale in the organization. If we view in psychological way, in the upcoming future the organization would make more recreational activities, counseling as well as good harmonious relationship with higher authority.

ANNUXURE-I

QUESTIONNAIRE

A study on stress management practices followed by hospital employees during covid time (with special reference to thoothukudi)

Questionnaire

Respected respondent,

We are the student of St. Mary's College, thoothukudi undergoing a project on the topic "A study on stress management practices followed by hospital employees during covid time" as a part of academic requirement. So, we request **you** to fill the following questions and we assure that information given by you will be used only for academic purpose and will kept confidential.

Yours sincerely

1.M.Divya Muthulakshmi

2.N.Jency

3.S.Kaviya Eswari

4. D. Sumathi

1. Name of the respondent

2. Name of the hospital

3. Age

a) Up to 20 years

b) 22-30 years

c) 31-40 years

d) Above 41 years

4. Sex

A) male

b) Female

c) Transgender

5. Occupation

a) Nurse

b) Doctor

c) Pharmacy

6. Income of the respondent

- a) Below 5,000
- b) 5000-10,000
- c) 10,000-20,000
- d) 20,000 above

7. Educational qualification

- a) Graduate
- b) Post graduate
- c) Diploma
- d) Others

8. Marital status

- a) Married
- b) Unmarried
- c) Living together
- d) widow/separate

9. How many years you are working in this hospital?

- a) 0-5 years
- b) 5-10 years
- c) 10-15 years
- d) More than 15 years

10. Is anyone belongs to government job in your home?

- a) Yes
- b) No

11. If yes state the no of person belonging to government job in your family?

- a) 1
- b) 2

C) 3

d) Above 4

12. How did you handle the covid patients in covid time?

a) Counseling

b) Yoga and meditation

c) Awareness program

13. What type of safety measures given to the patient in covid time?

a) Face mask

b) Sanitizer

c) Social distance

14. Is every covid patients did follow the instructions of the hospital?

a) Yes

b) No

c) May be

d) Sometimes

15. What type of facilities given to the patients at covid time?

a) Food

b) Pharmacy

c) Living place

d) Emergency care center

16. Did you affected by the covid during the treatment of covid patients?

a) Yes

b) No

c) Not tested

17. Working hours during covid time?

A) full time

b) Night shift

c) Morning shift

d) Anytime

18. What are the steps you have learned during covid time?

a) Wear a mask

b) Social distance

c) Vaccination

19. Do you have any stress management practices in your hospital?

a) Yes

b) No

c) Sometimes

20. Rank the cause of stress during covid

| CAUSES | 1 | 2 | 3 | 4 | 5 |
|------------------------------|---|---|---|---|---|
| Organisational stress | | | | | |
| Interpersonal related stress | | | | | |
| Work related stress | | | | | |
| Finance related stress | | | | | |

21. If stress is organizational related kindly specify

a) Organizational culture

b) Bad management practices

c) Job content and demand

d) Physical work environment

e) Worrying about something

f) Lack of promotion prospects

22. If stress is interpersonal relation kindly specify

a) Family

- b) Friends
- c) Interaction between two or more people
- d) To understand the patient
- e) Nonverbal communication
- f) Problem solving

23. If stress is due to work related kindly specify

- a) Lack of support
- b) Long hours
- c) Changes to duties
- d) Heavy workload
- e) Boring work
- f) Discrimination

24. If stress is due to finance related kindly specify

- a) Loan repayment
- b) No increment
- c) Low income to meet expenses
- d) Situational stress

25. If stress is due to psychology stress

- a) Fear
- b) Anger
- c) Sadness
- d) Feeling overwhelmed
- f) High blood pressure

26. If stress is due to physical stress kindly specify

- a) Work overload
- b) Time pressure
- c) Discrimination

27. Do you think counseling help to overcome stress?

- a) Yes
- b) No

28. Have you attained any counseling program in your hospital for overcoming stress?

- a) Yes
- b) No

29. How do you Handel stress situation in covid time?

- a) Optimistically
- b) With the help of others
- c) Depends upon level

30. How often you face stress situation in your hospital?

- a) Mostly
- b) Rarely
- c) Sometimes
- d) Not at all

31. What are ways to cope with the fear of spreading covid?

- a) Washing your hands frequently
- b) Avoid crowds
- c) Keeping 6 feet distance
- d) Avoid touching

32. How do you feel while working in the hospital?

- a) Great
- b) Satisfied
- c) Unable to concentrate
- d) Frustrated
- e) Depressed

33. To what level of management is effective in handling your stress situation during covid time?

- a) Satisfy
- b) Neutral
- c) Dissatisfied

34. Most of your grievance during covid time is related to

- a) Work environment
- b) Supervision
- c) Work group
- d) Economic

35. Does the upper level management is the main reason for your grievance

- a) Yes
- b) No

36. Do you have enough time to spend for your family after your working hours?

- a) Yes
- b) No

37. Issue faced by family members due to stress in

- A) arguments/fighting

38. Divorce or separation

39. Domestic violence

40. Culture or generation difference

41. How will you handle stress in healthy ways during covid time?

a) Study and practice relaxation techniques

b) Assert yourself

c) Exercise regularly

d) Counselling

39. What are the impact of family relationship created by stress during covid?

a) Lack of involvement in family

b) Major financial set back

c) Didn't care about children

40. Do you have stress management practices in your organization?

a) Yes

b) No

Rank

41. Please state the stress management practices in the order of importance?

| | 1 | 2 | 3 | 4 | 5 |
|---------------------------------|---|---|---|---|---|
| Stress management training | | | | | |
| Stress workshop | | | | | |
| Yoga and meditation | | | | | |
| Close association of co workers | | | | | |
| Celebration | | | | | |
| Technical | | | | | |

42. Please state the periodicity of these practices?

- a) regular
- b) Occasional
- c) Once in a while

43. In recreational program, what type of activities do you prefer more?

- a) role playing
- b) Entertainment program
- c) Tour arrangements
- d) Sports

44. What thought come to the mind when you are under stress

- a) Cope with the situation
- b) Cannot cope with the situation
- c) Everything will get eventually
- d) You think that you will get help immediately

45. Is there any environmental issue in hospital during covid time?

- a) Disease causes microbes
- b) Lack of asses to health care
- c) Pure infrastructure
- d) Climate change

46. In covid time how the patients does are affect by hospital environment?

- a) Lightening
- b) Noise level
- c) Smell
- d) Use of colors

47. Which type of general safety measures used in hospital to protect the patient

a) Protect your skin

b) Don't smoke

48. Do you think counseling helps to overcome the stress?

a) Yes

b) No

ANNEXURE-II

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**A STUDY ON EXPORT PROCEDURES AND DOCUMENTATION IN RAJA
AGENCIES INDIA PVT. LTD.)**

A project report submitted to

St. Mary's College (Autonomous), Thoothukudi

affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY

in partial fulfillment of the requirements for the degree of

BACHELOR OF BUSINESS ADMINISTRATION (SSC)

Submitted

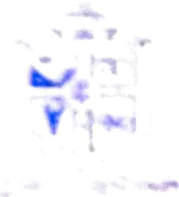
By

| Names | Register No |
|----------------------------|--------------------|
| Epsica. S | 19SUBA07 |
| Essakiammal Devi. T | 19SUBA08 |
| Minu Rachel. S | 19SUBA22 |
| Sinthia. M | 19SUBA27 |

Under the guidance of

Ms. R . Paul Raja B.com. M.B.A., SET

Assistant Professor



Department of Business Administration (SSC)

ST. MARY'S COLLEGE (Autonomous)

Thoothukudi - 628001

March - 2022

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Ms. R . Paul Roja B.com. M.B.A., SET
Assistant Professor



Department of Business Administration (SSC)
ST. MARY'S COLLEGE (Autonomous)
Thoothukudi - 628001
March - 2022

DECLARATION

We hereby declare the project entitled "**A STUDY ON EXPORT PROCEDURE AND DOCUMENTATION IN RAJA AGENCIES(WITH SPECIAL REFERENCE TO RAJA AGENCIES INDIA PVT. LTD.)**", submitted for the B.B.A degree is the original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date 17.05.2022

Signature of students

1. Epsila - 3
2. Essakiammal Devi. T
3. Minu Rachel. S
4. Senthia - M

CERTIFICATE

This is to certify that this project report entitled "A STUDY ON EXPORT DOCUMENTATION AND PROCEDURE IN RAJA AGENCIES WITH SPECIAL REFERENCE TO RAJA AGENCIES INDIAPVT. LTD." submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI, in partial fulfillment for the award of degree of Bachelor of Business Administration and is a work during the year 2021-2022 by the following student.

Epsica. S

19SUBA07

Essakiammal Devi. T

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Minu Rachel. S

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Sinthia. M

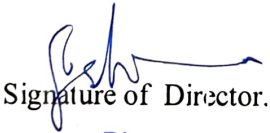
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Signature of Guide



Signature of HOD



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Signature of the External Examiner

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APRIL.25.2022

CERTIFICATE

This is to certify that the below mentioned students of St. Mary's College (Autonomous).

Tuticorin has successfully completed their project work on "**Export Procedure and Documentation**" at our company from March to May and has understood the basic principles and various activities of our organization.

During the tenure of the project we found them studious and regular.

Name of the Student

Reg No.

psica . S

19SUBA07

ssakiammal devi .T

19SUBA08

Minu Rachel .S

19SUBA22

inthia .M

19SUBA27

For RAJA AGENCIES 



Manager

ACKNOWLEDGEMENT

First of all, we thank **LORD ALMIGHTY** for his blessings to help me complete this project successfully on time.

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Last but not least we thank everyone who has helped directly or indirectly to their valuable in developing this work.

We hope that we've manifested our sincere attempts to represent all the information and other things to the best of our ability.

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CHAPTER – I

EXPORT AGENCIES

1.1. INTRODUCTION

Logistics is the management of the flow of goods, information and other resources including energy and people between the point of origin and the point of consumption in order to meet the requirements of consumers. Logistics involve the integration of information, transportation, inventory, warehousing, material handling and packaging. Logistics is the management of how resources are acquired, stored and transported to their final destination.

In simple, "logistics" means having the right amount of a good at the right time, getting it to the appropriate location in proper condition and delivering it to the correct customer. Logistics management involves identifying prospective distributors and suppliers, and determining their effectiveness and accessibility. Ultimately, management establishes a relationship with the appropriate companies or handles its own logistics if it is more cost-effective to do so.

A contract logistics is the outsourcing of resource management tasks to a third-party company. Contract logistics companies handle activities such as designing and planning supply chains, designing facilities, warehousing, transporting and distributing goods, processing orders and collecting payments, managing inventory and even providing certain aspects of customer service.

1.1.1 Export Procedures and Documentation

Export documentation is considerably more detailed than standard domestic sale invoices. Common export documents are: commercial invoice, packing list, pro forma invoice, bill of lading, certificate of origin, and Electronic Export Information (EEI) for shipments over \$2,500.

Export procedure describes the documents required for exporting from India. Special documents may be required depending on the type of product or destination. Certain export products may require a quality control inspection certificate from the Export Inspection Agency. Some food and pharmaceutical product may require a health or sanitary certificate for export.

Exporters should seriously consider having the freight forwarder handle the formidable amount of documentation that exporting requires; freight forwarders are specialists in this process. The following documents are commonly used in exporting, which of them are actually used in each case depends on the requirements of both our government and the government of the importing country.

1. Commercial invoice
2. Bill of lading
3. Consular invoice
4. Certificate of origin
5. Inspection certification
6. Dock receipt and warehouse receipt
7. Destination control statement
8. Insurance certificate
9. Export license
10. Export packing list

1.1.2 Container Freight Station (CFS)

A Container Freight Station (CFS) is a warehouse where goods are consolidated into or deconsolidated from containers for transport to their next destination. They're an integral part of LCL shipments, if you ever use LCL, then you should have a good grasp of what happens to your shipments when they pass through CFS warehouses.

The term CFS at loading port means the location designated by carriers for the receiving of cargo to be packed into containers by the carrier. At discharge ports, the term CFS means the bonded location designated by carriers in the port area for unpacking and delivery of cargo.

Shipping LCL means that goods are handled by more parties than when shipping FCL. That increases costs and transit time as well as the risk of mishandling and damages. Furthermore, LCL cargo has a greater chance for going through Customs exams. That's because if any single shipment in a container box has to be examined, then the whole container will be pulled for an examination by Customs. The associated exam charges that

can run well over \$1,000 for the container has to be examined, which the shipper has to pay. That's why Flexport recommends that people ship FCL whenever economically possible. To figure that out, it's important to look at the overall picture of all charges incurred along the way of an LCL shipment vs. a FCL shipment. Consider too the longer transit time for the LCL shipment and increased handling.

1.1.3 Freight Forwarders

A freight forwarder, forwarder, or forwarding agent, also known as a non-vessel operating common carrier (NVOCC), is a person or company that organizes shipments for individuals or corporations to get goods from the manufacturer or producer to a market, customer or final point of distribution.

A freight forwarder usually ship under their own Bills of Lading (or Airway Bill-House Bill of Lading) and their agents or associates at the destination (overseas freight forwarders) provide document delivery, deconsolidation and freight collection services.

A Freight Forwarder organizes the movement of goods on behalf of exporters and importers or another company or person internationally by all modes of transportation depending on the goods and the customers delivery requirements as to the most effective and economical method.

1.1.4 Consolidator

The freight consolidator--consolidator or group age operators an individual or firm who accepts less than container load (LCL) shipments from individual shippers, and then combines them for delivery to the carrier in full container load (FCL) shipment.

Consolidators include warehouse operators, brokers or other firms who take LCL and LTL shipments and consolidate them into larger trailer and container shipments destined for more than one consignee. They also breakdown full truck load and container load shipments and distribute them.

1.1.5 Stevedores

Stevedores are appointed by the shipping company to receive cargo and to load or to discharge from the ship. The term stevedoring means loading and unloading of cargo onto or from a ship with the help of cranes and derricks installed in the ship as well as on the wharf containers are handled by huge gantry cranes.

1.1.6 Steamer Agents

Steamer Agent means any person who undertakes, either directly or indirectly, - (i) to perform any service in connection with the ship's husbandry or dispatch including the rendering of administrative work related thereto; or (ii) to book, advertise or canvass for cargo for or on behalf of a shipping line; or (iii) to provide container feeder services for or on behalf of a shipping line. (Section 65(100) of Finance Act, 1994)

1.2 NEED FOR THE STUDY

- The study in Logistics Industry which is heavily competitive in nature helps to gain a hold of the market.
- The knowledge about the detailed procedure in Export and Documentation of cargoes and the export benefits and incentives in India would help the company to enter into a full-fledged consolidation.
- The study is also extended to know the export company's expectations and problems existing which would enable the company to strategize new markets.

1.3 OBJECTIVES OF THE STUDY

- To know about export process..
- To study about the Export Documentation before and after sailing of the Cargo.
- To understand various function & services rendered by RAJA AGENCY.
- To understand about the various services offered by the export agencies.

1.4 SCOPE OF THE STUDY

- The study will enable us to get a clear picture about the export procedures and how the various functions of the company in clearing and freight forwarding cargoes to various destinations through Tuticorin port.
- Based on the statistics and other information, we can disseminate the details to concern in making efforts to spread the business & infrastructure to increase the customers and in

- Logistics management is an important component of many companies' profitability and overall success. While some companies manage their own logistics, others find it more efficient to hire specialized contract logistics companies to manage their logistics for them.
- Contract logistics companies often need to develop a deep understanding of how different industries work in order to best manage the logistics of a variety of companies.

1.5 RESEARCH METHODOLOGY

This is an explanatory study on customer's perception on export agencies. Both descriptive and analytical methods have been used to explore the attitude of people towards the services.

1.5.1 Sources of Data Collection

Primary data and Secondary data are the main source of the study.

(i) Primary Data

Primary data are collected by conducting personal interviews and through questionnaires.

(ii) Secondary Data

Secondary data are collected from newspapers, journals related to export procedures and documentation in and from websites and various books from the library.

1.5.2 Sampling Method:

Sample size of the study is 50 respondents. Convenience sampling method is used to analyze the data.

1. Convenience Sampling

In convenience sampling, the sampling will be collected on the basis of neither probability nor judgment, but on the basis of convenience of the researcher.

1.5.3 Period of the Study

Theoretical works, secondary data, practical or field works and primary data collections started from February 2022 to May 2022.

1.5.4 Area of Study

The study has concentrated and conducted on an Agro-based Manufacturers and Exporters in Tuticorin cargo export area.

1.5.5 Tools Used For The Study

(i) Sampling Percentage Analysis

Simple percentage is used both for primary data and secondary data.

Percentage Analysis is the statistical tool used for the analysis and interpretation in the study

In this method, which is used as percentage, firstly simplifies the number and then reduces them to 0-100" range which facilitates relative comparison since the percentage analysis is always taken for a value of 100.

Percentage Analysis can be performed using the following mathematical expression.

$$\text{Percentage} = \frac{n}{N} \times 100$$

n = number of respondents assured

N = total number of respondents

1.6 LIMITATIONS OF THE STUDY

- Inadequacy of information collected from Journals.
- The study was limited because of single area.
- The time duration taken for the study is very less .
- The study does not focus on other logistical services such as warehousing, customs etc.

1.7 CHAPTER SCHEME

CHAPTER 1

Deals with Introduction, Objectives of the Study, Need for the Study, Scope of the Study, Methodology, Period of Study, Area of Study, Tools Used for Analysis and Limitations of the Study.

CHAPTER-II

Deals with Profile of the Study & Company Profile.

CHAPTER-III

Deals with Analysis, Interpretation and Explanation and Graphical representation of information with the help of both primary & secondary data.

CHAPTER-IV

Deals with Findings, Suggestions and Conclusion.

CHAPTER-V

Deals with Annexure and Bibliography

CHAPTER – II

COMPANY PROFILE



CHAPTER – II

2.1 COMPANY PROFILE

2.1.1 RAJA AGENCIES INDIA PVT.LTD.

Raja agencies had its humble beginning in the year 1983 as Shipping ,Clearing & Forwarding and Freight Forwarding and Freight Forwarding Agent in Tuticorin ,India. Raja Agencies established in the beginning as Steamer and Customs House Agents And were diversified to new heights in activities like stevedoring, exporters, liner Agency, Education and Research working professionals and dedicated service. Its Major part of the Trinity group of companies that has diversified business in Agro products Exports, Educational and Research Institute and Exports of Building Materials. The company has seen an immense success in the field of Logistics and stamped its name not only within the country has seen an immense success in the world.

Raja Agencies is also acknowledged as one of the top 3 players in the Tuticorin shipping Industry, expected 2007 turnover of US\$ 256 million and 250+ employees operating in over 5 Branches in India. Raja Agencies have tie-ups with major ship owners, NVOCC's and international shipping companies to provide excellent service. Through a strong experience, network and knowledge presently handling more bulk vessels, serving as a customs Brokers for 100 corporate companies around southern part of the India. A special emphasis has been placed on the growing economies of India where we grew through organic growth and strategic acquisition.

2.1.2 Objective:

- The Mission of the company is to attain holistic perfection and to absorb all evolutionary innovations and technological up-gradations in the service industry which helps to keep a leading pace and winning laurels & credentials has become a healthy habit of Raja Agencies.
- To crown it all, Raja Agencies ranks are highly motivated, devoted and disciplined. The skill based knowledge, Competency and pragmatic expertise of the team with a top level leadership and business acumen are the winning formula.
- With a sharply focused view, with an untiring drive and backed by a committed team of people can to scale new heights with a song in its lips Raja Agencies march.

CHAPTER – III

DATA ANALYSIS & INTERPRETATION



TABLE 3.1
AGE CATEGORY OF EXPORTERS

| Age | No. of Respondents | Percentage % |
|--------------|--------------------|--------------|
| 46-60 | 14 | 14 |
| 36-45 | 40 | 40 |
| 20-35 | 36 | 36 |
| 18-25 | 10 | 10 |
| Total | 100 | 100 |

Source: Primary Data

CHART 3.1

AGE CATEGORY OF EXPORTERS



INFERENCE:

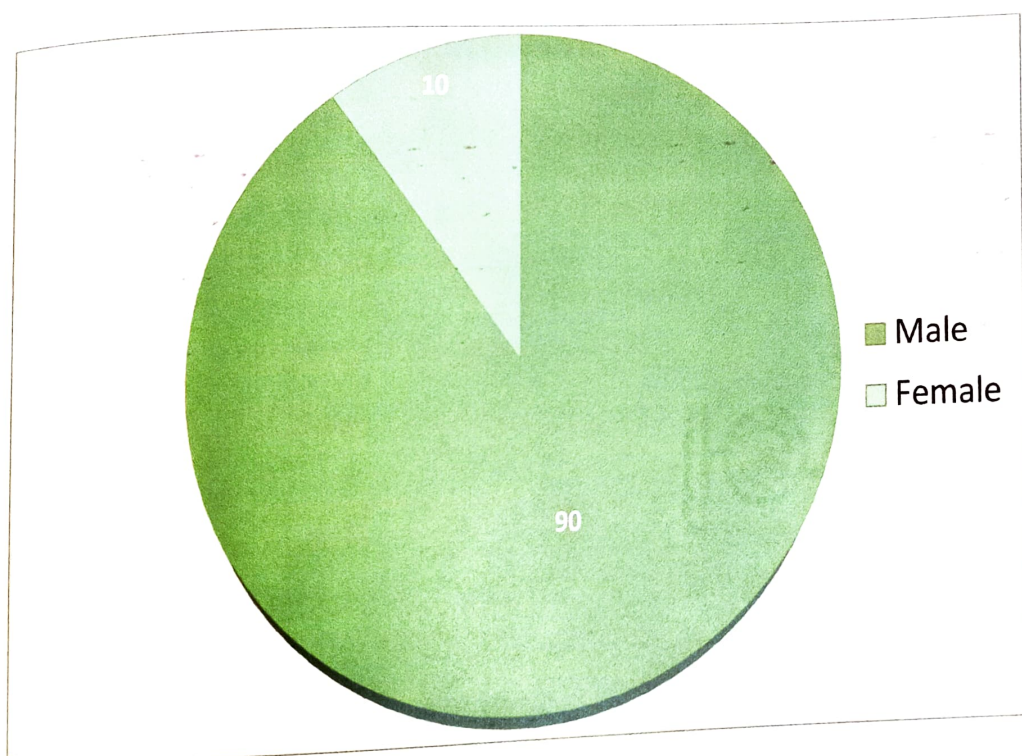
From the above table it can be inferred that 40 percentage of the respondents fall under the age category of 36-45 and 36 percentage are about 20-35. 14 percentage are about 46-60 and 10 percentage are about 18-25.

TABLE 3.2
GENDER-WISE CLASSIFICATION

| Sl No. | Gender | No of Respondents | Percentage % |
|--------|--------------|-------------------|--------------|
| 1. | Male | 45 | 90 |
| 2. | Female | 5 | 10 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.2
GENDER-WISE CLASSIFICATION



INFERENCE:

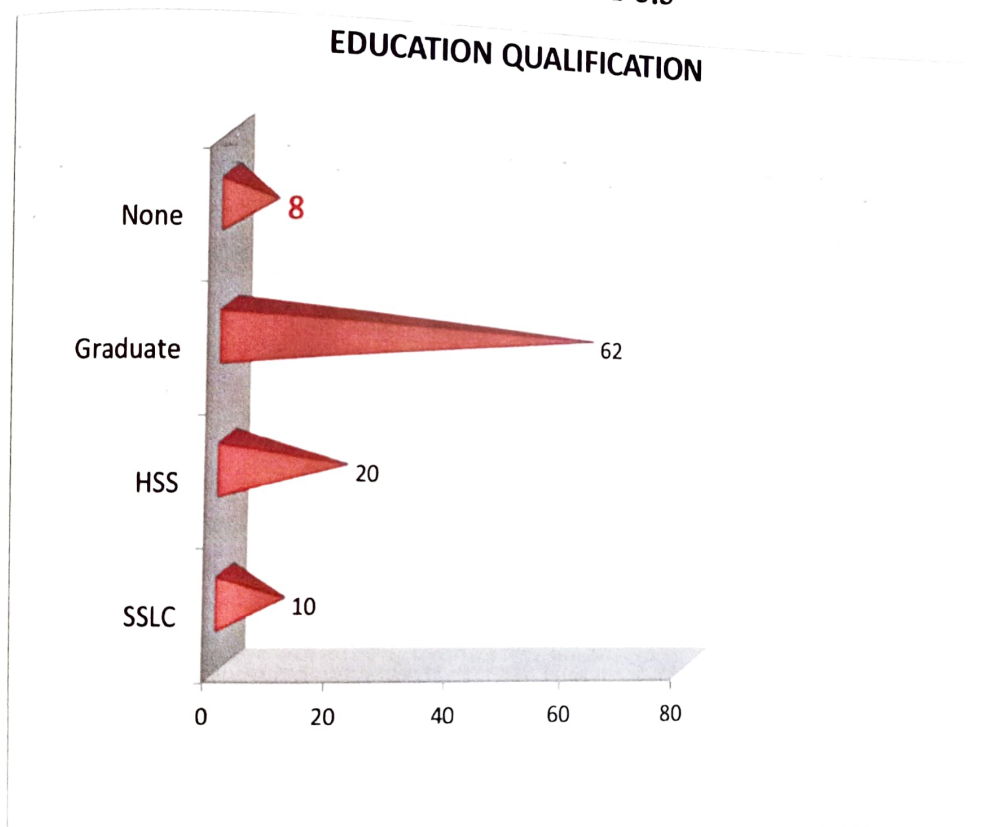
From the above table it can be inferred that 90 percentage of the respondents belong to male category and only 10 percentage of the respondents are female

TABLE 3.3
EDUCATION QUALIFICATION

| SI No. | Education | No of Respondents | Percentage % |
|--------|--------------|-------------------|--------------|
| 1. | SSLC | 5 | 10 |
| 2. | HSC | 10 | 20 |
| 3. | Graduate | 31 | 62 |
| 4. | None | 4 | 8 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.3



INFERENCE:

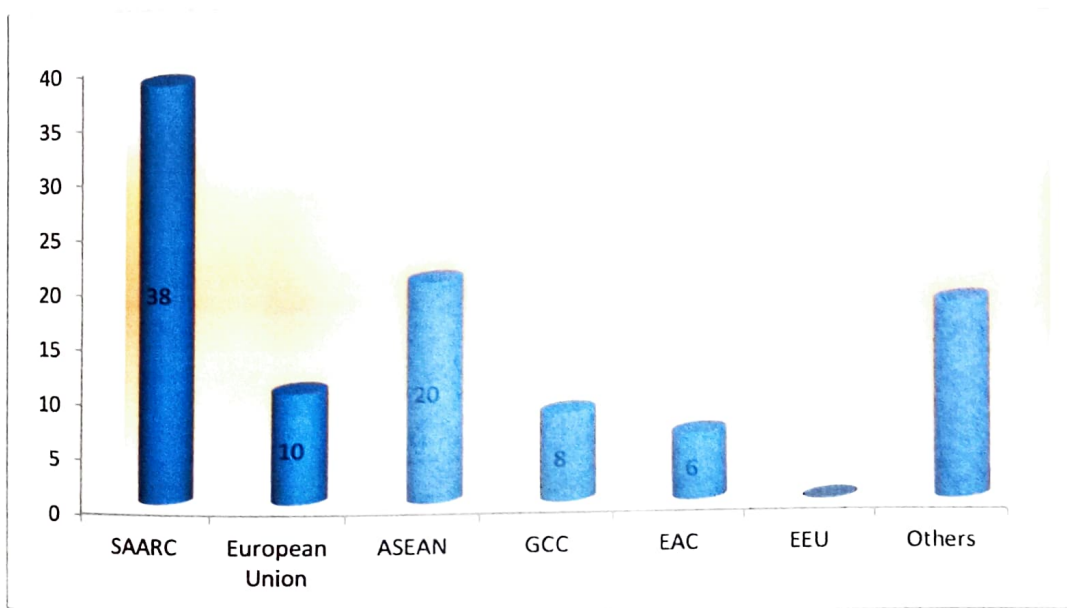
From the above table, the education qualification of the respondents infers to be 62 percentage of them are graduate 20 percentage of them have completed higher secondary, 10 percentage of them done upto SSLC and 8 percentage of them uneducated.

TABLE 3.4
AREA OF DESTINATION

| Sl No. | Area of Destination | No of Respondents | Percentage % |
|--------|---------------------|-------------------|--------------|
| 1. | SAARC | 19 | 38 |
| 2. | European Union | 5 | 10 |
| 3. | ASEAN | 10 | 20 |
| 4. | GCC | 4 | 8 |
| 5. | EAC | 3 | 6 |
| 6. | EEU | - | - |
| 7. | Others | 9 | 18 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.4
AREA OF DESTINATION



INFERENCE:

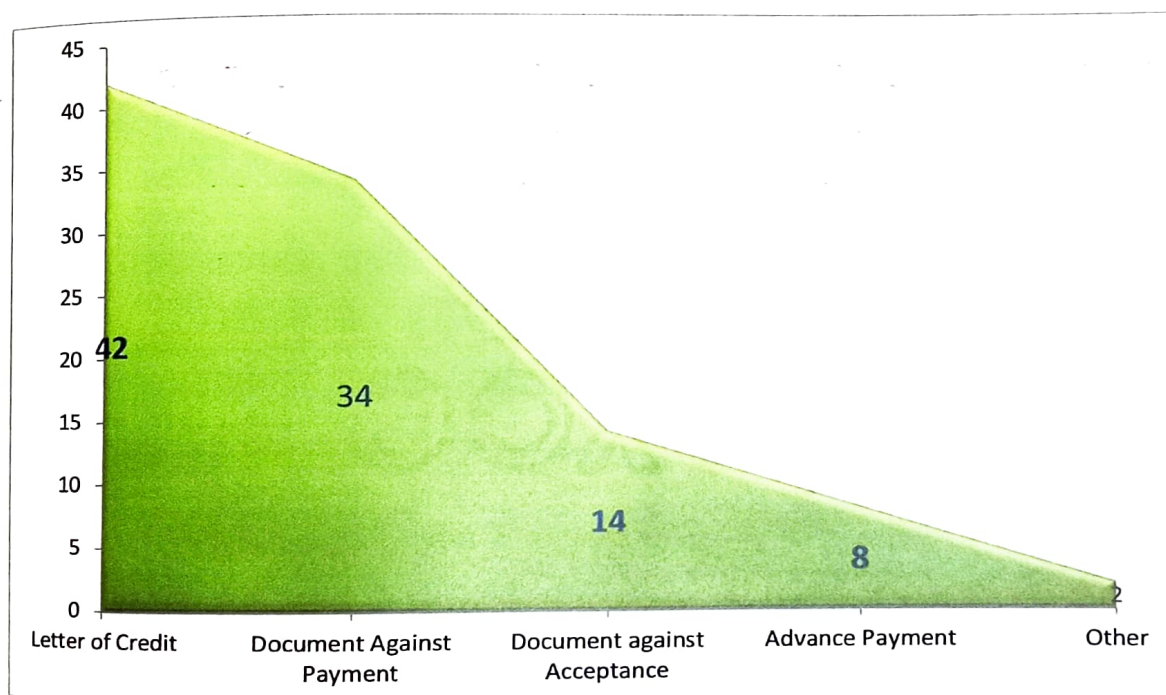
From the above table, the major area of destination of cargo 38 percentage is inferred to SAARC countries, 20 percentage to ASEAN countries, 18 percentage to other countries, 10 percentage to European Union, 8 percentage to GCC and 6 percentage to EAC countries.

TABLE 3.5
KINDS OF PAYMENT

| Sl No. | Payment Options | No of Respondents | Percentage % |
|--------|-----------------------------|-------------------|--------------|
| 1. | Letter of Credit | 21 | 42 |
| 2. | Document Against Payment | 17 | 34 |
| 3. | Document against Acceptance | 7 | 14 |
| 4. | Advance Payment | 4 | 8 |
| 5. | Other | 1 | 2 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.5
KINDS OF PAYMENT



INFERENCE:

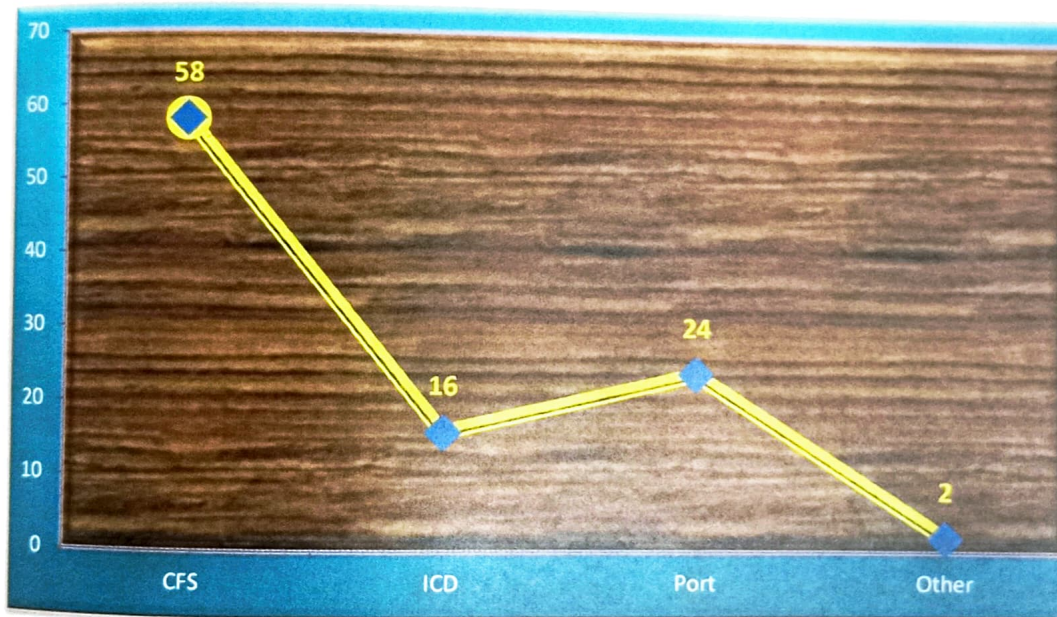
From the above table, 42 percentage of the payment is made through Letter of Credit, 34 percentage through Document against Payment, 14 percentage through Document against Acceptance, 8 percentage through Advance Payment and 2 percentage through other transactions.

TABLE 3.6
PLACE OF CARGO CLEARANCE

| Sl No. | Payment Options | No of Respondents | Percentage % |
|--------|-----------------|-------------------|--------------|
| 1. | CFS | 29 | 58 |
| 2. | ICD | 8 | 16 |
| 3. | Port | 12 | 24 |
| 4. | Other | 1 | 2 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.6
PLACE OF CARGO CLEARANCE



INFERENCE:

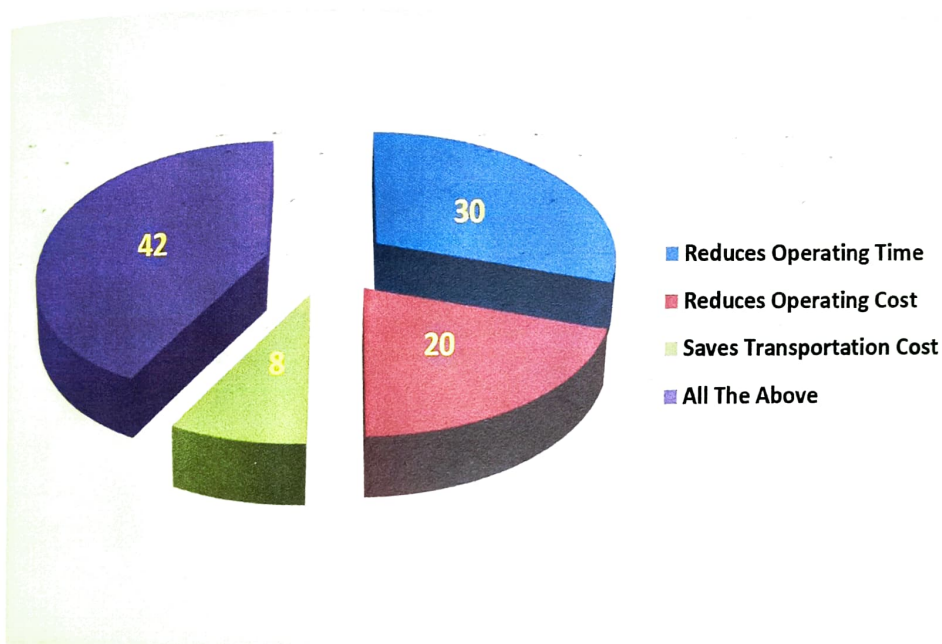
Form the above table, it is inferred that almost 58 percentages, of the cargo is cleared at CFS, 24 percentage at port, 16 percentage at ICD and 2 percentage at other places.

TABLE 3.7
PREFERENCE FOR EXPORT AGENCY

| Sl No. | Reason | No of Respondents | Percentage % |
|--------|---------------------------|-------------------|--------------|
| 1. | Reduces Operating Time | 15 | 30 |
| 2. | Reduces Operating Cost | 10 | 20 |
| 3. | Saves Transportation Cost | 4 | 8 |
| 4. | All The Above | 21 | 42 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.7
PREFERENCE FOR EXPORT AGENCY



INFERENCE:

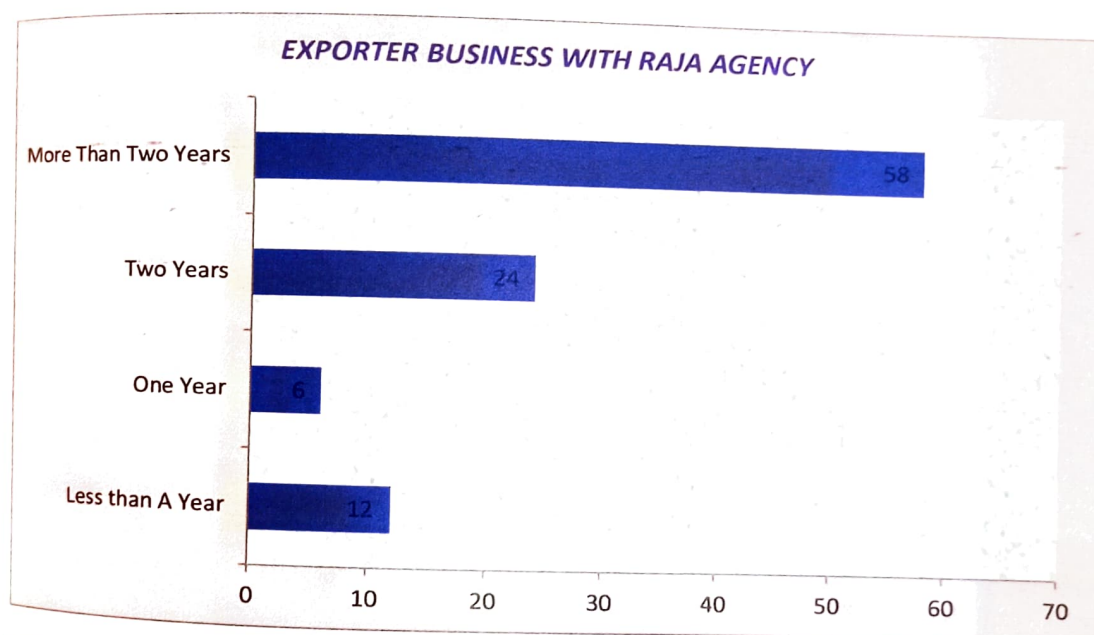
From the above table, it is inferred that respondents prefer agencies 42 percentage for all reasons such as saves operating time, cost and transportation cost, 30 percentage for savings operating time alone, 20 percentage for operating cost alone and 8 percentage for saving transportation cost.

TABLE 3.8
EXPORTER BUSINESS WITH RAJA AGENCY

| Sl No. | Time Period | No of Respondents | Percentage % |
|--------|---------------------|-------------------|--------------|
| 1. | Less than A Year | 6 | 12 |
| 2. | One Year | 3 | 6 |
| 3. | Two Years | 12 | 24 |
| 4. | More Than Two Years | 29 | 58 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.8



INFERENCE:

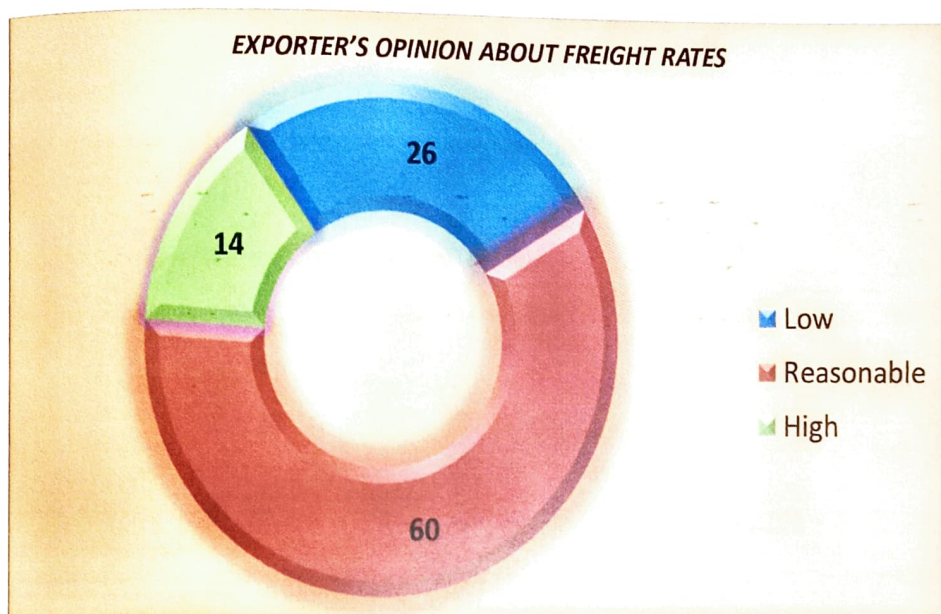
From the above table, it is inferred that 58 percentage of the respondents have business with Raja Agencies for more than 2 years, 24 percentage of them for 2 years. 12 percentage for less than a year and 6 percentage for 1 year.

TABLE 3.9
EXPORTER'S OPINION ABOUT FREIGHT RATES

| Sl No. | Freight Rate | No of Respondents | Percentage % |
|--------|--------------|-------------------|--------------|
| 1. | Low | 13 | 26 |
| 2. | Reasonable | 30 | 60 |
| 3. | High | 7 | 14 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.9



INFERENCE:

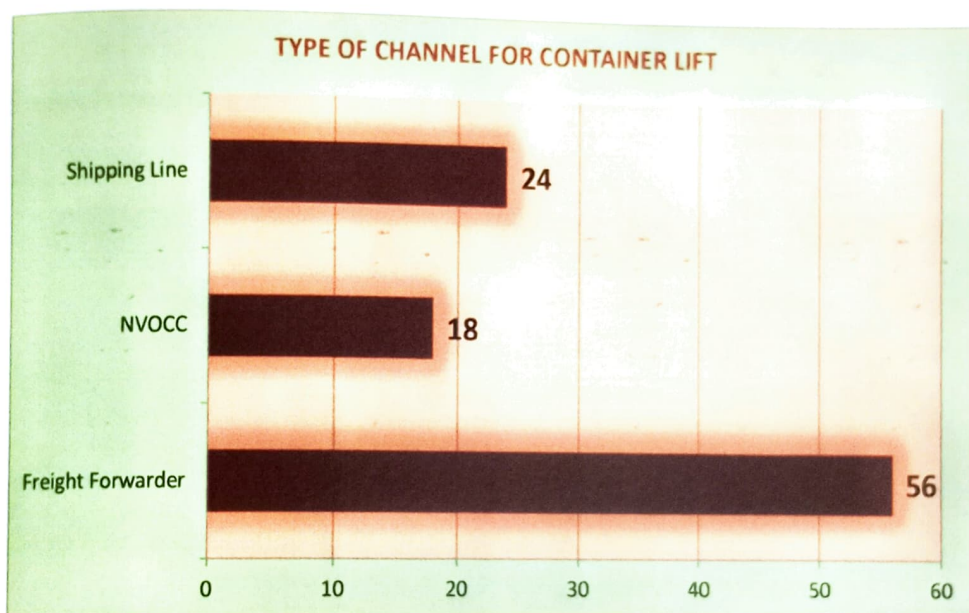
From the table, the respondents opinion about the reasonable freight rates is 60 percentage, low freight is about 26 percentage and high freight rate opinion is about 14 percentage.

TABLE 3.10
TYPE OF CHANNEL FOR CONTAINER LIFT

| Sl No. | Type of Channel | No of Respondents | Percentage % |
|--------|-------------------|-------------------|--------------|
| 1 | Freight Forwarder | 28 | 56 |
| 2 | NVOCC | 9 | 18 |
| 3 | Shipping Line | 12 | 24 |
| | Total | 50 | 100 |

Source: Primary Data

CHART 3.10



INFERENCE:

From the above table, it is clear that 56 percentage of the respondents choose freight forwarders to lift the container, 24 percentage use shipping liners and 18 percentage of them use NVOCC.

FINDINGS:

- ✓ Majority of the respondents belongs to the age category of 36- 45 and are 90% male
- ✓ About 62 percentage of the respondents are graduated
- ✓ Most of the respondents own Limited liability concern of business
- ✓ Most of the cargo from Raja Agencies are destined to SAARC and ASERC countries
- ✓ Around 40 percentage of the commodity being respondents is consumer cargo and food products following the former
- ✓ Letter of Credit and Document against Payment is the widely used form of payment chosen by the respondents
- ✓ 58 percentage of the cargo is cleared at CFS itself
- ✓ 60 percentage of the cargo special license from the customs for clearance
- ✓ More than half of the respondents insure their cargo and have an awareness about the Automated customs Clearance in India
- ✓ About 42 percentage of the respondents choose export agency in order to save operating time & cost.
- ✓ 58 percentage of the customers of Raja Agencies are having more than 2 years of business with the company.
- ✓ 60 percentage of the respondents feel the freight rates are fair with Raja Agencies
- ✓ Exporters choosing freight forwarders for lifting the container is about 56 percentage
- ✓ 56 percentages of the respondents presume that GST will not impact on their business
- ✓ About 42 percentage of the respondents choose Raja Agencies for CHA activities
- ✓ Above 80 percentage of the respondents consider that their cargo is timely forwarded and the location of Raja Agency is convenient for their transportation
- ✓ 56 percentage of the respondents are very satisfied with Raja Agencies and there is no dissatisfaction from part of any customer.
- ✓ 90 percentage of the respondents are ready to recommend Raja Agencies to other respondents

SUGGESTIONS:

- According to the data collected, Raja Agencies should improve themselves in service sector.
- Raja Agencies has to focus more on other sectors such as Chartering, Stevedoring, Liner Agents and so on to get better level of satisfaction on customers
- Awareness about ACH should be spread in order to save the operating time in custom formalities
- Since most of the cargo is cleared at CFS to avoid inspection of cargo at port, there is a scope for agencies having CFS for exports Imports
- Letter of Credit mode of payment has the maximum surety for receiving payments from the importer

CHAPTER – V

CONCLUSION

Conclusion?



CONCLUSION:

The above study has successfully achieved results in line with its objectives. The study has given the knowledge on export procedures and services rendered by the agencies. The export's preference about the nature of concern, terms of payment, nature of shipment, place of cargo clearance area known. The perception of the customers towards Raja Agencies is clearly depicted in terms of freight forwarding, cargo handling, location convenience, freight rates and their overall satisfaction with the agency.

Raja Agencies, being the second biggest export agency in Tuticorin for CHA, still needs to improve its business in other sectors in order to achieve the goodwill of its customers and its overall objective with respect to the prospects for logistics in future.

Annexure - 1

QUESTIONNAIRE



QUESTIONNAIRE

“A study on Export procedure and Documentation in Raja Agencies)”.

Dear Respondent,

We the student of St. Mary's College, Thoothukudi are undergoing a project on the topic “A study on Export Procedure and Documentation in Raja Agencies)” as per of our academic requirements. So, we request you to answer the following questions. We assure you that the information given by you will be used only for the academic purpose and will be kept confidential.

Yours Sincerely,

Epsica. S

Essakiammal Devi. T

Minu Rachel. S

Sinthia.M

Questionnaires

1. Name:

2. Age:

- a) 18-25 b) 26-35 c) 36-45 d) 46-60 e) Above 60

3. Gender

- a) Male b) Female

4. What is your Education Qualification?

- a) SSLC b) HSC c) Graduate d) None

5. Address

6. Contact Details:

7. What nature of exporter are you?

- a) Merchant b) Buying House

8. Are you a member of any council?

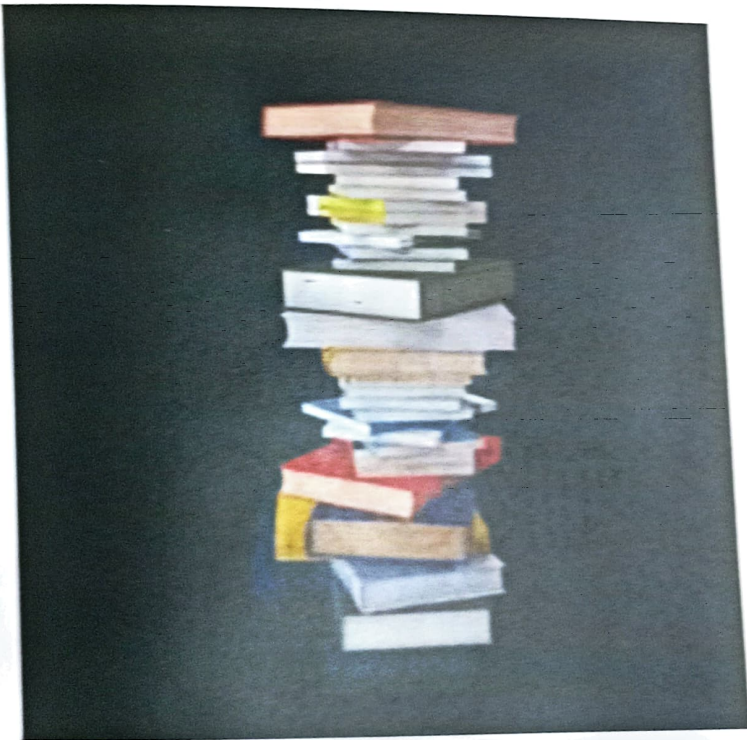
- a) Yes b) No

9. What kind of commodity do you export?

- a) Consumer cargo b) Capital cargo c) Food Products
d) Raw materials e) Other

Annexure - 2

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BIBLIOGRAPHY

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- ↓ www.howtoimportexport.com
- ↓ www.managementstudyguide.com

A STUDY ON MARKETING STRATEGY OF SEAFOODS REACH IN THOOTHUKUDI

A Project report submitted to

St. Mary's College (Autonomous), Thoothukudi

affiliated to

MANOMANIAM SUNDARANAR UNIVERSITY

in partial fulfilment of the requirements

for the degree of

BACHELOR OF BUSINESS ADMINISTRATION (SSC)

Submitted by

Names

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MEGALA.R

NANDHINI DEVI.C

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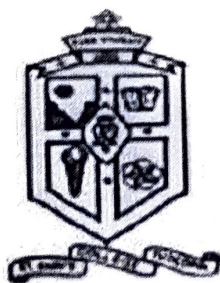
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under the guidance of

Ms. SIVA PRIYA, MBA.

Assistant Professor



Department of Business Administration (SSC)

ST. MARY'S COLLEGE (Autonomous)

THOOTHUKUDI -628 001

March - 2022

DECLARATION

We hereby declare that the project entitled, "A STUDY ON MARKETING STRATEGY OF SEAFOODS REACH IN THOOTHUKUDI" submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 17.05.2022

Signature of the student

1. R. Kothilka
2. R. Megala
3. C. Nandhini Devi
4. A. Sowphiya.

CERTIFICATION

This is to certify that this project work entitled “A STUDY ON MARKETING STRATEGY OF SEAFOODS REACH IN THOOTHUKUDI ” is submitted to St. Mary's college (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARNAR UNIVERSITY, TIRUNELVELI in partial fulfilment for the award of degree of Bachelor of Business Administration and is a work done during the year 2019 – 2022 by the following students.

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SNOWPHIYA.A

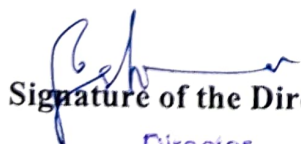
19SUBA28



Signature of the Guide



Signature of the HOD



Signature of the Director

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Signature of the Principal

Principal

St. Mary's College (Autonomous)

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Signature of the External Examiner

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ACKNOWLEDGEMENT

First of all, we thank **LORD ALMIGHTY** for his blessings to help me complete this project successfully on time.

We acknowledge our sincere gratitude to our **Principal Dr. Sr. A.S.J. Lucia Rose M. Sc., M.Phil., Ph.D., PGDCA** and express our deepest our **Director Sr. Josephine Jeyarani M. Sc., B.Ed.** for granting us permission to carry out research work.

We extend my thanks to **Mrs. S. Gayathri M.B.A, M.H.R.M., M. Phil., SET., Ph.D. H.O.D** of Business Administration for providing all the necessary facilities in bringing out this project report.

We are also grateful to **Ms. SIVA PRIYA, MBA.** for her continuous and deliberate discussion on the topic and indeterminable burden taken by her in helping us doing this project.

We are thankful to our parents who motivated us throughout this project work. The preparation of this report would not have been an easy work without the help and support of them. We also take this chance to convey our heartfelt thanks to our friends for their continual support.

Last but not least we thank everyone who has helped directly or indirectly to their valuable in developing this work.

We hope that we've manifested our sincere attempts to represent all the information and other things to the best of our ability.

CHAPTERIZATION

CHAPTERIZATION

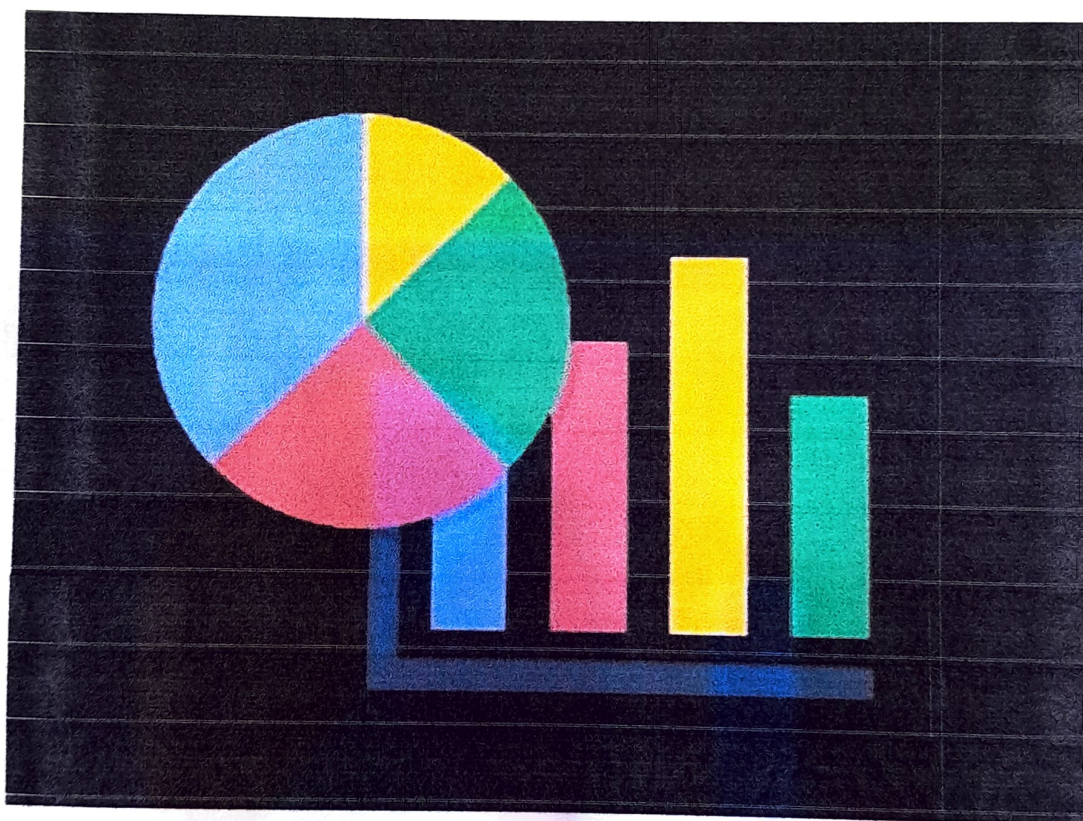
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| III | ANALYSIS AND INTERPRETATION | 16-39 |
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| V | CONCLUSION | 45 |
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INTRODUCTION

Introduction

1.1Introduction:

1.1.2 MARKETING STRATEGY:

The major objective of any company is to make profits. Marketing is responsible for identifying a company's customer anticipating their needs and wants, satisfying these needs while keeping the its major goal which maximizing profits. Nearly one – third of the food produced for the human consumption was wasted from the entire production to consumption systems the major losses being attributed to improper storage and untimely processing including drying the foodstuff. India lacks adequate postharvest infrastructure facilities to process and store seafood's. There is a huge landing of undersides and low market values fishes as by catch. which are mostly discarded at sea during peak fishing seasons. During lean fishing season. these fishes are bought to the fish landing centers by the fishman due to demand from the seafood enterprises. seafoods can be transported to area where these fishes have good market potential. seafoods attracts greater demand during fishing ban period when availability of fresh fish in market is low. Seafoods has higher concentration of protein. hence, seafood production provides employment opportunity especially to women's and generate income to the fisher's addition to the contribution towards nutritional security of the poor as per female are more actively involved in curing and processing as well as marketing of seafoods.

Seafoods is preservation prior to the introduction of canning and freezing. Seafoods preservation is an alternative dimension to reduce the physical post – harvest loss of by catch and improve value addition. In India. seafoods are widely sold at local markets and commercially important species are also exported to other countries. seafoods being a low-cost dietary protein food, with the growing importance of seafoods, studies on various aspects such as traditional method of seafoods of seafood production and their problem of fishers and nutritional security of the society, not much attention has been paid to document the different avenues on the seafoods products. Hence, the present study was attempted to address the economics of seafoods production, its financial feasibility and how the seafoods reached consumer. Strategic planning is looking at where you are now, knowing where you want to be in the future and planning the steps. Products in the line includes: squid, crab backs, crab meat, shrimps, prawn lobster, mussels, octopus and a variety of other seafood products. after looking at trends in the market and seeing that consumers are becoming more health conscious and the need for foods that is easy to prepare it was decided that this product would do well in a consumer market made up of mid and mid income families and individuals. There are always

challenges in the marketplace, a few being of course other competitions in global seafood industries, as well as the marketing methods of other meat products like beef and chicken sustainability questions and standards arise as farmed salmon become popular in some part of the world. As some people drive towards plant-based diet, that is sure to have an effect on the industry. It is also interesting to note the utilization of the product and marketing of its by and co-product. Even perception and descriptors of seafoods such as “fresh”, “wild” and “farmed” have an effect on the branding of a product. Marketing a brand is always a challenge, but it is the knowledge of exciting implementation by investigating the marketing seafood organization are able to get a better idea of how to relate their products to their public, and ensure they are educated about the process.

1.1.2.1 Meaning:

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. A thorough marketing strategy covers "the four Ps" of marketing - product, price, place, and promotion.

1.1.2.2 Definition:

“The marketing strategy lays out target markets and the values proposition that will be offered based on an analysis of the best market opportunities.”

-Philip Kotler & Kevin Keller

“The pattern of major objectives, purposes and goals and essential policies and plans for achieving those goals, started in such a way as to define what the business the company is in or is to be in.”

- S. Jain

1.2.3 Signification of Seafood Marketing Strategy:

- **Create Awareness**

People always remember what they find unique and interesting, Hence, having a well-curated market strategy that interacts directly with the consumer makes them

recall your brand. All you need to do is start with highlighting and promoting your USPs, attributes and legacy followed by your products and services.

- **Build a New Customer Base Every Time:**

As a company, what is your primary goal? To attract more and more customers and increase your sales. True! To achieve the same, the marketing team of any company must understand the importance of marketing strategy. By creating the right marketing strategy, brands are able to know the interests, needs, and other customer demographics like income, location, age, etc., All this information help them improve their offerings and attract a new set of customers through consistent promotional activities.

- **Plan the marketing budgets**

As you know, every department in any organization is assigned a specific budget for a period or for all the tasks involved to achieving a set of goals. So, when you have a well-planned marketing strategy, you can make sure the assigned budget doesn't go haywire by investing them in unthoughtful promotional activities with no or low returns. It also helps you ensure that you are using or budget optimally and in the right way towards achieving the marketing as well as the company goals and objectives.

1.2.4 Scope of Seafood Marketing strategy:

- The volume of product range and geographic coverage within the employer, this study helpful to identify the marketing strategy to promote product.
- The number of market segments served, to improve a marketplace over the various area.
- Advertising channels is to be used to improve an promotion.it helps to create an awareness about product among people in the company.
- The position of branding is creating a trust about product among people to increase a sale.
- The extent of advertising and marketing effort to create a large connections of consumers
- The function of first-rate product is a trustworthy of consumer about product in company.

1.2.5 Importance of Marketing strategy:

- Marketing strategy provides an organization an edge over competitors.
- Strategy helps in developing goods and services with best profit-making potential.
- Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.
- It helps in fixing the right price for organization's goods and services based on information collected by market research.
- Strategy ensures effective departmental co-ordination.
- It helps an organization to make optimum utilization of its resources so as to provide a sales message to its target market.
- A marketing strategy helps to fix the advertising budget in advance, and also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.

1.2.6 Benefits of Marketing strategy:

- **Promotes Business to a target audience:**

The company can't sell their product or service without appealing to the people most likely to buy those product and services that group is known as target audience, and a marketing strategy is the most effective way to reach that all – important group. They have targeted group correctly, where they like to hang out on social media.

- **Helps to understand customers:**

The company have to do market research before develop a marketing strategy and that research can provide with reams of data that can use over and over to help refine the product development and keep up with trends and shift in target audience behavior.

- **Helps Brand your Business:**

The marketing strategy isn't just about boosting leads and converting audience into buyers, it's also about expressing the culture, value and purposes of a business. The process of communicating that vision to audience is the essence of branding.

- **Keep you focused:**

It's common knowledge that a clear plan helps us to be focused on solving our challenges. In its turn, go-to-market strategy helps to focus on the new market entry. This allows concentrating on every element that influences overall strategy. It is also important to divide your strategy into smaller actionable activities that help to ease the process of the market entry. And the staff of the digital agency will help to complete these tasks.

- **Determine the demand for the product or service:**

Demand is just another word for "requests from customers." If company know online demand, it can plan a next step and simply feel more confident and secure about the future of the company. Obviously, it has no sense to be presented on the market. They use online tools that allow us to find out today's search trends and which are only gaining popularity. Our team can also explore how to use Google data to create quality content on website, keep up with the latest trending searches, see what was popular on Google year .they will know the online demand helps to improve SEO (Search Engine Optimization) and content marketing of the brand because they can find what questions and issues interest your customers.

1.3 Objective of study:

Primary Objective:

- To study about the marketing strategy of particular seafood company reach in Thoothukudi.

Secondary objectives:

- To Discover the concept of commercialization to use.
- To learn the pricing methodology to be used.
- To learn how to expand market place.
- To Find the promotional measure to be implemented.
- To identify potential risk for management.

1.4 Need of the study:

The purpose of the study is to get an idea about the marketing strategy among in Nila seafoods, Diamond seafoods, Britto seafoods, Baby marine seafoods company, Thoothukudi. This study helps to understand the importance knowledge about marketing strategy. The research will be helpful in considering how the company use strategy in marketing.

1.5 Scope of study:

The study was done at Nila seafoods, Diamond seafoods, Britto seafoods, Baby marine seafoods company, Thoothukudi. The company is associated with seafood manufacturing. The study aims to understand the Marketing strategy. It follows marketing strategy used in the companies. This study aims to know about marketing strategy, promotions, expand marketplace.

1.6 Study on limitation of Marketing Strategy:

- During the study of survey there is lack of time to collect information about the workers.
- Due to the unpleasant odour and room temperature the study on survey takes much time.
- According to the company's norms the employees are not allowed to discuss during their work hours, it makes delay in completing the survey earlier.
- At survey, some employees are not well responded and interactive.

1.7 Research Methodology:

1.7.1 Meaning:

Research Methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner. The research method of the study explains the systematic way of finding to the predominant objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of current English lays down the meaning of research as a "a careful investigation or inquiry specially through search for new fact in any branch of knowledge."

1.7.2 Definition:

According to Clifford woody research comprises defining and redefining problem, formulating hypothesis or suggested solution; collecting, organising and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusion to determine whether they fit the formulating hypothesis.

Redman and Mary define research as a “systematized effort to gain new knowledge.” Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery.

1.7.3 Research design:

A research design is considered as the frame work or plan for a study that guides as well as helps data collection and analysis of data. The research design in this project is descriptive in nature. The formidable problem that follows the task of defining the research problem is the preparation of design of the research project, popularly known as the “research design”.

Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitutes design. “A research design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure,

In fact, the research design is the conceptual structure within which research is conducted; its constitutions the blueprint for the collection, measurement and analysis of data. As Such the design includes an outline of what the research will do from writing the hypothesis and its operational implications to the final analysis of data.

1.7.4 Sampling design:

- **Sample Size:**

The sample size was restricted to 72 respondents from the particular five company’s

- **Sample area:**

The research was conducted at Nila seafoods, Diamond seafoods, Britto seafoods, Baby marine seafoods company, Thoothukudi.

- **Sampling procedure:**

The research was by the survey in accordance to the convenience of the employees. The sampling technique used was convenience sampling.

1.7.5 Method of Data collection:

- Primary data
- Secondary data

Primary Data:

The primary data are the data are collected fresh and for the first time and thus happen to be original. The Primary Data is collected by questionnaire was handed over to the company employees and the purpose of the study was explained to them and details were collected.

Secondary Data:

The secondary data are collected form the company records, journals, internet and books.

1.8 Tools for Analysis

After the data have been collected it has to be analysed; the data obtained from the questionnaire is consolidated. Tabulation obtained should be analysed with the statistical techniques and tools so that interpretation would be precise. After interpreting the result, suitable suggestions are given.

The statistical tools used for analysing the data collected are,

- Simple percentage analysis
- Bar diagram
- Pie-charts

Simple Percentage Analysis:

It refers to a special kind of rates; percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

PERCENTAGE ANALYSIS =

$$\frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

Bar Diagram:

A bar graph (diagram) is a pictorial representation of the data by a series of bars or rectangles of uniform width standing on the same horizontal (or vertical) base line with equal spacing between the bars. Each rectangle or bar represents only one numerical value of the data.

Pie chart:

A pie chart is a type of graph that displays data in a circular graph. The pieces of the graph are proportional to the fraction of the whole in each category. In other words, each slice of the pie is relative to the size of that category in the group as a whole. The entire "pie" represents 100 percent of a whole, while the pie "slices" represent portions of the whole.

PROFILE OF THE STUDY





Company Name: NILA SEA FOODS PVT. LTD.

Established: 1990

Address: 137, Pudurpandiappuram,

Tuticorin – 628002.

Tamilnadu, India.

Websites: nilaseafoods.com

E-mail: info@nilaseafoods.com

Contact no: +91 461 2345707

Fax: +91-461-2345138

Vision: To be a leading world class diversified value and added marine products exporter committed to consistently delight the customer, Through our product quality, taste, texture and appearance.

Mission: Dedicated to improve the quality of life by providing innovative cost-effective product and service of global standard.

Founder: D. Chandran

Chairman: C. Nila vathi

Product: Flower, White, Sea Tiger, Bamboo, Brown, Poovalan, Karikadi.

CIN: U40100TN1992PTC021950

CLASS OF COMPANY: PRIVATE



Company name: DIAMOND SEAFOODS EXPORTS (DSF)

Established: 1976

Address: 3/52, Krishnarajapuram,

Tuticorin - 628002

Websites: kanni.in

E-mail: kanni941@gmail.com

Contact no: +91 461 2360346

Vision: "To be a globally respected corporation that deliver best-in-class of quality seafood brand to the people and to be recognized leaders and industry source for seafood business"

Mission: "To serve our customer by providing quality seafood service in worldwide vendors and society at large."

Founder: Mr. Devanesam

Chairman: Mr. D.Sathianathan

Product: Flower, White, Sea Tiger, Bamboo, Brown, Poovalan, Karikadi.

CIN: 0488019885

CLASS OF COMPANY: PRIVATE

Diamond Seafood Exports was established in the year 1976 is an international standard unit exporting mainly shrimps and other Marine product.



Company name: BRITTO SEAFOODS EXPORTS PRIVATE LIMITED

Established: 1979

Address: No:c-1 part,

SIPCOT industrial complex,

Thoothukudi,

Tamil Nadu.

Websites: www.brittoseafoodexports.com

E-mail: brittoseafoods@gmail.com

Contact no: (+91) 44-25911997 / 854

Vision: To Evolve as a global leader in a seafood industry

Mission: To develop a robust, scalable and most efficient seafood supply chain.

Director: Antony samy

CIN: U05001TN2005PTC057378

Class of company: PRIVATE



Company name: Baby marine venture

Established: 1976

Address: plot no.C-77-A2, C-77B1,

Sipcot Industrial complex,

Madathur,

Thoothukudi, Tamil Nadu 628008.

Website: babymarine.com

E-mail: sourcing@babymarine.com

Contact no: 91-484-428 00 00

Fax: 91-484-4280 095

VISION: To be the most sought-after Conglomerate among Customers and Employees.

MISSION: We will maintain Leadership in producing the Best Quality Seafood at our facilities located close to the Raw Material resources and work towards being the Best in respect of Quality, striving for Market excellence and Leadership in all our Business Ventures. We are committed to build Strong Business Relationships through the core values of Honesty, Integrity, Customer Satisfaction and Care for our Employees & the Society in our endeavour to attain reasonable returns for the stake holders.

CIN no: U61200TN2013PTC091762

Class of company: PRIVATE



COMPANY NAME: PRINCE SEAFOOD PVT.LTD

ESTABLISHED: 2020

ADDRESS: 6/220/3

ECR road, Tharuvaikulam,

Thoothukudi,

Tamil Nadu.

WEBSITES: princeseafoodexport.in

EMAIL: tut.princeexports1998@gmail.com

CONTACT NO: [+9194885 31147](tel:+919488531147)

VISION: We envision to be recognized globally for export product service for a wide range of market for our quality and the value we deliver to our delightful consignee.

MISSION: Provide cost – effective export of products to clients worldwide with superior quality and create values. Expansion of our business into new industries and related business offering new avenues for cumulative growth and advancement for our firm, clients and consignee.

FOUNDER: Mr. S. Irudayaraj

CIN: U05005KL1993PTC007509

CLASS OF COMPANY: PRIVATE

ANALYSIS AND INTERPRETATION



CHAPTER -III

ANALYSIS AND INTERPRETATION

Analysis of data means, studying the tabulated material in order to determine inherent facts or meanings. Larger division material should be broken down into smaller units and rearranged combination to discover new factors, interrelationship and cause effect relationships.

Analysis of data is the most skilled task of all the stages of research, calling for the researcher's own judgement and skill. It throws light on various problems areas, enabling the researcher to identify ways and means of arriving at a solution. Research besides the collection and analysis of the data has to draw inference and explain their significance.

The task of drawing conclusions and inferences from a careful analysis of data is known as interpretation.

Formula;

$$\text{i) } \text{Percentage Analysis} = \frac{\text{i. No. of respondent}}{\text{Total no of respondents}} \times 100$$

TABLE -3.1

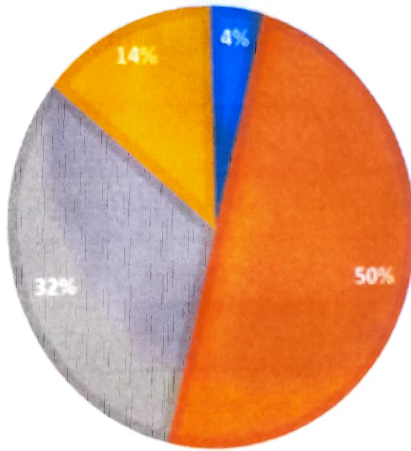
The following table 3.1 represents the Age

| S.no | Particulars | No. of. employees | Percentage (%) |
|------|--------------|-------------------|----------------|
| 1. | Below 20 | 3 | 4.16% |
| 2. | 20-30 | 36 | 50% |
| 3. | 30-40 | 23 | 32% |
| 4. | More than 40 | 10 | 13.8% |
| | Total | 72 | 100 |

CHART -3.1

AGE

■ below 20 ■ 20-30 ■ 30-40 ■ morethan 40



SOURCE: Primary data

INFERENCE:

Table- 3.1 indicates that 4.16 Percentage of the employees are comes under the age group of below 20 ,50 Percentage of the employees are comes under the age group of 20-30, 32 Percentage of the employees are comes under the age group of 30-40 and 13.8 Percentage of employees are comes under the age of 40 and more than has been working in the company.

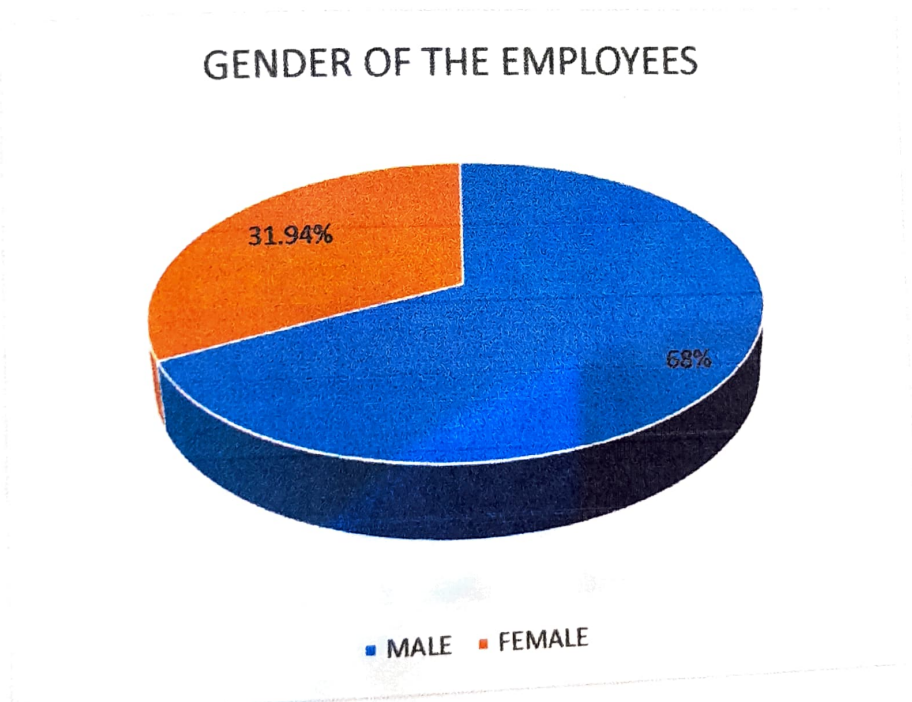
TABLE -3.2

The following table 3.2 represents Gender

| S. No | Particulars | No. of. Employees | Percentage (%) |
|-------|-------------|-------------------|----------------|
| 1. | Male | 49 | 68% |
| 2. | Female | 23 | 31.94% |
| | Total | 72 | 100 |

CHART -3.2

GENDER OF THE EMPLOYEES



SOURCE: Primary data

INFERENCE:

Table -3.2 indicates that 68 Percentage of employees are males and 31.94 Percentage of employees are females have been working in the company

TABLE -3.3

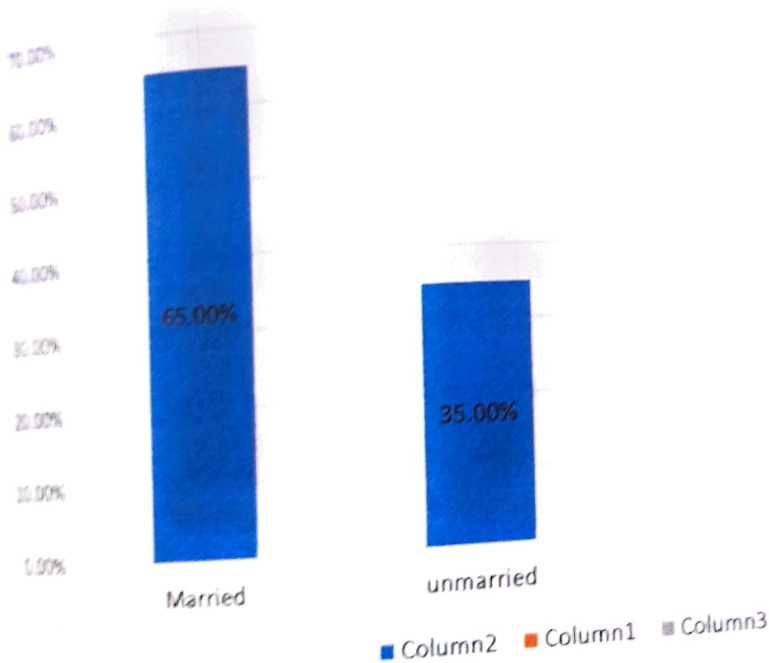
The following table 3.3 represents the Marital Status

| S. No | Particulars | No. of employees | Percentage (%) |
|-------|-------------|------------------|----------------|
| 1 | Married | 47 | 65.27% |
| 2 | Unmarried | 25 | 34.72% |
| | Total | 72 | 100% |

CHAPTER -3.3

MARITAL STATUS

MARITAL STATUS



SOURCE: Primary data

INFERENCE:

The table -3.3 indicates that 65.27 Percentage of employees are married, 34.72 Percentage of the employees are unmarried have been working in the company.

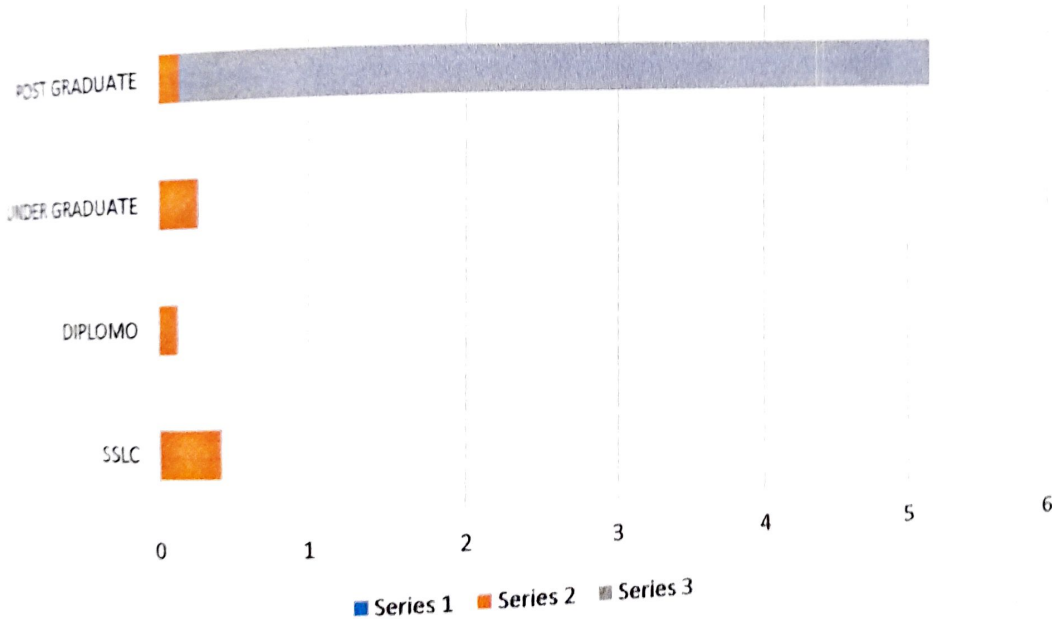
TABLE -3.4

The following table 3.4 represents Education

| S.NO | PARTICULARS | NO. OF EMPLOYEES | PERCENTAGE (%) |
|------|----------------|------------------|----------------|
| 1 | SSLC | 31 | 43.05% |
| 2 | Diploma | 10 | 13.8% |
| 3 | Under Graduate | 20 | 27.7% |
| 4 | Post Graduate | 11 | 15.27% |
| | Total | 72 | 100 |

CHART -3.4

EDUCATION



SOURCE: primary data

INFERENCE:

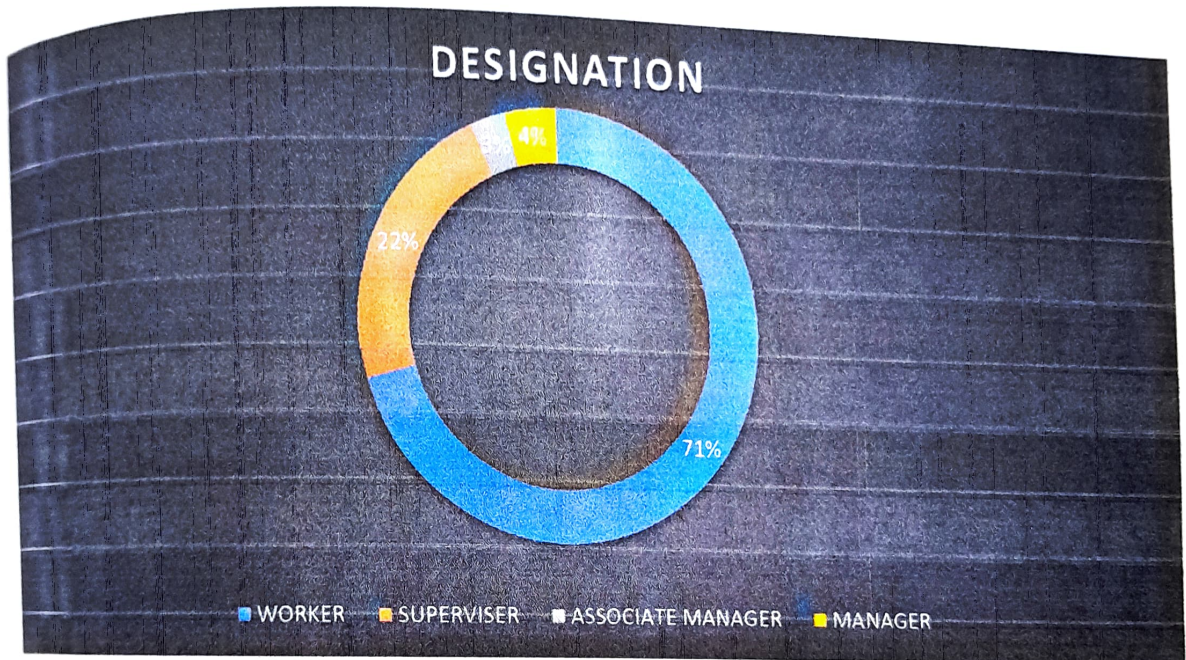
Table -3.4 indicates that 43.05 Percentage of employees had studied SSLC, 13.8 Percentage of employees had studied Diplomo, 27.7 Percentage of employee had studied Under Graduate and 15.27 Percentage of employee had studied Post Graduate have been working in the company.

TABLE -3.5

The following table 3.5 represents the Designation

| S. No | Particulars | No. Of. Workers | Percentage (%) |
|-------|-------------------|-----------------|----------------|
| 1. | Worker | 51 | 70.83% |
| 2. | Supervisor | 16 | 22.2% |
| 3. | Associate manager | 2 | 2.7% |
| 4. | Manager | 3 | 4.16% |
| | Total | 72 | 100 |

CHART 3.5



SOURCE: Primary data

INFERENCE;

Table -3.5 indicates that 70.83 Percentage of employees are workers, 22.2 Percentage of employees are working as a supervisor, 2.7 Percentage of employees are working as an associate manager and 4.16 Percentage of employees are working as a manager have been working in the company.

FINDINGS



CHAPTER -IV

FINDINGS :-

- **AGE OF THE EMPLOYEES:**

It was found that 4.16% of the employees are comes under the age group of below 20 ,50% of the employees are comes under the age group of 20-30, 32% of the employees are comes under the age group of 30-40 and 13.8% of employees are comes under te age of 40 and more than has been working in the company.

- **GENDER ANALYSIS:**

It was found from the study that 49% of male employee and 23% of employees are female

- **MATRIAL STATUS:**

It was founded that 47% of employees are Married, 23% of the employees are unmarried have been working in the company.

- **EDUCATION:**

It was founded that 43% of the employees are SSLC,13% of the employees are diploma,27% of employees are Under Graduates and 15% of the employees are Post Graduates are working in the company

- **DESIGNATION:**

It was founded that 70.83% of employees are workers,22.2% of employees are working as an supervisor,2.7% of employees are working as an associate manager and 4.16% of employees are working as an manager have been working in the Company.

- **ANNUAL INCOME:**

It was founded that 37.5% of employees were received below 1 lakh in a year,51.38% of employees were received 1 lakh-2 lakh in a year,9.72% of employees were received 2 lakh-3 lakh in a year and 1.38% above 4 lakh once in a year.

• **WORK EXPERIENCE:**

It was found that 51% of the employees are below 5 years, 27% of the employees are 5-10 years, 16% of the employees are experience in 10-15 years and 4% of the employees are working experience in above 15 years have been working in the company.

• **CHOOSE THIS FIELD:**

It was founded that 26% of the employees are qualification, 50% of the employees are financial problem and that reason only to choose these field, 22% are the employees are liked job and 1% of the employees are dream job have been choose this and working in the company.

• **BRACHES:**

It was founded that 9% of the employees are 1-5 branches in many place, are 1% of are the employees are choosing the more than 15 branches are available in many place have been working in the company.

• **TARGET CUSTOMER:**

It was founded that 11% of the employees are determine the middle class. 5% of the employees are determine rich people. 75% of the employees are determine the foreigners, and 8% of the employees are choosing rural people that have been targeting customer in the company.

• **IMPLEMENTATION OF THE STRATEGIES:**

It was founded that 33% are the employees are choosing ineffective training 18% of the employees are choosing lack of resource, 26% of the employees are choosing lack of communication and 22% of the employees are choosing lack of follow through are that strategy of using in a company.

• **MARKETING STRATEGY USED:**

It was founded that 31% of the employee are choosing the marketing strategy of loyalty, 65% of the employees are choosing the marketing strategy of quality and 2% of the employees are choosing offers are that have been working in the company.

• **SELLING PRODUCT:**

employees are using selling product in dealer and agent, 4% of the employees are retail outlet and 9% of the employees are local distributors are have been working in a company .

• **PRICING METHOD:**

It was founded that 25% of the employees are choosing the pricing method of competitive pricing, 16% of the employees are choosing the pricing method of cost plus pricing, 22% of the employees are choosing the pricing method of makeup pricing and 36% of the employees are choosing the pricing method of demand pricing have been working in a company .

• **PRICE OF THE PRODUCT:**

It was founded that 34% of the employees are determine the based on market value and demand, 41% of the employees are determine the based on size 15% of the employees are determine the based on quality and quantity and 36% of the employees are determine the availability and they are pricing the product of a company.

• **STRATEGY USED TO IMPORVE THE MARKETING:**

It was founded that 16% of the employees are providing more retailers, 31% of the employees are providing the fresh and clean food, 11% of the employees are providing more shops and 40% of the employees are providing tractic free transport are have been working in a company

• **MEDICAL PROBLEM:**

It was founded that 16% of the employees are sick with allergy, 12% of the employees are sick in blood pressure and 70% of the employees are in stress of this job.ate that medical problem of employees in a company .

• WAY TO TRANSPORT YOUR GOODS:

It was founded that 41% of the employees are choosing safe transport your goods, 47% of the employees are choosing the ship, 11% of the employees are choosing the truck and have been working in the company.

• KIND OF SHIPMENT:

It was founded that 69% of the employees are choosing full container load, 11% of the employees are choosing less than container load, 9% of the employees are choosing half container load and 9% of the employees are small container load are have been working in a company.

• PROBLEM FACED IN TIME OF DELIVERY:

It was founded 75% of the employees are choose the climate condition, 12% of the employees are choosing the traffic, 6% of the employees are choose the vechile repair and 5% of the employee are choose the stire that are facing the prolems in delivery time in a company.

• RISK YOU FACED IN COVID PANDEMIC:

It was founded 5% of the employees are didn't aware about lockdown, 47% of the employees are facing problem in covid pandemic lack of transport and 6% of the employees are unemployment, 40% of the employees are government policy that are problems are faced in covid pandemic time in a company.

• ADVERTISEMENT IN COVID PANDEMIC:

It was founded that 66% of the employees are choosing the online advertising, 26% of the employees are choose direct advertisement, 5% of the employees are choose pamphlet .are have been working in a company

• EXPORT IN A YEAR:

It was founded that 20% of the employees are thrices export in a year, 2% of the employees are onces a export in a year, 1% of the employees are twice export in a year and 75% of the employees are morethan export in a year in a company.

• **PROMOTE YOUR PRODUCT :**

It was founded that 55% of the employees are season, 19% of the employees are particulars, 22% of the employees are frequent and 2% of the employees are none are promoting a company.

• **PRICING POSITIONING AND BRANDING :**

It was founded that 44% of the employees are very good pricing positing and branding, 28% of the employees are choose the good, 13% of the employees are bad are have been working in a company

• **DELVOLPING AWARENESS OF THEIR PRODUCT:**

It was founded that 93% of the employee are yes of developing awareness of their product, 6% of the employee are no that have been of a company .

• **COMMUNICATE WITH YOUR CUSTOMER :**

It was founded that 34% of the employees are through website, 22% of the employee are face to face communicate with customer, 5% of the employees are direct mail and 37% of the employees are social media are have been communicate with a customer in a company.

• **EXACTLY WHO YOUR AUDIENCE:**

It was founded that 83% of the employees are yes and 16% of the employees are no that have been working in a company .

PROMOTING THEIR PRODUCT AGGRESSIVELY:

It was founded that 86% of the employees are yes and 13% of the employees are no promoting their product aggressively that have been working in a company.

CONCLUSION

CHAPTER -V

CONCLUSION

Findings are based on the survey conducted on these on these points are looked into the steps be taken in this regard for the marketing strategy of particulars sea food company in thoothukudi.

From the analysis we conclude that the company's used various marketing strategy, marketing strategy improve their Business into next level.

In Nila Sea Food Private Limited they follow online and websites marketing used to promote their products.

In Diamond Seafood Exports they follow social media marketing strategy used to Promote their products.

In Britto Seafood Exports they follow website marketing strategy used to promote their products.

In Baby Marine Venture they follow online marketing strategy used to Promoted their products.

In Prince Seafood Export they follows social media marketing used to Promoted their products.

Finally, we would like to conclude that the company's used social media and online marketing mostly used in company. Now a days online marketing is so popular to promoted advertisement very low cost and fast medium to reach people.

ANNEXURE - I
QUESTIONNAIRE

"A STUDY ON MARKETING STRATEGY OF SEAFOODS REACH IN THOOTHUKUDI

Respected Respondent,

I am a student belonging to Department of Business Administration of ST. Mary's college (Autonomous), Thoothukudi undergoing a project on the topic "A Study on Marketing strategy of seafoods reach in Thoothukudi" as a part of academic requirement. kindly answer the following questions accurately as possible which help us to evaluate the study. your answers will be kept confidential and will not affect your status employee at your organization.

1. Name of the respondent:

2. Age:

a) below 20 b) 20-30 c) 30-40 d) more than 40

3. Gender:

a) Male b) Female

4. Marital Status:

a) Married b) Unmarried

5. Education:

a) SSLC b) Diploma c) Under Graduate d) Post Graduate

6. Company Name:

7. E-mail id:

8. Designation:

a) Worker b) Supervisor c) Associate manager d) Manager

9. Annual Income:

a) Below 1 Lakh b) 1 Lakh - 2 Lakh c) 2 Lakh - 3 Lakh d) Above 4 Lakh

10. Mention working experience in the company?

a) below 5 Year b) 5-10 Year c) 10-15 Year d) above 15 Year

11. Why do you want to work for this company?
a) Qualification b) Financial c) Dream job

12. How many hours do you work in a day:
a) 6-8 Hours b) 8-9 Hours c) 9-10 Hours d) More Than 10 hours

13. How many branches are there in your company
a) 1-5 b) 5-10 c) 10- 15 d) more than 15

14. Who is your target customer of your company product:
a) Middle Class b) Rich People c) Foreigners d) Rural people

15. What is the major barrier you faced in implementation of strategy plan:

- a) Ineffective Training
- b) Lack of Resources
- c) Lack of Communication
- d) Lack of Follow Through

16. How do you promote your product:

- a) Advertisement
- b) Direct Mail
- c) Pamphlet
- d) Social Advertising

17. Which of the following marketing strategies are use in your company:

- a) Loyalty
- b) Freebies
- c) Quality
- d) Offer's

18. What Is the Best Marketing technique is used for selling product in your company:

- a) Online Technique
- b) Dealer and Agent

- c) Retail Outlet
- d) Local distributors

19. How does your product reach you customer:

- a) Super Market
- b) Retail
- c) Wholesale
- d) Through online

20. Which t

21. How the price of the product is fixed in your company:

- a) Based on market value and demand
- b) Based on size
- c) Based on quality and quantity
- d) Availability

22. What is the strategy you used to improve the market:

- a) Providing more retailers
- b) Providing fresh and clean food
- c) Providing more shops
- d) Providing tactic free transport

23. Would you have any medical problem because of the Job?

- a) Allergy
- b) Fix
- c) Blood pressure
- d) Stress

24. What is the safest way to transport your goods:

- a) Container
- b) Ship
- c) Truck
- d) Others

25. What kind of shipment would you prefer?

- a) Full container load (FCL)
- b) Less than container load (Lcl)
- c) Half container load (Hcl)
- d) Small container load (Scl)

26. What are the problems faced at the time of delivery:

- a) Climate condition
- b) Traffic
- c) Vehicle repair
- d) Strike

27. Which type of risk did you Face in covid pandemic?

- a) Didn't aware about lockdown
- b) Lack of transport

d) Government policy

28. which is the most effective advertisement in covid pandemic;

a) Online advertising

b) Direct advertisement

c) Pamphlet

d) Post card

29. How often do you export in a year?

a) Once b) Twice c) Thrice d) More Than

30. How often do you promote your product:

a) Season b) Particular c) Frequent d) None

31. Is The product easily available and accessible

☐ Yes ☐ No

32. What do you think about pricing positioning and branding of the company:

a) Very good b) Good c) Average d) Bad

33. Is the company developing awareness about their products in market?

☐ Yes ☐ No

34. Is company is winning the attention of the buyer?

☐ Yes ☐ No

35. How do you communicate with your customer?

A) Through website B) face to face C) Direct mail D) social media

36. Is the company is knowing about their competitors:

☐ Yes ☐ No

37. Is the objectives of company is clearly definite:

☐ Yes ☐ No

38. Is the company know exactly who your audience is:

☐ Yes ☐ No

39. Is the company is promoting their product aggressively:

☐ Yes ☐ No



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