



सत्यमेव जयते

## STAR PROGRAMME

2021-2022

Sponsored by

Department of Biotechnology, Ministry of Science & Technology, Govt. of India, New Delhi

Organized by

Department of Physics, St. Mary's College (Autonomous), Thoothukudi



### Certificate of Internship

This is to certify that Ms. MU. Uma Nagalakshmi of III B.Sc Physics, St. Mary's College (Autonomous), Thoothukudi has successfully completed the 15 days of Internship on Instrumentation at AVM Hospital, Thoothukudi from 01.11.2021 to 15.11.2021.

*Arockia Jenecius Alphonse*

Dr. Sr. Arockia Jenecius Alphonse  
Overall Coordinator & Member Secretary  
DBT STAR Scheme  
St. Mary's College (Autonomous), Thoothukudi

*Jessie Fernando*

Dr. Sr. Jessie Fernando  
Associate Professor & Head  
Department of Physics  
St. Mary's College (Autonomous)  
Thoothukudi

*Dr. Lakshmanan*

Dr. Lakshmanan  
AVM Hospital  
Thoothukudi

*Lucia Rose*

Dr. Sr. A. S. J. Lucia Rose  
Principal  
St. Mary's College (Autonomous)  
Thoothukudi



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This is to certify that Ms. V. Nirojini of III B.Sc Physics, St. Mary's College (Autonomous), Thoothukudi has successfully completed the 15 days of Internship on Instrumentation at AVM Hospital, Thoothukudi from 01.11.2021 to 15.11.2021.

*Arockia Jenecius Alphonse*

Dr. Sr. Arockia Jenecius Alphonse  
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### Certificate of Internship

This is to certify that Ms. T. Jaffry of III B.Sc Physics, St. Mary's College (Autonomous), Thoothukudi has successfully completed the 15 days of Internship on Instrumentation at AVM Hospital, Thoothukudi from 01.11.2021 to 15.11.2021.

*Arockia Jenecius Alphonse*  
Dr. Sr. Arockia Jenecius Alphonse

Overall Coordinator & Member Secretary  
DBT STAR Scheme

St. Mary's College (Autonomous), Thoothukudi

*Jessie Fernando*  
Dr. Sr. Jessie Fernando

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### Certificate of Internship

This is to certify that Ms. M. Maria Jocelin Shelia of III B.Sc Physics, St. Mary's College (Autonomous), Thoothukudi has successfully completed the 15 days of Internship on Instrumentation at AVM Hospital, Thoothukudi from 01.11.2021 to 15.11.2021.

*Arockia Jenecius Alphonse*  
Dr. Sr. Arockia Jenecius Alphonse

Overall Coordinator & Member Secretary  
DBT STAR Scheme

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*Jessie Fernando*  
Dr. Sr. Jessie Fernando

Associate Professor & Head  
Department of Physics  
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Thoothukudi

*Jessie*  
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### Certificate of Internship

This is to certify that Ms. R. Sakthi Maheswari of III B.Sc Physics, St. Mary's College (Autonomous), Thoothukudi has successfully completed the 15 days of Internship on Instrumentation at AVM Hospital, Thoothukudi from 01.11.2021 to 15.11.2021.

*Arockia Jenecius Alphonse*

Dr. Sr. Arockia Jenecius Alphonse  
Overall Coordinator & Member Secretary  
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St. Mary's College (Autonomous), Thoothukudi

*Jessie Fernando*

Dr. Sr. Jessie Fernando  
Associate Professor & Head  
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Dr. Sr. A. S. J. Lucia Rose  
Principal  
St. Mary's College (Autonomous)  
Thoothukudi



## Sacred Heart College (Autonomous)

[82<sup>nd</sup> College in India - NIRF 2022]  
Reaccredited by NAAC (4<sup>th</sup> Cycle Under RAF) with A+ Grade [3.31/4]  
Tirupattur, Tamil Nadu, India.



### CERTIFICATE OF COMPLETION

This is to certify that **Ms. K. Ashmitha** of **St.Mary's College (Autonomous), Thoothukudi, Tamilnadu** has successfully completed the **Virtual Internship Program** on **"BIONANOTECHNOLOGY"** at **Biochemistry & Microbiology Laboratory (BML), Sacred Heart College (Autonomous), Tirupattur** from 08-07-2022 to 17-07-2022.

  
**Dr. I. Niyas Ahamed**  
Internship Coordinator

  
**Dr. A. Jayaprakash**  
Internship Director

  
**Rev. Dr. D. Maria Antony Raj, SDB**  
Principal





## Sacred Heart College (Autonomous)

[82<sup>nd</sup> College in India - NIRF 2022]  
Reaccredited by NAAC (4<sup>th</sup> Cycle Under RAF) with A+ Grade [3.31/4]  
Tirupattur, Tamil Nadu, India.



### CERTIFICATE OF COMPLETION

This is to certify that **Ms.T.Muniesh Wari** of **St.Mary's College (Autonomous) Thoothukudi** has successfully completed the **Virtual Internship Program** on **"BIONANOTECHNOLOGY"** at **Biochemistry & Microbiology Laboratory (BML), Sacred Heart College (Autonomous), Tirupattur** from 08-07-2022 to 17-07-2022.

  
**Dr. I. Niyas Ahamed**  
Internship Coordinator

  
**Dr. A. Jayaprakash**  
Internship Director

  
**Rev. Dr. D. Maria Antony Raj, SDB**  
Principal



111/1k/1, Dwarakamayi, Polpettai, Tuticorin-628002.

Date: 17 May, 2022

## TO WHOMESEVER IT MAY CONCERN

This is to certify that **Ms.G.Akila** M.SC Department of Computer Science St. Mary's College (Autonomous), Thoothukudi, Tamilnadu has successfully completed internship from 15<sup>th</sup> February 2022 to 7<sup>th</sup> March 2022 in **TEKSPEAR SOLUTIONS**. During the period of his internship programme with us she was found Punctual, hardworking and inquisitive.

We wish him every success in life.

**TEKSPEAR SOLUTIONS**

For Tekspear's solutions

A handwritten signature in blue ink, appearing to be "C. Saravanan", is written over the printed name.

( C.SARAVANAN ) **H.R**



## WORKED PROJECT

NAME	G. Akila
COLLEGE NAME	St. Mary's College (Autonomous)
DEPARTMENT	M. Sc Computer Science
INTERNSHIP DATE	15/02/2022 to 07/03/2022
INTERNSHIP ORGANISATION	Tekspear Soft

## PROJECT: CHRONIC CARE MANAGEMENT

### FRONT END: Visual Studio 2019

Visual Studio is a powerful developer tool that we can use to complete the entire development cycle in one place. It is a comprehensive integrated development environment (IDE) that we can use to write, edit, debug, and build code, and then deploy your app. Beyond code editing and debugging, Visual Studio includes compilers, code completion tools, source control, extensions, and many more features to enhance every stage of the software development process.

Visual Studio 2019 introduces exciting improvements and new features aimed at optimizing developer productivity and team collaboration. Whether we are using Visual Studio for the first time or have been using it for years, we will benefit from features that improve all aspects of the development lifecycle from smoother and more focused project creation to cloning from repository workflows, to driving the maintainability and quality of your code. Team and open source collaborative workflows are improved, as well.

One of the goals of the Visual Studio team was to make the upgrade to Visual Studio 2019 as seamless and simple as possible. So we will find that there are no breaking changes in the format of solution and projects files when we step up, and that our existing code should open as expected.

There's more good news. The extensibility APIs in Visual Studio 2019 remain relatively unchanged, which means that any extension you use in Visual Studio 2017 can be updated with minimal effort to support Visual Studio 2019. Many extensions have been updated already, ensuring that they're available

to you for the preview release. Updated extensions include Productivity Power Tools, Web Essentials, VsVim and many other popular extensions on the Visual Studio Marketplace today.

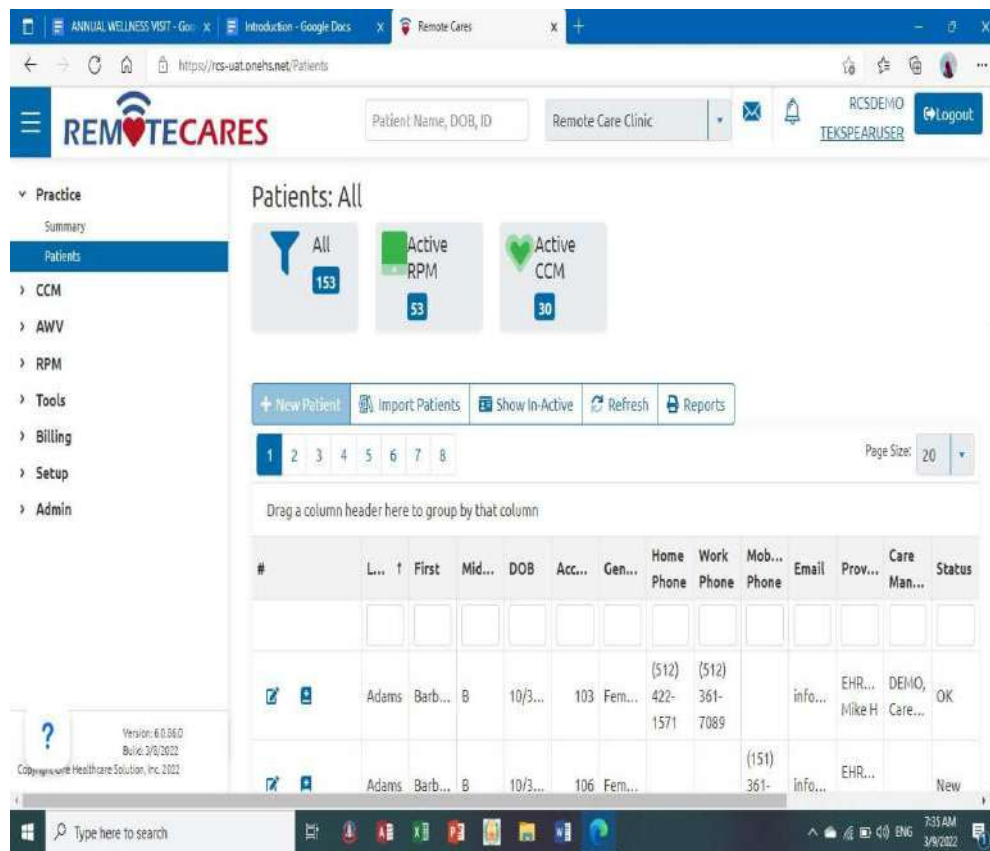
There are two other areas of particular interest to customers: performance and reliability. We've been shipping preview builds of new versions of Visual Studio for years, with updates more recently being released on a quarterly basis. These previews give you an early look at what's coming so you can work with the preview bits, and provide feedback to the Visual Studio product team. They also help you start thinking about how the new capabilities might impact you and your organization. Finally, these previews provide us with valuable feedback about issues in various user scenarios, as well as insight into how features might be tweaked to deliver the highest-quality product.

## **BACK END: Microsoft SQL Server Management Studio**

- Microsoft SQL Server Management Studio (SSMS) is a powerful and comprehensive integrated development environment (IDE) designed for managing and administering Microsoft SQL Server. SQL Server is a relational database management system (RDBMS) developed by Microsoft, and SSMS serves as the primary tool for database administrators, developers, and analysts to interact with SQL Server databases..



- Microsoft SQL Server Management Studio is an indispensable tool for database professionals working with SQL Server databases. It offers a unified platform for database development, administration, and maintenance, making it easier to manage complex database environments efficiently. Whether you are a database administrator, developer, or analyst, SSMS plays a crucial role in ensuring the reliability, performance, and security of SQL Server databases.



## OUTCOME

This project is developed to take care of the people who are above 65 and who have two or more lifetime problems. Chronic care management is beneficial for patients in terms of ongoing health and wellness support, increased access to appropriate medical resources, enhanced communication with members of their care team, reduction in emergency room visits and hospitalization or readmissions, and increased engagement in their own healthcare. Chronic care management includes any care provided by medical professionals to patients who have chronic diseases and conditions. A disease or condition is chronic when it lasts a year or more, requires ongoing medical attention or limits the activities of daily life. It includes physical conditions like diabetes or mental conditions, like depression. This project is developed in an online mode. The patient information is enrolled in the patient tab. In the CCM module the eligible patient names will be displayed. In the list of eligible patients, the patient's signature will be uploaded by the sign consent if they agree. If a patient was admitted to the hospital for any problem in between the monthly check up, that details will be entered in the Clinical Intake. After the sign is uploaded, the name of the patient will be displayed in the Summary Patient and also we can upload some other details about the patient. The monthly check up call was made by the provider and he will track the time and ask questions about the patient's problem. If the patient is normal, the provider comments about the health condition of the patient. If there is any problem, he will advise the patient to do some activities or call the patient to the clinic. This is followed every month and the bill will be generated to the patient based on call timing.



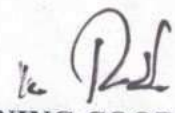
3<sup>rd</sup> March 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss. J. Amirtha**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 3<sup>rd</sup> March 2022 in Acme Infotek, Tirunelveli. During the period she has assigned with Android App Development Project and found Diligent and Attentive.

We wish all the very best for future endeavours.



  
**TRAINING COORDINATOR,**  
**ACME INFOTEK**

## INTERNSHIP REPORT

<b>Name</b>	J. Amirtha
<b>Register Number</b>	20SPCS02
<b>Department</b>	PG Computer Science (SSC)
<b>College Name</b>	St. Mary's College (Autonomous)
<b>Internship dates</b>	15.02.2022 – 03.03.2022
<b>Position</b>	Android App Developer
<b>Internship Company</b>	Acme Infotek, Tirunelveli

### Worked Project: Disease Diagnosis System

#### Front End:

Android is a mobile operating system currently developed by Google, based on the Linux kernel and designed primarily for touchscreen mobile devices such as smartphones and tablets. Android is an open-source operating system named Android. Google has made the code for all the low-level "stuff" as well as the needed middleware to power and use an electronic device, and gave Android freely to anyone who wants to write code and build the operating system from it. There is even a full application framework included, so third-party apps can be built and installed, then made available for the user to run as they like.

#### Features of Android

Android is a powerful open-source operating system that open-source provides immense features and some of these are listed below.

- Android Open Source Project so we can customize the OS based on our requirements.
- Android supports different types of connectivity for GSM, CDMA, Wi-Fi, Bluetooth, etc. for telephonic conversation or data transfer.
- Using wifi technology we can pair with other devices while playing games or using other applications.
- It contains multiple APIs to support location-tracking services such as GPS.
- We can manage all data storage-related activities by using the file manager.
- It contains a wide range of media supports like AVI, MKV, FLV, MPEG4, etc. to play or record a variety of audio/video.
- It also supports different image formats like JPEG, PNG, GIF, BMP, MP3, etc.
- It supports multimedia hardware control to perform playback or recording using a camera and microphone.
- Android has an integrated open-source WebKit layout-based web browser to support User Interfaces like HTML5, and CSS3.
- Android supports multi-tasking means we can run multiple applications at a time and can switch between them.
- It provides support for virtual reality or 2D/3D Graphics.



## Programming Languages used in Developing Android Applications

1. Java
2. Kotlin

Developing the Android Application using Kotlin is preferred by Google, as Kotlin is made an official language for Android Development, which is developed and maintained by JetBrains. Previously before Java is considered the official language for Android Development. Kotlin is made official for Android Development in Google I/O 2017.

## Advantages of Android Development

- The Android is an open-source Operating system and hence possesses a vast community for support.
- The design of the Android Application has guidelines from Google, which becomes easier for developers to produce more intuitive user applications.
- Fragmentation gives more power to Android Applications. This means the application can run two activities on a single screen.
- Releasing the Android application in the Google play store is easier when it is compared to other platforms.

## Back End:

MySQL is the world's most broadly utilized open-source social data set administration framework (RDBMS) that runs as a worker giving multi-client admittance to various information bases, however SQLite presumably has more complete implanted arrangements. The SQL expression represents Structured Query Language. The MySQL improvement project has made its source code accessible under the provisions of the GNU General Public License, just as under an assortment of restrictive arrangements. MySQL was possessed and supported by a solitary revenue driven firm, the Swedish organization MySQL AB, presently claimed by Oracle Corporation. MySQL is a famous decision of data set for use in web applications, and is a focal segment of the broadly utilized LAMP open source web application programming stack. Light is an abbreviation for "Linux, Apache, MySQL, Perl/PHP/Python." Free software-open source projects that require a full-highlighted information base administration framework regularly use MySQL. For business use, a few paid releases are accessible, and offer extra usefulness. Applications which use MySQL data sets include: TYPO3, MODx, Joomla, WordPress, phpBB, MyBB, Drupal and other programming. MySQL is likewise utilized in some prominent, huge scope sites, including Wikipedia, Google (however not for look), Facebook, Twitter, Flickr and YouTube.

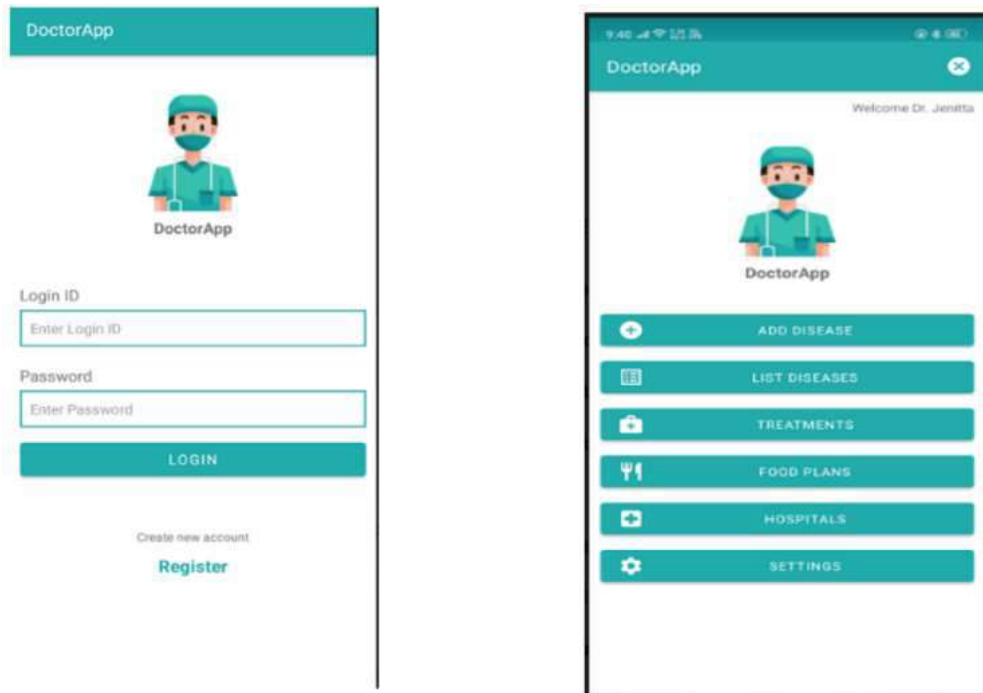
## Features of MySQL

- Ease of Management – The software very easily gets downloaded and also uses an event scheduler to schedule the tasks automatically.
- Robust Transactional Support – Holds the ACID (Atomicity, Consistency, Isolation, Durability) property, and also allows distributed multi-version support.
- Comprehensive Application Development – MySQL has plugin libraries to embed the database into any application. It also supports stored procedures, triggers, functions,

views and many more for application development. You can refer to the RDS Tutorial, to understand Amazon's RDBMS.

- High Performance – Provides fast load utilities with distinct memory caches and table index partitioning.

### Outcome:



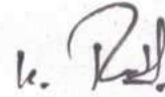
This project is to develop an android application disease diagnosis system. The system takes the symptoms from the users which they are feeling at that moment and runs a data mining algorithm in the cloud to detect the disease from which the user may be suffering. The System collects raw data from the user or consumer. As the massive amount of information is already available from healthcare websites, patients can easily compare the diagnosis done by their doctors and the related information which is already present on the internet. Also, by accessing online support group chat system patients can communicate with other patients who are suffering from similar kinds of diseases, this way they can exchange information who might have suffered the same kind of symptoms. The system uses the provided data from the user and matches the symptoms already stored in the database. The database uses various data mining techniques and an intelligent algorithm.

3<sup>rd</sup> March 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mrs.K. Annie Apsara**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 3<sup>rd</sup> March 2022 in Acme Infotek, Tirunelveli. During the period she has assigned with Android App Development Project and found Diligent and Attentive.

We wish all the very best for future endeavours.

A handwritten signature in black ink, appearing to be "K. Ravi".

**TRAINING COORDINATOR,  
ACME IFNOTEK**



## INTERNSHIP REPORT

<b>Name</b>	K. Annie Apsara
<b>Register Number</b>	20SPCS03
<b>Department</b>	PG Computer Science (SSC)
<b>College Name</b>	St. Mary's College (Autonomous)
<b>Internship dates</b>	15.02.2022 – 03.03.2022
<b>Position</b>	Android App Developer
<b>Internship Company</b>	Acme Infotek, Tirunelveli

### **Worked Project:** Food Waste Management

#### **Front End:**

Android Studio as the most popular integrated development environment (IDE) for the platform to develop Android applications. Android Studio is packaged with the Android SDK that is a set of tools to facilitate Android developments, allows users to work on tasks using a combination of Java and XML, and supports main operating systems of Windows, Linux, and Mac OS. As a system, the APLAS architecture consists of several components that run on Android Studio which runs on Java Virtual Machine with JDK 8, as revealed in Figure 3. In Android Studio, there are Android components and test codes. Android components involve Activity, Layout, Resources, and other components like Java Class, Fragments, Service, Intents, etc. To illustrate, Activity is an Android component that contains the logic definitions of a User Interface using Java. Layout is a definition to build a User Interface and written in XML. Resources are the additional files and the static content that need in an Android project, such as bitmaps, strings, drawables, styles, animation instructions, and more.

Android is structured in the form of a software stack comprising applications, an operating system, run-time environment, middleware, services and libraries. Each layer of the stack, and the corresponding elements within each layer, are tightly integrated and carefully tuned to provide the optimal application development and execution environment for mobile devices.

#### **Back End:**

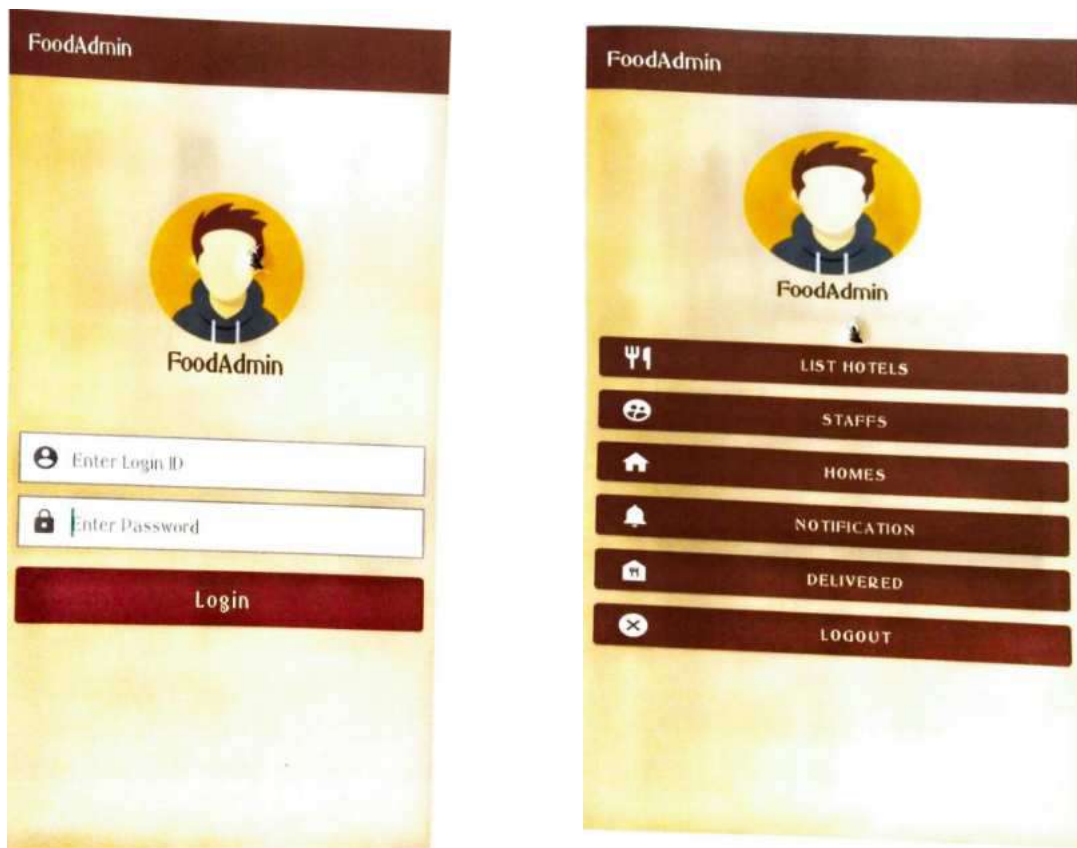
MySQL is an open-source relational database management system (RDBMS). It is the most popular database system used with PHP. MySQL is developed, distributed, and supported by Oracle Corporation. The data in a MySQL database are stored in tables which consists of columns and rows.

- MySQL is a database system that runs on a server.
- MySQL is ideal for both small and large applications.
- MySQL is very fast, reliable, and easy to use database system.
- MySQL compiles on a number of platforms.



- MySQL works on many operating systems and with many languages including PHP, PERL, C, C++, JAVA, etc.
- MySQL works very quickly and works well even with large data sets.
- MySQL is very friendly to PHP, the most appreciated language for web development
- MySQL supports large databases, up to 50 million rows or more in a table. The default file size limit for a table is 4GB, but you can increase this (if your operating system can handle it) to a theoretical limit of 8 million terabytes (TB).
- MySQL is customizable. The open-source GPL license allows programmers to modify the MySQL software to fit their own specific environments.

### Outcome:



Food wastage is not only an indication of hunger or pollution, but also of many economic problems. The high standard of living has resulted in the wastage of food because of quick changes in habits and lifestyle. The proposed application is an internet-based android application that basically aims at charity through donations. This app has wide scope of implementation by making it live. By taking it online it will help many people throughout the city by donating food daily. Foods are collected and delivered by third party vendor to NGO in need.

3<sup>rd</sup> March 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss. D. Antony Jenitta Mary, M.Sc.**, Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 3<sup>rd</sup> March 2022 in Acme Infotek, Tirunelveli. During the period, she has assigned with Android App Development Project and found Diligent and Attentive.

We wish all the very best for future endeavours.

  
**TRAINING COORDINATOR,**  
**ACME INFOTEK**



## INTERNSHIP REPORT

<b>Name</b>	D. Antony Jenitta Mary
<b>Register Number</b>	20SPCS04
<b>Department</b>	PG Computer Science (SSC)
<b>College Name</b>	St. Mary's College (Autonomous)
<b>Internship dates</b>	15.02.2022 – 03.03.2022
<b>Position</b>	Android App Developer
<b>Internship Company</b>	Acme Infotek, Tirunelveli

### Worked Project: Child Safety App

#### Front End:

Android is an open source and Linux-based Operating System for mobile devices such as smartphones and tablet computers. Android was developed by the Open Handset Alliance, led by Google, and other companies. Android offers a unified approach to application development for mobile devices which means developers need only develop for Android, and their applications should be able to run on different devices powered by Android. Android has come a long way from its humble beginnings, as the product of a small start-up, all the way to becoming the leading mobile operating system worldwide. Google's introduction of Project Treble in Android Oreo should make it easier for phone makers to update their devices faster. One challenge for Android device owners that has been an issue for the OS ever since it launched is updating it with the latest security patches, for major feature updates. Google's supported Nexus and Pixel devices consistently receive regular monthly security updates, and the latest version of the OS.

#### ANDROID LIBRARIES

In addition to a set of standard Java development libraries (providing support for such general purpose tasks as string handling, networking and file manipulation), the Android development environment also includes the Android Libraries. These are a set of Java-based libraries that are specific to Android development.

#### C/C++ LIBRARIES

The Android runtime core libraries are Java-based and provide the primary APIs for developers writing Android applications. It is important to note, however, that the core libraries do not perform much of the actual work and are, in fact, essentially Java —wrappers around a set of C/C++ based libraries.

#### APPLICATION FRAMEWORK

The Application Framework is a set of services that collectively form the environment in which Android applications run and are managed. This framework implements the concept that

Android applications are constructed from reusable, interchangeable and replaceable components. This concept is taken a step further in that an application is also able to publish its capabilities along with any corresponding data so that they can be found and reused by other applications.

## APPLICATIONS

Located at the top of the Android software stack are the applications. These comprise both the native applications provided with the particular Android implementation (for example web browser and email applications) and the third party applications installed by the user after purchasing the device.

### **Back End:**

MYSQL is an open-source relational database management systems (RDBMS), is developed, distributed and supported by MYSQL AB. MYSQL is a popular choice of database for use in web applications MYSQL can be scaled by deploying it on more powerful hardware, such as a multi-processor server with gigabytes of memory. MYSQL is easy to use, yet extremely powerful, secure, and scalable. And because of its small size and speed, it is the ideal database solution for Web sites. MYSQL is a full-featured relational database management system. It is very stable and has proven itself over time. MYSQL is a multithreaded server. Multithreaded means that every time someone establishes a connection with the server, the server program creates a thread or process to handle that client's requests. This makes for an extremely fast server. In effect, every client who connects to a MYSQL server gets his or her own thread.

MYSQL also has many different application programming interfaces (APIs). They include APIs for Perl, TCL, Python, C/C++, Java (JDBC), and ODBC. So no matter what your company's expertise is, MYSQL has a way for your access it. MYSQL is also very cheap.. MYSQL is a relational database. It uses tables and column to hold data that can be related by keys. It is well suited for this role. It is also very well suited for various architectures. It can be used in a strictly client/server architecture or as a standalone database.



## Outcome:



This project presents an Android Application for the Safety of Children and this app can be activated this app by a single click, whenever need arises. A single click on this app identifies the location of place through GPS and sends a message comprising this location URL to the registered contacts and also call on the first registered contact to help the one in dangerous situations. The unique feature of this application is to send the message to the registered contacts continuously for every five minutes until the “stop” button in the application is clicked. Continuous location tracking information via SMS helps to find the location of the victim quickly and can be rescued safely.

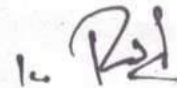
- This app can be used to track location and send it to different emergency contacts, ask for help when getting bullied and harassed by someone, and call police when there is emergency.
- This App is developed carefully with simple and easy to understand user interface for users to easily access and use the app in emergency without any confusion.
- The app should be capable of installing in any android-based devices with API level greater than 20.
- The app has the feature of recording audio and video for later recognizing the criminals. The app is fully dedicated to provide features for child and women security

3<sup>rd</sup> March 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss. L. Briskilla, M.Sc.**, Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 3<sup>rd</sup> March 2022 in Acme Infotek, Tirunelveli. During the period she has assigned with Android App Development Project and found Diligent and Attentive.

We wish all the very best for future endeavours.

A handwritten signature in black ink, appearing to be "L. Briskilla", is written above the printed name of the Training Coordinator.

**TRAINING COORDINATOR,  
ACME IFNOTEK**



## INTERNSHIP REPORT

<b>Name</b>	L. Briskilla
<b>Register Number</b>	20SPCS05
<b>Department</b>	PG Computer Science (SSC)
<b>College Name</b>	St. Mary's College (Autonomous)
<b>Internship dates</b>	15.02.2022 – 03.03.2022
<b>Position</b>	Android App Developer
<b>Internship Company</b>	Acme Infotek, Tirunelveli

**Worked Project:** Farmer Equipment Tracker App

### Front End:

Android is a Linux-based operating system designed primarily for touchscreen mobile devices such as smartphones and tablet computers. Initially developed by Android, Inc., which Google backed financially and later bought in 2005. Android is open source and Google releases the code under the Apache License. This open source code and permissive licensing allows the software to be freely modified and distributed by device manufacturers, wireless carriers and enthusiast developers. Additionally, Android has a large community of developers writing applications ("apps") that extend the functionality of devices, written primarily in a customized version of the Java programming language.

Android software development is the process by which new applications are created for the Android operating system. Applications are usually developed in the Java programming language using the Android Software Development Kit. ADT ( Android Development Tools) is the software used to develop android apps. It basically encases Eclipse IDE, which is a multi-language Integrated development environment (IDE) comprising a base workspace and an extensible plug-in system for customizing the environment.

Application programming interface (API) specifies how some software components should interact with each other. In practice in most of the cases an API is a library that usually includes specification for routines, data structures, object classes, and variables. An API specification can take many forms, including an International Standard such as POSIX, vendor documentation such as the Microsoft Windows API, the libraries of a programming language, e.g., Standard Template Library in C++ or Java API.

SDK (Software Development Kit or "devkit") is typically a set of software development tools that allows for the creation of applications for a certain software package, software framework, hardware platform, computer system, video game console, operating system, or similar development platform. It may be something as simple as an application programming interface (API) in the form of some files to interface to a particular programming language or include sophisticated hardware to communicate with a certain embedded system. Common tools

include debugging aids and other utilities often presented in an integrated development environment (IDE).

### **Back End:**

MySQL is a relational database management system (RDBMS) that runs as a server providing multi-user access to a number of databases. MySQL is a popular choice of database for use in web applications and is an open source product. The process of setting up a MySQL database varies from host to host, however we will end up with a database name, a user name and a password. Before using our database, we must create a table. A table is a section of the database for storing related information. In a table we will set up the different fields which will be used in that table.

### **Outcome:**



This project is to find the availability and location of resources or equipments for farming. This equipment includes Tractors, Maize Husker, Round Straw Baler, Motorized Shredder, Rice Transplanter etc. The farmers can register their account in our android application and add their equipments available in their premises along with their details and cost. Also the farmers can search for any agriculture equipments in the app and find out the product detail and reachable distance through Google Map. This application uses android Google Map Navigation API to locate the machinery by GPS co-ordinates. The application locates device by making device ring and get latitude and longitude of an Android device. This app will help the farmers to find the best and cost efficient machines and resources in easiest way.



**Date: 17 May, 2022**

## **TO WHOMESEVER IT MAY CONCERN**

This is to certify that **Ms.N.Iswarya Lakshmi** M.SC Department of Computer Science St. Mary's College (Autonomous), Thoothukudi, Tamilnadu has successfully completed internship from 15<sup>th</sup> February 2022 to 7<sup>th</sup> March 2022 in **TEKSPEAR SOLUTIONS**. During the period of his internship programme with us she was found Punctual, hardworking and inquisitive.

We wish him every success in life.

**TEKSPEAR SOLUTIONS**

For Tekspear's solutions



( C.SARAVANAN )

**H.R**

## **WORKED PROJECT**

<b>NAME</b>	N.Iswarya Lakshmi
<b>COLLEGE NAME</b>	St.Mary's College (Autonomous)
<b>DEPARTMENT</b>	M. Sc Computer Science
<b>INTERNSHIP DATE</b>	15/02/2022 to 07 /03/2022
<b>INTERNSHIP ORGANISATION</b>	TekSpear Solutions

## **PROJECT: PATIENT CARE PLAN**

### **FRONT END: VISUAL STUDIO 2019**

Visual Studio is a comprehensive integrated development environment (IDE) that you can use to write, edit, debug, and build code, and then deploy your app. Beyond code editing and debugging, Visual Studio includes compilers, code completion tools, source control, extensions, and many more features to enhance every stage of the software development process. It is used to develop computer programs including websites, web apps, web services and mobile apps. It can produce both native code and managed code. It uses Microsoft software development platforms such as Windows API, Windows Forms, Windows Presentation Foundation, Windows Store and Microsoft Silverlight. It includes a code editor supporting IntelliSense (the code completion component) as well as code refactoring. The integrated debugger works as both a source-level debugger and as a machine-level debugger. It supports 36 different programming languages and allows the code editor and debugger to support nearly any programming language, provided a language-specific service exists. It is available for Windows as well as for macOS.

Visual Studio 2019 released by Microsoft. It contains many new and exciting features and IDE productivity enhancements to support Windows app development, cross-platform mobile development, Azure development, web and cloud development, and more. It provides a comprehensive, highly flexible set of application lifecycle management (ALM) tools

## **BACK END: MICROSOFT SQL SERVER MANAGEMENT STUDIO**

- The SQL Server Management Studio is a web and client program that allows you to manage databases and data warehouses on your local computer or in the cloud.
- Microsoft SQL Server Management Studio (SSMS) is a windows software or a client tool used to connect and work with our SQL server from a graphical interface instead of using the command line.
- Microsoft SQL Server 2005 launched the management studio to work with SQL Server and Azure SQL databases
- SSMS tool includes both script editors and graphical tools which work with objects and features of the server.
- Its main functionality is to create databases and tables execute SQL queries for inserting, updating, and deleting data, creating and managing stored procedures, triggers, views, and cursors.
- A central feature of SSMS is the Object Explorer, which allows the user to browse, select, and act upon any of the objects within the server.
- SQL Server Management Studio (SSMS) is an integrated environment for managing any SQL infrastructure, from SQL Server to Azure SQL Database.
- SSMS provides tools to configure, monitor, and administer instances of SQL Server and databases. Use SSMS to deploy, monitor, and upgrade the data-tier components used by your applications and build queries and scripts.

Practice

CCM

CCM Summary

Eligible Patients by Today's App

Eligible Patients

Statistics

AWV

RPM

Tools

Billing

Setup

Admin

## CCM Summary Mar-22 CarePlan Needed

This Month

History

All 34

Duration = 0 30

Duration > 1 3

Duration >= 20 1 99490

CarePlan Needed 5

Download CCM Billing Report

Refresh

1

Page Size: 20

Drag a column header here to group by that column

#	Patient	Account	DOB	Care Manager	Primary Care Provider	Duration	Status	CCM Sign Date	Has Care Plan
	<a href="#">PRABHU, Catherine</a>	115	2/11/1992	DEMO, CareMan...	WHITE, Walter	0	New	2/10/2022	False
	<a href="#">ROBINS...</a> <a href="#">Kathleen</a>	13	11/30/1...			0	New	2/3/2022	False

?

Version: 6.0.87.0  
Build: 3/16/2022  
Copyright © Health Solution, Inc. 2022



## OUTCOME

A **patient care plan** helps nurses and other care team members organize aspects of patient care according to a timeline. Patient care plan organizations can use the relevant variables and factors, identified from the study, to formulate their strategies and plans in the country. The organizations can prioritize the patient implicit and explicit requirements in Patient care plan. Patient care plan provide continuity of care, safety, quality care and compliance. A patient care plan promotes documentation and is used for reimbursement purposes such as medicare and Medicaid. Care Plans usually combine disease management for patients with common chronic conditions with case management for high-risk members, regardless of the underlying condition.

14-05-2022

**TO WHOMSOEVER IT MAY CONCERN**

PITIN0019

This is to certify that **Ms. J. Jumana Takcina Banu**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 5th March 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.



  
**DIRECTOR – POSTULATE**

## WORKED PROJECT

NAME	J. Jumana Takcina Banu
COLLEGE NAME	St. Mary's College (Autonomous)
DEPARTMENT	M. Sc Computer Science
INTERNSHIP DATE	15/02/2022 to 5/03/2022
INTERNSHIP ORGANISATION	Postulate Info Tech

## PROJECT: VEHICLE LOAN AND RTO SERVICE SYSTEM

### FRONT END: PHP

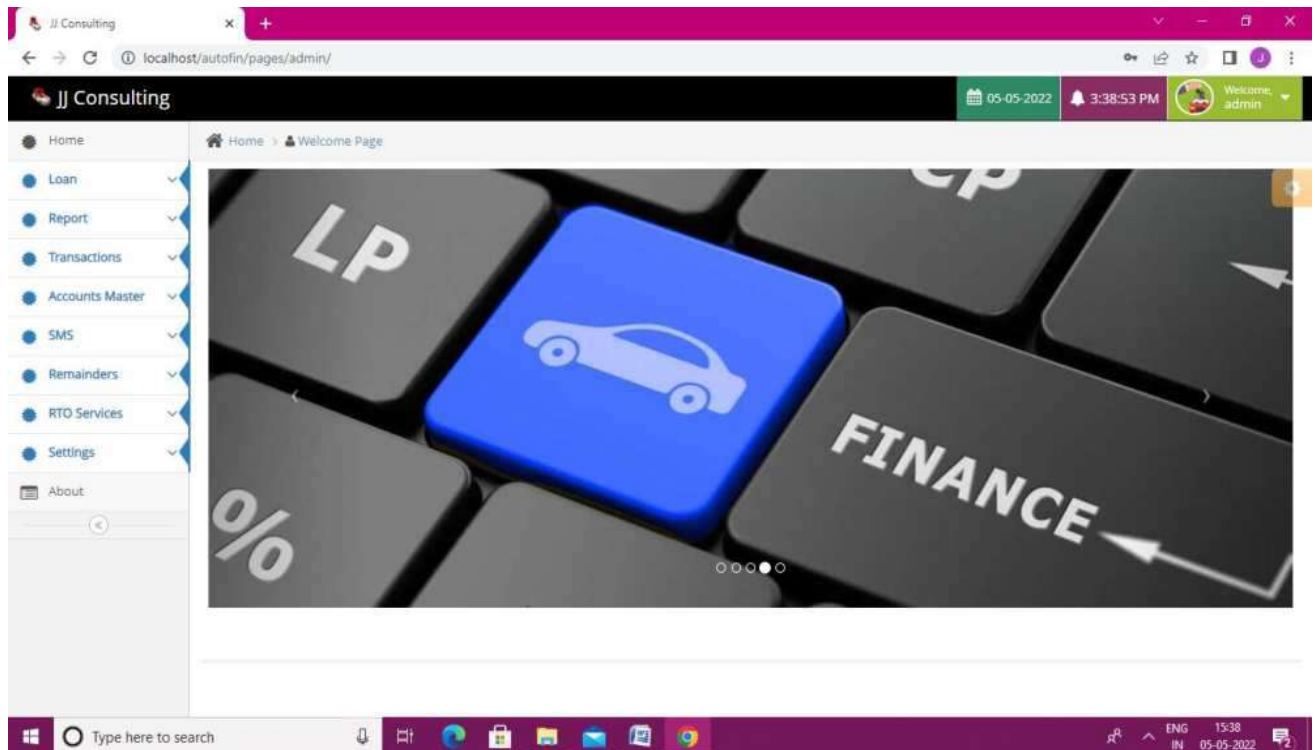
PHP is a general-purpose scripting language geared toward web development. It was originally created by Danish-Canadian programmer Rasmus Lerdorf in 1994. The PHP reference implementation is now produced by The PHP Group. PHP originally stood for Personal Home Page, but it now stands for the recursive initialism PHP: Hypertext Preprocessor.

PHP code is usually processed on a web server by a PHP interpreter implemented as a module, a daemon or as a Common Gateway Interface (CGI) executable. On a web server, the result of the interpreted and executed PHP code which may be any type of data, such as generated HTML or binary image data would form the whole or part of an HTTP response. Various web template systems, web content management systems, and web frameworks exist which can be employed to orchestrate or facilitate the generation of that response. Additionally, PHP can be used for many programming tasks outside the web context, such as standalone graphical applications and robotic drone control. PHP code can also be directly executed from the command line.

### BACK END: MySQL Database

- MySQL is the most popular Open Source SQL database management system, it is developed, distributed, and supported by Oracle Corporation.
- MySQL was developed by Michael widenius and Dravid Axmark
- The SQL part of MySQL stands for “Structured Query Language”
- In MySQL database is a structured collection of data.

- MYSQL is an open source it means that it is possible for anyone to use and modify the software.
- Anybody can download the MYSQL software from the Internet and use it without paying anything.
- MYSQL server can run comfortably on the desktop or laptop, alongside your other applications, web servers, and so on, requiring little or no attention.
- MYSQL can also scale up to clusters of machines, networked together.
- MYSQL support 50 million rows or more in a table. The default file size limit for a table is 4GB but it can be increased to a theoretical limit of 8 million terabytes.
- MYSQL is presently developed, distributed and supported by oracle corporation.
- It has been widely used by the web developers to develop web applications.
- MYSQL server design is multi-layered with independent modules.



## OUTCOME

This project is developed to nurture the needs of an admin in an agency by embedding all the tasks of transactions taking place in a finance company. Managing paper forms of loan process is an old technique that is quite troublesome and can have the risk of missing the paper. This “**Vehicle loan and RTO Service System**” is a Web-based application. This system includes various features like Adding loan for customers, Reports, Transactions, Accounts master and so on. Applying for loans is a tiring and confounded cycle. Vehicle Loan and RTO service system project is an innovative tool that is fast becoming a necessity. It is a successful strategic weapon for any organization to remain profitable in a volatile and competitive marketplace of today. RTO service system provides the facility of applying licenses online, issuance of permanent license, tax challans, and receiving payments against challans. The project has been appreciated by all the users in the organization. User friendly screens are provided. The usage of software increases the efficiency, decreases the effort. It has been efficiently employed as a project management mechanism.





111/1k/1, Dwarakamayil, Polpettai, Tuticorin-628002.

Date: 17 May, 2022

## TO WHOMESEVER IT MAY CONCERN

This is to certify that **Ms.M.Karimunisha** M.SC Department of Computer Science St. Mary's College (Autonomous), Thoothukudi, Tamilnadu has successfully completed internship from 15<sup>th</sup> February 2022 to 7<sup>th</sup> March 2022 in **TEKSPEAR SOLUTIONS**. During the period of his internship programme with us she was found Punctual, hardworking and inquisitive.

We wish him every success in life.

**TEKSPEAR SOLUTIONS**

For Tekspear's solutions

A handwritten signature in blue ink, appearing to be "C. Saravanan", is written over the printed name.

( C.SARAVANAN )

**H.R**

## WORKED PROJECT

NAME	M. Karimunisha
COLLEGE NAME	St. Mary's College (Autonomous)
DEPARTMENT	M. Sc Computer Science
INTERNSHIP DATE	15/02/2022 to 07/03/2022
INTERNSHIP ORGANISATION	Tekspear Soft

## PROJECT: ANNUAL WELLNESS VISIT

### FRONT END: Visual Studio 2019

Visual Studio is a powerful developer tool that we can use to complete the entire development cycle in one place. It is a comprehensive integrated development environment (IDE) that we can use to write, edit, debug, and build code, and then deploy your app. Beyond code editing and debugging, Visual Studio includes compilers, code completion tools, source control, extensions, and many more features to enhance every stage of the software development process.

Visual Studio 2019 introduces exciting improvements and new features aimed at optimizing developer productivity and team collaboration. Whether we are using Visual Studio for the first time or have been using it for years, we will benefit from features that improve all aspects of the development lifecycle from smoother and more focused project creation to cloning from repository workflows, to driving the maintainability and quality of your code. Team and open source collaborative workflows are improved, as well.

One of the goals of the Visual Studio team was to make the upgrade to Visual Studio 2019 as seamless and simple as possible. So we will find that there are no breaking changes in the format of solution and projects files when we step up, and that our existing code should open as expected.

There's more good news. The extensibility APIs in Visual Studio 2019 remain relatively unchanged, which means that any extension you use in Visual Studio 2017 can be updated with minimal effort to support Visual Studio 2019. Many extensions have been updated already, ensuring that they're available

to you for the preview release. Updated extensions include Productivity Power Tools, Web Essentials, VsVim and many other popular extensions on the Visual Studio Marketplace today.

There are two other areas of particular interest to customers: performance and reliability. We've been shipping preview builds of new versions of Visual Studio for years, with updates more recently being released on a quarterly basis. These previews give you an early look at what's coming so you can work with the preview bits, and provide feedback to the Visual Studio product team. They also help you start thinking about how the new capabilities might impact you and your organization. Finally, these previews provide us with valuable feedback about issues in various user scenarios, as well as insight into how features might be tweaked to deliver the highest-quality product.

## **BACK END: Microsoft SQL Server Management Studio**

- Microsoft SQL Server Management Studio (SSMS) is a powerful and comprehensive integrated development environment (IDE) designed for managing and administering Microsoft SQL Server. SQL Server is a relational database management system (RDBMS) developed by Microsoft, and SSMS serves as the primary tool for database administrators, developers, and analysts to interact with SQL Server databases..

- Microsoft SQL Server Management Studio is an indispensable tool for database professionals working with SQL Server databases. It offers a unified platform for database development, administration, and maintenance, making it easier to manage complex database environments efficiently. Whether you are a database administrator, developer, or analyst, SSMS plays a crucial role in ensuring the reliability, performance, and security of SQL Server databases.

The screenshot displays a web application interface for REMOTECARES. The browser's address bar shows the URL <https://pro-jatoneha.net/remoteSystem/@patients>. The page features a sidebar menu on the left with options: Practice, Summary, Patients, CCM, AVEV, BPM, Tools, Billing, Setup, and Admin. The main content area is titled 'Patient Name, DOB, ID' and includes a 'Remote Care Clinic' dropdown. Below this, there are 'Save', 'Save & Close', and 'Cancel' buttons. A red error message states: 'Provider cannot be empty' and 'DOB cannot be empty'. The 'Personal Information' section contains fields for Last Name (NISHA), First Name (KAREEM), Middle Name, Title, DOB, SSN, Gender (Female), Account, and Preferred Language (English). A green checkmark indicates 'Patient consents to download med history'. The 'Address Information' section is marked as 'REQUIRED' and includes fields for Address1, Address2, Zip, City, and State. The footer shows the version 'Version 3.1.0.0' and the date 'Build: 1/19/2022'.

## OUTCOME

The Annual Wellness Visit (AWV) is a Remote Health Care Project designed in .net core application for patients to get yearly appointments with our primary care provider (PCP) to create or update a personalised prevention plan. This prevention plan may help prevent illness based on your current health and risk factors. This is a covered visit that allows our health care provider to dedicate time for a health risk assessment and prevention/screening strategies. During this visit, your health care provider will go over your health risks, prevention and screenings only giving your provider the time needed to make sure all of your immunizations, cancer screenings and personal screenings based on risk are discussed and scheduled. Here, physicians will conduct a health risk assessment and create a personalised health plan that promotes health and prevents disease. The visits give you the opportunity to ask questions and get in-depth information. AWV is not a comprehensive physical exam.

The Annual Wellness Visit (AWV) Project allows us to create patients by adding their personal information, address information, and communication information. The problems of the patients were entered. The common problems include Diabetes, Hypertension, COPD and CHF. The additional information such as medical equipment and insurance details is also updated. After creating the patient, the list of patients will be displayed. AWV includes three major steps Clinical Intake, Questionnaires and the Provider Review. Each patient goes through the above three steps and at last the reports of the patient will be generated. By doing this, the provider may discover or treat a new or existing problem. AWV is not a comprehensive physical exam. This visit includes a review of your medical and social history related to your health and education and counselling about preventive services, including certain screenings, flu and pneumococcal shots, and referrals for other care, if needed. Height, weight, and blood pressure measurements.

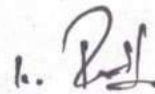


3<sup>rd</sup> March 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss. B. Kirthiga**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 3<sup>rd</sup> March 2022 in Acme Infotek, Tirunelveli. During the period she has assigned with Android App Development Project and found Diligent and Attentive.

We wish all the very best for future endeavours.

A handwritten signature in black ink, appearing to be "I. R. S.", written above the printed name of the Training Coordinator.

**TRAINING COORDINATOR,  
ACME IFNOTEK**



## INTERNSHIP REPORT

<b>Name</b>	B. Kirthiga
<b>Register Number</b>	20SPCS09
<b>Department</b>	PG Computer Science (SSC)
<b>College Name</b>	St. Mary's College (Autonomous)
<b>Internship dates</b>	15.02.2022 – 03.03.2022
<b>Position</b>	Android App Developer
<b>Internship Company</b>	Acme Infotek, Tirunelveli

**Worked Project:** Apartment Visitor Management App

**Front End:**

### Android Studio

Android Studio is exclusively designed for developing Android applications. It consists of all Android SDK tools to design, develop, maintain, test, debug and publish our app. The IDE is designed very efficiently which makes the developer's job easy. It also supports the IntelliJ IDE, the main idea behind this IDE is that it automatically senses the variables, methods, classes, built-in functions or it could be anything else when we press the first letter of it. Say, suppose we declared few variables or methods that starts with an 'S', it automatically senses everything that starts with an 'S' and makes suggestions. It also supports Git as a version control system to maintain the app changes and push them into github. All java files, layout files (for design) are integrated into a single project easily. After the completion of project, the whole application could be put as an .APK (Android Package) file, in which we can run that APK file in any device and use the application. Other main tools include Android SDK, ADB, and Gradle Build.

**Android Software Development Kit (SDK):** One of the main tools used in developing android applications, as it packages many core features into one SDK and it can be used in the application easily. This helps us to avoid writing lot of code, and building applications faster.

**Android Debug Bridge (ADB):** Android SDK uses ADB tool as a connection device which allows us to connect the Android Devices or Emulator with the machine via USB. After developing or while developing applications, we can connect with the device to check how the application runs. Later, we can debug and run the applications.

**Gradle Build:** Gradle Scripts are the recent feature that is added to Android Studio. It is basically an automated build system which is used to automate the various phases involved in designing an application that includes design, development, test, debug, and publish. We need to configure the project and modules by mentioning all the supported jar files, SDK's, version name, level, compiled SDK version, build tools version. To ensure that the developed app is compatible with the testing device/emulator. Gradle is also similar to Ant and Maven which helps in maintaining java projects (repositories).

**Android Device Monitor:** If we want to access all the hidden files that are generated when we run the application, we can use the monitor. We can select any project and explore the files that are related to that project. But, as they are hidden files, we need root permissions to access them. Suppose, if we run the app in device, we need to root the device and run commands in adb shell to get permissions.

**SDK Manager:** It is one of the main tools to maintain the updates of all the installed components required to run the project. It also notifies us when the project is not compatible with device or any other compatibility issues and to download any component that is required.

**AVD Manager:** It is used to create virtual devices of any desired API level to support higher level SDK's incase our device does not support. Using emulators to test the application is difficult as it might be little slower when compared to real device.

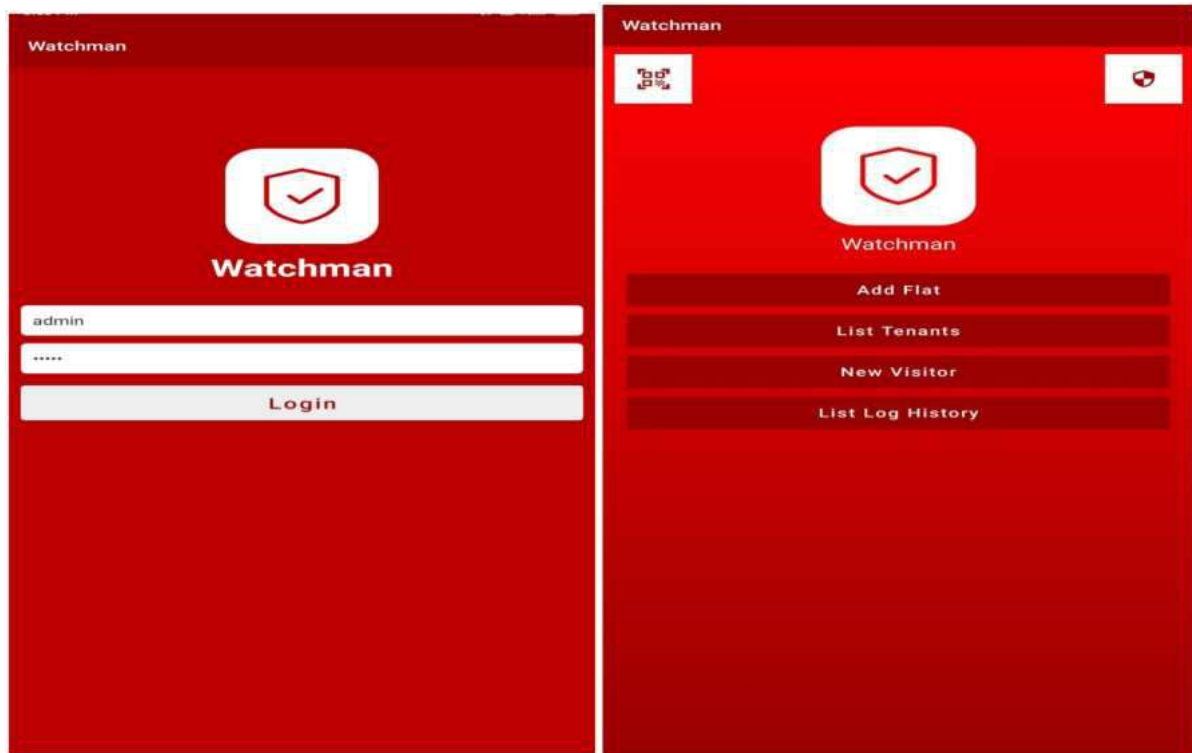
**SQLite Database:** Android also supports inbuilt database which is Android SQLite to develop any small applications and perform any CRUD (Create, Update, and Delete) operations. As it is not flexible enough to support substantial number of data, for complex applications we are using other external databases.

Eclipse IDE Android applications could be developed in Eclipse IDE in which we can compile, run, debug and deploy using ADT (Android Development Tools). In this project, I have used Eclipse IDE to create Java SOAP Web Services for connecting the database and used Android Studio to develop the application.

### **Back End:**

The database should be designed in such a way that it should be easy to access and manipulate. Database definition and database manipulation operations should be performed accordingly to add, delete, and update values. In this project, I have used a MySQL database which is an open source database, easy to install and use. The database server could be installed by providing user credentials such as username and password. The created database is hosted remotely and I am accessing the database using SOAP web services. Web services act as the interface between the Android application and the database. It acts as a service between two electronic devices and they are communicated via HTTP protocol (using, World Wide Web). As the Android application cannot connect directly with the database server, we are using Web Services. The information to be transferred or fetched could be in XML or JSON formats. In this project, when we scan the item, the information is sent via web services in JSON format and displayed to users from MySQL database.

## OUTCOME:



Apartment Visitor management system is usually used in places where a large number of visitors come and go. Manual systems are boring because of its time consumption but in this visitor management software it records all-relevant information about the visitor and stores it automatically. In this project, a QR based visitor management system can be developed and store visitors record in centralized server. The project contains two users namely tenants and watchman. The tenants can generate a QR code and share it to visitors through WhatsApp, email or any other related source. The visitors can show the QR code to security of the apartment and the security can be scanned the QR code through Scanning App. The app will read the full details and check the local database and allow the security person to update the record as permitted or denied. This system is implemented in Android and database will be recorded in MySQL server.



10-02-2022

**TO WHOMSOEVER IT MAY CONCERN**  
PITIN0018

This is to certify that **Ms.M.LISANTHINI**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 18<sup>th</sup> January 2022 to 10<sup>th</sup> February 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.

  
**DIRECTOR-POSTULATE**





## Worked Projects:

<b>Name</b>	<b>M.Lisanthini</b>
<b>College Name</b>	<b>St.Mary's College (Autonomous)</b>
<b>Department</b>	<b>M.Sc Computer Science</b>
<b>Internship Dates</b>	<b>18/01/2022 to 11/02/2022</b>
<b>Internship Organisation</b>	<b>PostulateInfotech</b>

### Project: Pray For You

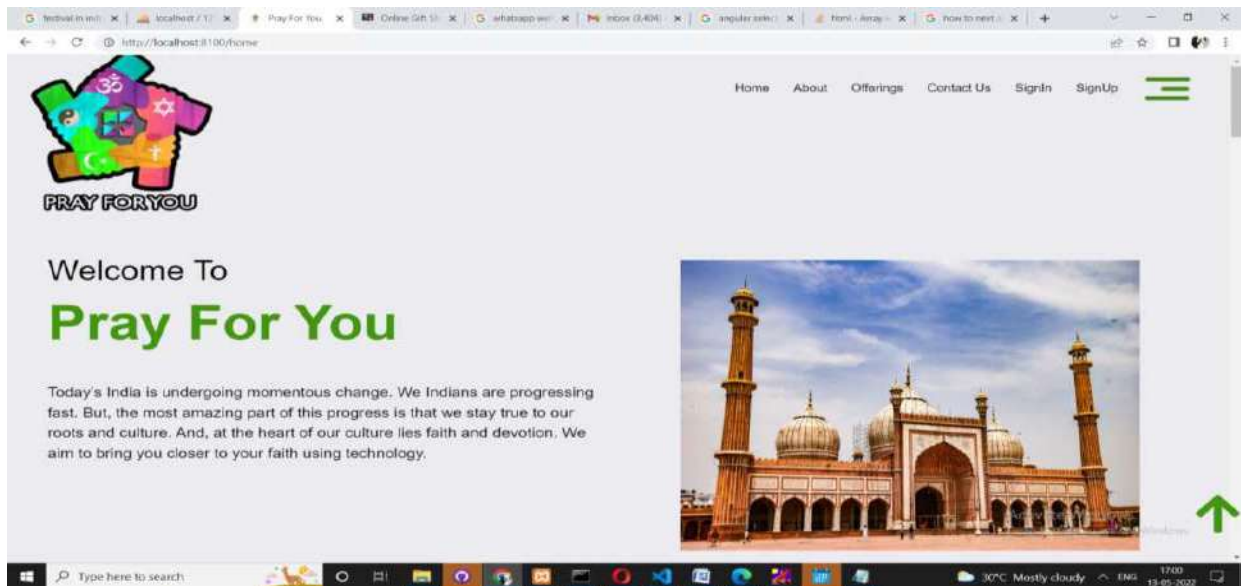
#### Front End: Ionic & Angular

Ionic is an open source UI toolkit for building performant, high-quality mobile apps using web technologies — HTML, CSS, and JavaScript — with integrations for popular frameworks like Angular, React, and Vue. Ionic focuses on the frontend UX and UI interaction of an app — UI controls, interactions, gestures, animations. It's easy to learn, and integrates with other libraries or frameworks, such as Angular, React, or Vue. Alternatively, it can be used standalone without any frontend framework using a simple script include.

Angular has always been at the center of what makes Ionic great. While the core components have been written to work as a standalone Web Component library, the @ionic/angular package makes integration with the Angular ecosystem a breeze. @ionic/angular includes all the functionality that Angular developers would expect coming from Ionic 2/3, and integrates with core Angular libraries, like the Angular router.

#### Back End: Django

Django is an advanced Web framework written in Python that makes use of the model view controller (MVC) architectural pattern. A framework is nothing more than a collection of modules that make development easier. They are grouped together, and allow you to create applications or websites from an existing source, instead of from scratch.



## Outcome:

I developed a live application Pray for You which is based on gift distribution. The main objective of the application is to manage the details of well-wisher, Gift type, Gift delivery tracking. The project is built at both administrative and user. The purpose of the project is to build an application program to reduce the manual work for managing the gift distribution, well-wisher information, delivery status. It tracks all the details about the Gift supply, Gift type. I worked in developing Front End for the following modules(Home Page – About us, Offerings, User Side – Well-Wisher Order, Admin Side – Product Master, Ordered List) and Back End for this application for various modules. Under the testing team I tested the user side of this application. The application was under deployment and it was not in live yet.

## Project: Subha Gold

### Front End: Ionic & Angular

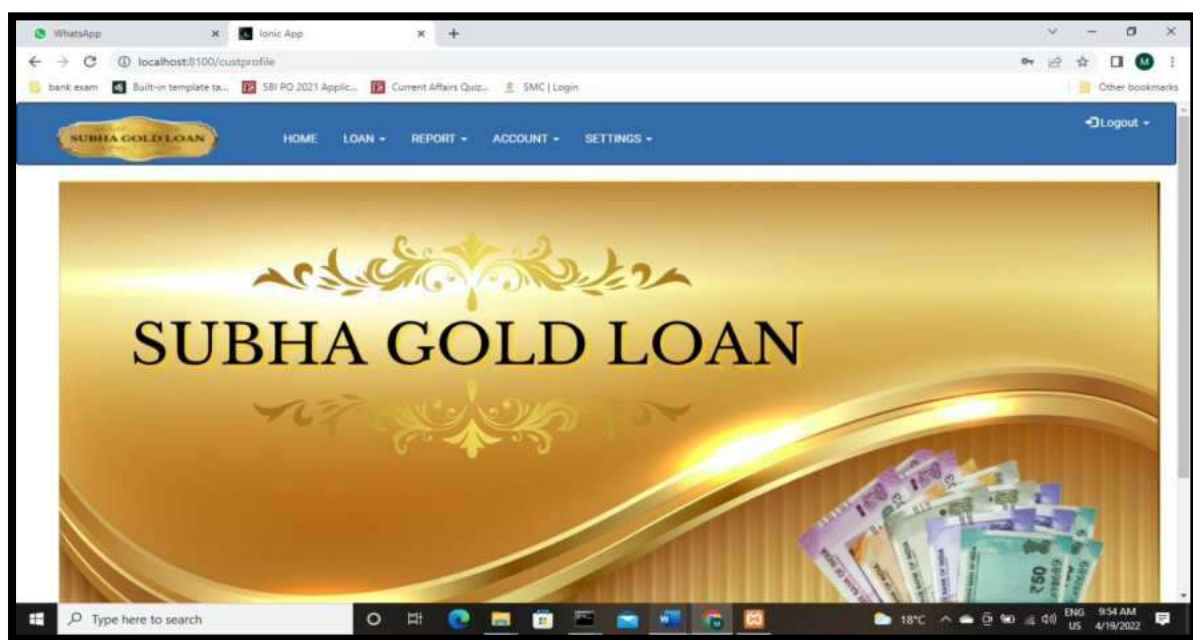
Ionic is an open source UI toolkit for building performant, high-quality mobile apps using web technologies — HTML, CSS, and JavaScript — with integrations for popular frameworks like Angular, React, and Vue. Ionic focuses on the frontend UX and UI interaction of an app — UI controls, interactions, gestures, animations. It's easy to learn, and integrates with other libraries or frameworks,

such as Angular, React, or Vue. Alternatively, it can be used standalone without any frontend framework using a simple script include.

Angular has always been at the center of what makes Ionic great. While the core components have been written to work as a standalone Web Component library, the @ionic/angular package makes integration with the Angular ecosystem a breeze. @ionic/angular includes all the functionality that Angular developers would expect coming from Ionic 2/3, and integrates with core Angular libraries, like the Angular router.

## **Back End: Django**

Django is an advanced Web framework written in Python that makes use of the model view controller (MVC) architectural pattern. A framework is nothing more than a collection of modules that make development easier. They are grouped together, and allow you to create applications or websites from an existing source, instead of from scratch.



## **Outcome:**

I developed a live application Subha Gold which is a model of Gold loan Application. The project is built at administrative side. This Application enables only the admin to maintain the gold loan process of users. The admin can access

the application or view the users Account details and maintains the information of account. With Gold Loan Processing System, the brick and mortar structure of the traditional loan processing gets converted into a click and portal model, thereby giving a concept of virtual gold loan processing a real shape. I worked in developing Front End for the following modules (Accounts and its sub modules, Report and its sub modules) and Back End for this application for various modules. Under the testing team I tested this application. The application was under deployment and it was not in live yet.



111/1k/1, Dwarakamayi, Polpettai, Tuticorin-628002.

Date: 17 May, 2022

## TO WHOMESEVER IT MAY CONCERN

This is to certify that **Ms.K.Maheswari** M.SC Department of Computer Science St. Mary's College (Autonomous), Thoothukudi, Tamilnadu has successfully completed internship from 15<sup>th</sup> February 2022 to 7<sup>th</sup> March 2022 in **TEKSPEAR SOLUTIONS**. During the period of his internship programme with us she was found Punctual, hardworking and inquisitive.

We wish him every success in life.

**TEKSPEAR SOLUTIONS**

For Tekspear's solutions

A handwritten signature in blue ink, appearing to be "C. Saravanan", is written over the printed name.

( C.SARAVANAN ) **H.R**

## WORKED PROJECT

NAME	K.Maheswari
COLLEGE NAME	St. Mary's College (Autonomous)
DEPARTMENT	M. Sc Computer Science
INTERNSHIP DATE	15/02/2022 to 07/03/2022
INTERNSHIP ORGANISATION	Tekspear Soft

## PROJECT: REMOTE PATIENT MONITORING

### FRONT END: Visual Studio 2019

Visual Studio is a powerful developer tool that we can use to complete the entire development cycle in one place. It is a comprehensive integrated development environment (IDE) that we can use to write, edit, debug, and build code, and then deploy your app. Beyond code editing and debugging, Visual Studio includes compilers, code completion tools, source control, extensions, and many more features to enhance every stage of the software development process.

Visual Studio 2019 introduces exciting improvements and new features aimed at optimizing developer productivity and team collaboration. Whether we are using Visual Studio for the first time or have been using it for years, we will benefit from features that improve all aspects of the development lifecycle from smoother and more focused project creation to cloning from repository workflows, to driving the maintainability and quality of your code. Team and open source collaborative workflows are improved, as well.

One of the goals of the Visual Studio team was to make the upgrade to Visual Studio 2019 as seamless and simple as possible. So we will find that there are no breaking changes in the format of solution and projects files when we step up, and that our existing code should open as expected.

There's more good news. The extensibility APIs in Visual Studio 2019 remain relatively unchanged, which means that any extension you use in Visual Studio 2017 can be updated with minimal effort to support Visual Studio 2019. Many extensions have been updated already, ensuring that they're available



to you for the preview release. Updated extensions include Productivity Power Tools, Web Essentials, VsVim and many other popular extensions on the Visual Studio Marketplace today.

There are two other areas of particular interest to customers: performance and reliability. We've been shipping preview builds of new versions of Visual Studio for years, with updates more recently being released on a quarterly basis. These previews give you an early look at what's coming so you can work with the preview bits, and provide feedback to the Visual Studio product team. They also help you start thinking about how the new capabilities might impact you and your organization. Finally, these previews provide us with valuable feedback about issues in various user scenarios, as well as insight into how features might be tweaked to deliver the highest-quality product.

## **BACK END: Microsoft SQL Server Management Studio**

- Microsoft SQL Server Management Studio (SSMS) is a powerful and comprehensive integrated development environment (IDE) designed for managing and administering Microsoft SQL Server. SQL Server is a relational database management system (RDBMS) developed by Microsoft, and SSMS serves as the primary tool for database administrators, developers, and analysts to interact with SQL Server databases..

- Microsoft SQL Server Management Studio is an indispensable tool for database professionals working with SQL Server databases. It offers a unified platform for database development, administration, and maintenance, making it easier to manage complex database environments efficiently. Whether you are a database administrator, developer, or analyst, SSMS plays a crucial role in ensuring the reliability, performance, and security of SQL Server databases.



## OUTCOME

Remote Patient Monitoring (RPM) is a module in Remote Care Project which enables monitoring of patients outside of conventional call settings such as home or remote area which may increase access to care and decrease the healthcare delivery cost. The main goal of the RPM is used to reach patients in rural areas and connect patients to specialists and it also serves as a great way to reduce appointment breaches. 'Remote Patient Monitoring' consists of menus such as RPM summary, Taskboard, Onboarding request and reading analysis. The list of patients created will be displayed in RPM summary. The Insurance for the patient will also be created. Onboarding Request menu consists of details of the patients and the care manager allots/assign the device based on the problems of the patients. This process will undergo DON review, Provider review and if the above factors are valid, the device gets processed and at last it stores in Inprogress. After the device has been assigned to the patient, the readings and medication details will be displayed at RCS IOT application. The Taskboard can show and displays the details such that which device is assigned for patients and also displays the medication details of the patient. Reading analysis menu displays the reading of the patient for a particular period of time such as week/month etc. Thus, the RPM provides improved quality care for patients who are at rural areas.

10-02-2022

**TO WHOMSOEVER IT MAY CONCERN**

PITIN0019

This is to certify that **Ms.G.MATHI**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 17<sup>th</sup> January 2022 to 10<sup>th</sup> February 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.

  
**DIRECTOR-POSTULATE**

## Worked Projects:

<b>Name</b>	<b>G.Mathi</b>
<b>College Name</b>	<b>St.Mary's College (Autonomous)</b>
<b>Department</b>	<b>M.Sc Computer Science</b>
<b>Internship Dates</b>	<b>17/01/2022 to 10/02/2022</b>
<b>Internship Organisation</b>	<b>PostulateInfotech</b>

## Project: Pray For You

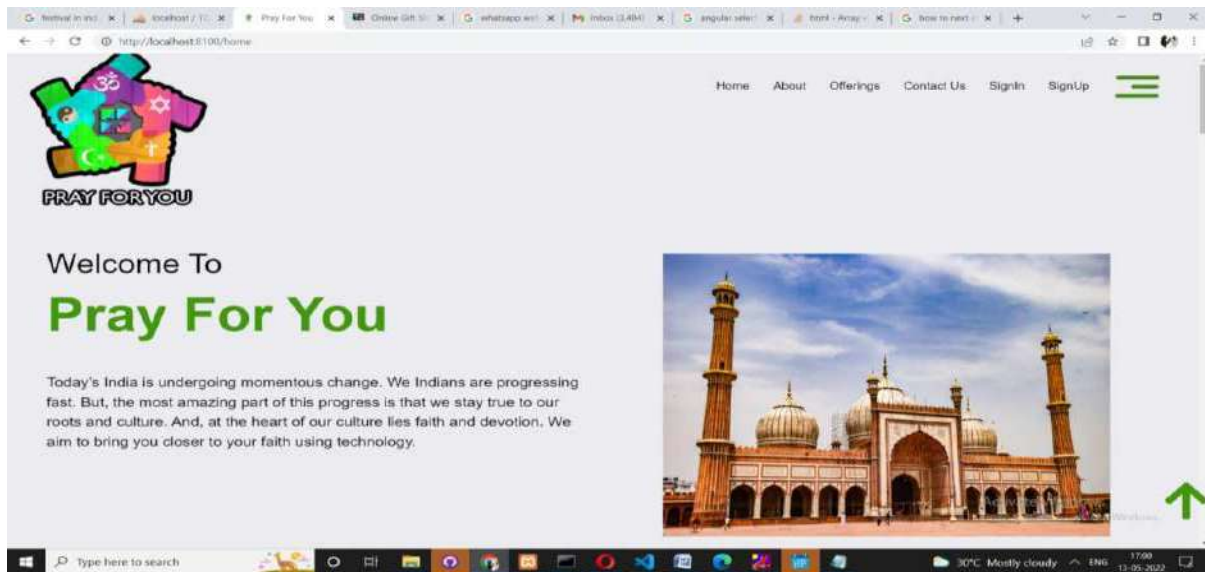
### Front End: Ionic & Angular

Ionic is an open source UI toolkit for building performant, high-quality mobile apps using web technologies — HTML, CSS, and JavaScript — with integrations for popular frameworks like Angular, React, and Vue. Ionic focuses on the frontend UX and UI interaction of an app — UI controls, interactions, gestures, animations. It's easy to learn, and integrates with other libraries or frameworks, such as Angular, React, or Vue. Alternatively, it can be used standalone without any frontend framework using a simple script include.

Angular has always been at the center of what makes Ionic great. While the core components have been written to work as a standalone Web Component library, the @ionic/angular package makes integration with the Angular ecosystem a breeze. @ionic/angular includes all the functionality that Angular developers would expect coming from Ionic 2/3, and integrates with core Angular libraries, like the Angular router.

### Back End: Django

Django is an advanced Web framework written in Python that makes use of the model view controller (MVC) architectural pattern. A framework is nothing more than a collection of modules that make development easier. They are grouped together, and allow you to create applications or websites from an existing source, instead of from scratch.



## Outcome:

I developed a live application Pray for You which is based on gift distribution. The main objective of the application is to manage the details of well-wisher, Gift type, Gift delivery tracking. The project is built at both administrative and user. The purpose of the project is to build an application program to reduce the manual work for managing the gift distribution, well-wisher information, delivery status. It tracks all the details about the Gift supply, Gift type. I worked in developing Front End for the following modules(User Side – Profile, Admin Side – Event, Religion) and Back End for this application for various modules. Under the testing team I tested the user side of this application. The application was under deployment and it was not in live yet.

## Project: Subha Gold

### Front End: Ionic & Angular

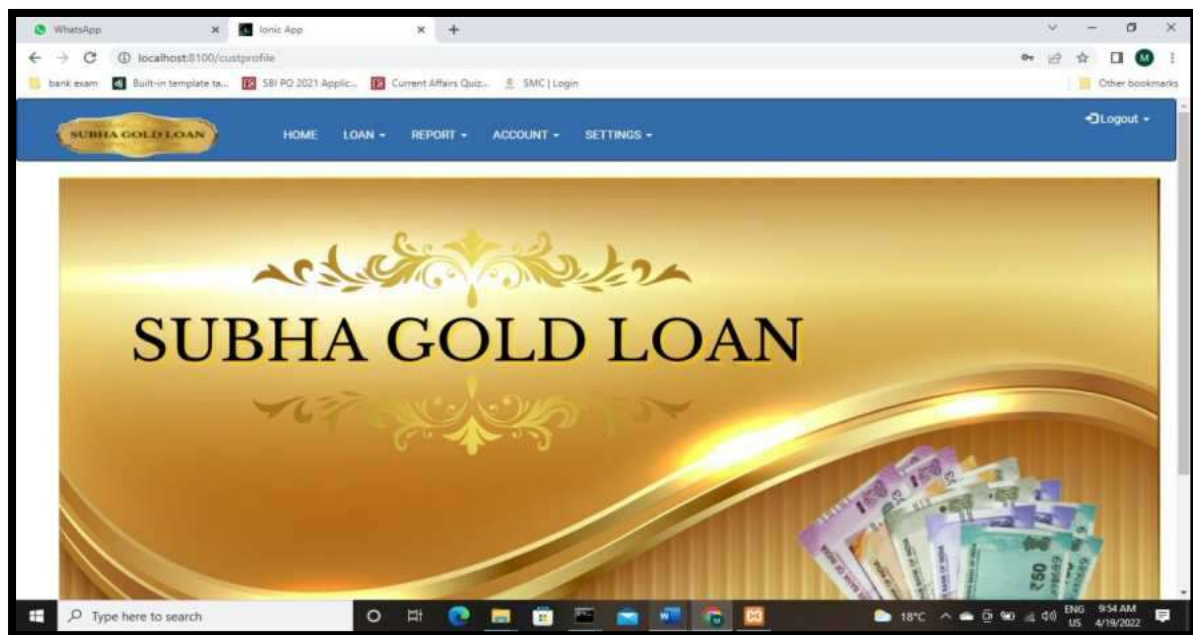
Ionic is an open source UI toolkit for building performant, high-quality mobile apps using web technologies — HTML, CSS, and JavaScript — with integrations for popular frameworks like Angular, React, and Vue. Ionic focuses on the frontend UX and UI interaction of an app — UI controls, interactions, gestures, animations. It's easy to learn, and integrates with other libraries or frameworks, such as Angular, React, or Vue. Alternatively, it can be used standalone without any frontend framework using a simple script include.

Angular has always been at the center of what makes Ionic great. While the core components have been written to work as a standalone Web Component library, the @ionic/angular package makes integration with the Angular ecosystem a

breeze. @ionic/angular includes all the functionality that Angular developers would expect coming from Ionic 2/3, and integrates with core Angular libraries, like the Angular router.

## **Back End: Django**

Django is an advanced Web framework written in Python that makes use of the model view controller (MVC) architectural pattern. A framework is nothing more than a collection of modules that make development easier. They are grouped together, and allow you to create applications or websites from an existing source, instead of from scratch.



## **Outcome:**

I developed a live application Subha Gold which is a model of Gold loan Application. The project is built at administrative side. This Application enables only the admin to maintain the gold loan process of users. The admin can access the application or view the users Account details and maintains the information of account. With Gold Loan Processing System, the brick and mortar structure of the traditional loan processing gets converted into a click and portal model, thereby giving a concept of virtual gold loan processing a real shape. I worked in developing Front End for the following modules (Settings and Log out) and Back



End for this application for various modules. Under the testing team I tested this application. The application was under deployment and it was not in live yet.



111/1k/1, Dwarakamayi, Polpettai, Tuticorin-628002.

Date: 17 May, 2022

## TO WHOMESEVER IT MAY CONCERN

This is to certify that **Ms.P.Nancy** M.SC Department of Computer Science St. Mary's College (Autonomous), Thoothukudi, Tamilnadu has successfully completed internship from 15<sup>th</sup> February 2022 to 7<sup>th</sup> March 2022 in **TEKSPEAR SOLUTIONS**. During the period of his internship programme with us she was found Punctual, hardworking and inquisitive.

We wish him every success in life.

**TEKSPEAR SOLUTIONS**

For Tekspear's solutions

A handwritten signature in blue ink, appearing to read "C. Saravanan".

( C.SARAVANAN )

**H.R**

## WORKED PROJECT

NAME	P.Nancy
COLLEGE NAME	St.Mary's College (Autonomous)
DEPARTMENT	M. Sc Computer Science
INTERNSHIP DATE	15/02/2022 to 07 /03/2022
INTERNSHIP ORGANISATION	TekSpear Solutions

## PROJECT: INTERNET OF THINGS HUB

### FRONT END: VISUAL STUDIO 2019

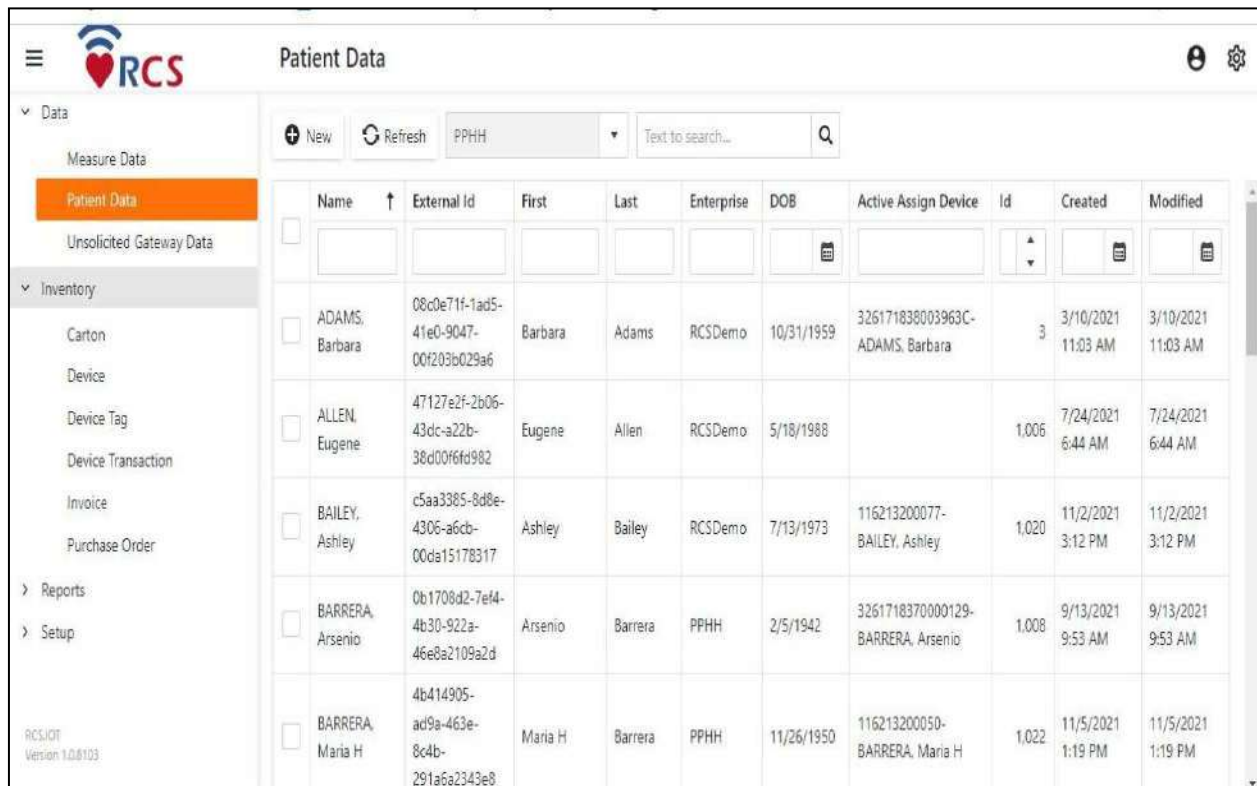
Visual Studio is a powerful developer tool that you can use to complete the entire development cycle in one place. It is a comprehensive integrated development environment (IDE) that you can use to write, edit, debug, and build code, and then deploy your app. It is used to develop computer programs including websites, web apps, web services and mobile apps. It uses Microsoft software development platforms such as Windows API, Windows Forms, Windows Presentation Foundation, Windows Store and Microsoft Silverlight. It can produce both native code and managed code. It includes a code editor supporting IntelliSense (the code completion component) as well as code refactoring. The integrated debugger works as both a source-level debugger and as a machine-level debugger. It supports 36 different programming languages and allows the code editor and debugger to support nearly any programming language, provided a language-specific service exists.

Visual Studio 2019 provides a comprehensive, highly flexible set of application lifecycle management (ALM) tools. It contains many new and exciting features and IDE productivity enhancements to support Windows app development, cross-platform mobile development, Azure development, web and cloud development, and more.

### BACK END: MICROSOFT SQL SERVER MANAGEMENT STUDIO

- ❖ Microsoft SQL Server Management Studio (SSMS) is a software application developed by Microsoft that is used for configuring, managing, and administering all components within Microsoft SQL Server.

- ❖ SSMS tool includes both script editors and graphical tools which work with objects and features of the server.
- ❖ A central feature of SSMS is the Object Explorer, which allows the user to browse, select, and act upon any of the objects within the server.
- ❖ SQL Server Management Studio (SSMS) is an integrated environment for managing any SQL infrastructure, from SQL Server to Azure SQL Database.
- ❖ SSMS provides tools to configure, monitor, and administer instances of SQL Server and databases. Use SSMS to deploy, monitor, and upgrade the data-tier components used by your applications and build queries and scripts.
- ❖ It simplifies SQL Server and related instances maintenance and administration so you can focus on your applications.
- ❖ SSMS allows administrators to accomplish the tasks: Connect to SQL Server databases, data, and instances.



	Name	External Id	First	Last	Enterprise	DOB	Active Assign Device	Id	Created	Modified
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<input type="checkbox"/>	BARRERA, Maria H	4b414905-ad9a-463e-8c4b-291a6a2343e8	Maria H	Barrera	PPHH	11/26/1950	1162132000050-BARRERA, Maria H	1,022	11/5/2021 1:19 PM	11/5/2021 1:19 PM

## OUTCOME

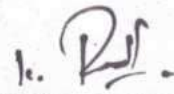
**“INTERNET OF THINGS HUB”** is a managed service hosted in the cloud that acts as a central message hub for communication between an IoT application and its attached devices. It is a centralized hub that allows us to collect data and send instructions to our IoT devices from a single hub. The records are kept in an efficient manner since they are all saved in a database from which data can be easily retrieved. Editing is also straightforward. We can connect millions of devices. IoT Hub is a fully managed cloud service that enables reliable and secure bidirectional communications between millions of IoT devices. User friendly screens are provided. IoT Hub supports several messaging patterns. It also provides a cloud-hosted solution back end to connect virtually any device. This application works properly and meets all the requirements. Thus, it has become essential to improve the efficiency of your business while seeking innovation.

3<sup>rd</sup> March 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss. J. Piramanayaki, M.Sc.**, Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 3<sup>rd</sup> March 2022 in Acme Infotek, Tirunelveli. During the period she has assigned with Android App Development Project and found Diligent and Attentive.

We wish all the very best for future endeavours.

A handwritten signature in black ink, appearing to be "I. R.", is written above the printed name of the Training Coordinator.

**TRAINING COORDINATOR,  
ACME IFNOTEK**



## INTERNSHIP REPORT

<b>Name</b>	J. Piramanayaki
<b>Register Number</b>	20SPCS14
<b>Department</b>	PG Computer Science (SSC)
<b>College Name</b>	St. Mary's College (Autonomous)
<b>Internship dates</b>	15.02.2022 – 03.03.2022
<b>Position</b>	Android App Developer
<b>Internship Company</b>	Acme Infotek, Tirunelveli

### Worked Project: College Selection App

#### Front End:

Android is a mobile operating system developed by Google, based on a modified version of the Linux kernel and other open source software and designed primarily for touch screen mobile devices such as smart phones and tablets. The Android Operating System is a Linux-based OS developed by the Open Handset Alliance (OHA). The Android OS was originally created by Android, Inc., which was bought by Google in 2005. Google teamed up with other companies to form the Open Handset Alliance (OHA), which has become responsible for the continued development of the Android OS. The android is a powerful operating system and it supports large number of applications in Smart phones. These applications are more comfortable and advanced for the users. The hardware that supports android software is based on ARM architecture platform. The android is an open source operating system means that it's free and any one can use it. The android has got millions of apps available that can help you managing your life one or other way and it is available low cost in market at that reasons android is very popular.

Android operating system is a stack of software components which is roughly divided into five sections

- 1) Linux kernel
- 2) Native libraries (middleware),
- 3) Android Runtime
- 4) Application Framework
- 5) Applications

1) Linux kernel: It is the heart of android architecture that exists at the root of android architecture. Linux kernel is responsible for device drivers, power management, memory management, device management and resource access. This layer is the foundation of the Android Platform.

- Contains all low level drivers for various hardware components support.



- Android Runtime relies on Linux Kernel for core system services like,
- Memory, process management, threading etc.
- Network stack
- Driver model
- Security and more.

2) Libraries On top of Linux kernel there is a set of libraries including open-source Web browser engine WebKit, well known library libc, SQLite database which is a useful repository for storage and sharing of application data, libraries to play and record audio and video, SSL libraries responsible for Internet security etc.

3) Android Runtime In android runtime, there are core libraries and DVM (Dalvik Virtual Machine) which is responsible to run android application. DVM is like JVM but it is optimized for mobile devices. It consumes less memory and provides fast performance. The Dalvik VM makes use of Linux core features like memory management and multi-threading, which is intrinsic in the Java language. The Dalvik VM enables every Android application to run in its own process, with its own instance of the Dalvik virtual machine.

4) Android Framework On the top of Native libraries and android runtime, there is android framework. Android framework includes Android API's such as UI (User Interface), telephony, resources, locations, Content Providers (data) and package managers. It provides a lot of classes and interfaces for android application development.

- Activity Manager: manages the life cycle of an applications and maintains the back stack as well so that the applications running on different processes has smooth navigations.
- Package Manager: keeps track of which applications are installed in your device.
- Window Manager: Manages windows which are java programming abstractions on top of lower level surfaces provided by surface manager.
- Telephony Managers: manages the API which is used to build the phone applications
- Content Providers: Provide feature where one application can share the data with another application like phone number, address, etc.
- View Manager: Buttons, Edit text, all the building blocks of UI, event dispatching etc.

5) Applications: On the top of android framework, there are applications. All applications such as home, contact, settings, games, browsers are using android framework that uses android runtime and libraries. Android runtime and native libraries are using linux kernel. Any applications that you write are located at this layer.

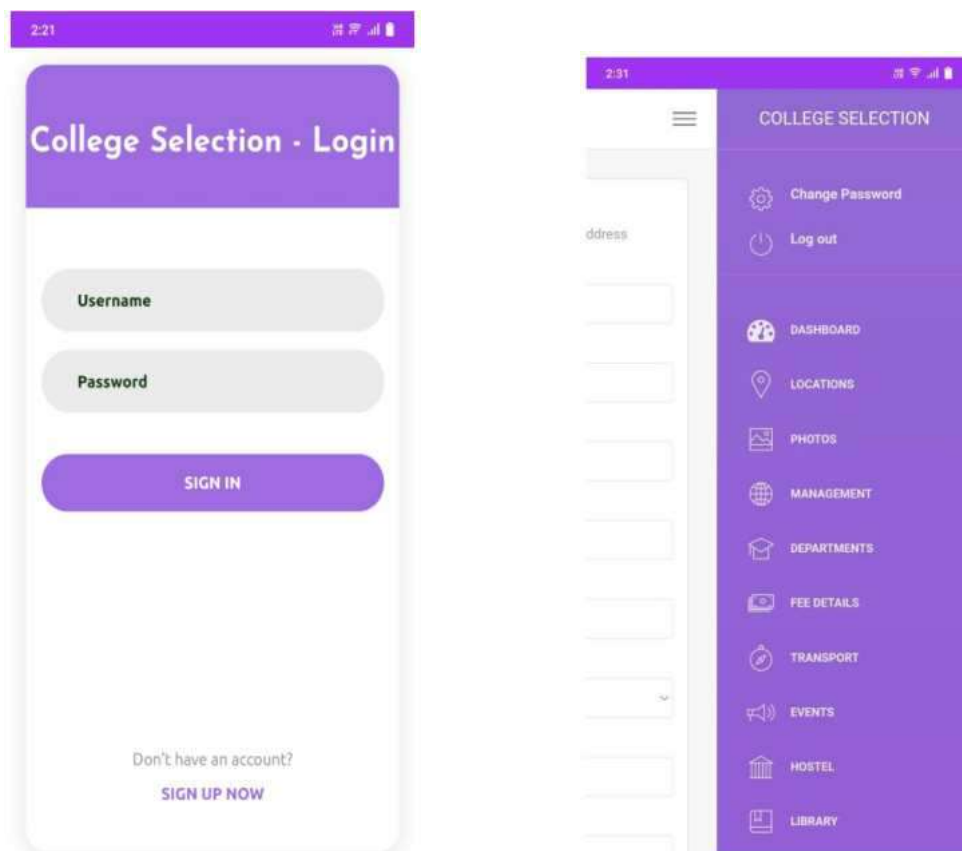
### **Back End:**

MySQL is a relatively recent entrant into the well-established area of relational database management systems (RDBMs), a concept invented by IBM researcher Edgar Frank Codd in 1970. Despite the arrival of newer types of data repositories over the past 35 years, relational databases remain the workhorses of the information world. They permit users to represent sophisticated relationships between items of data and to calculate these relationships with the speed needed to make decisions in modern organizations.

MySQL uses standalone clients that allow users to interact with MySQL, and also to use it with other programs for applications that need relational database capabilities. MySQL's reputation for reliability has led to its inclusion in the popular LAMP stack (Linux, Apache, MySQL, Python/Perl/PHP) and is also used as the default DBMS in popular CMS options like Drupal, Joomla, phpBB, and WordPress.

- MySQL is a very powerful program in its own right. It handles a large subset of the functionality of the most expensive and powerful database packages.
- MySQL uses a standard form of the well-known SQL data language.
- MySQL works on many operating systems and with many languages including PHP, PERL, C, C++, JAVA, etc.
- MySQL works very quickly and works well even with large data sets.
- MySQL is very friendly to PHP, the most appreciated language for web development.
- MySQL supports large databases, up to 50 million rows or more in a table. The default file size limit for a table is 4GB, but you can increase this (if your operating system can handle it) to a theoretical limit of 8 million terabytes (TB).
- MySQL is customizable. The open-source GPL license allows programmers to modify the MySQL software to fit their own specific environments.

### Outcome:



College Management System is an internet based Web Portal that aims at providing information to all levels of management system for the College. This system can be used as an

information management system for the college. The Online College Selection System will enables students to gain information regarding college location, alumni, Departments, etc. The system has two users named college admin and students. The college admin have to register their college details and add information such as location of the institution and add department information regard every institution and other information. The information will be displayed to students module, on search for the college name or city name. The college admin have to upload the images of institution campus, hostel, sports, gym, and other modules. The placement module enables the students to verify the companies visited and number of placement obtained from the department for each year. Also, using the Student Application, students can apply for the college through their findings and the applied list will be reflected in the College Admin App.

14-05-2022

**TO WHOMSOEVER IT MAY CONCERN**

PITIN0019

This is to certify that **Ms. J. Praveena**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 5th March 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.



*KM. Viothiga*  
**DIRECTOR - POSTULATE**

## INTERNSHIP REPORT

<b>NAME</b>	J. PRAVEENA
<b>COLLEGE NAME</b>	St. Mary's College (Autonomous)
<b>DEPARTMENT</b>	M. Sc Computer Science
<b>INTERNSHIP DATE</b>	15/02/2022 to 5/03/2022
<b>INTERNSHIP ORGANISATION</b>	Postulate Info Tech

**Project Title:** Speed Determination of Vehicles Using Image Level Features

Tools : Python, OpenCV

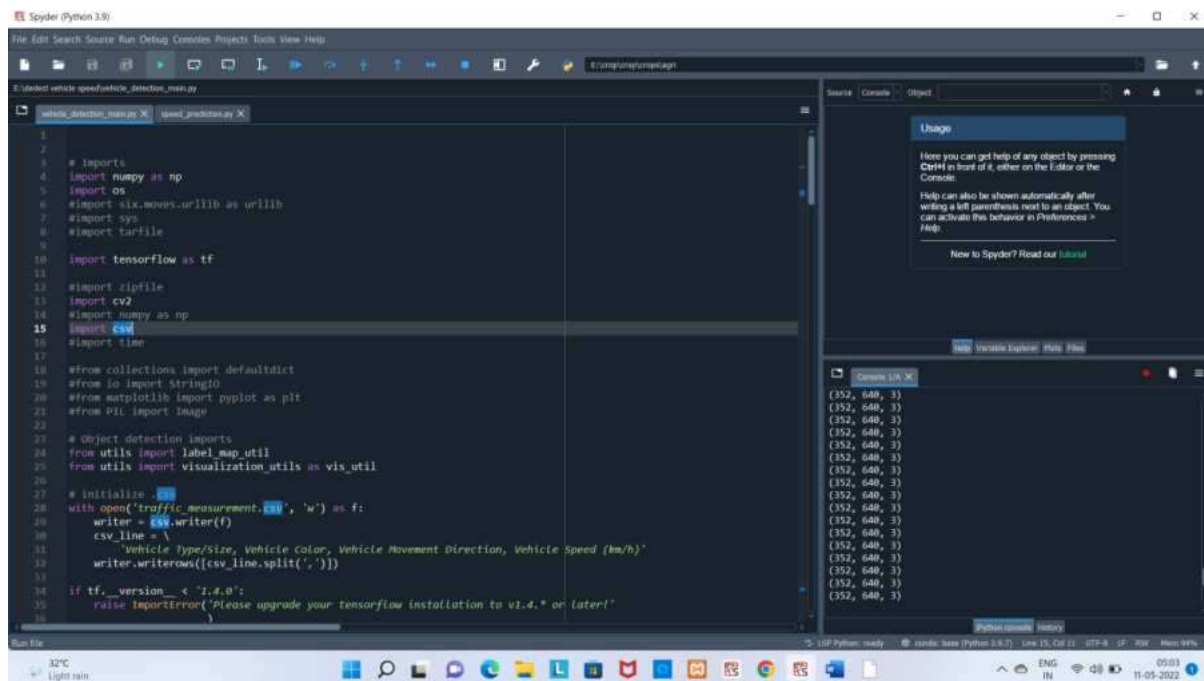
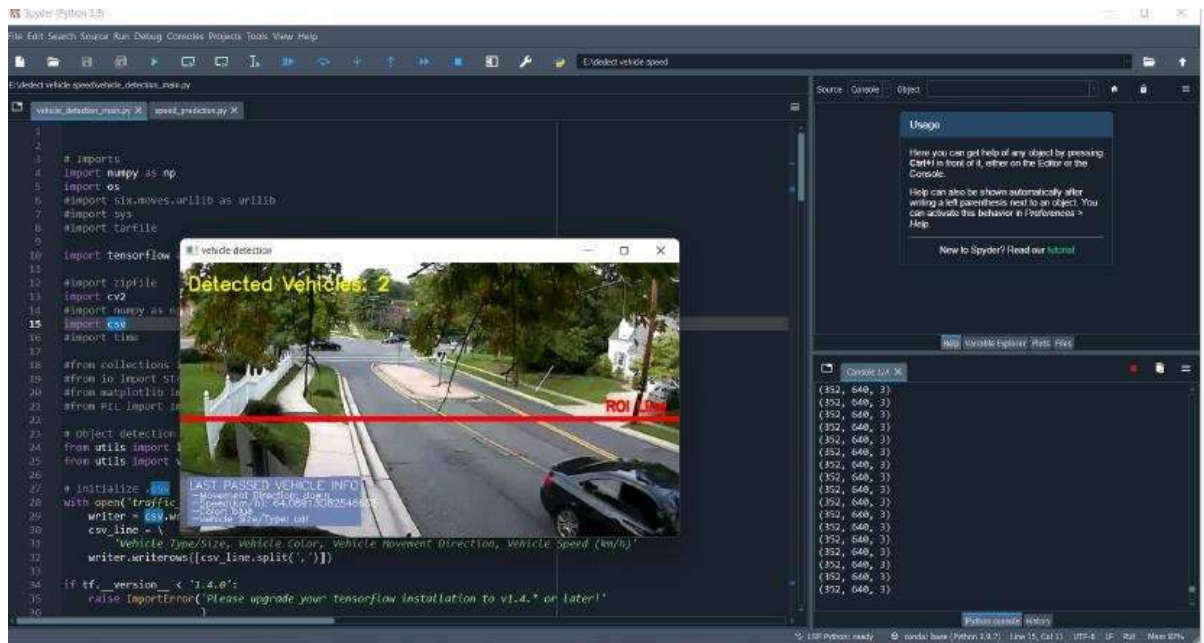
### Python

Python is a dynamically-typed, object-oriented, high-level programming language. Its built-in data structures make it useful for data analysis tasks. Python's most basic use case is as a scripting and automation language. Python isn't just a replacement for shell scripts or batch files; it is also used to automate interactions with web browsers and application GUIs.

### Open CV

OpenCV (Open Source Computer Vision Library) is an open source computer vision and machine learning software library. OpenCV was built to provide a common infrastructure for computer vision applications and to accelerate the use of machine perception in the commercial products. Being a BSD licensed product, OpenCV makes it easy for business to utilize and modify the code. The library has more than 2500 optimized algorithms, which includes a comprehensive set of both classic and state-of-art computer vision and machine learning algorithms. These algorithms can be used to detect and recognize faces, identify objects, classify human actions in videos, track camera movements, track moving objects, extract 3D models of objects, produce 3D point clouds from stereo cameras, stitch images together to produce a high-resolution image of an entire scene, find similar images from an image database, follow eye movements. The library is used extensively in companies, research groups and by government bodies.

This system is capable of estimating the accurate speed of the moving vehicle. This system is designed using kernel algorithm Gaussian mix model was collaborated along with this algorithm for making accurate depiction of the moving objects. The combination of optical stream and the Kalman channel helps in predicting the results even when there is a low picture quality. It is concluded that the system works well and satisfies all the end-users. The proposed system is tested very well and errors are properly debugged. This system is user-friendly so everyone can use it easily. The end-user can easily understand how the whole system is implemented by going through the documentation. The system is tested, implemented and the performance is found to be satisfactory.





14-05-2022

**TO WHOMSOEVER IT MAY CONCERN**  
PITIN0019

This is to certify that **Ms. P. Radha**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 5th March 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.



*K.M. Vaidya*  
**DIRECTOR - POSTULATE**



## Worked Project:

<b>Name</b>	<b>P.Radha</b>
<b>College Name</b>	<b>St.Mary's College (Autonomous)</b>
<b>Department</b>	<b>M.Sc Computer Science</b>
<b>Internship Dates</b>	<b>15/02/2022 to 05/03/2022</b>
<b>Internship Organisation</b>	<b>PostulateInfotech</b>

## Project: Online Exam Surveillance Using Image Processing

### Python

Python is a computer programming language often used to build websites and software, automate tasks, and conduct data analysis. Python is a general-purpose language, meaning it can be used to create a variety of different programs and is not specialized for any specific problems. This versatility, along with its beginner-friendliness. Python is commonly used for developing websites and software, task automation, data analysis and data visualization. Since it is relatively easy to learn. Python also has number of libraries that enable coders to write programs for data analysis and machine learning more quickly and efficiently. Python has become a stable in data science, allowing data analysts and other professionals to use the language to conduct complex statistical calculations, create data visualizations, build machine learning algorithms, manipulate and analyse data and complete other data related tasks.

### OpenCV

OpenCV (Open Source Computer Vision Library) is an open source computer vision and machine learning software library. OpenCV was built to provide a common infrastructure for computer vision applications and to accelerate the use of machine perception in the commercial products. Being a BSD licensed product, OpenCV makes it easy for business to utilize and modify the code. The library has more than 2500 optimized algorithms, which includes a comprehensive set of both classic and state-of-art computer vision and machine learning algorithms. These algorithms can be used to detect and recognize faces, identify objects, classify human actions in videos, track camera movements, track moving objects, extract 3D models of objects, produce 3D point clouds from stereo cameras, stitch images together to produce a high-resolution image of an entire scene, find similar images from an image database, follow eye movements. The library is used extensively in companies, research groups and by government bodies.

OpenCv comes with many powerful video editing functions. In current scenario, techniques such as image scanning, face recognition can be accomplished using OpenCV. Image Analysis is a very common field in the area of Computer Vision. It is the extraction of meaningful information from videos or images. OpenCv library can be used to perform multiple operations on videos.

OpenCV is a great tool for image processing and performing computer vision tasks. It is an open-source library that can be used to perform tasks like face detection, objection tracking, landmark detection, and much more. It supports multiple languages including python, java C++. Although, for this article, we will be limiting to python only.



**Outcome:**

Online tests can detect cheating if students cheat or violate their academic integrity policies. They catch cheats by using proctoring software, cameras, and IP monitoring. However, without proctoring, online tests cannot detect if you cheated if you do it smartly or involve professionals to write your work. Online examinations are conducted throughout the world in order to assess the students/participants in terms of various metrics. To grade the participant examination marks will be used by the evaluator. According to the student's perspective they used to do some malpractices to boost their marks. To avoid and monitor such malpractices the automatic alarm system using image processing is proposed in this work. First the input frame is extracted from video and face will be recognized. In order to check the students' attention, students' eyes are tracked. If any tracking abnormalities detected, then a tolerance Score will be increased. As a result, some students will write exams online via remote proctoring platforms that surveillance their activities. Proctoring tools can monitor eye movements, capture student's keystrokes, record their screens and track their searches as well as their home environments and physical behaviours. This is very similar to eye detection. If the user turns his/her head the distances between the points increases and if the increase in distance is more than a certain value for at least three outer pairs and two inner pairs then infringement is reported. If the count is not equal to an alarm can be raised.



10-02-2022

**TO WHOMSOEVER IT MAY CONCERN**  
*PITIN0020*

This is to certify that **Ms.R.RAMYA**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 17<sup>th</sup> January 2022 to 10<sup>th</sup> February 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.

  
**DIRECTOR - POSTULATE**



## Worked Projects:

<b>Name</b>	<b>R.Ramya</b>
<b>College Name</b>	<b>St.Mary's College (Autonomous)</b>
<b>Department</b>	<b>M.Sc Computer Science</b>
<b>Internship Dates</b>	<b>17/01/2022 to 10/02/2022</b>
<b>Internship Organisation</b>	<b>PostulateInfotech</b>

## Project: Pray For You

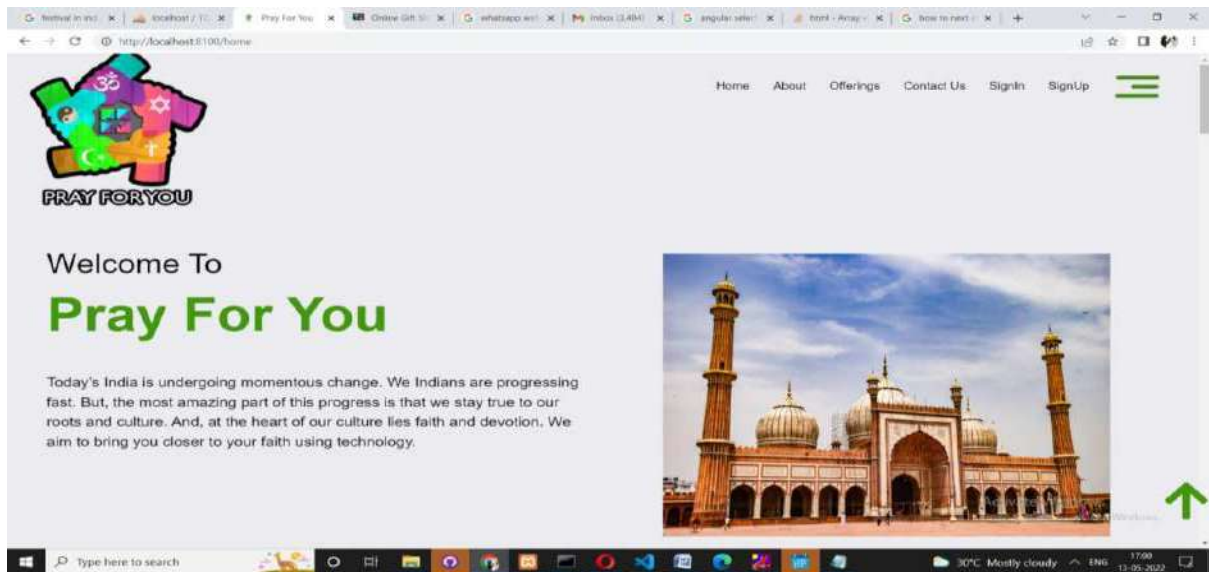
### Front End: Ionic & Angular

Ionic is an open source UI toolkit for building performant, high-quality mobile apps using web technologies — HTML, CSS, and JavaScript — with integrations for popular frameworks like Angular, React, and Vue. Ionic focuses on the frontend UX and UI interaction of an app — UI controls, interactions, gestures, animations. It's easy to learn, and integrates with other libraries or frameworks, such as Angular, React, or Vue. Alternatively, it can be used standalone without any frontend framework using a simple script include.

Angular has always been at the center of what makes Ionic great. While the core components have been written to work as a standalone Web Component library, the @ionic/angular package makes integration with the Angular ecosystem a breeze. @ionic/angular includes all the functionality that Angular developers would expect coming from Ionic 2/3, and integrates with core Angular libraries, like the Angular router.

### Back End: Django

Django is an advanced Web framework written in Python that makes use of the model view controller (MVC) architectural pattern. A framework is nothing more than a collection of modules that make development easier. They are grouped together, and allow you to create applications or websites from an existing source, instead of from scratch.



## Outcome:

I developed a live application Pray for You which is based on gift distribution. The main objective of the application is to manage the details of well-wisher, Gift type, Gift delivery tracking. The project is built at both administrative and user. The purpose of the project is to build an application program to reduce the manual work for managing the gift distribution, well-wisher information, delivery status. It tracks all the details about the Gift supply, Gift type. I worked in developing Front End for the following modules(Home Page – Contact us, Sign In, Sign up, User Side – Well-Wisher Profile, Admin Side – User, Product Group) and Back End for this application for various modules. Under the testing team I tested the user side of this application. The application was under deployment and it was not in live yet.

## Project: Subha Gold

### Front End: Ionic & Angular

Ionic is an open source UI toolkit for building performant, high-quality mobile apps using web technologies — HTML, CSS, and JavaScript — with integrations for popular frameworks like Angular, React, and Vue. Ionic focuses on the frontend UX and UI interaction of an app — UI controls, interactions, gestures, animations. It's easy to learn, and integrates with other libraries or frameworks, such as Angular, React, or Vue. Alternatively, it can be used standalone without any frontend framework using a simple script include.

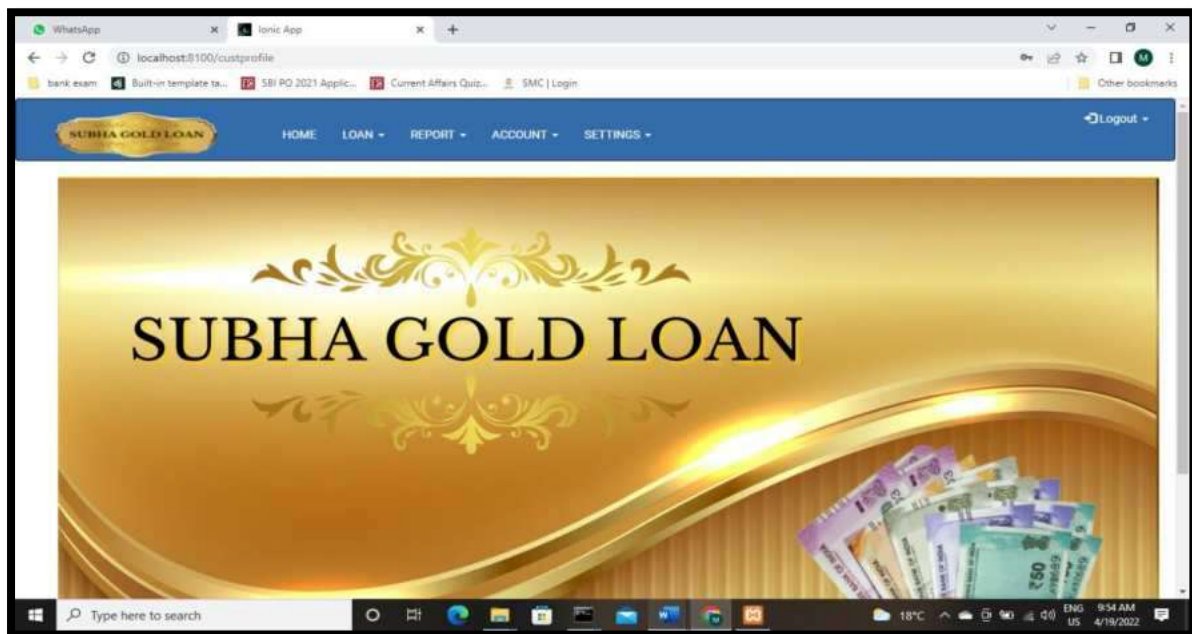
Angular has always been at the center of what makes Ionic great. While the core components have been written to work as a standalone Web Component library,



the @ionic/angular package makes integration with the Angular ecosystem a breeze. @ionic/angular includes all the functionality that Angular developers would expect coming from Ionic 2/3, and integrates with core Angular libraries, like the Angular router.

## **Back End: Django**

Django is an advanced Web framework written in Python that makes use of the model view controller (MVC) architectural pattern. A framework is nothing more than a collection of modules that make development easier. They are grouped together, and allow you to create applications or websites from an existing source, instead of from scratch.



## **Outcome:**

I developed a live application Subha Gold which is a model of Gold loan Application. The project is built at administrative side. This Application enables only the admin to maintain the gold loan process of users. The admin can access the application or view the users Account details and maintains the information of account. With Gold Loan Processing System, the brick and mortar structure of the traditional loan processing gets converted into a click and portal model, thereby giving a concept of virtual gold loan processing a real shape. I worked in developing Front End for the following modules (Loan and its sub modules) and



Back End for this application for various modules. Under the testing team I tested this application. The application was under deployment and it was not in live yet.

14-05-2022

**TO WHOMSOEVER IT MAY CONCERN**

PITIN0019

This is to certify that **Ms. G. Sahaya Naveetha**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 5th March 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.



*K.P. V. N. Thirugan*  
**DIRECTOR - POSTULATE**

## INTERNSHIP REPORT

NAME	G. SAHAYA NAVEETHA
COLLEGE NAME	St. Mary's College (Autonomous)
DEPARTMENT	M. Sc Computer Science
INTERNSHIP DATE	15/02/2022 to 5/03/2022
INTERNSHIP ORGANISATION	Postulate Info Tech

### Project Title:

Facial Expression Recognition Using Fast Frequency Neural Network

### Python:

Python is a dynamically-typed, object-oriented, high-level programming language. Its built-in data structures make it useful for data analysis tasks. Python's most basic use case is as a scripting and automation language. Python isn't just a replacement for shell scripts or batch files; it is also used to automate interactions with web browsers and application GUIs.

### Front End :Tkinter

Tkinter tutorial provides basic and advanced concepts of Python Tkinter. Python provides the standard library Tkinter for creating the graphical user interface for desktop based applications. Tkinter is Python's standard GUI package. It is an object-oriented layer on top of the open-source Tcl/Tk widget toolkit.

### Back End: Tensorflow

Tensorflow is an open source deep learning library by Google. It was originally developed by Google's engineers who were working on Google Brain and has been used for research on machine learning and deep learning. Tensorflow at its core is about computations of multidimensional arrays called tensors but what makes Tensorflow great is its ability to be flexible to deploy computations on different devices such as CPU's and GPU's.

### Jupyter Notebook IDE:

The Anaconda distribution comes with a variety of software that includes Jupyter Notebooks for scientific computing. Jupyter Notebooks is an open source software IDE that allows developers to create and share documents that contain live code and more.

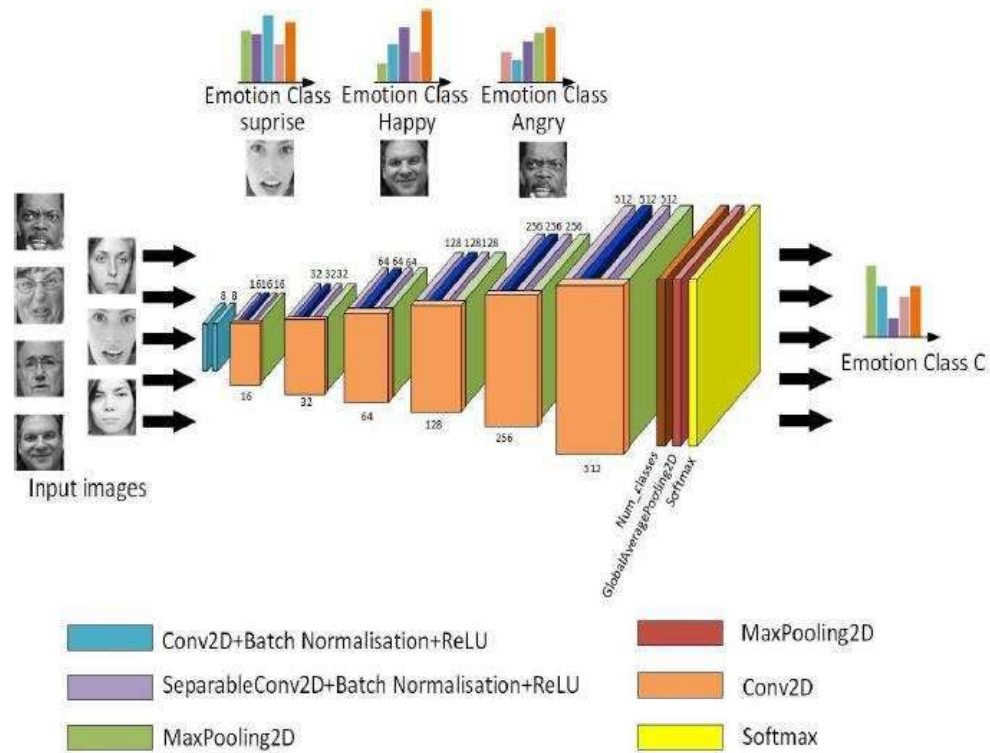
CNN (Convolutional Neural Network ):

In deep learning , a convolutional neural network is a class of deep neural network used in data recognition and processing that is specifically designed to process pixel data. CNNs are used to analyse the visual data. It has 6 layers. It contains,

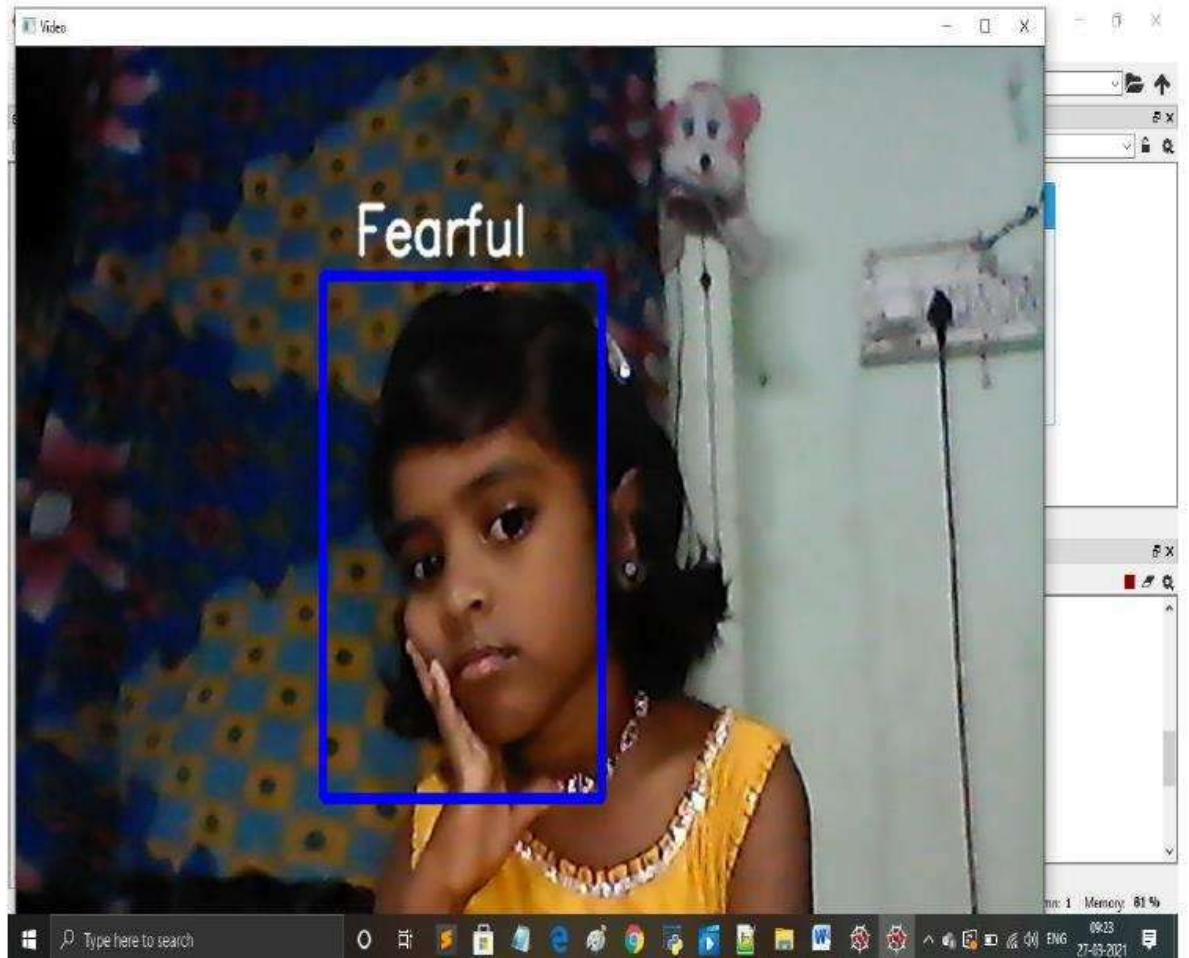
- i. Convolution layer
- ii. Batch normalization layer
- iii. Max pooling layer,
- iv. Dropout layer
- v. Flatten layer.
- vi. Fully connected

### **CNN Training**

So far, we have introduced the structure of Basic-CNN and Block-CNN. They have a common framework as shown in Fig. 1, but the multiplication kernels and dimension reduction methods are different. For network training, the back propagation and stochastic optimization are employed to optimize the cross entropy loss function. Specifically, the variables to be trained include multiplication kernels, convolutional kernels, weights of fully connected layers and their corresponding biases.



This project proposes an approach for recognizing the category of facial expressions. Face Detection and Extraction of expressions from facial images is useful in many applications, such as robotics vision, video surveillance, digital cameras, security and human-computer interaction. This project's objective was to develop a facial expression recognition system implementing the computer visions and enhancing the advanced feature extraction and classification in face expression recognition.



14-05-2022

**TO WHOMSOEVER IT MAY CONCERN**

PITIN0019

This is to certify that **Ms. K. Sangeetha**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 5th March 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.



*K.M. Vinodhige.*  
**DIRECTOR - POSTULATE**



## WORKED PROJECT:

NAME	K. SANGEETHA
COLLEGE NAME	St. Mary's College (Autonomus)
DEPARTMENT	M.Sc Computer science
INTERNSHIP DATE	15/02/2022 TO 5/03/2022
INTERNSHIP OEGANISATION	PostulateInfotech

## PROJECT :EYE DETECTION MOBILE APPLICATION

### FRONT END: JAVA

JAVA is a widely used object-oriented programming language and software platform that runs on billions of devices, including notebook computers, and many others. The rules and syntax of Java are based on the C and C++ languages.

One major advantage of developing software with Java program on a notebook computer, it is very easy to move the code to mobile. It's also important to understand that Java is much different from JavaScript. JavaScript does not need to be compiled, while Java code does need to be compiled. Also, JavaScript only runs on web browsers while Java can be run anywhere.

New and improved software development tools are coming to market at a remarkable pace, displacing incumbent products once through to be indispensable. In light of this continual turnover, Java's longevity is impressive more than two decades after its creation, Java is still the most popular language for application software development –developers continue to choose it over language such us Android, Python, Ruby, PHP, Swift, C++, and others. As a result, java remains an important requirement for competing in the job market.

### ANDROID STUDIO:

Android Studio is the official Integrated Development Environment (IDE) for Android app development. Based on the powerful code editor and developer tools from IntelliJ IDEA, Android Studio offers even more features that enhance your productivity when building Android apps, such as:

- A flexible Gradle-based build system
- A fast and feature-rich emulator
- A unified environment where you can develop for all Android devices
- Live Edit to update composables in emulators and physical devices in real time
- Code templates and GitHub integration to help you build common app features and import sample code

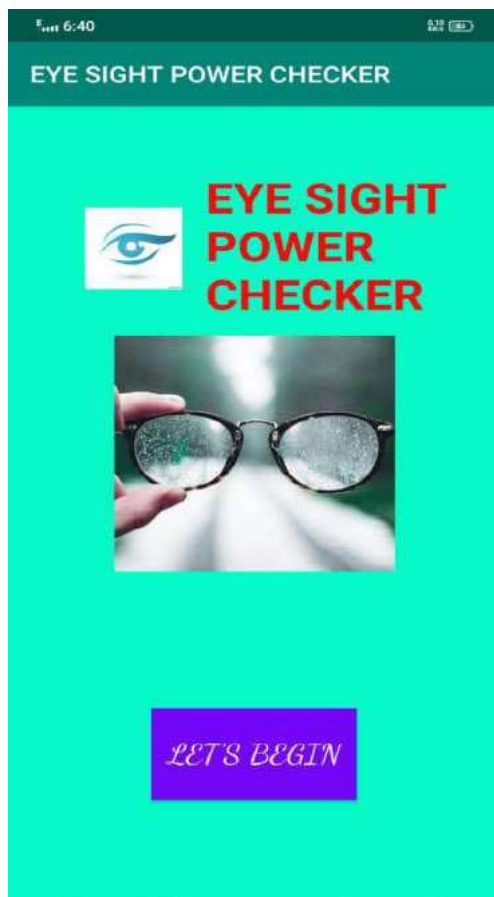
- Extensive testing tools and frameworks
- Lint tools to catch performance, usability, version compatibility, and other problems
- C++ and NDK support
- Built-in support for Google Cloud Platform, making it easy to integrate Google Cloud Messaging and App Engine.

Each project in Android Studio contains one or more modules with source code files and resource files. The types of modules include:

- Android app modules
- Library modules
- Google App Engine modules

Each app module contains the following folders:

- **manifests:** Contains the AndroidManifest.xml file.
- **java:** Contains the Kotlin and Java source code files, including JUnit test code.
- **res:** Contains all non-code resources such as UI strings and bitmap images.



## OUTCOME:

This project has aimed at making a prediction about the visual acuity of users via a mobile application. People can get idea about their visual acuity approximately. The project was designed to be used in Android platform.

The project was implemented for the patients who have visual impairment problem that is myopia, hypermetropia.

If the user responds three phases, the system outputs the eyesight power to the user. According to Euclidean Distance information, the eyesight ratio can be computed.

Ratio of visual impairment is increasing day by day so that some solutions in order to ease doctor's workload should be found. Our proposed model is designed to be serviced for both the doctors and people.

16-05-2022

**TO WHOMSOEVER IT MAY CONCERN**

PITIN0033

This is to certify that **Ms.B.Santhanalakshmi**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 5<sup>th</sup> March 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for her future endeavors.



*B. J. Jeyaraj*  
**PROJECT DIRECTOR**

## INTERNSHIP REPORT

NAME	SANTHANALAKSHMI.B
COLLEGE NAME	St. Mary's College (Autonomous)
DEPARTMENT	M. Sc Computer Science
INTERNSHIP DATE	15/02/2022 to 5/03/2022
INTERNSHIP ORGANISATION	Postulate Info Tech

**Project Title:** CRUDE OIL PRICE PREDICTION

### MODULES

1. Time series
2. Logistic Regression Analysis
3. Price Prediction

#### Time series:

A time series is a data set that tracks a sample over time. In particular, a time series allows one to see what factors influence certain variables from period to period. Time series analysis can be useful to see how a given asset, security, or economic variable changes over time.

#### Logistic Regression Analysis :

Logistic regression is the appropriate regression analysis to conduct when the dependent variable is dichotomous (binary). Like all regression analyses, the logistic regression is a predictive analysis. Logistic regression is used to describe data and to explain the relationship between one dependent binary variable and one or more nominal, ordinal, interval or ratio-level independent variables.

#### Price Prediction:

Based on the forecasting results of the time-varying trends and trend thresholds, a new method for forecasting oil prices is presented. By using Algorithm 2, the predicted oil price can be obtained by inputting the time-varying trend and the trend threshold of the sample point to be predicted. At the same time, different models need to be used for comparison to verify the superiority of the proposed model. To test the prediction accuracy of the TV-TD model outside the sample, we use the mean absolute percentage error ratio (MAPE-ratio), mean squared prediction error ratio (MSPE ratio) and success ratio as evaluation indices.

## Front End: Net Beans IDE

NetBeans IDE is a free, open source, integrated development environment (IDE) that enables you to develop desktop, mobile and web applications. The IDE supports application development in various languages, including Java, HTML5, PHP and C++. The IDE provides integrated support for the complete development cycle, from project creation through debugging, profiling and deployment.

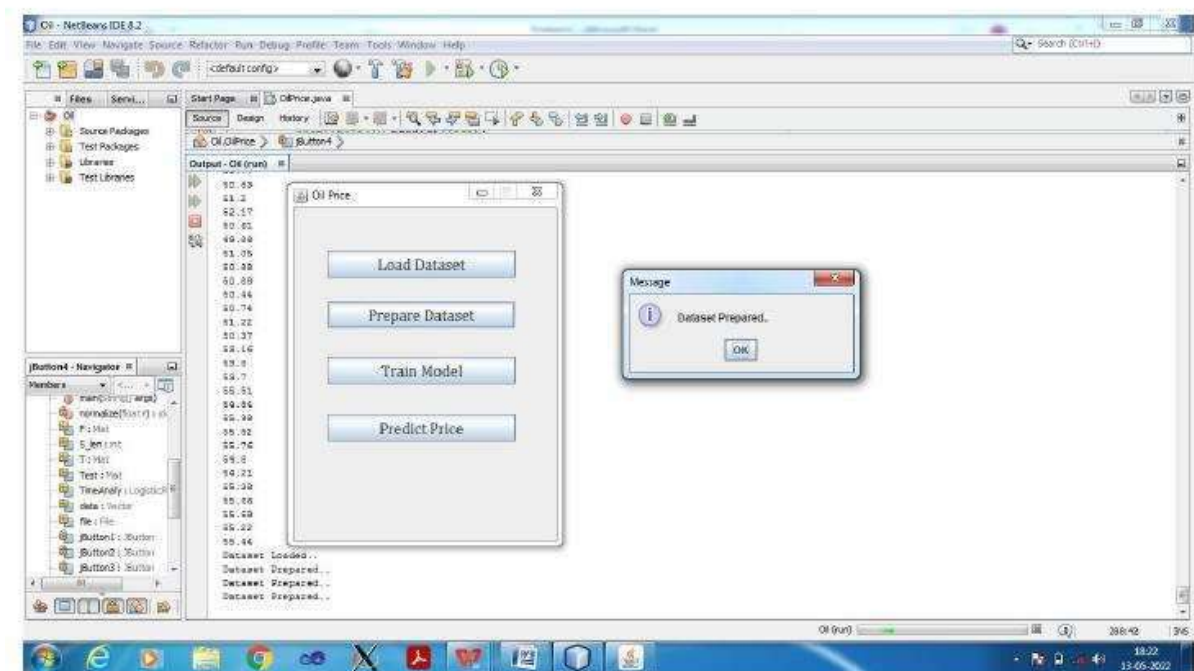
## JAVA

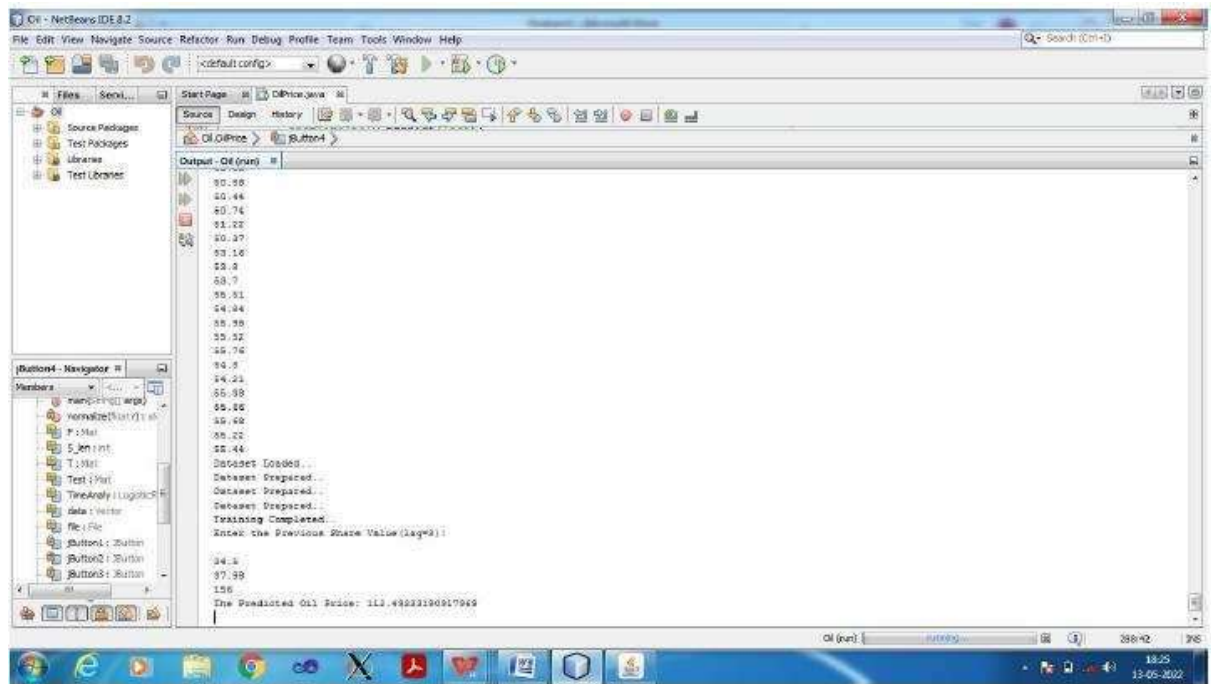
When we consider a Java program, it can be defined as a collection of objects that communicate via invoking each other's methods. Let us now briefly look into what do class, object, methods, and instance variables mean.

**Object** - Objects have states and behaviors. Example: A dog has states - color, name, breed as well as behavior such as wagging their tail, barking, eating. An object is an instance of a class.

**Class** - A class can be defined as a template/blueprint that describes the behavior/state that the object of its type supports.

In this project, a new perspective on the description of time series trends-time-varying trends is introduced and are constructed using coefficients of fitted polynomials and time-varying windows; then, short-term predictions of time series are presented.









Software Development | Digital Marketing | Graphic Designing

Date: 30-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. SANTHIYA S**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 06 Months (from 27<sup>th</sup> June 2021 to 27<sup>th</sup> December 2021) **Web Development Internship at DIGISAILOR.**

During the above mentioned period effective from 02:00 PM - 06:00 PM she has worked on the various Web development projects and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

For **DIGISAILOR**

  
Authorized Signature



+91 79042 10874



www.digisailor.com  
info@digisailor.com



1st Floor, PSS Jayam Towers,  
Teachers Colony, Tuticorin - 628008

# Internship Report

<b>Name</b>	S. Santhiya
<b>College Name</b>	St. Marys College (Autonomous)
<b>Department</b>	M. Sc (Computer Science)
<b>Internship dates</b>	27.06.2021 – 30.12.2021
<b>Internship Organisation</b>	Digisailor

## Summary

I wished to do an internship as it will be useful for my future career goals, which is the reason I applied for an internship at Digisailor. After an interview I was selected as an intern. I worked in a Web developer position under the Software Development team and was responsible for developing assigned websites and I was also assigned for testing android applications, backend data feeding for various applications during my internship with the company, I learned programming languages like Bootstrap (Html, CSS, Java Script), React basics and skills (App hosting using firebase, Ftp Applications), photoshop basics needed for the projects. I was able to put these skills in practise for the live projects. The work was challenging, and I learned about the work culture, environment, and gained more confidence in myself. It was a valuable experience.

## Worked Projects:

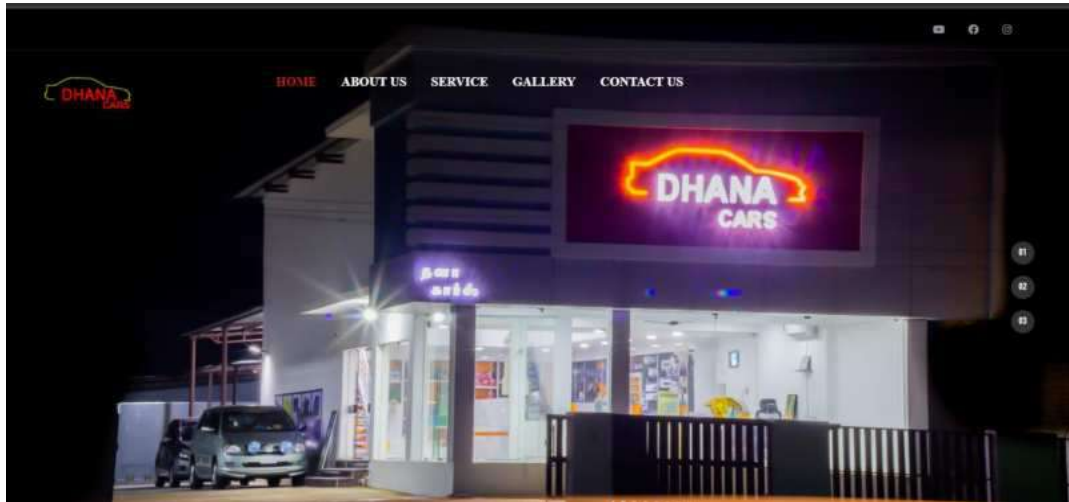
**Project:** Website for a Car Service Station (Dhana Cars)

**Environment:** Bootstrap

- Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end web development. The primary purpose of adding it to a web project is to apply Bootstrap's choices of customisation on font and layout to that project.

**Outcome:** I developed a website using bootstrap for Dhana Cars and hosted in server which was a live application which can be viewed across mobile, laptop etc.

### Live Page:



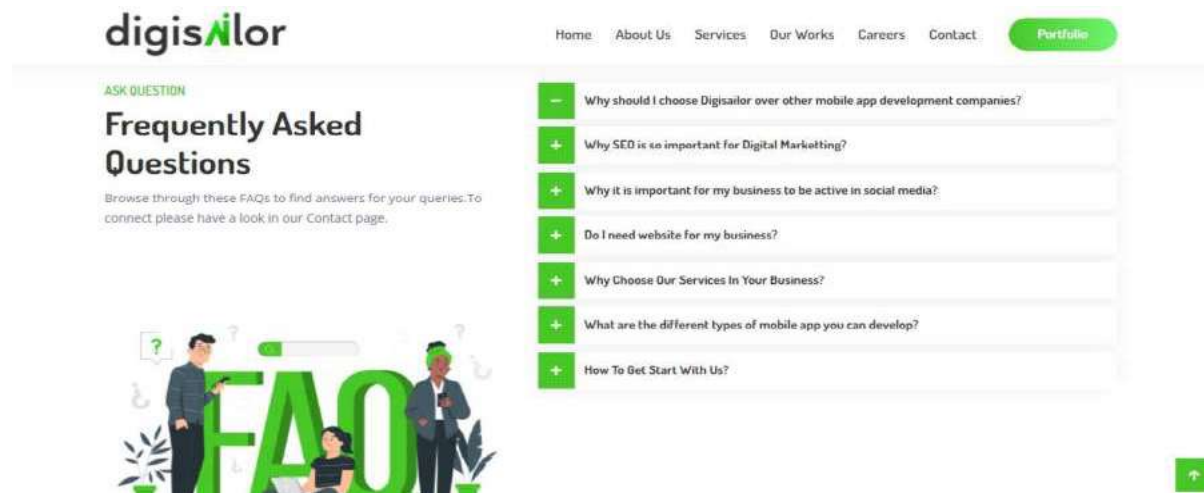
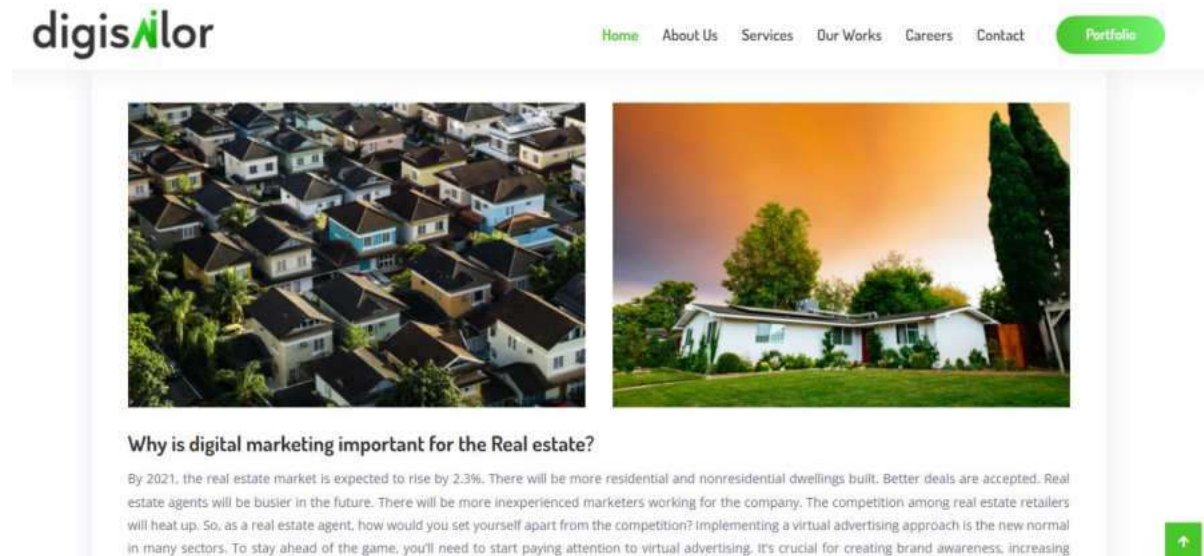
**Project:** Webpages for a Digisailor Website

**Environment:** Bootstrap

- Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end web development. The primary purpose of adding it to a web project is to apply Bootstrap's choices of customisation on font and layout to that project. I used this to create number of webpages for digisailor website which was currently in deployment phase.

**Outcome:** I developed a webpage using bootstrap for Digisailor website I used this to create number of webpages like blog page, FAQ page, Portfolio Medium page website which was currently in deployment phase.

## Sample Pages:



**Project:** Fresh Wheels Application (Under development team)

**Environment:** Flutter

- Flutter is an open-source UI software development kit created by Google. It is used to develop cross platform applications for Android, iOS, Linux, Mac, Windows, Google Fuchsia, Web platform, and the web from a single codebase.

**Outcome:** It is a Mobile application for online purchases. In this project I feed data for the application using the application server for the admin side. The application was under deployment and it was not in live yet.

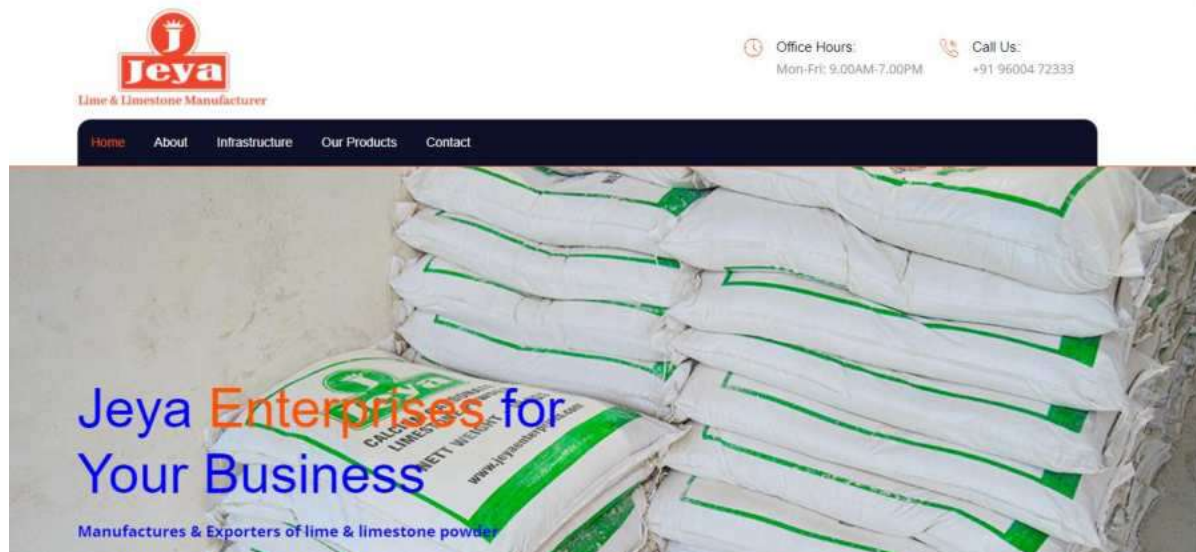
**Project:** Jeya Enterprises (Under Software Testing team)

**Environment:** Bootstrap

- Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end web development. The primary purpose of adding it to a web project is to apply Bootstrap's choices of customisation on font and layout to that project.

**Outcome:** Under the testing team I tested the website for SEO, Keywords, Analytics, Site Map and corrections for the entire website etc. The project was in live.

**Live Page:**



**Project:** Grosso Mobile Application (Under development team)

**Environment:** Flutter

- Flutter is an open-source UI software development kit created by Google. It is used to develop cross platform applications for Android, iOS, Linux, Mac, Windows, Google Fuchsia, Web platform, and the web from a single codebase.

**Outcome:** It is an online grocery ordering app I worked under this project on admin side development for fixing bugs on the app by testing the app and fed data to the application using the application server.

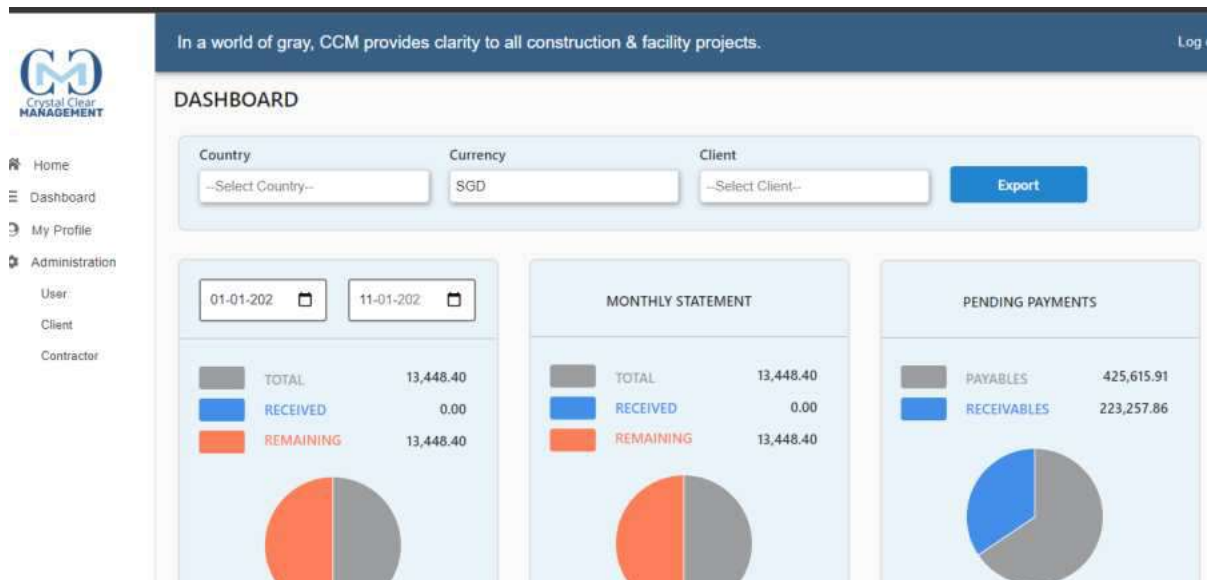
**Project:** CCM (Under development team)

**Environment:** React

- React is a free and open-source front-end JavaScript library for building user interfaces based on UI components. This can be used for both front end, back end. It is Used for specifically for single-page applications.

**Outcome:** It is a Web application for managing construction and facility projects across countries. In this project I feed data for the application manually

over 600 data under admin side and tested the application. I learned how to manage this app and learnt the process and techniques used.



**Project:** Surana Motors Application (Under development team)

**Environment:** React

- React is a free and open-source front-end JavaScript library for building user interfaces based on UI components. This can be used for both front end, back end. It is Used for specifically for single-page applications.

**Outcome:** It is a mobile application for a particular company named Surana. I worked under the development team for developing this application using React as a programming language. I worked in the frond end development for this project The process was challenging as it takes more time to learn React. The app was still in progress and the backend was not completed yet.

**Conclusion:**

I tested various applications and learnt various programming languages like C, C++, java and also the languages which was mentioned above. And also, I learnt basics of Photoshop as it was needed for the projects which was assigned to me, I contributed for the company also as a technical content writer and written contents for various reports, and posts I also hosted the contest for kids



conducted under the company branch (Curly brace) under the period of internship. The internship was so useful for me as it gave me exposure in various fields of an IT industry.



14-05-2022

**TO WHOMSOEVER IT MAY CONCERN**

PITIN0019

This is to certify that **Ms. H. Sathya Bala**, M.Sc., Computer Science, Department of Computer Science, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed internship from 15<sup>th</sup> February 2022 to 5th March 2022 in POSTULATE INFO TECH. During the period she has assigned with Web Development project and found Diligent and Attentive.

We wish all the very best for future endeavors.



*K. R. V. V. V.*  
**DIRECTOR - POSTULATE**

## INTERNSHIP REPORT

<b>NAME</b>	<b>H. Sathya Bala</b>
<b>COLLEGE NAME</b>	St. Mary's College (Autonomous)
<b>DEPARTMENT</b>	M. Sc Computer Science
<b>INTERNSHIP DATE</b>	15/02/2022 to 5/03/2022
<b>INTERNSHIP ORGANISATION</b>	Postulate Info Tech

### Project Title:

## CROP YIELD PREDICTION USING DEEP REINFORCEMENT LEARNING

The project entitled Crop Yield Prediction Using Deep Reinforcement Learning has following modules:

- Convolutional Neural Network
- Recurrent Neural Network

CNN (Convolutional Neural Network ):

In deep learning , a convolutional neural network is a class of deep neural network used in data recognition and processing that is specifically designed to process pixel data. CNNs are used to analyse the visual data. It has 6 layers. It contains,

- i. Convolution layer
- ii. Batch normalization layer
- iii. Max pooling layer,
- iv. Dropout layer
- v. Flatten layer.
- vi. Fully connected

### REINFORCEMENT LEARNING:

Reinforcement learning (RL) is a framework in artificial intelligence with a dynamic programming concept that develops and trains algorithms utilizing a strategy of reward and penalty. RL differs from other machine learning algorithms by the way that, it is not explicitly advised in performing a task, but it solves through the problem on its own.

Python:

Python is a dynamically-typed, object-oriented, high-level programming language. Its built-in data structures make it useful for data analysis tasks. Python's most basic use case is as a scripting and automation language. Python isn't just a replacement for shell scripts or batch files; it is also used to automate interactions with web browsers and application GUIs.

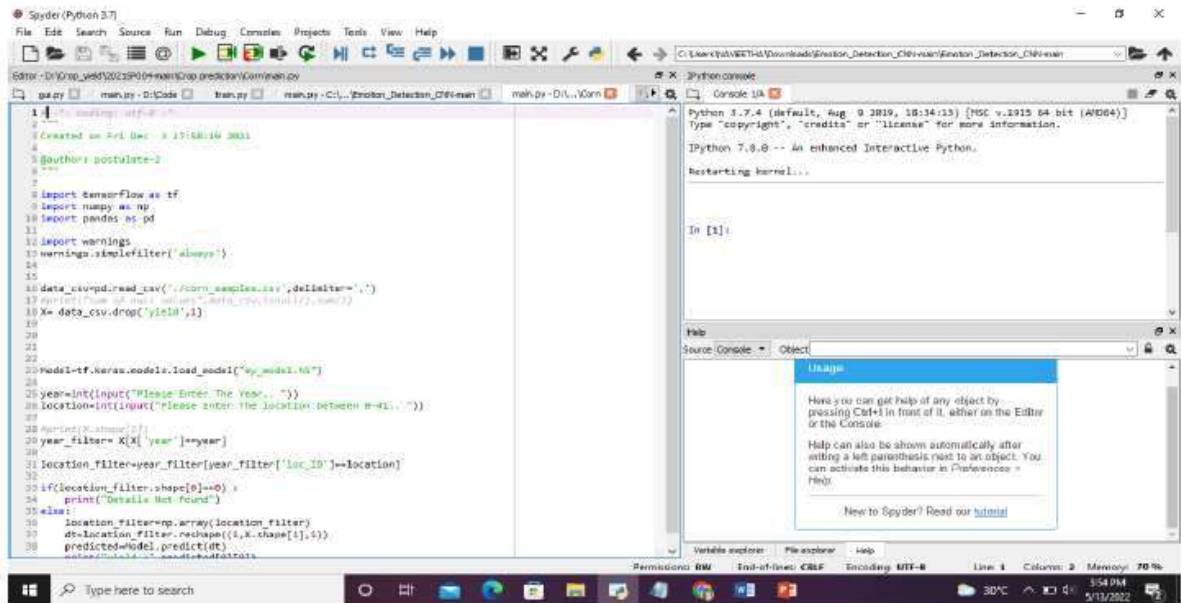
FLASK:

Flask micro web framework is well-liked and frequently used to create online apps. It offers a straightforward and adaptable method for developing Python-based web applications and APIs (Application Programming Interfaces). Flask is renowned for its straightforward design, which gives developers the freedom to select the elements they desire and customise their apps to meet their needs.

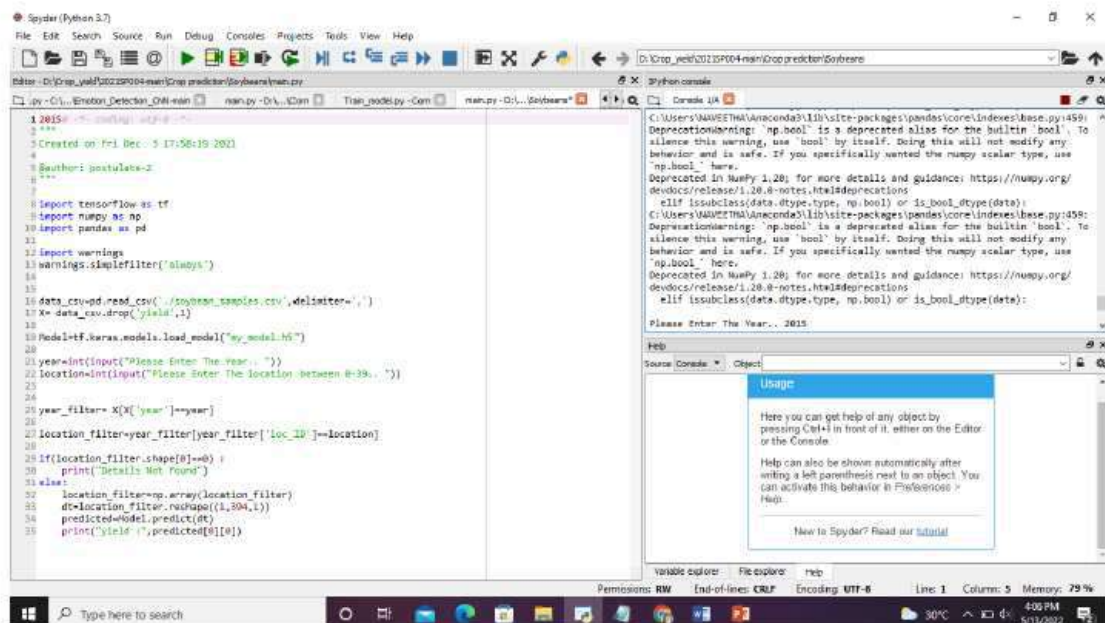
Problem Statement:

In this project, our task is to classify yield variable (target feature) based on the other 17 features step-by-step by going through each day's task. Crop yield prediction Helpful for farmers. Capture the time dependencies of environmental factors and the genetic improvement of seeds. Yield prediction for untested environments without significant drop in the prediction accuracy .The evaluation metrics will be RMSE scored. We will deploy the model using Python's Flask framework on a cloud-based platform.

We presented a machine learning approach for crop yield prediction. The approach used deep neural networks to make yield predictions based on environment data. The carefully designed deep neural networks were able to learn nonlinear and complex relationships between genes, environmental conditions, as well as their interactions from historical data and make reasonably accurate predictions of yields for new hybrids planted in new locations with known weather conditions. Performance of the model was found to be relatively sensitive to the quality of weather prediction, which suggested the importance of weather prediction techniques



## Test







PROFESSIONAL APPLIED PSYCHOLOGISTS ASSOCIATION (Reg. No. 121/1988)

HELPING HAND FOUNDATION (Reg. No. 117/2011)

Dr. V. Chandramohan  
Managing Trustee/Hon. President

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Hon. Vice President

Dr. R. Aravindan  
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Hon. Treasurer

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Hon. Joint Secretary

Dr. Kishore Manikandan  
Hon. Joint Treasurer

Mr. R. Prabhu  
Managing Trustee

Head Off: No. 6, Venkateswara Illam, 1<sup>st</sup> Cross, Balakrishnan Nagar, G.N. Mill (PO), Coimbatore - 641029

Branch Off: SCODS, Whatwadha Nagar, Zariapet SAS Nagar, Mohali - 140603

## INTERNSHIP CERTIFICATE

10/01/2022



This is to certify that **MS. GAYATHRI P. B.Sc. (Psychology)** of

**St. Mary's College (Autonomous), Manonmaniyam Sundaranar University, Thoothukudi** has undergone an Online Internship Training Program on **PSYCHODIAGNOSTICS and COGNITIVE BEHAVIOUR THERAPY** organized by the **PROFESSIONAL APPLIED PSYCHOLOGISTS ASSOCIATION COIMBATORE**, from 26 Dec 2021 - 06 Jan 2022, under my supervision.

He has been trained in the administration, scoring, interpretation and report writing of various psychological tests such as Intelligence, Personality, Memory, Motivation and other Specific abilities.

He showed keen interest during the Internship Training. He is an industrious and intelligent student who has the capacity in carrying out the Psychodiagnostics on different psychological cases including Mentally Challenged, Learning Disability, Psychiatric Problems, Anxiety and Adjustment Problems, Suicidal Ideation, Lack of Motivation, Pre and Post Marital Problems, Neuropsychological Issues Pertaining to Head Injury, Brain Tumor, Epilepsy and Episodic unconsciousness.

He is also trained in Cognitive Behavior Therapy, Stress Management, Marital and Career Guidance Counselling.

He is a very good Psychologist, Career Guidance and Marital Counselor, institution an asset to the wherever he is associated.

I wish her success in all his endeavors.

2201-06

Prof (Dr) V. CHANDRAMOHAN  
Professor & HOD  
Department of Clinical Psychology  
SKIRDS-SKISRC-CCUEMA, INDIA  
Region Code: EPP173  
Coimbatore, Tamil Nadu

PROFESSIONAL APPLIED PSYCHOLOGISTS  
ASSOCIATION COIMBATORE

  
President

Dr. V. CHANDRAMOHAN  
CLINICAL PSYCHOLOGIST  
REHABILITATION PSYCHOLOGIST  
RCI Reg No. A19063





**PROFESSIONAL APPLIED PSYCHOLOGISTS ASSOCIATION (Reg. No. 121/2020)**

**HELPING HANDS FOUNDATION (Reg. No. 1176, 26-2-2009)**

**Dr. V. Chandramohan Dr. Habita Shrestha Dr. R. Abubakkar Siddik**  
*Managing Trustee/ Hon. President Hon. Vice-President Hon. Secretary*

**Dr. A. Dominic Xavier Dr. Rajesh T. Kalam Dr. Khushali Manikandan R. Prabhu**  
*Hon. Treasurer Hon. Joint Secretary Hon. Joint Treasurer Managing Trustee*

Secretariat : No. 6, Venkatalakshmi Illam, First Cross, Halasubramanya Nagar, G.N. Mill (PO), Coimbatore - 641 029

### Advisory Committee

Mr. DS Vijay Krishna  
 Mr. Khural Singh  
 Mr. M. Dhanaraj  
 (King Makers IAS Academy)  
 Ms. K. Thamarai Selvi  
 Dr. Arun Kumar  
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This is to certify that Ms. P. GAYATHRI, III B.Sc., (Psychology) of St. Mary's College (Autonomous), Thoothukudi, Manonmaniam Sundaranar University has participated in the Internship Training on Psychodiagnostics at ALPHA Mind-Life Wellness Counselling Centre, Coimbatore, organised by Professional Applied Psychologist Association, on 26<sup>th</sup> Dec 2021 - 07<sup>th</sup> Jan 2022, under the supervision of Dr. V. Chandramohan, M.A., M.Phil., Ph.D.,

She has been exposed to administration, scoring, interpretation and report writing of various psychological tests such as Intelligence, Personality, Anxiety, Stress, Adjustment, Psychiatric problems, Suicidal ideation, Neuropsychological issues pertaining to Head injury, Brain tumor and Epilepsy and Marital problems.

She has the capacity to carry out the Psychodiagnostics on above mentioned problems and Developmental Disabilities among children. She is also specialized in the assessment of Aptitude among school and college students (Career Guidance).

She has visited Royal Rehabilitation Training Centre, Coimbatore and carried out Clinical Interview with the clients directly under the supervision of Dr. A. Abubakkar Siddik, Director of the Centre.

She is a **GOOD PSYCHOLOGIST, PSYCHOMETRICIAN, CAREER GUIDANCE AND MARITAL COUNSELOR**, an asset to the Institutions, where ever she is associated.

She bears Good Character and Conduct  
 I wish success in all her endeavours.

*V. Chandramohan*

**Dr. V. CHANDRAMOHAN**  
**CLINICAL PSYCHOLOGIST**  
**REHABILITATION PSYCHOLOGIST**  
 RCI Reg No. A19063

**Prof (Dr) V. CHANDRAMOHAN**  
 Professor & HOD  
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 Region Code-EP-173  
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She has organised Internship Training and helped the students in the administration, scoring, interpretation and report writing of various psychological tests such as Intelligence, Personality, Anxiety, Stress, Adjustment, Psychiatric problems, Suicidal ideation, Neuropsychological issues pertaining to Head injury, Brain tumor& Epilepsy and Marital problems.

She has the capacity in carrying out the Psychodiagnostics on above mentioned problems and Developmental Disabilities among children. She is also specialized in the assessment of Aptitude among school and college students (Career Guidance).

She has organised the visit to **Royal Rehabilitation Training Centre, Coimbatore** and helped other students to carry out Clinical Interview with the clients directly, under the supervision of **Dr R Abubakkar Sithikh, Director of the Centre.**

She is a **GOOD PSYCHOLOGIST, PSYCHOMETRICIAN, CAREER GUIDANCE & MARITAL COUNSELOR AND AN EFFICIENT ORGANISER**, an asset to the Institutions, where ever she is associated.

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This is to certify that **Ms. R JEYA SHARON**, (Registration No. 19SUPS13)  
 pursuing III B.Sc., (Psychology) at the St. Mary's College (Autonomous), Thoothukudi,  
**Manonmaniam Sundaranar University**, Tamil Nadu, has undergone  
 Internship Training at **ALPHA Life- Mental Wellness Counselling Centre**,  
**Coimbatore**, Organized by Professional Applied Psychologists Association  
**Coimbatore**, from 26<sup>th</sup> Dec 2021 to 07<sup>th</sup> Jan 2022.



*V. Chandramohan*  
**Prof (Dr) V. CHANDRAMOHAN**  
 Professor & HOD  
 Department of Clinical Psychology  
 SKIOS-SKISRC-CCUEMA, INDIA  
 Region Code: EPP173  
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Signature

Name: Dr V Chandramohan

Designation: Professor of Clinical Psychology





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**INTERNSHIP CERTIFICATE**

This is to certify that **Ms. V KATHERIK ASHA**, (Registration No. 19SUPS13) pursuing **III B.Sc., (Psychology)** at the **St. Mary's College (Autonomous), Thoothukudi, Manonmaniam Sundaranar University, Tamil Nadu**, has undergone Internship Training at **ALPHA Life- Mental Wellness Counselling Centre, Coimbatore**, Organized by **Professional Applied Psychologists Association Coimbatore**, from **26<sup>th</sup> Dec 2021 to 07<sup>th</sup> Jan 2022**.



  
**Prof (Dr) V. CHANDRAMOHAN**  
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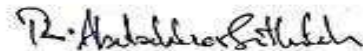
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This is to certify that **Ms. K NADHIRA SHERIN**, III B.Sc., (Psychology) of St. Mary's College (Autonomus), Thoothukudi, Manonmaniam Sundranar University, has participated in the Internship Training at **Royal Rehabilitation Training Centre, Coimbatore**, organized by the **Professional Applied Psychologists Association**, on 07<sup>th</sup> Jan 2022, under the supervision of **Dr V Chandramohan, M.A., M.Phil., Ph.D.**,

She has visited **Royal Rehabilitation Training Centre, Coimbatore** and carried out Clinical Interview with the clients directly under the supervision of **Dr R Abubakkar Sithikh, BEMS.,PhD.**, Director of the Centre. She has been exposed to administration and interpretation of MSE, handling of violent patient, Importance of mental health, history taking, report writing of various psychological patient.

She is a **GOOD PSYCHOLOGIST, PSYCHOMETRICIAN, CAREER GUIDANCE AND MARITAL COUNSELOR**, an asset to the Institutions, where ever she is associated.

She bears Good Character and Conduct  
I wish success in all his endeavors.



**Dr.R.ABUBAKKAR SITHIKH**  
BEMS, MSc, PGDPM, FCECLD, Ph.D.,  
Director & Psychotherapist,

**ROYAL REHABILITATION AND TRAINING CENTER**  
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This is to certify that **Ms. Noorjahan Beevi I III  
B.Sc.,  
(Psychology) of St. Mary's College (Autonomus),  
Thoothukudi, Manonmaniam Sundranar University,** has  
participated in the **Internship Training on  
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She has been exposed to administration, scoring,  
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MARITAL COUNSELOR,** an asset to the Institutions,  
where ever she is associated.

She bears Good Character and Conduct  
I wish success in all her endeavours.

*Deepesh*

## **INTERNSHIP REPORT**

### **A STUDY ON HUMAN RESOURCES INFORMATION SYSTEM OF LINGA CONTAINER TERMINAL (P) LTD., TUTICORIN.**

submitted in partial fulfillment of the requirements for the award

of

### **MASTER OF HUMAN RESOURCE MANAGEMENT**

Submitted by

**A. DENSIYA**

**REG.NO :20SPHR04**

Under the guidance of

**MS. M. FATIMA LUCIA SHEEBA B.COM., MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

Tuticorin - 628001

November -2021



**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **A. DENSIYA** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON HUMAN RESOURCES INFORMATION SYSTEM"** under the guidance of **Ms. M. FATIMALUCIASHEEBA** B.Com., MBA., NET and this is an original work up to my knowledge.

*[Signature]*  
**CO-ORDINATOR**

**FACULTY GUIDE**

*[Signature]*

*[Signature]*  
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*[Signature]*  
**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

*[Signature]*  
**DIRECTOR**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.



Date: 15/06/2021

## CERTIFICATE

This is to certify that Miss **DENSIYA.A** (Reg No: 20SPHR04) II Year MHRM student of St. Mary's college (Autonomous), Thoothukudi has done online internship programme on the topic "**A STUDY ON HUMAN RESOURCES INFORMATION SYSTEM**" at our Organization Linga Container Terminal (P) Ltd, Tuticorin for 15 days (from 24<sup>th</sup> May 2021 to 9<sup>th</sup> June 2021).

During this tenure, she gained knowledge on various activities. Her Conduct and Character was good. We wish her all success.

Best Regards,

For Linga Container Terminal Pvt. Ltd.

Authorized Signatory

**Linga Container Terminals Pvt. Ltd**

2/88 5C, Thiruchendur Road, Near Balaji Timbers, Muthiyapuram, Tuticorin 628005.

PHONE: 0091 0461 2355866, 2355966, 3205888 CIN NO: U74990TN2015PTC101088

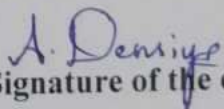
info@lingaterminals.com , www.lingaterminals.com

## DECLARATION

I hereby declare that the internship entitled "A Study on Human Resource Information System" is submitted to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of Master of Human Resource Management is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Tuticorin

Date: 09.12.2021

  
Signature of the candidate

(DENSIYA.A)

## ACKNOWLEDGEMENT

First of all, I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph. D.** for permitting me to do my internship report.

I also thank **Sr. Josephine jeyarani, M.A., M.Phill,** director Self-supporting Courses for her encouragement.

I express my heartfelt thanks to **Mrs. Mary Judith Reene Fernando, M.Com., M.Phil., Ph.D.,** Co-ordinator of Human Resource Management and for her kind support and guidance.

I wish a deep sense of gratitude to my internship guide **Ms.M. Fatima Lucia Sheeba B.COM., MBA., NET** Assistant Professor of Department of Human Resource Management St.Mary's College for providing foundation in internship work and I am grateful to her, for giving invaluable guidance to complete my internship report.

I express my sincere thanks to **Mr. Vinoth,** Service manager of Linga container terminal Pvt.ltd., thoothukudi for allowing me to complete my internship report in their esteemed institution.

I thank all the employees of Linga container terminal Pvt. Ltd, thoothukudi, of for their kind co-operation extended to me providing the necessary data & information to complete my internship report successfully.

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

## ABSTRACT

The main objective of this study is to acquire an understanding of Human Resources Information Systems in organizations. The Human Resource Information System (HRIS) is a software or online solution for data entry, data tracking and data information needs of the human resources, payroll, management, administrative, technical and accounting functions. It is vital for the human resources to be well-equipped with the usage of technologies. When they are well-aware in terms of usage of technologies, they are not only be able to carry out their job duties in a well-organized manner, but also establish connections with others within as well as outside the organizations. In the training and development programs, the employees are provided with information in terms of techniques and approaches that need to be implemented to carry out the function of HRIS in an appropriate manner. The operative implementation of this function leads to progression of the organization and human resources.

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## CHAPTER - I



## CHAPTER – I

## **CHAPTER-I**

### **INTRODUCTION**

#### **1.1 HUMAN RESOURCES**

Human Resources may be the most misunderstood of all corporate departments, but it's also the most necessary. Those who work in Human Resources are not only responsible for hiring and firing, they also handle contacting job references and administering employee benefits.

It's true that any individual who works in Human Resources must be a "people person". Since anyone in this department deals with a number of employees, as well as outside individuals, on any given day, a pleasant demeanor is a must.

Managing employees is a major job, so those in Human Resources must be equal to the task. Ten or twenty years ago, Human Resources personnel were rarely seen. Instead they worked behind the scenes to ensure personnel records were in order and employee benefits were being properly administered, but the job stopped there. Today's Human Resources personnel don't only handle small administrative tasks. They are responsible for staffing major corporation.

#### **1.2 INFORMATION SYSTEM**

A standardized system for collecting, recording, interpreting, analyzing, reporting, and disseminating data so that the data are available to be used for making critical management decisions.

In a general sense, the term Information System refers to a system of people, data records and activities that process the data and information in an organization, and it includes the organization's manual and automated processes.

In a narrow sense, the term information system refers to the specific application software that is used to store data records in a computer system and automates some of the information processing activities of the organization. Computer-based information systems are in the field of information technology.

Information systems support different types of decisions at different levels of the organizational hierarchy. Major types of Information systems include structural databases and information management software. Information system refers broadly to a computer-based system that provides managers with the tools for organizing, evaluating and efficiently running their departments.

In order to provide past, present and prediction information, Information System can include software, that helps in decision making, data resources such as databases, the hardware, resources of a system, decision support systems, people management and project management applications, and any computerized processes that enable the department to run efficiently. Within companies and large organizations, the department responsible for computer systems is sometimes called the Management information system department.

### **1.3 HUMAN RESOURCES INFORMATION SYSTEM**

Human Resources Management is the attraction, selection, retention, development, and utilization of employees in order to achieve both individual and organizational objectives. Human Resources Information Systems (HRIS) is an integration of HRM and Information Systems. HRIS or Human Resource Information System helps HR managers perform HR functions in a more effective and systematic way by using technology. A human resource information system (HRIS) is a system used to acquire, store, manipulate, analyze, retrieve, and distribute pertinent information about an organization's human resources.

The HRI system is usually a part of the organization's larger management information system which includes accounting, production, and marketing functions, to name just a few. Line managers require good human resource information to facilitate decision-making. The use of Human Resource Information Systems has been advocated as an opportunity for human resource professionals to become strategic partners with top management. HRIS provides better information for decision-making.

Lengnick-Hall and Moritz (2003) have postulated that HRIS will be implemented at three different levels – the publishing of information; the automation of transactions and finally a change

in the way human resource management is conducted in the organization by transforming HR into a strategic activity. In their view, HRIS evolves from information to automation and from automation to transformation.

A human resource information system is a computerized, integrated system used to acquire, store, maintain, analyze, retrieve, and distribute information concerning an organization human resource. It is an integration of HRM and Information System. The generation, transmission, and utilization of information are emphasized. The activities of informatics, statistics, office automation, data processing, MIS, DSS, and computer applications and their networking are emphasized.

Effective management of the HR function is increasingly becoming a source of strategic advantage for organizations. The increasing role of information technology in HR to meet challenges is leading to improved benefits. As a result of the growing need for more and more HR information by the decision-makers, organizations are noted to have computerized their records system in the recent years and named it as 'HRIS'.

## **1.4 DEFINITION**

HRIS is defined as a technology-based system that is used to acquire, store, manipulate, analyze, and retrieve pertinent information regarding an organizations human resource. HRIS is noted to be the integration between activities of the HR function and the information system. It merges HR as a function and, in particular, basic HR activities and HR processes with information technology.

## **1.5 ELECTRONIC HR:**

HRIS is also called electronic HR (e-HR). It refers to the broad access to a centralized database of HR information accessible and delivered through the web in most work places as the strength of web-enabled data capture and management reporting lies in its ability to provide targeted information to those who need it. It includes a variety of new technologies that help link multiple systems, tools, and databases both inside and outside the organizations.

One of the major effects of web technologies in HR and the dramatic impact of this growth has been the way the employees now receive information through integrated self-service applications. People and processes linked with integrated HR data and tools enable employees and managers to conduct transactions through the portal anytime and anywhere. Thus, HRIS is an integration of HR processes and employee-related information through an electronic enterprise portal – enabling and empowering the HR function to discharge its activities effectively.

The objective of information technology and HR is to implement world-class HR processes and systems, provide HR data in an accurate and timely manner, speed up HR decision-making process, and reduce HR operational costs, while upgrading performance and service.

## **1.6 IMPORTANT STEPS TO IMPLEMENT HRIS:**

### **Step 1-Inception of Idea:**

The idea of having an HRIS must originate somewhere. This should be followed by preparation of a preliminary report showing the need for an HRIS and what it can do for the organization.

### **Step 2-Feasibility Study:**

Feasibility study evaluates the present system and details the benefits of an HRIS. It evaluates the costs and benefits of an HRIS.

### **Step 3-Selecting a Project Team:**

Once the feasibility study has been accepted and the resources allocated, a project team should be selected. The project team should consist of an HR representative, who has in-depth knowledge about the organizations HR functions and activities and about the organization itself, and representatives from both MISs and payroll. As the project progresses, additional clerical staff from the HR department can be added. \*

### **Step 4-Defining the Requirements:**

A statement of requirements specifies in detail exactly what the HRIS will do. A large part of the statement of requirements normally deals with the details of the reports that will be produced. Naturally, the statement also describes other specific requirements. This typically includes written



descriptions of how users collect and prepare data, obtain approvals, complete forms, retrieve data, and perform other non-technical tasks associated with HRIS use. The key here is to make sure that the mission of the HRIS truly matches the management's needs for an HRIS.

#### **Step 5-Vendor Analysis:**

This step determines what hardware and software are available that will best meet the organization's needs for the lowest price. This is a difficult task. The best approach is usually not to ask vendors if a particular package can meet the organization's requirements but how it will meet those requirements. The results of this analysis will determine whether to purchase an 'off the-shelf' package or develop the system internally.

#### **Step 6-Package Contract Negotiation:**

After a vendor has been selected, the contract must be negotiated. The contract stipulates the vendor's responsibilities with regard to software, installation, service, maintenance, training, and documentation.

#### **Step 7-Training:**

Training usually begins as soon as possible after the contract has been signed. First, members of the project team are trained to use the HRIS. Towards the end of the implementation, an HR representative will train managers from other departments in how to submit information to the HRIS and how to request information from it.

#### **Step 8-Tailoring the System:**

This step involves making changes to the system to best fit the needs of the organization. A general rule of thumb is not to modify the vendor's package, because modifications frequently cause problems. An alternative approach is to develop programme that augment the vendors programme rather than alter it.

#### **Step 9-Collecting Data:**

Prior to start-up of the system, data must be collected and entered into the system.

**Step 10-Testing the System:**

Once the system has been tailored to the organizations needs and the data entered, a period of testing follows. The purpose of the testing phase is to verify the output of the HRIS and to make sure it is doing what it is supposed to do. All reports should be critically analyzed for accuracy.

**Step 11-Start-Up:**

Start-up begins when all the current actions are put into the system and reports are produced. It is wise to attempt start-up during a lull period so that maximum possible time can be devoted to the HRIS. Even though the system has been tested, some additional errors often surface during startup.

**Step 12-Running in Parallel:**

Even after the new HRIS has been tested, it is desirable to run the new system in parallel with the old system for a certain period of time. This allows for the comparison of outputs of both the systems and examination of any inaccuracies.

**Step 13-Maintenance:**

It normally takes several weeks or even months for the HR department to feel comfortable with the new system. During this stabilization period, any remaining errors and adjustments should be handled.

**Step 14-Evaluation:**

After the HRIS has been in place for a reasonable length of time, the system should be evaluated. At this stage, it is best to seek an answer to the question – Is this HRIS right for the organization and is it being properly used?

**1.7 FACTORS OF HUMAN RESOURCES INFORMATION SYSTEM****1.Adequacy of Information:**

This mainly caters to the HR information available in the organization. Any organization



in order to successfully implement a HRIS should emphasize on the adequacy of the relevant HR information that should be fed into the databases for future decision-making. The HR managers and executives should take outmost care so as to choose the right information for feeding into the organization's HRIS.

**2. Specificity:**

The success of a HRIS would also depend on the specific functions in terms of outputs to be derived from the system. The HR managers associated with the use of the HRIS application must be sure what type of HR functions they need to automate by the use of the HRIS.

**3.Relevance:**

The HRIS and its features should be strictly customized according to the needs of the organization. Hence the software provider should emphasize on a needs assessment survey before installing the application in their client's office.

**4.Flexibility:**

The HRIS should be flexible enough to instigate any form of change or modifications as and when needed by the organization with respect to its HR practices and organizational change and development related decisions.

**5.Comprehensiveness:**

The HRIS should be comprehensive in terms of covering all aspects of the HR functions and procedures in the organization.

**6.Reliability:**

One of the most important criteria of a HRIS is its reliability. The information collected from a HRIS and the outputs generated should facilitate the management to take vital decisions with respect to the management of the organization's human resources.

**7.Delivery:**

The HRIS should be result oriented in its delivery and should help the HR managers to take HR decisions both in terms of qualitative as well as in terms of quantitative parameters.

**8.Promptness:**

The HRIS should be able to provide the management prompt responses in terms of queries made by the users. The system should provide easy and fast data retrieval as when required.

#### **9. User Interface:**

The HRIS should provide a very simple and effective user interface for its users for their ease. Each module and function should have special online help and guideline manuals so as to facilitate users.

#### **10. Training and Software Maintenance Support:**

The application/software company installing the HRIS in an organization should ensure that they provide adequate training and orientation to the employees associated with the use of the HRIS. Training should focus on the overall use of the HRIS and also on system maintenance and administration.

### **1.8 TOP 3 APPLICATION OF HRIS:**

Until recently, most organizations had un-integrated information systems that supported only the activities of individual functional areas of business. Thus, an organization would have a separate marketing information system, production information system, accounting and so on, each with its own hardware, software and methods of processing data and information. Such unintegrated systems might work well within individual functional areas, but to achieve the overall goals, an organization must share data among all the functional areas.

#### **Application 1- Enterprise Resource Planning:**

One such most integrated information technology solution is the 'ERP system' that integrates business processes and includes manufacturing, distribution, accounting, finance, HRM, project management, service and maintenance, and transportation. It provides accessibility, visibility, and consistency across the enterprise.

#### **ERP Defined:**

ERP is defined as a computer-based system designed to process an organization's transactions and facilitates integrated and real-time planning, production, and customer response. The ERP system has a centralized common database system which holds a very large amount of

data. The technology to hold such data in an organized fashion and to retrieve data easily is known as the Data Base Management System.

It has distinct business modular designs such as finance management, accounting management, manufacturing management, HRM, etc. The integration of modules provides seamless flow of data among the modules and creates operational transparency through standard interfaces.

#### **Utility of ERP:**

The ERP enables an organization to integrate the data used throughout the organization. It streamlines organizational data flow and provides the top management with direct access to a wealth of real-time operating system. Looking at the HR function, this system provides information on various HR activities including employee database, job description and evaluation, applicant tracking, performance review, career and succession planning, and creating an alternate organization structure apart from taking care of the training needs of employees on a continuous basis.

As an alternative to the enterprise-wide information technology solution such as ERP, there are a few other software specifically developed for various HR activities of an organization, namely, People Soft, SAP-HR, Abra Suite, Vantage, Oracle-HRMS, and the like. Hence, depending upon the financial constraints, choice of different software for HR functions, and similar other considerations, an organization can choose from some of the few available HR software.

#### **Application 2- People Soft:**

One such major HR software of HRIS is People Soft which can run on almost all modern computer operating systems. It was acquired by Oracle Corporation in January 2005. It focuses on the complete HRM product line. It has three versions, namely, Enterprise Program, Enterprise One, and People Soft World. The Enterprise Program is designed with the internet in mind.

The People Soft Software is a web-based platform enabling 'portal' technology. For the 'Enterprise Program' and 'Enterprise One', portals are available to connect with employees over the web. People Soft is a leading vendor of product solutions in all categories except time attendance and knowledge-based applications.

### **Application 3- SAP-HR:**

The HR function consists of tracking existing employee data which traditionally includes personal history, skills, capabilities, accomplishments, and salary. To reduce the manual workload of these administrative activities, organizations have begun to electronically automate many of these processes by introducing specialized software called SAP. SAP-HR is an integrated model developed by SAP AG that enables medium- and large-sized organizations to maintain a common HR database in a scientific manner.

### **1.9 BENEFITS OF HUMAN RESOURCE INFORMATION SYSTEM**

- ❖ More transparency in the system.
- ❖ Reduce the cost of data stored in the HR department.
- ❖ Faster data extraction and processing.
- ❖ Reduce duplication of effort, resulting in reduced costs.
- ❖ The availability of accurate and up-to-date human resources data.
- ❖ Better analysis leading to more effective decision-making.
- ❖ More meaningful career planning and advice at all levels.
- ❖ Improving the quality of reports.
- ❖ A better ability to react to environmental changes.

### **1.10 BARRIERS TO HUMAN RESOURCE INFORMATION SYSTEM:**

- ❖ Lack of management commitment.
- ❖ Lack of communication.
- ❖ Failure to involve/consult significant groups.
- ❖ Satisfaction with the status quo.
- ❖ No or poorly done needs analysis.



- ❖ Failure to include key people.
- ❖ Failure to keep project team intact.
- ❖ Politics/hidden agendas.

### **1.11 OBJECTIVES OF STUDY**

The objectives of this project report have been manifolds. In general, the purpose of the project is to have in-depth analysis and knowledge (personal details) about all the employees of all the departments. In a larger perspective the project aimed at finding out the complete details of the employees, so that the HR department can contact them in the case of emergency or official purposes. HRIS is more important, as organizations require their employee's details for different purposes.

### **1.12 SCOPE OF STUDY**

Human Resource Information system is an integrated system designed to provide information used in HR decision making it is a tool through which an HR department can take the information of the employees when company requires any personal or any official information.

## CHAPTER - II

## **CHAPTER – II**

### **ORGANISATIONAL HISTORY**

#### **LINGA CONTAINER TERMINAL PVT.LTD –THOOTHUKUDI.**

##### **2.1 COMPANY PROFILE**

“Linga container terminal pvt. ltd.,” a new venture designed to provide the shipping industry with new-age solution for all your container needs which comprises professional solution for Storage, Handling, Repairs and fabrication. This venture is yet another flagship of renowned shipping company – Smart marine group which is known for its commitment towards this shipping trade for a decade. Linga carries the advantage of versatile personalities, who are having more than 2 decades of experience in this shipping fraternity.

Linga Container Terminal Private Limited is a Private incorporated on 23 June 2015. It is classified as Non-govt company and is registered at Registrar of Companies, Chennai. Its authorized share capital is Rs. 100,000 and its paid-up capital is Rs. 100,000. It is involved in Business activities n.e.c. Directors of Linga Container Terminal Private Limited are Krishnakumar and Karna Sukumar Kandasamy.

Linga Container Terminal Private Limited's Annual General Meeting was last held on 31 December 2020 and as per records from Ministry of Corporate Affairs, its balance sheet was last filed on 31 March 2020. Linga Container Terminal Private Limited's Corporate Identification Number is (CIN) U74990TN2015PTC101088 and its registration number is 101088.

##### **2.2 LINGA SERVICES**

- ❖ Storage of empty marine containers in secure parks
- ❖ Handling of containers
- ❖ Structural repairs of damages on containers to IICL Standards



- ❖ High Pressure washing and cleaning of containers
- ❖ Pre-tripping of refrigerated containers
- ❖ Mechanical repairs to reefer containers
- ❖ Container Fabrication & Conversion ⇄ Empty Container Transport.

## 2.3 LINGA ADVANTAGES

- ❖ People – Chaired by a Group of well experienced people from the Shipping industry and by skilled and qualified employees for all depot activities.
- ❖ Infrastructure – Ours is the only depot in Tuticorin which has multiple entry and exit gates.
- ❖ Location – the closest depot to the Port & Container Freight Stations with highway access.
- ❖ Service – One stop shop for all your container needs.
- ❖ Security – with compound walls on all 4 sides of the property and the land is hard Surfaced.
- ❖ Our depot is covered under special contingency insurance policy to provide adequate Insurance cover to our customers containers.
- ❖ Quality – best systems to assure quality control and offer quality services to the utmost Satisfaction of customers.
- ❖ Having qualified IICL Inspectors and repairmen.
- ❖ Separate area for reefer handling.
- ❖ Having state of the art handling equipment & computerized EDI systems.
- ❖ Being flexible to meet the clients' needs as best as we can.

## 2.4 COMPANY LOGO



## 2.5 INFRASTRUCTURE

Area	- 5 acres (expandable up to 10 acres)
Capacity	- Stacking Capacity 2500 Ties (expandable up to 5000)
Surface	- Hard Surfaced/compacted
Access	- 7 Kms from the Port with easy access for container trucks
Location	- Port area, Tuticorin
Handling Equipment	- 3 x 14 Ton Escorts Hydra Crane
Power	- 3 Phase power connection – 25 KVA
Backup Power	- Diesel Genset – 1 no
Lighting	- Ample Lighting provided
Repair Facilities	- All facilities and tools for carrying out all kinds of Repairs to Dry Container. Reefer MNR facility will be soon installed.
Washing facility	- Power Washing facility available
Reefer Plug Points	- 10 nos, 440 Volts
Surveyors	- Trained Surveyors
Labor	- Skilled Man Power trained to carry out all repairs on Dry Van units.
Reporting facility	- Computerized Reporting using own Depot Management Software.
Communication	- Thru SMS/ Telephone / Mobile Phone, Fax & Email.
Security	- 24 Hours Professional Security & full compound walled.

Insurance

- Our depot and staffs are fully insured.

## 2.6 LOCATION



## 2.7 VISION

Looking forward for customer's endless business.

## 2.8 MISSION

Linga planned for expansion of its service in Chennai and Colombo shortly, which would be an added advantage for our customer.

## 2.9 CONTACT

Linga container terminal pvt. ltd

Thiruchendur Road,

Near Balaji Timbers,

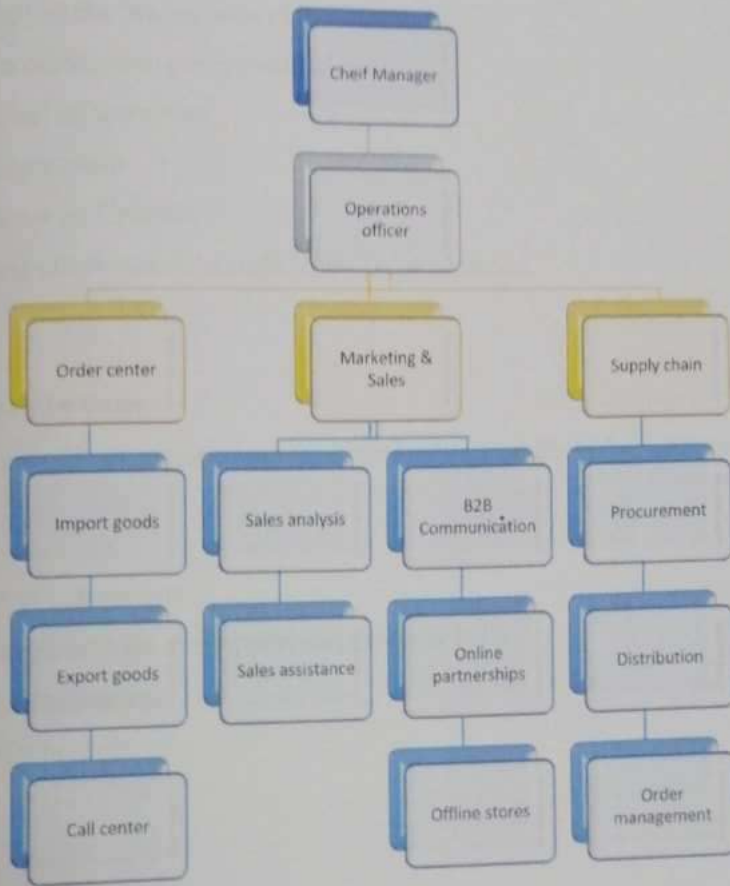
Muthiyapuram,

Tuticorin – 628005.

Email: [info@lingaterminals.com](mailto:info@lingaterminals.com)

Web: [www.lingaterminals.com](http://www.lingaterminals.com)

## 2.8 ORGANIZATIONAL CHART



## 2.8 S.W.O. T ANALYSIS

### Strength:

- ❖ Very strong community support
- ❖ Capacity expansion
- ❖ Effective marine terminals, with smooth operation
- ❖ Excellent access to interstate highways and harbor drayage transit time
- ❖ For domestic carriers, close proximity to major shippers and consolidators.

#### Weakness:

- ❖ Positioned on the 'wrong' side of the continent
- ❖ Cannot accommodate post-panamax
- ❖ Limited rail infrastructure
- ❖ Customs problems
- ❖ Dependence on Colombo
- ❖ Cascading effect cannot be sufficiently accommodated.

#### Opportunities:

- ❖ Ship repair facilities
- ❖ Movement of bulk cargoes from the hinterland and landlocked neighboring countries.

#### Threats:

- ❖ High cost of operations
- ❖ Government policies over import and export in India
- ❖ Lack of infrastructure
- ❖ 100% FDI in India.

## CHAPTER - III



## **CHAPTER- III**

### **A STUDY ON HUMAN RESOURCES INFORMATION SYSTEM OF LINGA CONTAINER TERMINAL PVT.LTD**

Human Resources Information Systems (HRIS) keep track of important static information about employees such as address, social security number, tax status and withholding information, benefits status, payroll information and which department the staffer works in. Payroll can also be part of a HRIS. At a departmental level, HRIS can crunch simple metrics such as turnover, staff headcounts and other information useful for planning purposes. An effective HRIS provides information on just about anything the company needs to track and analyze about employees, former employees, and applicants. The company will need to select a Human Resources Information System and customize it to meet according to company needs. Comprehensive and integrated HRIS can be used widely - in administrative, operational and strategic fields by HR and other managers. On the operational level HRIS data can be used to identify potential internal applicants for job vacancies, saving external recruitment costs and assuring employees of career opportunities.

#### **3.1 ANALYSIS ACCORDING TO THE USAGE OF HRIS IN LINGA CONTAINER TERMINAL**

The software of HRIS Linga container terminal called it HRMS. Linga container terminal uses Human Resource Management System software as Human Resource Information System. This application Provides the workforce information UG HR professionals and front-line managers need to analyze workforce staffing and productivity, and to better design compensation that rewards Performance. It has 5 major function and those are below:

- ❖ Employee Management
- ❖ Attendance Management
- ❖ Leave Management
- ❖ Payroll Management
- ❖ Recruitment & Training Management

## **3.2 EMPLOYEE MANAGEMENT**

### **1.Employee Profile**

Almost 400 employee's personal information were entered to the database by me by using HRMS. Through using HRMS, Linga container terminal can maintain an each and every employee personal profile which is most important where not only employees name, date of birth, designation, department, parents name, Address, religion, id number, nationality, blood group with picture included. When any employees enter as a fresher, HR respondent fill up their profile by verifying CV. Then the amount of present salary structure, experiences, education information, and remaining balance of leave days are included.

### **2.Personnel information:**

It contains Employee Name, Fathers name, Mothers name, Spouse name, Birth date, joining date, in which department, branch name, designation, his or her Id. no., employee status like regular/contractual, National ID card number, Join type, Religion etc.

### **3.Compensation:**

It contains the actual amount of salary that the employee will get or getting where include basic pay, house rent, convenience allowance, medical allowance house maintenance etc.

### **4.Dependent:**

It contains information like, the number of children the employee has, spouse name etc.

### **5.Address:**

Address input the employees contact number with their permanent and present address also if have village name, Post Office and police station name.

### **\*6.Education:**

This part contains history of an employee's education of his/her life. Suppose S.S.C in which year, which board, which group, results, and the name of School.

### **7.Experience:**

Experience part shows all the training that the employee has done to be more experienced. Like, Company Laws and Practices, Induction course for assistant officer etc. When the information was entered to HRMS by me my seniors checked it and then saved it in Database.

### **8.Promotion, Increment & Other Changes:**

In HRMS a form is prepared which takes input of all promotion, increment, salary fixation case, and other changes. Within a short time by an expertise can input this information of each and every employee easily and keep recorded.

### **9.Employee Training Module:**

Linga container terminal organizes various types of training systems for their employers to make more effective, experienced, and knowledgeable. They emphasize much more in this part and for that they organize both internally and externally training systems.

### **10.Certificates:**

HRIS has the facility to generate standard certificates in a Microsoft word format where these templates can be easily updated by authorized users. The effort needed to customize these certificates will be quoted separately in the implementation services quotation.

## **3.3 ATTENDANCE MANAGEMENT**

Linga container terminal gives important to the attendance part and both manually and software-based way HRD maintains the monitoring of their employer's attendance matters. Besides maintaining attendance book in Human Resource Division, they have another attendance device name finger key access where each and every employer need to press while entering or outgoing time from office. According to the policy, Office hour is from 8.30.am to 5.pm.and every employee has to entered into office before 8.30.am and employees need to punch their finger in finger key access and automatically the attendance report will occur through software.

Basically, without punching the finger key access the door will not be opened so employees are bound to punch the machine every time of entering into office and while going outside and

software record all the things where HRD respondent keep checking out the attendance part through HRMS and by different part this attendance report become formulated. These are:

#### **1. Attendance date and time schedule:**

According to the company policy Human Resource Division makes time schedule for all employees be attend on time in Unique Group in two ways: regular time (8.30am to 5pm) & roaster time (2pm to 9pm) Basically HRD makes roaster to the employers based on divisions work, need and system. IT division employers need to done their work based on roaster formula. And other employers have to come on regular time. So, in this part Schedule name, start date, end date, in time, exit time, late entry time included for each and every employee benefit.

#### **2. Daily attendance single employee:**

In this sector each and every employee's daily attendance sheet will formulate and presented according to the software. Not only about the matter of being on time but also total record about how many times of a single employee need to go outside of the office and the length of staying outside of each day or daily wise will show up. Daily attendance sheet of each employee carries entering time at morning, each and every time of going outside of the office, length of staying outside beside their name, Id and designation.

#### **3. Employee attendance monthly:**

This in another way to see an employee's attendance report based on monthly. Where beside employee's name, id, designation and department also included of a selected months date wise of an employee time in, time out, work hour, extra effort, attendance, remarks according to the company policy. It makes easier to verify of an employee's punctuality according to their work and organization.

#### **4. Attendance History:**

HRMS allows practically unlimited storage of attendance records. You get instant access to your records & can generate reports in various sorting. The attendance module in HRMS facilitates better timekeeping.



#### **5. Daily Time sheet:**

Time sheet is an integrated component of HR & payroll process. HRMS allows you to easily monitor employee attendance, absence, late and employee movements. Standard reports are available throughout the system.

#### **6. Device Integration:**

HRMS can be integrated with variety attendance devices to import attendance information. In case of device failure or any kind of device inconsistencies you can manage attendance entries manually for both single & multiple employees.

### **3.4 LEAVE MANAGEMENT**

Employees must notify their supervisor or other designated department in charge, in advance of leave. All Leave Records and Sanctioned Leave Form are maintained by HRD and or Branch where applicable as defined in Service Rule. Apart where the amount of days is recurred for an employee can spend as they need during a service year & remaining balance of leave days is recorded. An employee is getting benefited by having various types of leave these are: Earned leave, Maternity leave, Causal leave, Medical Leave, others. Basically, leave is recorded by a process like, at the beginning employee need to made leave form where the amount of days with category of leave and personal information need to include and then it submits in HR. then respected EVP & Head of HR will grant the leave and finally HR will cut the submitted days from the balance of leave days. Most importantly the final balance of leave days will record in Employee Master Maintenance in details there are various types of leave. These are:

#### **1. Sick or Medical Leave:**

An employee will get 114 days of sick leave with pay in his/her working year. During working period an employee can take 14 days of leave with the reason of sickness in a year. And if any employee will take more than 14 days of leave then their leave days will be cut from the amount of earned leave. Also, an employee can ask for financial help for treatment where they need to submit valid medical & admission documents for further process.

## **2. Casual Leave:**

An employee will get 20 days of casual leave with pay in a year. And here employees need to give any reasons while asking for leave permission.

## **3. Earned Leave:**

30 days of earned leave where 15 days is mandatory for all employees and if any employee doesn't use the benefit of this 15 days then it will automatically cut out so, it's better to have these 15 days of leave without pay and another 15 days is granted for leave encashment. It will be calculated on 50% of an employee's basic pay and after 5 years an employee will get the cash. During the year 2012 eligible employees of the company availed leave encashment facility as per the provision of the service rules of the company. However, the facility shall continue regularly henceforth.

## **4. Maternity Leave:**

As per service rules of company the competent authority may grant maternity Leave to a female employee with full pay for a period up to 6 months at a time. But the board of directors after thorough discussion approved the guidelines of Indian Labor law.

## **5. Study Leave:**

In category of others leave, study leave is not granted for employees.

## **Process of granted leave:**

Leave granted process is handled by manual way though they have software of maintaining leave matters. Employees need to submit his/her information in details in a leave form with mainly specifying the leave types. After submitting the leave form in the HRD, the responsible person will cut the submitted days from leave entry book and then after signing the form will be submitted to the respected Chairman & Head of HRD, AMD & MD for granting the permission of taking leave.

After granting the permission or taking sign from upper level the responsible person of HRD will cut the submitted days from the attendance book. A leave Form is given in appendix part: but in case of HR managers and for some special leave like, medical, maternity & study leave



there's need to submit leave approval form with office note to grant the leave. In this leave taking process is handled by books with hard copies.

### **3.5 PAY ROLL MANAGEMENT**

#### **1.Variety of schedule temporary employee**

HRMS's payroll module allows you to manage employees under different schedule categories including regular, hourly and piecework. Moreover, they can delete and undo their schedule transactions at any time.

#### **2.Pay Slip& Bank Statement**

In conjunction with dual and multi-language pay slip support, HRMS gives you the flexibility to manage bank payment of your employees' earnings of any kind slip.

#### **3.Loan & Advanced Payments**

Apart from managing employee loans and advanced payments, our multifaceted payroll management system provides the facility to adjust your employees' loan and advanced salary deduction with each scheduled payment.

#### **4.Bonus Scale**

Different sorts of bonus like festival bonus, performance bonus, special bonus, sales and production bonus are easily manageable with HRMS's bonus management module.

#### **5.Flexibility of Payroll Items**

As a user they can create and manage different pay scale items based on different calculation method. HRMS also have the option to integrate their payroll items with employees' attendance data.

#### **6.Unscheduled Payment**

They can pay their employees any kind of off-cycle payments with HRMS's unscheduled payroll management tool.

### **3.6 RECRUITMENT AND TRAINING MANAGEMENT**

#### **1. Vacancy Announcement**

Along with new and replacement recruitment HRMS's easy to manage Job Vacancy section gives an efficient way to manage candidates for company's each vacant position.

#### **2. CVs & Other Documents**

Managing applicants' Curriculum Vitae & expertise and experience related documents is easy and quick.

#### **3. Applicant Management**

Provides the facility to manage applicants in a flexible way. Aside from handling detailed candidate information, HRMS's Recruitment module gives them a perfect solution to keep track of applicants' status.

#### **4. Training**

The quality of employees and their development through training and education are major factors in determining long-term profitability for all business. If they hire and keep good employees, it is good policy to invest in the development of their skills, so they can increase their productivity.

They preserve all kind of training schedule and document through HRMS.

### **3.7 FINDINGS AT LINGA CONTAINER TERMINAL**

- ❖ Though they have HRIS software but they don't use properly.
- ❖ Job evaluation system of Linga container terminal is not satisfactory. They evaluate the Performance of the employee based on the observation. \*
- ❖ Employees cannot show their talent as there is no job flexibility.
- ❖ The compensation system of Linga container terminal is not good.
- ❖ Recruitment and selection process are very transparent but time consuming as processes are very long.
- ❖ The management not encouraging for the Employee Association.

- ❖ There has some lacking in training and development system and it's not activate to HRIS software.
- ❖ HRIS software are not fully developed.
- ❖ Linga container terminal overall HR policy is good.
- ❖ HR department use latest technology.
- ❖ The current approach to hiring staff into various positions is not good enough. Especially the Internal recruitment system is weak. There is no exam and presentation part in them Internal recruitment process.

### **3.8 RECOMMENDATION FOR LINGA CONTAINER TERMINAL**

- ❖ More intensive training program should be introduced to increase the employee Performance to the optimum level. The HR policy could include certain provisions Regarding to a reutilized and modern training.
- ❖ HRIS software search option must be update and the other department include through this process.
- ❖ The employer-employee relationship can increase. Here, to authorized HR personal, all Employees will come and will tell their problems. HR personal will then take necessary Steps.
- ❖ Modulization and revision of the HR policies and strategies are indispensable for any Organization as the world is getting more diversified day by day. The head of HR should Continuously monitor the changes happening around and adjust the policies to match the Changed scenario.
- ❖ The organization should take steps to stop the too much the reference power, it will affect the other employee's confidents and willingness to the work.

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## CHAPTER – III

## CHAPTER – IV

## CHAPTER-IV

### CONCLUSION

Human resource information system plays a very vital role for total performance of the Organization. It is important to choose the right HRIS. A company that takes the time to invest in a HRIS that fits their goals, objectives, mission, and values, is a company that is investing in its Future and in its success. The world is very competitive in this new millennium. Every Organization getting the edge of using technology. To ensure better consultancy service the Organization must have to ensure a good Human Resource Management practice. The area of Human Resource Management is very wide. Human Resource management is the heart of an Organization which plays an important role of getting the right people to do the right job and at the right places, which helps to Human Resource information system ensure the overall Achievement of the goals of the organization.

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**INTERNSHIP REPORT ON "A STUDY ON PERFORMANCE  
APPRAISAL AND MANAGEMENT" OF AVANA LOGISTEK LTD.,  
THOOTHUKUDI.**

(As internship report submitted in partial fulfilment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST.MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI**

Submitted by

**J.JAPHIINA**

**REG.NO: 20SPHR10**

Under the guidance of

**Ms.M.FATIMA LUCIA SHEEBA B.Com., MBA., NET**



Department of Human Resource Management

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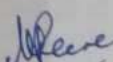
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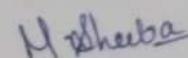
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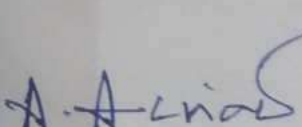


CERTIFICATE

This is to certify that J.JAPHINA of second year Master of Human Resource Management has undergone Internship training on "A STUDY ON PERFORMANCE APPRAISAL AND MANAGEMENT" under the guidance of Ms.FATIMA LUCIA SHEEBA B.Com., MBA., NET and this is an original work up to my knowledge.

  
CO-ORDINATOR

  
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EXTERNAL EXAMINER

  
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St. Mary's College (Autonomous)  
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DIRECTOR  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

Date :31-May-.2021

**TO WHOM IT MAY CONCERN**

This is to certify that **Miss. JAPHINA.J (Reg.No- 20SPHR10)**, MHRM student at **ST. MARY'S COLLEGE(AUTONOMOUS)**, THOOTHUKUDI, has successfully completed a summer internship in the field of Human Resource Management on the topic "**A STUDY ON PERFORMANCE MANAGEMENT AND APPRAISAL**" at our organization for 15 days in the month of May.

During the period of her internship program with us, she had been exposed to different process and found diligent, hardworking and inquisitive in various activities of Human Resource Department.

We wish her every success in her life and career.

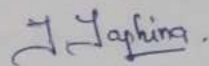


*Jeevitha Jeevitha*  
31/05/2021

## DECLARATION

I declare that that the titled "**PERFORMANCE MANAGEMENT AND APPRAISAL**" is an original piece of research work carried out by me under the guidance and supervision of Mr. F. Windsor Fernando at **AVANA LOGISTEK LTD(A MEMBER OF TRANSWORLD GROUP)**. The information has been collected from genuine & authentic success. The work has been submitted in partial fulfillment of **Masters in Human Resource Management** of Manonmaniam Sundaranar University.

Place:



Signature of the student

Date: 9.12.2021

(Japhina.J)



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## **PREFACE:**

Today HRM is an evolving branch of Management. It looks after the HR planning, Job design, job analysis, training and development, compensation system, motivation, safety, Industry Relatives etc.

Since organisation exist to achieve goals, the degree of success that individual employees have in reaching their individuals goals is important in determining organisational effectiveness. The assessment of how successful employees have been at meeting their individual goals, therefore, becomes a critical part of HRM. This leaders to the topic of performance appraisal.

Among the performance appraisal are the measure of the the effectiveness of hiring the employees appraisal are like Balance-sheets - a snapshots of past performance, but they need to be given the shape of a profit and loss statement a moving picture.

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# CHAPTER 1

# 1.INTRODUCTION

"Effective human resources management (HRM) is essential for optimally utilizing creativity and attaining individual as well as organizational goals. Leadership has to ensure proper Integration of various activities and harmonious functioning directed towards organizational goals. High motivation is essential for ensuring commitment of human resources to the given objectives. The key to motivation lies in integrating organizational and individual goals. Therefore, a manager has to concentrate on basic HRM tasks such as planning, development, compensation and evaluation. Evaluation includes performance planning, appraisal and counseling. These are critical in effective HRM.

**The history of performance appraisal is quite brief.**

Its roots in the early 20th century can be traced to Taylor's pioneering Time and Motion studies. But this is not very helpful, for the same may be said about almost everything in the field of modern human resources management.

As a distinct and formal management procedure used in the evaluation of work performance, appraisal really dates from the time of the Second World War, about seventy years ago.

Yet in a broader sense, the practice of performance appraisal is an ancient art. In the scale of things historical, it might well lay claim to being the world's second oldest profession!..Appraisal, it seems, is both inevitable and universal. In the absence of a structured system, people will tend to judge the work performance of others, including subordinates, informally and arbitrarily.

The hardwired human inclination to judge can cause big problems in the workplace. Without a structured system of appraisal, there is little if any chance of ensuring that such judgements will be accurate, fair and useful.

Performance appraisal began as an attempt to rationally correlate rewards and outcomes. That is, appraisal was used to decide whether or not the salary or wage of an individual employee was justified.



The process was firmly linked to material outcomes. If an employee's performance was found to be less than ideal, a cut in pay would follow. On the other hand, if their performance was better than the supervisor expected, a pay rise was in order.

Little consideration, if any, was given to the developmental possibilities of appraisal. It was felt that a cut in pay, or a rise, should provide the only required impetus for an employee to either improve or continue to perform well.

Sometimes this basic system succeeded in getting the results that were intended; but more often than not, it failed.

For example, early motivational researchers were aware that different people with roughly equal work abilities could be paid the same amount of money and yet have quite different levels of motivation and performance.

These observations were confirmed in empirical studies. Pay rates were important, yes; but they were not the only element that had an impact on employee performance. It was found that other issues, such as morale and self-esteem, could also have a major influence.

As a result, the traditional emphasis on reward outcomes was progressively rejected. The potential usefulness of appraisal as tool for motivation and development was gradually recognized. The general model of performance appraisal, as it is known today, began from that time.

### **Modern Performance Appraisal:**

Performance appraisal may be defined as a structured formal interaction between a subordinate and supervisor, that usually takes the form of a periodic interview (annual or semi-annual), in which the work performance of the subordinate is examined and discussed, with a view to identifying weaknesses and strengths as well as opportunities for improvement and skills development.

In many organizations - but not all - appraisal results are used, either directly or indirectly, to help determine reward outcomes. That is, the appraisal results are used to identify the better performing employees who should get the majority of available merit pay increases, bonuses, and promotions.



By the same token, appraisal results are used to identify the poorer performers who may require some form of counseling, or in extreme cases, demotion, dismissal or decreases in pay. (Organizations need to be aware of laws in their country that might restrict their capacity to dismiss employees or decrease pay.)

Whether this is an appropriate use of performance appraisal - the assignment and justification of rewards and penalties - is a very uncertain and contentious matter.

### **Controversy:**

Few issues in management stir up more controversy than performance appraisal. There are many commentators, including psychometricians - who have expressed doubts about the validity and reliability of the performance appraisal process. Some have even suggested that the process is so flawed it may be impossible to rectify. But there are also informed advocates of performance appraisal. Some view it as "the most crucial aspect of organizational life".

Between the extremes are various schools of belief. While all endorse the use of performance appraisal, there are many opinions on how and when to apply it.

There are those, for instance, who believe that performance appraisal has many important employee development uses, but scorn any attempt to link the process to reward outcomes - such as pay rises and promotions.

This group believes that the linkage to reward outcomes reduces or eliminates the developmental value of appraisals. Rather than an opportunity for constructive review and encouragement, the reward-linked process is perceived as judgmental, punitive and harrowing.

For example, how many people would gladly admit their work problems if, at the same time, they knew that their next pay rise or a much-wanted promotion was riding on an appraisal result? Very likely, in that situation, many people would deny or downplay their weaknesses.

Nor is the desire to distort or deny the truth confined to the person being appraised. Many appraisers feel uncomfortable with the combined role of judge and executioner.

Such reluctance is not difficult to understand. Appraisers often know their appraisees well, and are typically in a direct subordinate-supervisor relationship. They work together on a daily basis and may, at times, mix socially. Suggesting that a subordinate needs to brush up on certain work skills is one thing; giving an appraisal result that has the direct effect of negating a promotion is another.

The result can be resentment and serious morale damage, leading to workplace disruption, soured relationships and productivity declines.

On the other hand, there is a strong rival argument which claims that performance appraisal must unequivocally be linked to reward outcomes.

The advocates of this approach say that organizations must have a process by which rewards - which are not an unlimited resource - may be openly and fairly distributed to those most deserving on the basis of merit, effort and results.

There is a critical need for remunerative justice in organizations. Performance appraisal - whatever its practical flaws - is the only process available to help achieve fair, decent and consistent reward outcomes.

It has also been claimed that appraisees themselves are inclined to believe that appraisal results should be linked directly to reward outcomes - and are suspicious and disappointed when told this is not the case. Rather than feeling relieved, appraisees may suspect that they are not being told the whole truth, or that the appraisal process is a sham and waste of time.

### **The Link to Rewards:**

Research (Bannister & Balkin, 1990) has reported that appraisees seem to have greater acceptance of the appraisal process, and feel more satisfied with it, when the process is directly linked to rewards. Such findings are a serious challenge to those who feel that appraisal results and reward outcomes must be strictly isolated from each other.

There is also a group who argues that the evaluation of employees for reward purposes, and frank communication with them about their performance, are part of the basic responsibilities of management.

The practice of not discussing reward issues while appraising performance is, say critics, based on inconsistent and muddled ideas of motivation.

In many organizations, this inconsistency is aggravated by the practice of having separate wage and salary reviews, in which merit rises and bonuses are decided arbitrarily, and often secretly, by supervisors and managers.

There are basically three purposes to which performance appraisal can be put. First, it can be used as a basis for reward allocation. Decision as to who gets salary increase, promotion, and other rewards are determined by their performance evaluation. Second, these appraisals can be used for identifying areas where development efforts are needed. The performance appraisal is a major tool for identifying deficiencies in individuals. Finally it can be used as a criterion against which selection devices and development programs are validated. As a key input into management's reward and punishment decision, performance appraisals can motivate or de-motivate employees.



## EXECUTIVE SUMMERY

### Performance Appraisals

Performance appraisals are essential for the effective management and evaluation of staff. Appraisals help develop individuals, improve organizational performance, and feed into business planning. Formal performance appraisals are generally conducted annually for all staff in the organization. Staff members are appraised by their line manager. (Directors are appraised by the CEO, who is appraised by the chairman or company owners, depending on the size and structure of the organization). Annual performance appraisals enable management and monitoring of standards, agreeing expectations and objectives, and delegation of responsibilities and tasks. Staff performance appraisals also establish Individual training needs and enable organizational training needs analysis and planning. Performance appraisals data fleeces into organizational annual pay and grading reviews, and coicides with the business planning for the next trading year. Performance appraisals generally review each individual's performance against objectives and standards for the trading year, agreed at the previous appraisal meeting.

Performance appraisals are also essential for career and succession planning. Performance appraisals are important for staff motivation, attitude and behavior development, communicating organizational aims, and fostering positive relationships between management and staff. Performance appraisals provide a formal, recorded, regular review of an individual's performance, and a plan for future development. In short, performance and job appraisals are vital for managing the performance of people and organizations.

There is increasingly need for performance appraisals of directors and CEO's to include accountabilities relating to corporate responsibility, represented by various converging concepts including: the Triple Bottom Line' ('profit people planet'); corporate social responsibility (CSR), Sustainability, corporate integrity and ethics; Fair Trade, etc. The organization must decide the extent to which these accountabilities are reflected in job responsibilities, which would then naturally feature accordingly in performance appraisals.

## Are performance appraisals truly beneficial?

It is sometimes fashionable in the 'modern age to dismiss traditional processes such as performance appraisals as being irrelevant or unhelpful. Be very wary however if considering to remove appraisals from your own organizational practices. It is likely that the critics of the appraisal process are the people who can't conduct them very well. It's a common human response to want to jettison something that one finds difficult. Appraisals in whatever form, and there are various - have :) been a mainstay of management for decades, for good reasons.

Think about everything that performance appraisals can achieve and contribute to when they are properly managed, for example:

- Performance measurement - transparent, short, medium and long term
- Clarifying, defining, redefining priorities and objectives
- Motivation through agreeing helpful aims and targets
- Motivation through achievement and feedback
- Training needs and learning desires - assessment and agreement
- Identification of personal strengths and direction - including unused hidden strengths
- Career and succession planning - personal and organizational
- Team roles clarification and team building
- Organizational training needs assessment and analysis
- Appraise and manager mutual awareness, understanding and relationship
- Resolving confusions and misunderstandings
- Reinforcing and cascading organizational philosophies, values, aims, strategies, priorities, etc
- Delegation, additional responsibilities, employee growth and Development
- Counseling and feedback
- Manager development - all good managers should be able to: conduct appraisals well - it's a fundamental process.

### The list goes on:

People have less and less face-to-face time together these days. Performance appraisals offer a way to protect and manage these valuable face-to-face opportunities. My advice is to hold on to and nurture these situations, and if you are under pressure to replace performance appraisals with some sort of apparently more efficient and cost effective methods, be very sure that you can safely cover all the aspects of performance and attitudinal development that a well-run performance appraisals system is naturally designed to achieve.

There are various ways of conducting performance appraisals, and ideas change over time as to what are the most effective appraisals methods and systems. Some people advocate additional appraisals and forms; others prefer 360-degree-type appraisals; others suggest using little more than a blank sheet of paper.

In fact performance appraisals of all types are effective if they are conducted properly, and better still if the appraisal process is clearly explained to, agreed by, the people involved.

Managers need guidance, training and encouragement in how to conduct appraisals properly. Especially the detractors and the critics. Help anxious managers (and directors) develop and adapt appraisals methods that work for them. Be flexible. There are lots of ways to conduct appraisals, and particularly lots of ways to diffuse apprehension and fear- for managers and appraisees alike. Particularly - encourage people to sit down together and review informally and often this removes much of the pressure for managers and appraisees at formal appraisals times. Leaving everything to a single make-or-break discussion once a year is asking for trouble and trepidation. Look out especially for the warning signs of 'negative cascaded attitudes towards appraisals. This is most often found where a senior manager or director hates conducting appraisals, usually because they are uncomfortable and inexperienced in conducting them. The senior manager/director typically will be heard to say that appraisals don't work and are a waste of time, which for them becomes a self-fulfilling prophecy. This attitude and behavior then cascades down to their appraisees (all the people in their team) who then not surprisingly also apply the same 'no good not doing it' negative attitude to their own appraisals responsibilities (teams). And so it goes. A 'no good- not doing it' attitude in the middle ranks is almost invariably traceable back to a senior manager or director who holds the same view. As with anything, where people need help doing the right thing, help them:

All that said, performance appraisals that are administered without training (for those who need it), without explanation or consultation, and conducted poorly will be counter-productive and are wastes of everyone's time. Well-prepared and well-conducted performance appraisals provide a unique opportunity to help appraisees and managers improve and develop, and thereby also the :) organizations for whom they work. Just like any other process, if performance appraisals aren't working, don't blame the process, ask yourself whether it is being properly trained, explained, agreed and conducted.



## CHARACTERISTICS OF AN APPRAISAL SYSTEM:

Performance appraisal cannot be implemented successfully unless it is accepted by all concerned. There should be a common and clear understanding of the distinction between evaluation and appraisal. As Patten (1982) argues, evaluation aims at 'objective measurement, while appraisal includes both objective and subjective assessment of how well an employee has performed during the period under review. Thus performance appraisal aims at feedback, development and assessment. The process of performance appraisal should concentrate on the job of an employee, the environment of the organization, and the employee him or herself. These three actors are inter-related and inter-dependent. Therefore, in order to be effective, the appraisal system should be individualized, subjective, qualitative and oriented towards problem-solving. It should be based on clearly specified and measurable standards and indicators of performance. Since what is being appraised is performance and not personality, personality traits which are not relevant to job performance should be excluded from the appraisal framework.

Some of the important considerations in designing a performance appraisal system are:

- Goal the job description and the performance goals should be structured mutually decided and accepted by both management and employees.
- Reliable and consistent Appraisal should include both objective and subjective ratings to produce reliable and consistent measurement of performance.
- Practical and simple format The appraisal format should be practical, simple and aim at fulfilling its basic functions. Long and complicated formats are time consuming, difficult to understand, and do not elicit much useful information.
- Regular and routine While an appraisal system is expected to be formal in a structured manner, informal contacts and interactions can also be used for providing feedback to employees.
- Participatory and open An effective appraisal system should necessarily involve the employee's participation, usually through an appraisal interview with the supervisor, for feedback and future planning. During this interview, past performance should be discussed frankly and future goals established. A strategy

for accomplishing these goals as well as for improving future performance should be evolved jointly by the supervisor and the employee being appraised. Such participation imparts a feeling of involvement and creates a sense of belonging.

- Rewards: Rewards both positive and negative should be part of the performance appraisal system. Otherwise, the process lacks impact.
- Feedback should be timely unless feedback is timely, it loses its utility and may have only limited influence on performance.
- Impersonal feedback: Feedback must be impersonal if it is to have the desired effect. Personal feedback is usually rejected with contempt, and eventually demotivates the employee.
- Feedback must be noticeable. The staff member being appraised must be made aware of the information used in the appraisal process. An open appraisal process creates credibility.
- Relevance and responsiveness Planning and appraisal of performance and consequent rewards or punishments should be oriented towards the objectives of the programme in which the employee has been assigned a role. For example, if the objectives of a programme are directed towards a particular client group, then the appraisal system has to be designed with that orientation.
- Commitment Responsibility for the appraisal system should be located at a senior level in the organization so as to ensure commitment and involvement throughout the management hierarchy.

## **PERFORMANCE APPRAISAL SYSTEM:**

### **THE PROCESS:**

Performance appraisal involves and evaluation of actual against the desired performance. It also helps in receiving various factors which influence performance. Managers should plan performance development strategies in a standard manner for each employee. In doing so ,they should keep the goals of the organisation in mind and aim at optional utilization of all available resources , including functional. Performance appraisal is a multistage process in which communication plays an important role.

### **COMMUNICATION:**

It is obvious is at the core of an appraisal system. Communication can be either upward or downward. Downward communication is from upper management levels to lower levels, and passes on a judgement of how the employees are doing and how they might do even better. As the information flows downward, it becomes more individualized and detailed. Upward communication is from lower to higher levels. Through this process ,employees communicate their needs,aspirations and goals. As information flows upward, it has to become brief and precise because of the channels through which it has to pass.

## **REQUIREMENT OF THE PERFORMANCE MANAGEMENT SYSTEM:**

**Reliability:** The foremost requirement of a sound system is reliability. In this context it refers to consistency of judgement. For any given employee, appraisals made by raters working independently of one another should agree closely. But raters with different perspective (e.g. supervisors, peers, subordinates) may see the same individuals job performance very differently. To provide reliable data, each rater must have an adequate opportunity to observe what the employee has done and the condition under which he or she has done it. By making appraisal system relevant, sensitive and reliable we assume the resulting judgement are valid as well.

**Acceptability:** In practice, acceptability is the most important requirement of all, for it is true that human resources program must have the support of those who will use them. Unfortunately, many organisations do not put much effort into garnering the front end



support and participation of those who will use the appraisal system. Ultimately it is management's responsibility to define as clearly as possible the type and level of job behaviour desired of employees.

## **APPROACHES TO PERFORMANCE MANAGEMENT:**

**The traditional approach:** The one dimensional model

The Job Define what results Performance contact have to be achieved Define a set of key objectives against the accountabilities i.e,output Review performance against the key objectives In this model job expectations are defined in terms of what results have to be achieved. This model doesn't have a long term focus and can't be used for employee development and career path planning,

A satisfactory performance implies doing a job effectively and efficiently, with a minimum degree of employee-created disruptions. Employees are performing well when they are productive. Yet productivity itself implies both concern for effectiveness and efficiency. Effectiveness refers to goal accomplishment. Efficiency evaluates the ratio of inputs consumed to outputs achieved. The greater the output for a given input, the more efficient the employees. Similarly, if output is a given, consumed to get that output results in greater efficiency.

There are basically three purposes to which performance appraisal can be put. First, it can be used as a basis for reward allocations. Decisions as to who gets salary increases, promotions, and other rewards are determined by their performance evaluation. Second, these appraisals can be used for identifying areas where development efforts are needed. Management needs to spot those individuals who have specific skill or knowledge deficiencies. The performance appraisal is a major tool for identifying these deficiencies. Finally, the performance appraisal can be used as a criterion against which selection devices and development programs are validated.

## **PERFORMANCE COUSELING:**

### **Definition:**

Performance counseling can be defined as the help provided by a manager to his subordinate in analyzing his performance and other job behaviors in order to increase his job effectiveness. There are three processes involved in counseling communication, influencing and helping

### **Objectives:**

- ❖ Helping the counselor to realize his potential as an employee
- ❖ Helping him to understand himself-his strengths and his weaknesses.
- ❖ Helping him to have better understanding of the environment.
- ❖ Encouraging him to set meaningful goals for further improvements.
- ❖ Encouraging him to generate alternatives for dealing with various problems.
- ❖ Providing him an empathic atmosphere for sharing and discussing his tensions, conflicts, concerns and problems

### **Conditions for effective counseling:**

- ❖ General climate of openness and mutuality.
- ❖ General helpful and empathic attitude of the counselor.
- ❖ Uninhibited participation of the subordinate
- ❖ Joint goal-setting and performance review.
- ❖ Focus on work behavior.
- ❖ Solving work related problems.

## **Counseling process:**

A formal counseling process is of three phases

### **PHASE I: Rapport building.**

- a) Attending
- b) Listening
- c) Acceptance.

### **PHASE II: Exploring**

- a) Problem identification.
- b) Diagnosis. PHASE III: Action planning.

### **PHASE III: Action planning.**

- a) Searching
- b) Decision making
- c) Supporting

## **Establishing for dialoguing:**

The appraisal interview is also an ideal opportunity for the boss and the job holder to dialog on his career. Here are some sample questions that can constitute the basis for a dialog on an individual's career

## **Current assignment:**

- √What do find challenging and exciting about your current assignment?
- Do you feel you are being fully utilized in your current assignment?



### Goals and aspirations:

- What objective have you set for your personal and professional growth?
- How do you intend to pursue these?
- How can an organization assist in the process?

### Career plan:

- What responsibilities do you see yourself capable of assuming?
- What do you see yourself doing three years from now?

## **APPRAISAL TECHNIQUES:**

There are several techniques of performance appraisal, each with some strong points as well as limitations. Some of the commonly used performance appraisal techniques.

### **i) Essay appraisal method:**

ii) The assessor writes a brief essay providing an assessment of the strengths, weaknesses and potential of the subject. In order to do so objectively, it is necessary that the assessor knows the subject well and should have interacted with them. Since the length and contents of the essay vary between assessors, essay ratings are different to compare.

### **ii) Graphic rating scale:**

A graphic scale assesses a person on the quality of his or her work (average; above average; outstanding; or unsatisfactory). Assessment could also be trait centred and cover observable traits, such as reliability, adaptability, communication skill etc.,

Although graphic scale seems simplistic in construction, they have applications in a wide variety of job responsibilities and are more consistent and reliable in comparison with essay appraisal. The utility of this technique can be enhanced by using it in conjunction with the essay appraisal technique.

### **iii) Field review method:**

Since individual assessors differ in their standards, they inadvertently introduce bias in their ratings. To overcome this assessor-related bias, essay and graphic rating techniques can be combined in a systematic review process. In the field of review method, a member of the HRM staff meets a small group of assessor from supervisory units to discuss each ratings, systematically identifying areas of inter-assessor disagreement. It can be then be a mechanism to help each assessor to perceive the standards uniformly and thus match the other assessor. Although field review assessments is considered valid and reliable, it is very time consuming.

#### **iv) Forced-Choice rating method:**

Unlike the field review method, the forced-choice rating method does not involve discussion with supervisors. Although this technique has several variations, the most common method is to force the assessor to choose the best and worst fit statements from a group of statements. These statements are weighted or scored in advance to assess the employee. The scores are weights assigned to the individual statement or not revealed to the assessor so that she or he cannot favour any individual. In this way, the assessor bias is largely eliminated and comparable standards of performance evolved for an objective. However, this technique is of little value wherever performance appraisal interviews are conducted.

#### **v) Critical incident appraisal method:**

In this method, a supervisor describes critical incidents, giving details of both positive and negative behaviour of the employee. These are then discussed with the employee. The discussion focuses on actual behaviour rather than on traits. While this technique is well suited for performance review interviews, it has the drawback that the supervisor has to note down the critical incidents as and when they occur. That may be impractical, and may delay feedback to employees. It makes little sense to wait six months or a year to discuss a misdeed, a mistake or good display of initiative.

#### **(vi) Management by objectives:**

The employees are asked to set or help set their own performance goals. This avoids the feeling among employees that they are being judged by unfairly high standards. This method is currently widely used, but not always in its true spirit. Even though the employees are consulted, in many cases management ends up by imposing its standards and objectives. In some cases employees may not like 'self-direction' or authority. To avoid such problems, the work standard approach is used.

#### **(vii) Work standard approach:**

In this technique, management establishes the goals openly and sets targets against realistic output standards. These standards are incorporated into the organizational performance appraisal system. Thus each employee has a clear understanding of their duties and knows well what is expected of them. Performance appraisal and interview comments are related to these duties. This makes the appraisal process objective and more accurate. However, it is difficult to compare individual ratings because standards for work may differ from job to job and from employee to employee. This limitation can be overcome by some form of ranking using pooled judgment.

#### **(viii) Ranking methods:**

Some of the important forms of ranking for performance appraisal are given below,

##### **a) Alternative ranking method:**

The individual with the best performance is chosen as the ideal employee. Other employees are then ranked against this employee in descending order of comparative performance on a scale of best to worst performance. The alteration ranking method usually involves rating by more than one assessor. The ranks assigned by each assessor are then averaged and a relative ranking of each member in the group determined. While this is a simple method, it is impractical for large groups. In addition, there may be wide variations in ability between ranks for different positions

##### **(b) Paired comparison:**

The paired comparison method systematizes ranking and enables better comparison among individuals to be rated. Every individual in the group is compared with all others in the group. The evaluations received by each person in the group are counted and turned into percentage scores. The scores provide a fair idea as to how each individual in the group is judged by the assessor.



**(c) Person-to-person rating:**

In the person-to-person rating scales, the names of the actual individuals known to all the assessors are used as a series of standards. These standards may be defined as lowest, low, middle, high and highest performers. Individual employees in the group are then compared with the individuals used as the standards, and rated for a standard where they match the best. The advantage of this rating scale is that the standards are concrete and are in terms of real individuals. The disadvantage is that the standards set by different assessors may not be consistent. Each assessor constructs their own person-to person scale which makes comparison of different ratings difficult.

**(d) Checklist method:**

The assessor furnished with a checklist of pre-scaled descriptions of behaviour, which are then used to evaluate the personnel being rated (Monga, 1983). The scale values of the behaviour items are unknown to the assessor, who has to check as many items as she or he believes describe the worker being assessed. A final rating is obtained by averaging the scale values of the items that have been marked

**(e) Behaviourally anchored rating scales (BARS):**

This is a relatively new technique. It consists of sets of behavioural statements describing good or bad performance with respect to important qualities. These qualities may refer to inter-personal relationships, planning and organizing abilities, adaptability and reliability. These statements are developed from critical incidents collected both from the assessor and the subject.

#### **(f) Assessment centres:**

This technique is used to predict future performance of employees were they to be promoted. The individual whose potential is to be assessed has to work on individual as well as group assignments similar to those they would be required to handle were they promoted. The judgment of observers is pooled, and paired comparison or alteration ranking is sometimes used to arrive at a final assessment. The final assessment helps in making an order-of-merit ranking for each employee. It also involves subjective judgment by observers.

A performance appraisal system could be designed based on intuition, self-analysis, personality traits, behavioural methods and result-based techniques. Different approaches and techniques could be blended, depending on the goals of performance appraisal in the organization and the type of review. For example, management by objectives, goal-setting and work standard methods are effective for objective coaching, counselling and motivational purposes. Critical incident appraisal is best suited when supervisor's personal assessment and criticism are essential. A carefully developed and validated forced-choice rating can provide valuable analysis of the individual when considering possible promotion supervisory positions. Combined graphic and essay form is simple, effective identifying training and development needs, and facilitates other management decisions.

### **BENEFITS OF PERFORMANCE APPRAISAL:**

#### **Employer Perspective :**

Despite imperfect measurement techniques, individual differences in performance can make a difference to company performance. Documentation of performance appraisal and feedback may be needed for legal defense. Appraisal provides a rational basis for constructing a bonus or merit system. Appraisal dimensions and Standards can help to implement start strategic goals and clarified performance expectations. Providing individual feedback is part of the performance management process. Despite the traditional focus on the individual, appraisal criteria can include teamwork and the teams can be the focus of the appraisal.



### **Employee Perspective :**

Performance feedback is needed and desired. Improvement in performance requires assessment. Fairness required that differences in performances levels across workers be measured and have an effect on outcomes. Assessment and recognition of performance levels can motivate workers to improve their performance.

### **COMPONENTS OF THE APPRAISAL FORMAT:**

Key performance areas self-appraisal, performance analysis, performance ratings and counselling are the important components of the performance appraisal system oriented to development of human resources in an organization. The appraisal format should be designed in consonance with the objectives of the performance appraisal system, and generate information on a number of important aspects, including

#### **Identification of key performance areas:**

The first step in an appraisal process is identifying key performance areas and setting targets for the next appraisal period. This may be done either through periodic discussion or at the beginning of the year, as in research institutions.

#### **SELF-appraisal by the subject:**

At the end of the appraisal period, employees appraise their own performance areas, targets and pre-identified behaviour. Information on these issues is provided in an appraisal format the employees also write their self-evaluation evaluation reports and hand them to their supervisors.

#### **Analysis:**

The supervisor reflects on the performance of the employee, and identifies the factor which facilitated or hindered the employee's performance. The manager then calls the employee for a discussion to better understand his a performance and provide counselling on further improvements. During this discussion, appraisal records( such as notes, observations, comments, etc.)are exchanged. Then gives a final rating and recommendations regarding the developmental needs of the individual. These are shown to the subject and his or her comments are recorded on the appraisal form. The appraisal

form is then transmitted to the personal department for the necessary administrative action. The personal for human resource development department uses these forms for identifying and allocating training, rewards and other activities.

#### **Identification of training needs :**

The use of the development-oriented performance appraisal system is based on a good understanding of the concept of human resources development. The need for developing employee capabilities, the nature of capabilities to be developed, and the conditions under which these capabilities can be developed have to be appreciated. During the discussion between the supervisor and the employee, the development needs of the subject are identified and goals set for the next period.

#### **Identification of qualities:**

The supervisor may also identify the qualities required for current as well as future tasks, and assess the employee's potential and capabilities to perform jobs at higher responsibility levels in the organization.

## OBJECTIVES OF PERFORMANCE APPRAISAL & METHODOLOGY

Employees would like to know from a performance appraisal system:

- Concrete and tangible particulars about their work, and
- Assessment of their performance.
- This would include how they did
- could do better in future,
- could obtain a larger share of rewards; and
- could achieve their life goals through their position.

Therefore an employee would desire that the appraisal system should aim at

- their personal development,
- their work satisfaction, and
- their involvement in the organization.

# CHAPTER 2

## COMPANY PROFILE:

Transworld Group was established in 1977 by Mr. R. Sivaswamy.

Beginning as a shipping agency in Bombay, the group steadily expanded to become the dynamic shipping and logistics conglomerate it is today. With expertise that covers a complete range of solutions from Ship Owning to Project Logistics to Warehousing, the group is a reliable partner for corporations seeking world-class logistics and associated services.

Transworld Group's success and commitment to innovation has also led to the formation of multiple new companies that work alongside its core business. As a single entity, the entire Transworld Group ecosystem is testament to the vision and hard work of both its leadership and its people.

Our offices are spread across the world in Dubai, USA, Saudi Arabia, Oman, Qatar, Kuwait, Sri Lanka, Hong Kong, Singapore, Pakistan and offices in 28 Indian cities. Its far-reach is further strengthened by a wide network of leading industry partners.

Mr.R.Sivaswamy's guiding principles of quality, reliability and commitment to excellence have served the group well and are the driving force behind our vision for tomorrow and beyond.

As an integrated and holistic global shipping and logistics conglomerate, we look forward to the future with confidence and continue to expand our horizons, by delivering innovative solutions, supported by bold, resolute and decisive action.





MR. RAMESH S RAMAKRISHNAN

(CHAIRMAN)

Mr. Ramesh S Ramakrishnan by his pleasure presented the Transworld Group of companies which was founded in 1977 by his late father. He conveyed that, Our Logistics Services function delivers on world-class logistics solutions in a holistic, efficient and consistently reliable manner.

#### VISION:

Be the preferred business partner for global logistics solutions, committed to the highest standards of excellence





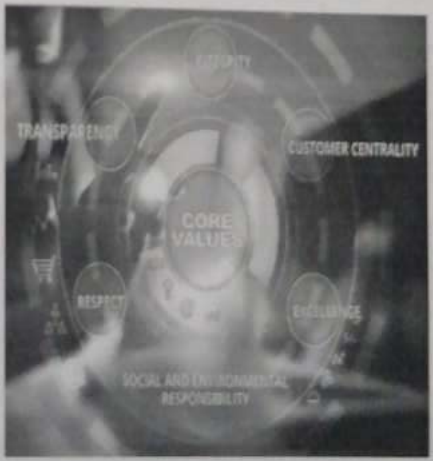
## MISSION:

To consistently create experiences where passion and purpose come together to innovate, excel and contribute to a better future.



## VALUES:

- Integrity
- Transparency
- Respect
- Customer Centrality
- Excellence
- Social and Environmental Responsibility



## Companies under Transworld group:



Among the above mentioned companies, a company in which I completed my internship training is **AVANA LOGISTEK LTD**. Avana Logistek is a member of The Transworld Group of Companies. Established in 1977 by Mr. R. Sivaswamy the group commenced operations as a shipping agency in Bombay, and has now diversified into a multi-faceted Shipping and Logistics conglomerate.

### ORIGIN:

Avana Logistek Limited is a Public incorporated on 17 March 1994. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 350,000,000 and its paid up capital is Rs. 179,640,752. It is involved in Sea and coastal water transport.

Avana Logistek Limited's Annual General Meeting (AGM) was last held on 31 August 2020 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2020.

Directors of Avana Logistek Limited are Vivek Kumar Singh, Hariharan Krishnier Padmanabhan, Ritesh Ramakrishnan Sivaswamy, Leslie Phillip Reis, Ramakrishnan Sivaswamy Iyer, Anil Kumar Gupta, Daniel Trevelyn Joseph, Rani Jadhav Ajit, Milind Patankar Kashinath, .

Avana Logistek Limited's Corporate Identification Number is (CIN) U61100MH1994PLC077152 and its registration number is 77152. Its Email address is nikita.srs@transworld.com and its registered address is D-301 to 305, Level 3, Tower-II, Seawoods, Grand Central, Plot no. R1, Sector-40, Nerul Node Navi Mumbai Mumbai City MH 400706 IN, . . .

### **Current status of Avana Logistek Limited is - Active.**

Avana Logistek is a leading integrated logistics solutions provider, offering customised and end-to-end solutions to both domestic and international markets. The company offers a broad spectrum of strategic and operational logistics support services through seamless, energy efficient and "environment friendly" logistics solutions. Its technology-enabled, "asset-light" business model allows scalability to company services as well as their robust streamlined business and operational processes enables company to offer efficient and customized logistics solutions to their customers.

Companies connectivity between various ports ensures integrated coverage which their customers can utilize to manage cost, time and productivity efficiencies. Company believe that their end-to-end solutions offering also offers cost advantages for their customers.

# CHAPTER 3

## **EFFECTIVE PERFORMANCE APPRAISALS :**

Aside from formal traditional (annual, six-monthly, quarterly, or monthly) performance appraisals, there are many different methods of performance evaluation. The use of any of these methods depends on the purpose of the evaluation, the individual, the assessor, and the environment.

The formal annual performance appraisal is generally the over-riding instrument, which gathers together and reviews all other performance data for the previous year.

Performance appraisals should be positive experiences. The appraisals process provides the platform for development and motivation, so organizations should foster a feeling that performance appraisals are positive opportunities, in order to get the best out of the people and the process. In certain organizations, performance appraisals are widely regarded as something rather less welcoming ('bollocking sessions' is not an unusual description), which provides a basis only on which to develop fear and resentment, so never, never, never use a staff performance appraisal to handle matters of discipline or Admonishment, which should instead be handled via separately arranged meetings.

## **PERFORMANCE MANAGEMENT:**

Since organisations exists to achieve goals, the degree of success that individual employees have in reaching their individual goals is important in determining organisation effectiveness.

Performance system is fundamentally, a feedback process, which require sustained commitment. The cost of failure to provide such feedback may result in a loss of key professional employees, the continued poor performance of employees who are not meeting performance standards and a loss of commitment by employees, in sum, the myth that the employee know what they are doing without adequate feedback from management can be an expensive fantasy.



## **THE APPRAISAL PROCESS FOLLOWED IN AVANA LOGISTEK LTD**

1. Establishing Performance Standard
2. Communicate Performance expectations to employees
3. Measure actual performance
4. Compare actual performance with standards
5. Discussion with the employees and identification development programs to bridge the gap.
6. Initiate action

## **THE PURPOSE OF APPRAISING PERFORMANCE INSIDE AVANA LOGISTEK LTD:**

In general the appraisal systems serve a two fold purpose:

1. To improve the work performance of employees by helping them realize and use their full potential in carrying out their firms mission.
2. To provide information to employees and managers for use in making, work related decisions.

**More specifically appraisals serve the following purposes.**

- a) Appraisals provide feedback to employees and help the " management identify the areas where development efforts are needed to bridge the gaps thereby serving as vehicles for personal " and career development.
- b) It helps management spot individuals who have specific skills so that their promotions/transfer are in line with organizational requirements.



c) Appraisal serve as a key input for administering a formal organisation reward and punishment system.

d) The performance system can be used as a criterion against which selection devices and development programs are validated.

## WHO EVALUATES PERFORMANCE IN AVANA LOGISTEK?

The most fundamental requirement for any rater is that he or she has an adequate opportunity to observe the rates job performance over a reasonable period of time. This suggest several possible raters.

**The immediate supervisor:** Generally appraisal is done by this person. He is probably the most familiar with the individual's performance and in most jobs has had the best opportunity to observe actual job performance. Further more, the immediate supervisor is probably best able to relate the individual's performings to department and organisational objectives.

**Subordinates:** Appraisal by subordinates can be useful input to the immediate development. Subordinates know first hand the extent to which the supervisor actually delegates, how well he communicates, the type of leadership he has and the extent to which he or she plans and organises.

**Self appraisal:** On one hand it improves the rate's motivation and moral, on the other it tends to be more lenient, less variable and biased. The evidence on the accuracy of self assessment is fairly complex.

In industry it is seen that feed back/ input is taken from various sources -Peers, subordinates, superiors etc. Some companies have gone step ahead in taking feedback from the customers and integrating it into the performance management process.

## PERFORMANCE APPRAISAL SYSTEM: THE CONCEPT

Performance appraisal is a management tool which is helpful in motivating and effectively utilizing human resources. Assessment of human potential is difficult, no matter how well designed and appropriates the performance planning and appraisal system is. The performance appraisal system should be correlated with the organizational mission, philosophies and value system;

Feedback is an important component of performance appraisal. While positive feedback is easily accepted, negative feedback often meets with resistance unless it is objective, based on a credible source and given in a skilful manner.

## PERFORMANCE RATING DONE IN AVANA LOGISTEK:

Appraisal system requires an overall performance rating

✓ Outstanding performance.

✓ Good performance.

✓ Satisfactory performance.

✓ Barely adequate performance.

✓ Poor performance.

### An ongoing process:

It is necessary to engage in a formal appraisal process once a year. However we must guard against the process degenerating into a year-end ritual- something to be got over with for the sake of the firm. Once objectives are set at the beginning of the year, any time is a good enough time for the job holder and his boss to engage in a review of how things are going.

Periodic review and feedback on performance as well as the process of dialoguing whereby the individual feeds back his overall feelings, difficulties, challenges, etc. spurs on performance and enables the achievement of results against agreed objectives as well as reinforces desired behaviors' which in turn enhances the competencies of the business

## USES OF AN APPRAISAL SYSTEM:

Performance appraisal systems designed inside AVANA LOGISTEK can be useful to:

- help each employee understand more about their role and become clear about their functions;
- be instrumental in helping employees to better understand their strengths and weaknesses with respect to their role and functions in the organization;
- help in identifying the developmental needs of employees, given their role and function;
- increase mutuality between employees and their supervisors so that every employee feel happy to work with their supervisor and thereby contributes their maximum to the organization act as a mechanism for increasing communication between employees and their supervisors. In this way, each employee gets.
- to know the expectations of their superior, and each superior also gets to know the difficulties of their subordinates and can try to solve them. Together, they can thus better accomplish their tasks;
- provide an opportunity to each employee for self-reflection and individual goal-setting, so that individually planned and monitored development takes place;
- help employees internalize the culture, norms and values of the organization, thus developing an identity and commitment throughout the organization
- help prepare employees for higher responsibilities in the future y continuously reinforcing the development of the behaviour and qualities required for higher-level positions in the organization;
- be instrumental in creating a positive and healthy climate in the organization that drives employees to give their best while enjoying doing so; and
- assist in a variety of personnel decisions by periodically generating data regarding each employee.

## APPROACHES AND TECHNIQUES IN PERFORMANCE APPRAISAL FOLLOWED BY AVANA LOGISTEK:

Performance appraisal is a multistage process involving several activities, which can be administered using a variety of approaches. Some of these approaches followed under Transworld Group:

### ◆ Intuitive approach:

- in this approach, a supervisor or manager judges the employee based on their perception of the employee's behaviour.

### ◆ Self-appraisal approach:

- Employees evaluate their own performance using common format.

### ◆ Group approach:

- The employee is evaluated by a group of persons.

### ◆ Trait approach:

- This is the conventional approach. The manager or supervisor evaluates the employee on the basis of observable dimensions of personality, such as integrity, honesty, dependability, punctuality, etc.

### ◆ Appraisal based on achieved results:

- In this type of approach, appraisal is based on concrete, measurable, work achievements judged against fixed targets or goals set mutually by the subject and the answer.

### ◆ Behavioral Method

- This method focuses on observed behaviour and observable critical incidents.



## ATTRIBUTES CONSIDERED IN EVALUATING PERFORMANCE INSIDE TRANSWORLD GROUP:

There are many personality traits, which could be considered when evaluating performance, and methods to facilitate such consideration include scaling methods that differentiate employees on a series of given traits. The important personality traits fall into two categories: personal qualities and demonstrated qualities (Table 1).

Personal Qualities	Demonstrated Performance Qualities
<p><b>Adaptability:</b> Adjustment With new or changing situations or people.</p> <p><b>Appearance and bearing:</b> Having good bearing and appearance.</p> <p><b>Decisiveness:</b> Ability to arrive at conclusions promptly and to decide on a definite course of action.</p> <p><b>Dependability:</b> Ability to consistently accomplish allocated jobs without supervision.</p> <p><b>Drive and determination:</b> Ability to execute job vigorously and resolutely, and induce others to do so.</p> <p><b>Ingenuity:</b> Resourcefulness and ability to creatively devise means to solve unforeseen problems.</p>	<p><b>Professional knowledge:</b> Ability to apply Professional knowledge to assigned duties so as to achieve a high standard of performance.</p> <p><b>Administrative ability :</b> Having administrative ability to use resources economically and judiciously.</p> <p><b>Responsibility for staff development:</b> Ability to fulfil responsibilities in the development and training of staff.</p> <p><b>Foresight:</b> Ability to display foresight and plan beyond immediate needs.</p> <p><b>Delegation:</b> Ability to delegate responsibilities and exercise required degree of guidance and supervision.</p>

**Initiative:** Ability to take necessary and appropriate action independently.

**Integrity:** Ability to maintain an honest approach in all dealings.

**Loyalty:** Ability to faithfully, willingly and loyally support superiors, equals and subordinates.

**Maturity:** Understanding and balance commensurate with age and service.

**Motivation:** Ability to motivate subordinates effectively to produce desired results.

**Morale:** Ability to maintain morale and look after the management of staff.

**Control:** Ability to exercise control over subordinates and gain their confidence.



## AIM OF THE STUDY:

This project will help me to understand how in the today's dynamic world organizations with the help of performance appraisal and various HR practices are dealing with the issues of employees performance, motivation, job stress, job satisfaction, cross cultural interactions, compensation, team building and many more. How does a company make sure that all its employee contributes efficiently towards the organization effectiveness. And if there are any deviations what programs and steps are taken to correct them. This project will help me to understand the duties and role of the HR personnel in an organization in terms of appraising employee or measuring their actual performance, understanding their core competency before, going for our job interviews.

**The aim of my study to do this project is as follows:**

- 1) To understand the procedures of measuring the performance.
- 2) To understand the activities of HR in an organization.
- 3) How management is helped by various HR practices like performance appraisal, training and development program.
- 4) How HR mobilizes the organizational machinery.
- 5) To feel the cohesiveness, collectivity and interaction between HR and Non-HR personals of an organization.
- 6) To know various training program for the employees and come to know their interest & competency.

## CHAPTER 4

### CONCLUSION:

I have been doing internship under Transworld group a company named AVANA LOGISTEK in. It is a Private Sector Organization, here the culture between the HR and the Non-HR people are more friendly. In case of HEIL, the HR Department is not been facilitated with much power, the company is more focused on recruiting and hiring of employees which is their most prioritized agenda in OB & HRD activity

Furthermore, I would like to conclude the following:

- 1) HR & Non-HR personnel co-operate with each other
- 2) The Non-HR personnel have moderate satisfaction level regarding OB & HRD activities in the organizations.
- 3) the organizations agreed that Organizational Culture lead to Organizational Effectiveness.
- 4) There are no such more OB & HRD activities.

The study undertaken bring some interesting result.

- Training the Appraiser: It is proposed that appraiser be trained for clear understanding of the system and its objective and also counselled to be honest, fair, just, unbiased in appraising the appraisee.
- Factors/criteria of evaluation: It is proposed that appraisee evaluated on above factors/traits be given suitable remark or justification for being given different quantitative grade.
- Greater clarity has to be has to there in terms of job responsibility. This is possible when the appraisal is done on the basis of the description.
- In the organization, performance appraisal is done on an annual basis which should be done Quaterly to make it more effective.

• Consistency is demanded in the promotional policy. It should not change every year.

• Monetary difference between two grades should not be large, it should be motivating in nature.

• Performance appraisal system should be made more transparent and rationale.

• Performance feedback: The performance feedback sessions should be improved

which would result in increasing employee motivation to improve performance. The following could be incorporated.

• Pinpoint the problem behaviour and make sure the employee is aware of it

• Make sure the employee understands the consequences of the problem behaviour.

• Assistance should be provided to improve poor performance. Make a realistic plan appropriate to the behaviour and set a time frame for improvement,

• To make sure to review performance time to time

• The other change which has to be incorporated at the supervisor and the level above are:

➤ These should be listing down of task undertaken during the last one year and the result achieved.

➤ In some areas of performance there should be self appraisal and more and more counselling so that employee improve upon weak area and understand what is expected of him/her at the organization level.

## SUGGESTIONS:

I would like to recommend the following to the organization:

- 1) The organization should start issuing feedback forms to their employees to see whether latter are satisfied with the OB & HRD activities followed in the organization.
- 2) Welcome the advises from the lower managerial level of the organization.
- 3) Increase the co-operation between HR and Non-HR personnel. Though it exists but not to the ultimate level
- 4) It should focus on lower and middle management Training and development also
- 5) Apart from the existing promotion criteria the company should lay stress on performance-based promotion.

Every research has certain limitations. Though most of them could be avoided, some of them which inhibited this research are listed as follows:

- Sometimes employees did not respond truly. They might have been in a hurry or busy with some other work and hence the feedback would have been given for the sake of giving. Hence data collected cannot be said to be precise.
- In this survey there was a lack of statistical secondary data, which hindered some of the comparative analysis which would have made this project more effective.



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## **JOURNAL AND AUTHORS:**

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Human Resource Management: David A. Decenze  
Human Resource Management. : C. B. Gupta  
Employees Development and Training: Robert L. Craig

## **Various Internet Sites:**

<https://www.transworld.com/about-us.html>  
<https://www.avanalogistek.com/>  
[www.humaresource.com](http://www.humaresource.com)  
[www.businessballs.com](http://www.businessballs.com)

**AN INTERNSHIP REPORT ON STRESS MANAGEMENT AMONG EMPLOYEES  
WITH SPECIAL REFERENCE TO ABI TECHNOCHEM PRIVATE LIMITED,  
THOOTHUKUDI.**

(An internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (Autonomous) – THOOTHUKUDI**

Submitted by

**A.JULIET SOWMIYA**

**REG NO: 20SPHR13**

Under the guidance of

**Ms. M. FATIMA LUCIA SHEEBA B.Com. MBA. NET**

Department of Human Resource Management

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November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST.MARY'S COLLEGE (AUTONOMOUS)**  
**THOOTHUKUDI**



**CERTIFICATE**

This is to certify that **A.JULIET SOWMIYA** of second year Master of Human Resource Management has undergone Internship training on “**Stress Management Among Employees With Special Reference To Abi Technochem Private Limited, Thoothukudi**” under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.COM.,MBA.,NET** and this is an original work up to my knowledge.

*Heere,*

**CO-ORDINATOR**

*M. Sheela*

**FACULTY GUIDE**

*[Signature]*

**DIRECTOR OF SSC**

**St. Mary's College (Autonomous)**  
**Thoothukudi-628 001.**

*[Signature]*

**PRINCIPAL**

**St. Mary's College (Autonomous)**  
**Thoothukudi-628 001.**

*A. Alvin*

**EXTERNAL EXAMINER**

## DECLARATION

I hereby declare that the internship entitled “**A Study On Stress Management Among Employees With Special Reference To Abi Technochem Private Limited, Thoothukudi.**” is submitted to St. Mary’s College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, Fellowship or other similar titles.

**Place:** Thoothukudi

*A. Juliet Sowmiya.*  
**Signature of the candidate**

**Date:** 09/12/2021

**(A. JULIET SOWMIYA)**

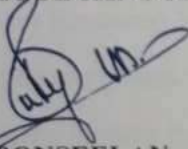
09.06.2021

**INTERNSHIP TRAINING CERTIFICATE**

This is to certify that **Ms. Juliet Sowmiya. A (20SPHR13) II MHRM** student of **St. Mary's College (Autonomous), Thoothukudi** has undergone online internship on the topic "A Study on Stress Management among Employees" at our Organization for 15days during the period from May 2021 to June 2021

Her conduct and performance was good during the period of internship.

For **ABI TECHNOCHEM PRIVATE LIMITED**



**S. D. PONSEELAN**  
**MANAGING DIRECTOR**

**ABI TECHNOCHEM PRIVATE LIMITED** 100% E.O.U.

(An ISO 9001:2008 Certified Company)

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CIN NO : U72900TN2008PTC068075, GST NO : 33AAHCA4213H1Z5

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Thank you is a small word filled with heartfelt gratitude. I express my heartfelt thanks to the **Lord Almighty** for showering his blessing towards the successful completion of my internship.

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## ABSTRACT

The study looks into wages and salaries administration as a motivational tool in ABI organization. The study went further to distinguish between

Gratuitous and paid job with possible effect of wages and salaries as it relates to individual contribution and effort the achievement of the corporate goals and Objectives. The study made use of a self-designed questionnaire and eventually

Used chi-square to analyze and conclude on the hypothesis that wages and salaries serves motivational tool and that wages and salaries has significant relationship with workers performance in ABI organization.

One of the most important functions of human resources is the payment of the proper salaries and the wages to all company employees.

The pay that the

Employees receive from their employer is the very reason for their being in the job.

The function of the pay roll in a company is usually the wage and salary administration and it is carried out by the human resource



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## CHAPTER - I

## CHAPTER-1

### INTRODUCTION

#### STRESS MANAGEMENT

#### WHAT IS STRESS?

- S stands for Sorrow.
- T stands for Tension.
- R stands for Rivalry.
- E stand for Emotional outburst.
- S stands for Success phobia.
- S stands for Suspense.

Stress is fact of everyday life, When out for help, they are often dealing with circumstances, situation, and stressors in their lives that leave them feeling emotionally and physically overwhelmed. Many people feel that they have very little resources or skills to deal with the high levels of stress they are experiencing. Stress in the work place is a growing concern in the current state of the economy company, where employees increasingly face conditions of overwork, job insecurity, low levels of job satisfaction, and lack of autonomy. Workplace stress has been shown to have a detrimental effect on the health and wellbeing of employees, as well as a negative impact on workplace productivity and profits. They are measures that individuals and organization can take to alleviate the negative impact of stress.

#### MEANING:

Stress can have a big impact on your body, in ways that are felt by just you, and in way that the world can see. One of the more visible potential by – products of stress is weight gain – many people find themselves to be “emotional eaters” who react to stress by reaching for something – often the wrong think to eat. Stress can also create a loss of appetite, which can be a problem as well.

Stress is the reaction people have to excessive pressures or others type of demand placed upon them. It arises when they worry that they can't cope.

Stress is the "Wear and Tear" our minds and bodies experience as we attempt to cope with our continually changing environment.

## **DEFINITION:**

According to Levi, (1996): "Stress is cost by a multitude of demands (stressors) such an inadequate fit between what we need and what we capable of, and what our environment offers and what it demands of us."

According to Bernik (1997): "Stress designates the aggression itself leading to discomfort, or the consequences of it. It is our organism's response to a challenge, be it right or wrong."

According to ILO (1986) "It is recognized world- wide as a major challenge to individual mental and physical health and organizational health."

According to Hens Selye "stress is the body nonspecific response to demand placed on it."

## **OBJECTIVES:**

- To identify the factors causing stress among the employees.
- To find out the levels and kind of stress among the employees, of different age group
- To study about the effect of stress on employee.
- To identify pressures at work which lead to physical disorders.
- To enable business strategy.
- To achieve an organizational business goals.
- To undergo an in- depth study about the stress among the employees.
- To identify the coping strategies to manage stress.

## **SCOPE OF THE STUDY:**

This particular study about Work Stress Management is restricted within the organization. The study is conducted on the employees of the organization. This is not because of non-availability of resources but the nature of the study itself restricts it. It studies the existence or non-existence of stress among the employees in the organization and identifies the factor which are contributing for stress. It also provides the various steps adopted by the organization for managing the work stress of the employees, which can be used as future reference for decision – making and policy making with regard to the employees. This study reveals the morale of the employee

- Stress will badly affect the employees both at work place and in personal life. If stress is managed properly.
- It is beneficial to employees as well as the organization in terms of production, improved relationships both on and off the job. Also it leads to better teamwork and communications.
- The employee's turnover will be low and the absenteeism rate will be lower. Also the retention of valued employees is possible.

## **TYPES OF STRESS**

### **1. Acute stress**

A stress is your body's immediate reaction to a new challenge, event, or demand the fight or flight response. As the pressures of a near - miss automobile accident, an arguments with a family members or a costly mistake at work sink in, your body turns on this biological response. Acute stress isn't always caused by negative stress; it's also the experience you have when riding roller coaster or having a person jump out at you in haunted house. Iso lasted episodes of acute stress should not have any lingering health effects. In fact, they might actually be healthy for you as these stressful situations give your body and brain practice in developing the best response to future stressful situations.

## **2. Chronic stress**

If acute stress isn't resolved and begins to increase or lasts for long periods of time. It became chronic stress can be detrimental of your health, as it can contribute to several serious diseases or health risks, such as heart diseases, cancer, lung diseases, accidents, cirrhosis of the liver, and suicide.

## **3. Emotional stress**

The pain of emotional stress can hit harder than some others types of stress. For example, the stress that comes from a conflicted relationship tends to bring a greater physical reaction and a stronger sense of distress than the stress that comes for being busy at work. Therefore, it is important to be able to manage emotional stress in effective ways. Strategies that help you to process, diffuse, and build resilience toward emotional stress can all work well, and different approaches can work in different situations. Here are some ways to manage emotional stress.

## **4. Time stress**

The kind of stress is the resultant of one's worry about time or the lack thereof. One worry about the number of things that one has to do, and fear that will fail to achieve something important. One might feel trapped, unhappy or even hopeless. This stress is common in all facets of lives. Time management skills have been advocated over the years as a useful tool in coping with this kind of stress.

## **5. Situational stress**

This stress occurs in a scary situation that one has no control over. This stress is not anticipated by the individual and as such it is always sudden. Conflict has been identified as the major causes of situational stress and effective conflict resolutions skills have equally been identified as the possible way out.



## **LEVEL OF STRESS**

### **Level 1 – Immediate stress**

- Increased heart rate and blood pressure
- Rapid breathing
- Perspiring and sweaty palms
- Indigestion and nervous stomach

These symptoms occur in response to a stressor that causes fight or nervousness. Your body releases adrenalin to prepare you for action. Examples range for immediate, external danger such as a fire or a car speeding towards you to a self- imposed situations such as a job interview or first date.

### **Level 2 – Continued stress**

- Feeling of being pressured or driven
- Exhaustion and fatigue
- Anxiety
- Memory loss
- Colds and flu
- Increase in smoking or alcohol and caffeine consumption

These consumption can occur when there is no relief from a level 1 stress. Your body beings to release stored sugars and fats, using up its resources. For example, a long- term deadline at work, or a drawn – out may lead to level 2 stress.

### **Level 3 – Ongoing stress**

- Insomnia
- Errors in judgment

- Personality changes
- Autoimmune disorders
- Heart disease
- Mental illness

When a stressful situation is not resolved and carries for prolonged periods. Level 3 stress can result. Your body cannot produce the energy resources it needs and the on – going strain can cause dysfunctions and breakdowns. An unsatisfying and highly demanding job or caring for a disabled family member could potentially cause this kind of stress.

## **TECNQUES OF STRESS MANAGEMENT**

### **1) Healthy lifestyle:**

#### **Self – love:**

It is the best thing that you can do for yourself. Sometimes, loving yourself is hard, and feelings of hatred and loathing arise. Squash them and enjoy yourself. Remember, if you don't love yourself, changes are others won't either.

#### **Sleep:**

Insomnia is a significant side effect of stress. Try to sleep at least 8 hours per day. A good night sleep will keep you fresh and healthy.

#### **Balance diet:**

Eat healthy and nutritious food. Take these meals at regular intervals. Overeating or keeping yourself hungry does nothing but, damage to your body.

#### **Quit alcohol, drugs, and smoking:**

Tobacco and drug consumption is fatal to health. Avoid these as much as possible. They may seem euphoric for some time, but in the long run, they are bound to gift you diseases and death.

## **2) Avoidance**

### **Situation:**

Avoid situations that might hike your level of stress. Remove yourself from the zone when you feel over whelmed and agitated.

### **People:**

Avoid people that pile your stress. Eliminate yourself from conversations and remove toxic people from your life. Doing this does reduce stress to a whole new level.

### **No:**

The word "NO" contains power like no other. Complying with everyone's whims will only leave you stressed. Learn to stay no to people.

## **3) Findings a stress reliever**

### **Music:**

Music can be stress reliever to many. Find some spare time to listen to some music. It will not only make you feel alive but also lower your stress.

### **Dance:**

Dance is a passion for many people. Dancing also provides exercise to the body – dance in your free time to reduce stress.

### **Yoga:**

Meditation is a way to relieve stress. Yoga helps in keeping a balance between our mind and body. Join a yoga class and reduce your stress level.

### **Others:**

Find your stress buster. It can be anything simple, like taking a walk or reading a book. Gardening is a form of stress relief for some people. Some people prefer a cozy space with some caffeine.

## **4) Family and support**

### **Family:**

Family binds us in ways more than one. Spend time with your family. Take them to places, have fun with them. Their love and care will undoubtedly reduce your stress.

### **Friends and loved ones:**

Spend time with your friends. Go out for movies or dine out. Surprise your partner, take them on dates. Sharing some laugh and gaining some happiness will reduce your stress level.

## **SYMPTOMS AND EFFECTS:**

The symptoms can sometime be similar to some medical condition. It is better to take the advice of a doctor before diagnosing it as stress. These effects can range from physical to mental symptoms. Some of the signs and effects of stress are:

- Headache
- Nausea
- Aches and pains
- Energy loss
- Lack of sleep

- Anxiety
- Mood fluctuation
- Loss of reality
- Depression
- Suicide tendencies
- Pessimism
- Eating disorders
- Sexual problems
- Menstrual problems

## **SOURCES OF STRESS**

### **Phase 1: Alarm reaction**

The body shows the changes characteristics of the first exposure to stressor. At the time, its resistance is diminished and, if the stressor is sufficiently strong (severe burns, extremes of temperature), death may result.

### **Phase 2: Stage of resistance**

Resistance ensure if continued exposure to the stressor is compatible with adaptation. The bodily signs characteristic of the alarm reaction have virtually disappeared and resistance rises above normal.

### **Phase 3: Stage of Exhaustion**

Following long – continued exposure to the stressor, to which the body had become adjusted, eventually adaptation energy is exhaustion. The signs of the alarm reaction reappear, but now they are irreversible, and the individual dies.

## **ADVANTAGES OF STRESS MANAGEMENT**

### **Business advantages of stress management:**

- Less absenteeism due to stress – related disorders
- Less worker's compensation loss due to stress – related illness or accidents
- Improved job performance
- Less stressful, more efficient workplace
- Improved employee attitude

### **Health advantages of stress management:**

- Decreased stress – related symptoms
- Improved sleep
- Decreased anxiety
- Decreased use of medications
- Reduced pain, increased ability to manage pain
- Increased ability to relax physiologically
- Increased sense of control and improved self – esteem

### **Consumer advantages of stress management:**

- No side – effects
- Non - pharmacological
- Non-surgical
- Cost – effective

## **DISADVANTAGES OF STRESS MANAGEMENT**

- Stress is disadvantages because it can potentially raise your heart rate and weaken your immune system. Also, it can be a factor in poor decision making because under stress we may not think logically or consider the consequences of the choice we make.



## CHAPTER – II

## CHAPTER – II

### ORGANISATIONAL HISTORY

#### ABI TECHNOCHEM PRIVATE LIMITED – THOOTHUKUDI.

##### COMPANY PROFILE:

ABI group of companies was established on 1993 and has expanded itself over the years. This experienced walk started by distributing carbonated drinks from 1993 to 1997. We were, fortunately able to cover all the obstacles laid before us into stepping stones for our success. We have business interests that range from transport to information technology (ABI Solutions Private Limited) and the media industry (ABI Media). In 1993, the first seed for the entire group of companies was sown in 1993 when **DR. SD.PONSEELAN** stepped into the field of distribution. He was inspired by Pepsi Co Holding to starts this venture and this helped him to emerge as a great and reputed distributor of many essential commodities.

In 1993, he started the transport of fresh water form his own bore well to hotels, restaurants and other industries. This paved a way to gain a lot of experience and also helped him to expand business in other sectors. Managing Director always says **“MANPOWER IS ONE OF PRECIOUS INVESTMENTS FOR A COMPANY”**. With this in mind and also to take great care in the welfare of the people who work on contract basis, SAM& Co was started to offer a wide range of manpower solutions to various industries.

With a vision to provide quality channels, our first step in media industry was SDR TV, established in the year2004; followed by **ABITV, ABI Music channel** in 2007. The channel provides programs with new and latest technology in telecasting programs. We have now introduced the channels is Tirunelveli after attaining a niche in Tuticorin. With a vision of offer high quality and a wide range of manpower solutions to various industries; hence ABI Engineering was established to manufacture medium and heavy mechanical engineering equipment and to undertake several structural contract works including structuring conveyers, belt conveyers, industrial machines etc.

To help software engineers during the recession period our Managing Director formed ABI solutions Private Limited in 2008 to create a corporate environment right here in Tuticorin and also to provide job opportunities for many emerging engineering students. Currently we are also having a franchise with orange Computer Education to provide the best training of computer skills in and around the region. Managing Director's lovely daughter was born in the year 2008 and that is when he realized that any parent would want to provide the best to their baby and this inspired him to open **ABI Fancy Baby** in 2009 and today it is the best place to go for the shopping of all leading brands in baby products. This was made possible by our MD who showed great interest in delivering best and affordable products for babies and toddlers.

- ABI Media Network Private Limited- Local Channels.
- ABI Technochem Private Limited- Manufacturers of activated carbon.
- ABI Confectionery Private Limited –Manufacturers of confectionery products.

**ABI group of companies** was established in the year 1993 with a vision to render an array of services and to reach out to a large consumer base with reach out to a large consumer base with various products. First venture was distribution of soft drinks, which as a result of our sincerity and dedication has grown exponentially since then. Inspired with our success, in the year 2004, we forayed into entertainment sector, SDR TV, to provide quality programs equipped with the latest technology and our success followed with the launch of ABI TV and ABI music channels in the year 2007. A vision to delivery our interests, next effort was concentrated on manufacturing of activated carbon, which is 100% export oriented unit in the year 2009. Vision came to light in the next few years and more success followed as ABI group of companies grew exponentially diversifying across different sectors. By our track record, we are one of the fastest growing companies in the city, and we are currently doing multi-level business in diligence.

The journey of ABI Group of companies was started in the year 1993 by **DR.SD.PONSEELAN** who has expanded the company to operate in 12 different sectors through his hard work and team's co-ordination. Through ABI group of company products and services, we touch the life of people every day. We value the trust of people and keep their interests Paramount in every business decision we make, every choice we exercise. We work cohesively with colleagues across the

group and with company customers and partners around the world, building strong relationships based on tolerance, understanding and mutual co-operation.

Managing director **DR.S.D.PONSEELAN** was born in Tuticorin, TamilNadu on July 13, 1970. He came from a family where agriculture was the main occupation. He learned the ropes of business from his father MR.Dharmaraj and kindness from his mother. The foundation of what would grow to become the ABI group of companies was laid by S.D.Ponseelan while working in his father's transport business in Tuticorin. A visionary entrepreneur, an avowed nationalist and a committed philanthropist, S.D.Ponseelan helped pave the path by planting pioneering businesses kernels in sectors such as transport, engineering and media. He always pursues his goals even in the face of difficulties and converted adversities into opportunities to build this empire. He doesn't want to bring up a rapid progress in whatever he does, but makes sure that there is always a constant progress.

**DR.SD.PONSEELAN** has watched his dad producing charcoal and supplying it to many states and this inspired him to ABI Technochem private Ltd in the year 2009 to produce activated carbon and export it to various countries. DR.SD.PONSEELAN has a keen desire to help and also inspire others to help. ABI Educational trust has helped young minds to move ahead in their career and this trust has helped many students to have a bright career. DR.SD.PONSEELAN learn the value of the lifesaving component, "blood" by an incident in his personal life and he at once formed the ABI Blood bank in 2009 and today it has saved hundreds of life by finding blood donors at the right time. The number of volunteers in ABI Blood bank is growing day by day and we continue to show our little support and we hope to inspire others in the process.

## **MISSION:**

Manage the supply chain and the manufacture of the products in a safe, environmentally sound and cost effective manner. Maximize the capital efficient long-term growth of our business using innovation, science, and technology.

**VISION:**

Vision is achieving “**Excellent Through Quality**” by continuously improving the value of the products and services that we provide to our customers.

**COMPANY LOGO:****BOARD OF DIRECTORS:**

**MR.S.D.PONSEELAN** –Managing Director cum Chairman, ABI group of companies.

Directors of ABI Technochem Private Limited are **Samuel Dharmaraj Ponseelan** and **Pathina pandi Geetha Anitha Roselin**.

**MRS. ANITHA PONSEELAN**

**INFRASTRUCTURE:**

ABI group of companies operates in twelve business sectors. Each of these companies or enterprise operates independently. Everyone has its own board of directors to whom it is answerable.



## **COMPANY PRODUCTS:**

- ABI CHEMICALS – Home Care Products.
- SAM & CO.
- ABI & CO.
- ABI FANCIBABI- One Stop Baby Shop
- ABI LADIE CHOICE- Female Apparel Stores.
- ABI CARBON
- ABI CONFECTIONERY

All our products confirm to the standards and quality norms set by the international market. The wide spectrums of chemicals and all products what we produce are pure, safe and available at a cost effective price.

## **GOAL:**

ABI group of companies most important goal customer satisfaction, we have been fleet footedly keeping abreast with the changing environment, that is witnessing a new world without walls. ABI group of companies assiduous efforts in being the best choice to the customers, be it in terms of quality, price, availability or in providing in overall solution in environment matters.

## **COMPANY TEAM:**

We have a team of committed and talented professionals who is highly experienced and qualified in this domain and supports us in offering high quality products in timely fashion. Company team includes engineers, technicians, R&D professionals, warehousing personnel, skilled and semi-skilled workers and marketing people. The close association of our employees with the customers helps us to offer the products according to their requirement. ABI group of company staff works with passion and in high spirits to make organization a monopoly in this industry.



## **PRODUCT PORTFOLIO:**

ABI group of company specializes in processing wide assortment of coconut shell charcoal based products that include Granular, Carbon, Powder carbon, Gold Carbon, Catalyst Carbon, Water Washed Carbon, Acid washed carbon, Impregnated carbon and Chemical Produce like Magnesium Sulphate Heptahydrate, Ferrous Sulphate Heptahydrate and Ferric Sulphate. These products are processed by employing top grade raw material sourced from the certified vendors and advanced methods of production. We stringently follow international standards of quality and ensure they offer excellent performance for long term usage. Company quality parameters are monitored all through the production process to make sure they are delivered to clients in most flawless state. We strive hard in delivering the products timely to meet the requirements of the customers. We offer company products at most affordable prices.

## **RESEARCH AND DEVELOPMENT:**

The heavy investment on R&D unit that we have made, has helped us immensely in product development and innovation. Company has invested in research and development capacity that supports us meeting the growing requirement of the market. This department is handle by our team of professionals who are highly experienced. The never ending research work and valuable suggestions of this people have helped us to reach the heights of success in this industry

## **COMPANY CAPITAL:**

ABI Technochem private Limited is a private in corporation 06 June 2008. It is classified as Non-government Company and is registered at Registrar of companies, Chennai.

Its authorized share capital is RS. 15, 000,000. It is involved in other computer related activities. [For maintenance of websites of other firms/creation of multimedia presentations for other firms etc.]

ABI Technochem private Limited's Annual General Meeting (AGM) was last held on 30 September 2019 and as per records from Ministry of Corporate Affairs (MCA) , its balance sheet was last filed on 31 March 2019.

#### **COMPANY DETAILS:**

Company Name	-	ABI GROUP OF COMPANY
Company Status	-	Active
CIN	-	U72900TN2008PTC068075
ROC	-	ROC Chennai
Registration number	-	68075
Company category	-	Company limited by shares
Company sub- category	-	Non-government Company
Class of company	-	Private
Date of incorporation	-	June 6, 2008
Age of company	-	13 years, 2 month, 10 days
Activity	-	Other computer related activities (For examples maintenance of websites of other firms/creations of multimedia presentations for other firms etc.)

#### **COMPANY ADDRESS:**

ABI group of companies Corporate Identification Number is (CIN) U72900TN2008PTC068075 and its registration number is 68075. Its Email address is [sundar@abigroup.co.in](mailto:sundar@abigroup.co.in) and its registered address 145/4 Ettayapuram road, Tuticorin TN 628002

Current status of ABI TECHNOCHEM PRIVATE LIMITED IS –Active.

## TRUST:



ABI Educational Trust - Charitable institution providing education.

ABI Blood Donors club - Charitable institution rendering services

ABI group is actively involved in philanthropy and believes in positively contributing to the society. Charitable activities include providing education and rendering services through blood donations.

## CONTACT US:

ABI GROUP OF COMPANIES

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Tuticorin, TamilNadu- 628002, India

Web Site: [abigroupofcompanies.in](http://abigroupofcompanies.in)

## CHAPTER- III

**CHAPTER – III**  
**A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES**  
**OF**  
**ABI TECHNOCHEM PRIVATE LIMITED COMPANIES**

**‘We experience stress when we feel that situations are out of our control’.**

**-Melnick**

Work place stress is a harmful and physical and emotional response that occurs when there is a poor match between job demands and capabilities, resources or needs of the workers. The current nature of work requires faster work, more work and high quality work.

It was found from the study that employees at ABI TECHNICHEM PVT LTD. Experience stress due to various factors such as heavy work load, meeting deadlines, high target etc. dysfunctional aspect of stress impacts the organization's performance and also the well- being of the employees. The factors causing stress among employees of ABI TECHNOCHEM PVT LTD have been discussed below.

**FACTORS AFFECTING STRESS IN ABI TECHNOCHEM:**

▪ **Job related factors**

**1. Excessive workload:**

A common cause of workplace stress/depression is excessive workload. Many people enjoy their job, but find that it becomes impossible to continue working at the same level if their workload is increased. This can happen due to employee sickness. There's a shortage of staff so the work is shared between present staff for a period of time. This can be manageable at first, but

over time doing more work in the same working hours and working longer hours can take its issue. People who have had to do the work of three people due to staffing issues, which unfair and dangerous. In this situation, employers should plan strategically to ensure the outstanding work is done however some employers choose to do job rotation among the available employees. In the long run there will not be a real financial benefit if a permanent staff member leaves for sickness or disability.

## **2. Long working hours:**

Stress builds up for employees in Abi Technochem who are working for longer hours and perform under pressure. Employees have to work for more than 12 hours beyond their stipulated working time of 9 hours. So the employees feel their morale decrease affecting slowdown in their energy and endurance.

## **3. Working overtime and holiday:**

The employees of Abi Technochem Pvt Ltd provides only 4 days holiday in a month. This creates physical and mental stress among employees in case an employee takes leave for more than the stipulated 4 days in a month a particular amount is reduced from their salary for each leave taken.

## **4. Heavy workload and high target:**

Work overload appears when demands of the organization exceed the capacity of the employees. The senior employees were found to have more work load than the junior employees. The middle-aged group employees were found to have more stress in achieving the targets than the other groups. In Abi Technochem the employees sometimes become depressed with their heavy work and this is reflected in the quality of work. It also has negative impact on their health and demoralizes them.



### **5. Lack of clarity:**

The employees are not given clear instruction about their responsibilities in the serving division which leads to stress. Lack of clarity about accountability arises because there is no clarity amongst the employees regarding their roles and responsibilities and their relationship with their team members.

### **6. Lack of communication:**

Lack of communication can create uncertainty that leads to stress and conflict among employees at Abi Technochem Pvt Ltd in the serving division workers of the particular may be waiting for a colleague to deliver key information so that they can complete the task on time.

### **7. Performance anxiety:**

Performance anxiety is mostly found among young employees of Abi Technochem Pvt Ltd as these are the up-coming in new position where they have to prove themselves in the organization.

### **8. Unrealistic expectations:**

Having unrealistic expectation for what can be accomplished sets up for failure and leads to increased stress. Spending extra hours in the organization becomes a habit with certain employees and this actually consumes time in their productivity in the long run.

## **PHYSICAL SYMPTOMS OF STRESS:**

### **1. Fatigue:**

Fatigue is a general response to stress full situation in Abi Technochem Pvt Ltd in the employees also feels that fatigue as weekend the immune system of the body, and the body also lacks in vitamins and minerals. Fatigue has worsened the mental and physical performance.

## **2. Life style disease due to stress:**

Most of the employees of Abi Technochem Pvt Ltd suffer from the following disease due to work stress.

### **a) Physiological disorders:**

Blood pressure changes, bread thing problems, gastrointestinal disorders, irritable bowel syndrome, acidity, acid reflux etc...

### **b) Emotional disorder:**

Depression, anxiety, aggression, low self-esteem, bad intellectual functions, inability to concentrate etc...

### **c) Behavioral disorders:**

Low performance, injuries, communication problems faculty decision etc., stress also pushes the employees towards high risk behaviors such as smoking and drinking.

### **d) Work performance areas affected by stress:**

Stress has decreased work ability, worsened there thinking skills and decreased the morale of the employees. Decision making processes slow down and memory is weakened as a result, accident and wrong decision making occurs. The other work performance areas affected are creativity, productivity, alertness, initiative, decision making abilities perseverance, accuracy and cooperation.

#### **e) Self generate stress:**

It was found from the result that stress has also been generated among the employees due to lack of assertiveness, unrealistic expectations, negative self-talk and also perfectionism.

### **STRATEGIES FOLLOWED BY EMPLOYEES FOR MANAGING STRESS AT ABI TECHNOCHEM PVT LTD:**

#### **✚ Track the stressors:**

Records for a week or two to identify the situation which create the most stress are noted. Thoughts, feelings and information about the environment, including the people and circumstance involved and how they reacted re also recorded. Taking notes helps them to find partners among stressors and their reaction to them.

#### **✚ Prioritizing work:**

The employees of Abi Technochem Pvt Ltd prioritize their work based on the list and plan accordingly which helps them to efficiently finish their deadlines in time which in turn reduces stress to a large extend.

#### **✚ Relaxation:**

The employees are allowed to relax in the staff lounge for a short time so that the stress in temporarily reduced.

#### **✚ Time management:**

The employees at the service section are asked to follow a time management schedule so that they can complete their work in time and avoid stress.

#### **Stress management program:**

Frequent programs on medication, yoga and stress management are conducted regularly by experts. The employees will have to compulsorily meditate for 15 minutes after coming to the office and before starting their work.

#### **Cultivating friend at work:**

The employees make friends among their co-workers. The best stress reducer is sharing the stress with the friends among co-workers in the organization. The act of talking it out with their friends and getting support and empathy from them is an excellent way of reducing stress. They will be willing to assist their friends in times of stress and reduce their stress level. Service section employees were found to have more friends at work than the marketing and distribution employees.

### **ORGANISATIONAL STRATEGIES FOR MANAGING STRESS AT ABI TECHNOCHEM PVT LTD:**

#### **Employee assistance program:**

ABI TECHNOCHEM focus on increasing self-awareness among employees and provides them with guidance on how to cope with stress through well-trained counselors.

#### **Longer lunch hours:**

The lunch hours has been extend by one hour. The longer lunch-break is used by the employees to calm them or for other stress-reduction such as walking in the lawn.

❖ **Morale of employees:**

Recognition of good work contributes to the high morale of employees. On achieving targets, monetary incentives and perks are given. Constant encouragement and support from the management sustains the morale of the employees.

❖ **Inter- personal relationship:**

Management maintains both a formal and informal relationship with the employees. Interpersonal relationship between supervisor and sub- ordinates has been improved. Bridging the gap reduces stress to some extent.

❖ **Job sharing:**

At least two trained employees are asked to perform each job in both the sale division and servicing division, enabling each employee to have time- off without losing the time for servicing as well as the customers.

❖ **Modify the job situation:**

If the job has become too stressful (or too boring), the employees are allowed to speak to their team leaders to give them jobs on their skills.

❖ **Feedback:**

There is no better way to secure the trust of employees, and reduce employee's stress, than to allow them to voice their feedback and complaints. A weekly meeting is held to address their concerns. Negative feedback is also addressed in the best way possible. Sometimes a word of encouragement helps to remove the deepest fears in the employee and helps stress management in workplace.



## **RECOMMENDATION FOR ABI TECHNOCHEM PRIVATE LIMITED:**

- Abi Technochem should give one task at a time and give sufficient time in meeting the targets so that the employee performs his best without any stress.
- Abi Technochem to employee job rotation since doing the same job again and again causes monotony therefore job rotation can be used as an effective tool to reduce stress by creating more interest in the work which lead to better employee performance.
- Abi Technochem has to provide frequent counselling to the employees who are under stress.
- The company has to initiate a few changes at the work place such as timely targets, distributed workload, flexible work hours and periodic relaxation.
- It has recommended to the company that if stress management techniques are initiated then the average health of the employees will be better and they will be able to better cope with stress, then by the level and degree of performance of the employee will improve.

## CHAPTER- IV

## **CHAPTER – IV**

### **CONCLUSION**

Stress is a normal psychological and physiological reaction to the demands of life. Many of us experience stress in life, whether this is in the short term from one- off projects, or long- term stress from a high- pressure career. Not only can this be profoundly unpleasant, it can seriously affect our health and our work.

From the study stress management among employees at ABI TECHNOCHEM PVT LTD. Stress is un- avoidable but it need not be detrimental. Stress does affect the employees of ABI TECHNOCHEM PVT LTD. But as the employer is very supportive they have learnt to manage the situation. They have been trained by the organization not to fight stress but to manage and overcome it effectively in the organization.

**APPENDIX**  
**&**  
**BIBLIOGRAPHY**

# APPENDIX & BIBIOGRAPHY

## WEBSITES:

<https://WWW.slideshare.net>

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**INTERNSHIP REPORT ON A STUDY ON TRAINING MANPOWER  
DEVELOPMENT AND EMPLOYEE PERFORMANCE OF LINGA  
CONTAINER TERMINAL PVT.LTD, THOOTHUKUDI**

(As internship report submitted in partial fulfillment of the requirements for the degree) Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**  
Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**A. MARIYA SAHAYA SHYAMILI**

**REG NO: 20SPHR16**

Under the guidance of

**Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET**



Department of Human Resource Management

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NOVEMBER 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
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**CERTIFICATE**

This is to certify that **A. MARIYA SAHAYA SHYAMILI** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON TRAINING MANPOWER DEVELOPMENT AND EMPLOYEE PERFORMANCE"** under the guidance of **Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

**EXTERNAL EXAMINER**

**PRINCIPAL**

**St. Mary's College (Autonomous)  
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**DIRECTOR**

**St. Mary's College (Autonomous)  
Thoothukudi-628 001.**



**Date: 15/06/2021**

## **CERTIFICATE**

This is to certify that Miss **MARIYA SAHAYA SHYAMILI** (Reg No: 20SPHR16) II Year MHRM student of St. Mary's college (Autonomous), Thoothukudi has done online internship programme on the topic **"A STUDY ON TRAINING MANPOWER DEVELOPMENT AND EMPLOYEE PERFORMANCE"** at our Organization Linga Container Terminal (P) Ltd, Tuticorin for 15 days (from 24<sup>th</sup> May 2021 to 9<sup>th</sup> June 2021).

During this tenure, she gained knowledge on various activities. Her Conduct and Character was good. We wish her all success.

Best Regards,

For Linga Container Terminal Pvt. Ltd.

A handwritten signature in black ink, appearing to read "M. V. V. V.", is written over a horizontal line.

Authorized Signatory

**Linga Container Terminals Pvt. Ltd**

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## DECLARATION

I hereby declare that the internship entitled "**A Study on Training manpower development and employee performance**" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place:** Thoothukudi

**Date:** 9.12.2021

A. Mariya Sahaya Shyamili

**Signature of the candidate**

**(A. MARIYA SAHAYA SHYAMILI)**



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## **ABSTRACT**

Employees are the major assets of any organization. Every organization needs well trained employees to perform the activities effectively and efficiently. It is the continuous process of the organizations that helps to develop skills, knowledge, and abilities. Training and development lead the better performance of employees. The success of the organizations depends on employee performance. In this globalization era training is crucial for the competent and challenging business. It is the nerve that needs to help enhancing the quality of work life of employees and development the organization. Training and development are the crucial factors of enlightening the employee performance in most organizations. The purpose of the study is to find out the impact of training and development on employee performance. The study found out that employees are aware about training; employees are motivated through training; and training and development results into higher performance. The study suggested that training and development of all staff should be dynamically followed and made obligatory and the employer should give compulsory training programs for all employees in order to improve performance. The study decided that there is need for continuous training and development taking into deliberation the opposition, market dynamics, customer satisfaction, and net promoter score among others.

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# **CHAPTER 1**

## **Chapter 1**

### **Introduction**

#### **1.1. Training manpower development**

Training manpower development refers to educational activities within a company created to enhance the knowledge and skills of employees while providing information and instruction on how to better perform specific tasks. Training is a short-term reactive process meant for operatives and process while development is designed continuous pro-active process meant for executives. In training employees' aim is to develop additional skills and in development, it is to develop a total personality.

#### **1.2. Employee performance**

Employee performance refers to how your workers behave in the workplace and how well they perform the job duties you've obligated to them. When employee performance is poor, you may not be able to satisfy your customers and thus see negative impacts on your profits, company reputation and sales.

#### **1.3. Objectives of the study**

The objectives of this study are as follows

1. To investigate and know the extent to which the training of Manpower Development and Employee Performance in an organization is important to Nigeria economy.
2. To determine why training of Manpower Development and Employee Performance in an Organization is unavoidable in the society of ours.
3. To assess what role has the government been able to play in order to training Manpower Development as well as Employee Performance in an Organization.
4. To offer recommendations and suggestions based on the findings of the study.
5. To examine the effectiveness of training in overall development of skills of workforce.
6. To measure the differential changes in output due to training.
7. To examine the impact of training on the worker

#### **1.4. Scope of the study**

The essential of the study is to go through the training manpower development and employee performance process of Linga container terminal private limited. In this project I tried to cover overview of LCITPL's objective, function, management, selection, training and development and employee performance and some recommendations.

#### **1.5. Advantages of the study**

1. Up-skilling employee
2. Less Supervision
3. Growth opportunities for individuals
4. Boost in company's productivity
5. Better use of resources

#### **1.6. Limitations of the study**

1. Human resources development is not an easy department to go through.
2. There is loads of secrecy in this department in every organization.
3. It was over tuff for me to come up with the inside news of the organizations.
4. Training & skill development cost time and money.
5. Sparing Extra time or training can be stressful for workers.
6. Training sessions can be complicated.
7. Lack of interest and switch to new job.

#### **1.1.1. What is training manpower development?**

Training manpower development constitutes a basic concept in human resource development. It is concerned with developing a particular skill to a desired standard by



instruction and practice. Training is a highly useful tool that can bring an employee into a position where they can do their job correctly, effectively, and conscientiously. Training is the act of increasing the knowledge and skill of an employee for doing a particular job.

### **1.1.2. Definition of training**

Dale S. Beach defines training as 'the organized procedure by which people learn knowledge and/or skill for a definite purpose'. Training refers to the teaching and learning activities carried on for the primary purpose of helping members of an organization acquire and apply the knowledge, skills, abilities, and attitudes needed by a particular job and organization.

According to Edwin Flippo, 'training is the act of increasing the skills of an employee for doing a particular job'.

### **1.1.3. Need for Training:**

Every organization should provide training to all the employees irrespective of their qualifications and skills.

Specifically, the need for training arises because of following reasons:

#### **1. Environmental changes:**

Mechanization, computerization, and automation have resulted in many changes that require trained staff possessing enough skills. The organization should train the employees to enrich them with the latest technology and knowledge.

#### **2. Organizational complexity:**

With modern inventions, technological up gradation, and diversification most of the organizations have become very complex. This has aggravated the problems of coordination. So, in order to cope up with the complexities, training has become mandatory.

#### **3. Human relations:**

Every management has to maintain very good human relations, and this has made training as one of the basic conditions to deal with human problems.

**4. To match employee specifications with the job requirements and organizational needs:**

An employee's specification may not exactly suit to the requirements of the job and the organization, irrespective of past experience and skills. There is always a gap between an employee's present specifications and the organization's requirements. For filling this gap training is required.

**5. Change in the job assignment:**

Training is also necessary when the existing employee is promoted to the higher level or transferred to another department. Training is also required to equip the old employees with new techniques and technologies.

**1.1.4. Importance of Training:**

Training of employees and managers are absolutely essential in this changing environment. It is an important activity of HRD which helps in improving the competency of employees. Training gives a lot of benefits to the employees such as improvement in efficiency and effectiveness, development of self-confidence and assists everyone in selfmanagement.

The stability and progress of the organization always depends on the training imparted to the employees. Training becomes mandatory under each and every step of expansion and diversification. Only training can improve the quality and reduce the wastages to the minimum. Training and development are also very essential to adapt according to changing environment.

**1.1.5. Types of Training and Development programs**

**1. Onboarding**

Joiners get to communicate effectively with their mentors and colleagues within the organization. This is where employees understand the company's values, vision, and goals. Employees need to familiarize themselves with the learning process, assess the performance and effectiveness.

## **2. Talent Management & Acquisition**

This part is somewhat the company's responsibility as they have to find the right employees. Selecting the right fit can be a challenge for HRDs as you need to recruit the candidates based on your organization's requirements. A company invests both time and money in a new employee to enhance their skills fitting in the criteria and turning them into a valuable asset to the organization. The HR team must have the right strategy and approach to recruit the best of employees and train them whenever required.

## **3. Performance Management**

Appreciating and incentivizing employees on achievements is also an essential role to play for an organization. Doing so motivates the employees, and can work with freedom adding value to your brand.

Hold meetings, let the employee have their say, take their feedback, and consider helping them advance their careers.

### **1.1.6. Types of Training**

Various types of training can be given to the employees such as induction training, refresher training, on the job training, vestibule training, and training for promotions.

Some of the commonly used training programs are listed below:

#### **1. Induction training:**

It is also known as orientation training given for the new recruits in order to make them familiarize with the internal environment of an organization. It helps the employees to understand the procedures, code of conduct, policies existing in that organization.

#### **2. Job instruction training:**

This training provides an overview about the job and experienced trainers demonstrates the entire job. Addition training is offered to employees after evaluating their performance if necessary.



### **3. Vestibule training:**

It is the training on actual work to be done by an employee but conducted away from the work place.

### **4. Refresher training:**

This type of training is offered in order to incorporate the latest development in a particular field. This training is imparted to upgrade the skills of employees. This training can also be used for promoting an employee.

### **5. Apprenticeship training:**

Apprentice is a worker who spends a prescribed period of time under a supervisor.

## **1.1.7. Benefits of Training manpower development**

### **1. Boosts Employee Performance**

The very first benefit of training employees in the corporate sector is that it boosts their performance as well as their motivation rate. Research has identified that training boosted the knowledge and expertise of the employees, which had a significantly positive impact on their job performance. Therefore, it is a proven way of enhancing the efficiency of the workforce.

### **2. Improve Morale and Job Satisfaction**

Society is constantly changing, which impacts the need for the corporate sector. The corporate sector has to make the most of technological advancement. However, the employees lose their morale and motivation when they are unable to perform according to their needs and expectations. Research has highlighted that training sharpens the hard skills of employees, which improves their morale and job satisfaction.

### **3. Ensures Opportunities for Learning**

One of the most important benefits of training employees is that it ensures learning opportunities for corporate teams. If an employee is working in the field for ten years. He surely would have the experience. However, he may not be well aware of the latest technology in the market. Even if he is, he requires the training to get a detailed overview and

improve his learning. So, the skills grooming programs teaches a lot of skills to enhance knowledge

#### **4. Opportunity to Identify Weaknesses**

The corporate sectors are one of the busiest fields of society. Every person has a lot of responsibilities on his/her shoulder. Employees may ignore their shortcomings due to the pressure of work. An important benefit of employee training is that it helps them, as well as the organization, to identify their weaknesses and make the amendments to fix them.

#### **5. Provide a Framework to Develop Strengths**

Society has become quite competitive and demanding. Only those people have the scope of making progress in this competitive society who has advanced skills and abilities. It is the same for organizations as the companies with a lacking workforce cannot make progress in society. So, various corporate training programs provide the benefit of developing a framework to work on the strengths of employees and ensure progress and profits.

#### **6. Encourages Innovation and Risk Acceptance**

The most important reason for increased competition in society is innovation and technological advancement. It challenges people to accept the risk and get out of their comfort zones to embrace progress. Without expertise, employees become fearful of doing that.

However, corporate training provides them the necessary skills to accept innovation and risk, which ensures their progress.

#### **7. Boosts Adherence to Quality Standards**

Every field has its own peculiarities and requirements. Most of the time, new hires are not aware of the functioning of the organization. An important benefit of training employees is that it boosts their adherence to the quality standards of the organization. It equally strengthens the functioning and abilities of the old workforce as well as new hires.

#### **8. Instills Consistency in Work Atmosphere**

One of the most important reasons for employee training is that it instills consistency in the work atmosphere. An important and basic part of training programs is soft skills training, which helps the employees to ensure better communication and other aspects of the

organization. It ultimately helps them become consistent in their work-life and boosts the productivity of the organization.

#### **9. Improve Reputation of Organization**

One of the most important benefits of training employees is that it improves the reputation of the organization. You must be wondering how? Well, most of the workforce around the globe complains that they do not get the opportunity of learning after joining an organization.

However, if you pay attention to developing the skills of your workforce, their expertise and job satisfaction will spread the word, and more competent people will join you. They will like to work in an organization where they can learn as well as utilize their abilities to maximize the benefits of the company.

#### **10. Reduces Employee Turnover Rate**

One of the many benefits of training employees is that it reduces the employee turnover rate. Research has proved that training the employees improve their retention rate and allows the organizations to benefit from their competent workforce. The basic reason behind this is that training improves the learning and abilities of the workforce, which motivates them not to leave it.

### **1.2.1. What is Employee Performance?**

Employee performance refers to how your workers behave in the workplace and how well they perform the job duties you've obligated to them. When employee performance is poor, you may not be able to satisfy your customers and thus see negative impacts on your profits, company reputation and sales. Employee Performance Management is about aligning the organizational objectives with the employees' agreed measures, skills, competency requirements, development plans and the delivery of results.

### **1.2.2. Common Employee Performance Metrics**

The specific metrics used to monitor employee performance will ultimately depend on the type of work your business does. However, there are some universal metrics to consider.



Businesses should monitor the quality of work, individual employee goals, and effectiveness of training and employee efficiency. Evaluating quality of work and efficiency helps you prevent expensive mistakes, makes it more likely that your employees meet deadlines and reduces wasted time, materials and effort. Evaluating the effectiveness of training and individual employee work goals will help you determine if employees are best equipped to perform their jobs and to offer guidance when needed.

Some more specific performance metrics you might use depending on your type of business include:

- Number of product defects
- Number of errors
- Number of sales
- Number of units made
- Call handling time
- First-call resolution
- Absenteeism rate

### **1.2.3. Improving Employee Performance**

In addition to evaluating employee performance regularly, you'll need an employee performance-improvement plan to respond to your findings. It helps to first identify why your employees do not meet performance expectations. Perhaps they lack proper training, motivation, morale or understanding of performance targets.

Once you've identified the cause, it's time to take action in the forms of offering additional training, implementing an effective reward system, improving the work environment, empowering your workers and using useful technologies.

## **1.2.4. Types of performance evaluation**

### **1. Self-assessment**

Self-assessment is one of the main types of performance evaluation. It is performed in two stages. First, the employee responds to a questionnaire with the purpose of reflecting on their own performance, identifying their strengths and weaknesses; then, their manager discusses with them about what can be done to improve their performance. Through self-assessment, the evaluated professional can do an in-depth analysis about their behavior and the results they have achieved. When the individual recognizes the areas, they can improve on, it becomes easier to encourage continued growth.

### **2. Team assessment**

Evaluating individual professionals is important because everyone has their own peculiarities that define their potential. However, it is essential that you do an evaluation of the whole team as well, since the sum of all efforts is one of the main driving forces behind excellent results.

When evaluating group performance, you can make adjustments to align team members, improve workflow, improve employee relationships and communication, and thereby maximize the achievement of goals.

### **3. Graphic rating scale**

Of all the employee performance evaluation examples, this may be the simplest and most traditional. In the graphic rating scale method, you create a columned table organized as follows:

- In the first column, place the variables that will be evaluated. For example: punctuality, assiduity, teamwork, creativity, etc.
- In the next columns, place the values of each variable. For example: terrible, bad, regular, good or great. You can also assign scores from 0 to 5.

The main advantage of the graphic rating scale is that it is very easy to do. However, it is limited and does not allow for further evaluation.

For this reason, the graphic rating scale is generally used in conjunction with other methods, such as 360-degree rating.

### **4. 360-degree rating**

360-degree rating is considered one of the most complete performance review examples. This is because everyone involved in an employee's work routine is invited to participate in the process. Leaders, team members and even customers and suppliers

participate in the evaluation. At the end of the process, a comparison is made between the considerations of the evaluators and the 'evaluated', generating valuable feedback.

#### **5. Forced Choice**

In a form, a list is made up of several strategic statements that can define the behavior of the contributor. For example:

- Usually delays deliveries;
- does not get along with co-workers;
- fulfills their duties well;
- is a proactive professional.

Then, in front of each statement, the evaluator needs to put a "+" sign (matches the collaborator) or "-" (doesn't match the collaborator).

To avoid errors of interpretation and to obtain reliable data, the statements need to be clearly written.

#### **6. Skill Evaluation**

Competency assessment goes beyond performance. Within it there are three basic factors: KSA.

- K – Knowledge: cognitive skills, "knowing something".
- S – Skills: psychomotor domain, physical skills, "know-how".
- A – Attitude: motivating factor, "wanting to do".

In this method of evaluation, the questionnaire should take into account the technical and behavioral skills of the collaborator.

At first, the employee responds to this questionnaire in a sort of self-assessment, pointing out what competencies he/she already has, which are in development and which ones still need to be developed. Then, the leader expounds his / her point of view on the collaborator's answers, and together they draw up a plan of action to improve what is needed.

#### **7. Goals and Results**

This method of performance evaluation has a quantitative approach. The results achieved by the employee in a given period are considered.

The objective is to identify if the employee being evaluated met the expectations of the company. Because this is based on numbers, this assessment is more secure and assertive.

Examples of factors to be evaluated:

- Absenteeism
- Sales conversions



- Customer satisfaction
- Customer retention

Evaluation by goals and results can also be applied to the team as a whole in order to find out who are the most and least productive employees.

### **8. Leader Assessment**

The last item on our list of performance review examples is often overlooked by some companies. Like employees, leaders must also be evaluated.

Leaders are responsible for directing their teams towards success. When they perform poorly, generally, this is reflected in their employees as well.

## **1.2.5. Importance of Employee Performance in Business Organizations**

Business owners need employees that are able to get the job done, because employee performance is critical to the overall success of the company. Business leaders need to understand the key benefits of employee performance so that they can develop consistent and objective methods for evaluating employees. Doing so helps determine strengths, weaknesses and potential managerial gaps in the business organization. Although performance evaluations are never fun, they help business leaders determine performance levels for each employee.

### **1. Successful Employees Achieve Goals**

One of the most important factors in employee performance is to achieve goals. Successful employees meet deadlines, make sales and build the brand via positive customer interactions. When employees do not perform effectively, consumers feel that the company is apathetic to their needs, and will seek help elsewhere. Employees who perform effectively get things done properly the first time. Imagine if the person who created customer reports was always late in completing them. The client services department would always be waiting, looking unprofessional, and perhaps incompetent.

### **2. Create a Positive Work Environment**

When people are doing their jobs effectively, morale in the office gets a boost. Employees, who aren't motivated to get the job done as indicated, can bring down an entire department. It is important to foster a positive, energetic work environment. Cultivate a positive work environment by rewarding high-performing employees with incentives and group recognition during meetings. High-performing offices also attract quality talent in recruiting, because the office feels alive and that it's working toward goals.

### **3. Measure Employee Growth**

Using employee evaluations on a consistent basis helps employees see their growth, so that they can feel good about making progress over time. It also helps them set new goals, keeping the energy in the office high. Rewarding high-performing employees often motivates these employees to exceed their efforts from what it was during the previous period. It's one thing to have effective employees doing a great job; it's better to cultivate that strength so that it grows into something bigger and that benefits the entire department or company. Watching employees grow shows the potential they have for advancement and leadership.

### **4. Establish Team Trends**

When your employees are not performing well, it negatively affects productivity and ultimately, the bottom line. Don't make the mistake of thinking that poor performance indicates a poor employee. Look for common trends in which groups of employees are succeeding and where there are deficiencies. Smart managers evaluate the deficiencies to see if it is a talent issue or a management and development issue. This can affect team training strategies, as well as future recruiting strategies.

Ultimately, good employees are productive, which creates great working environments and increases overall productivity. Evaluations help you establish where you can help employees grow so that they can do even better.

### **1.2.6. How Positive Employee Performance Helps**

The unstated role of employees in an organization is that they represent your business and brand. Regardless of their specific job title, each interaction they have with current or potential clients reflects on you. Engaged, competent employees will offer your clients a good experience that reflects well on your brand. Great employees lead to repeat customers, and that's what every business wants. Employee performance also impacts company culture. If your employees are engaged, punctual, managed fairly and willing to take responsibility that creates a culture of respect and trust. That leads to employees staying with your business longer, which lowers expensive employee turnover.

Another aspect of the importance of employees in an organization is how they think of your business when they're not at work. For example, if your employee thinks positively of her work environment, she may talk positively about it to friends and family. Work is a big part of our lives, so it's natural for it to come up in conversation. An employee who feels she's being treated fairly and that she's valued will reflect that, even when she's off the clock.

### **1.2.7. What a Negative Employee Performance Hurts**

Negative employee performance can hurt businesses at every level. For example:

- Poor customer service can drive away customers.
- A lack of follow-up can lead to missed business opportunities.
- Absenteeism can put a strain on your other employees.
- Unfocused employees can make expensive mistakes.

When it comes to negative employee performance, it's critical to look at whether the employee is coachable and willing to improve. Skills can be taught, and many aspects of being an employee can be taught as well. Employees may also have understandable reasons for under-performing, such as grief or illness. Showing patience in challenging circumstances enhances employee loyalty, which can lead to improved performance.

### **1.2.8. Requirements**

- Performance reviews help document salary actions.
- They provide feedback to employees on their performance.
- Performance reviews help identify "good" and "bad" performers.
- They help document personnel decisions, such as promotions and discipline.
- They assist management in making a decision to retain or terminate.
- Performance reviews help identify training needs.
- They assist with personnel planning including staffing.

### **1.2.9. Advantages**

#### **1. It provides employees with the feedback that they need to succeed.**

Feedback is critical to the management of an employee's performance. If an employee doesn't know what they're doing is right or wrong, then they're just going to take their best guess and roll with the punches. Simple coaching in what is expected can change production outcomes quite dramatically.

#### **2. It allows employees to become more comfortable with their assigned roles.**

The biggest danger to not providing management to an employee's performance is that this will cause direct reports to think of their supervisor as incompetent. Nobody wants to work for someone who is incompetent, no matter how much money they make. By managing



employee performance, each role can be better defined and this stops workers from going rogue.

**3. It sets a foundation for employees to feel safe about bringing up concerns.**

Workers have already invested themselves into a certain outcome with their employer. They've bought-in just by the decision to report to work every day. What employee performance management does is encourage a solid foundation for transparent communication at all levels. Workers need to feel safe about bringing up concerns just as managers need to feel safe about taking performance concerns to the employee. The give and take that is established will always provide benefits.

**4. It is a way to weed out workers who aren't invested.**

There's always going to be a worker hanging around who is looking out for their own best interests. They'll be playing games online, on their phone, or busy talking to other workers without a care for production levels. Performance management helps employers identify these workers quickly so they can be removed. It's never easy to fire someone, but if the choice is for one person to lose their job or for it to happen to everyone, the choice is usually pretty clear.

### **1.2.10. Disadvantages**

**1. It places all of the pressure on middle management.**

Production levels are ultimately controlled by the middle managers when a focus on performance management is encouraged. These managers get pressured from above to improve production and pressured from their direct reports about the conditions behind the given feedback. If failure happens, guess who gets blamed?

**2. It is very easy to misinterpret the intentions of performance management.**

If someone is used to receiving only negative feedback, then any feedback they are given is going to be seen in a negative light. Even something like "Hey – you're doing an awesome job" gets turned into "I wonder if they're trying to fire me." Performance management must take into account the individual and that isn't always done.

**3. Performance management is usually reactionary instead of proactive.**

Most workers receive some feedback only when they do something that their employer didn't want them to do. Positive feedback is quite rare in the modern workplace and it usually isn't taken seriously because of how infrequently it is offered. This can be changed

around somewhat if proactive feedback is offered, but many employers don't give it enough time for that change to take place.

#### **4. It can divide the work environment.**

Sometimes employee performance management comes from peers or outside clients instead of a direct supervisor. If negative feedback is given, then a team can be divided because workers feel like everyone is out to get them. It can even reduce production because workers begin to campaign for a better review.

The pros and cons of employee performance management prove that this it is necessary, but it must be handled with delicacy. One wrong word could destroy the working relationship. If management techniques are more proactive instead of reactive, there is a chance to make the necessary feedback be less worrisome for everyone involved.

## **CHAPTER 2**

## CHAPTER 2

### ORGANISATIONAL HISTORY

#### LINGA CONTAINER TERMINAL PVT LTD, THOOTHUKUDI

##### 2.1. Company profile

LINGA CONTAINER TERMINAL PVT LTD., a new venture designed to provide the shipping industry with new-age solution for all container needs which comprises professional solution for Storage, Handling, Repairs and fabrication. This venture is yet another flagship of renowned shipping company – SMART MARINE GROUP which is known for its commitment towards this shipping trade for a decade. Linga carries the advantage of versatile personalities, who are having more than 2 decades of experience in this shipping fraternity. Linga Container Terminal Private Limited is a Private incorporated on 23 June 2015. It is classified as Non-government Company and is registered at Registrar of Companies, Chennai. Its authorized share capital is Rs.100, 000 and its paid-up capital is Rs.100, 000. It is involved in Business activities i.e., Linga Container Terminal Private Limited's Annual General Meeting (AGM) was last held on 31 December 2020 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2020. Directors of Linga Container Terminal Private Limited are Krishna Kumar and Karna Sukumar Kandasamy.

##### 2.2. Location





### **2.3. Vision**

Looking forward for customer's endless business

### **2.4. Mission**

Linga planned for expansion of its service in Chennai and Colombo Shortly, which would be added advantage for our customers.

### **2.5. Company Logo**



### **2.6. Linga Services**

- ✦ Storage of empty marine containers in secure parks
- ✦ Handling of container
- ✦ Structural repairs of damages on containers
- ✦ to IICL Standards
- ✦ High Pressure washing and cleaning of containers
- ✦ Pre-tripping of refrigerated containers
- ✦ Mechanical repairs to reefer containers
- ✦ Container Fabrication & Conversion
- ✦ Empty Container Transport



## 2.7. Linga Advantage

- People - Chaired by a Group of well experienced people from the Shipping industry  
Staffed by skilled and qualified employees for all depot activities.
- Infrastructure - Ours is the only depot in Tuticorin which has multiple entry and exit gates.
- Location - the closest depot to the Port & Container Freight Stations with highway access.
- Service - One stop shop for all your container needs.
- Security - with compound walls on all 4 sides of the property and the land is hard Surfaced.
- Our depot is covered under special contingency insurance policy to provide adequate Insurance cover to our customer's containers.
- Quality - best systems to assure quality control and offer quality services to the utmost Satisfaction of customers.
- Having qualified HCL Inspectors and repairmen.
- Separate area for reefer handling.
- Having state of the art handling equipment & computerized EDI systems.
- Being flexible to meet the client's needs as best as they can.

## 2.8. Linga Infrastructure

- |                      |  |
|----------------------|--|
| ➤ Area               | - 5 acres ( expandable up to 10 acres )                    |
| ➤ Capacity           | - Stacking capacity 2500 Ties ( expandable up to 5000 )    |
| ➤ Surface            | - Hard surfaced/Compacted                                  |
| ➤ Access             | - 7 kms from the port with easy access of container trucks |
| ➤ Location           | - Port area, Tuticorin                                     |
| ➤ Handling Equipment | - 3 × 14 Ton Escorts Hydra Crane                           |
| ➤ Power              | - 3 Phase  |
| ➤ Power connection   | - 25 KVA   |
| ➤ Back up Power      | - Diesel   |
| ➤ Genset             | - 1 no   |
| ➤ Lighting           | - Ample Lighting provided                                  |

- **Repair Facilities** - All facilities and tools for carrying out all kinds of Repairs to dry Container. Reefer MNR facility will be soon installed.
- **Washing facility** - Power Washing facility available
- **Reefer Plug Points** - 10 nos, 440 Volts
- **Surveyors** - Trained surveyors
- **Labour** - Skilled Man Power trained to carry out all repairs on Dry Van units / GOH's.
- **Reporting Facility** - Computerized Reporting using own Depot Management Software and Software is designed to provide EDI as well as Customer specific reporting formats. SMS Reporting for Gate in and Gate Out.
- **Communication** - Thru SMS/ Telephone / Mobile Phone, Fax & Email.
- **Security** - 24 Hours Professional Security & full compound walled.
- **Insurance** - Our depot and staffs are fully insured.

## 2.9. Contact

Linga container terminal Pvt. Ltd

Thiruchendur Road,

Near Balaji Timbers,

Muthiyapuram,

Tuticorin – 628005.

Email: [info@lingaterminals.com](mailto:info@lingaterminals.com)

Web: [www.lingaterminals.com](http://www.lingaterminals.com)

## 2.10. SWOT Analysis

### Strength:

- ☐ Very strong community support
- ☐ Capacity expansion
- ☐ Effective marine terminals, with smooth operation

- ❑ Excellent access to interstate highways and harbor drayage transit time
- ❑ For domestic carriers, close proximity to major shippers and consolidators.

**Weakness:**

- ❑ Positioned on the 'wrong' side of the continent
- ❑ cannot accommodate post-panamax
- ❑ Limited rail infrastructure
- ❑ Customs problems
- ❑ Dependence on Colombo
- ❑ Cascading effect cannot be sufficiently accommodated.

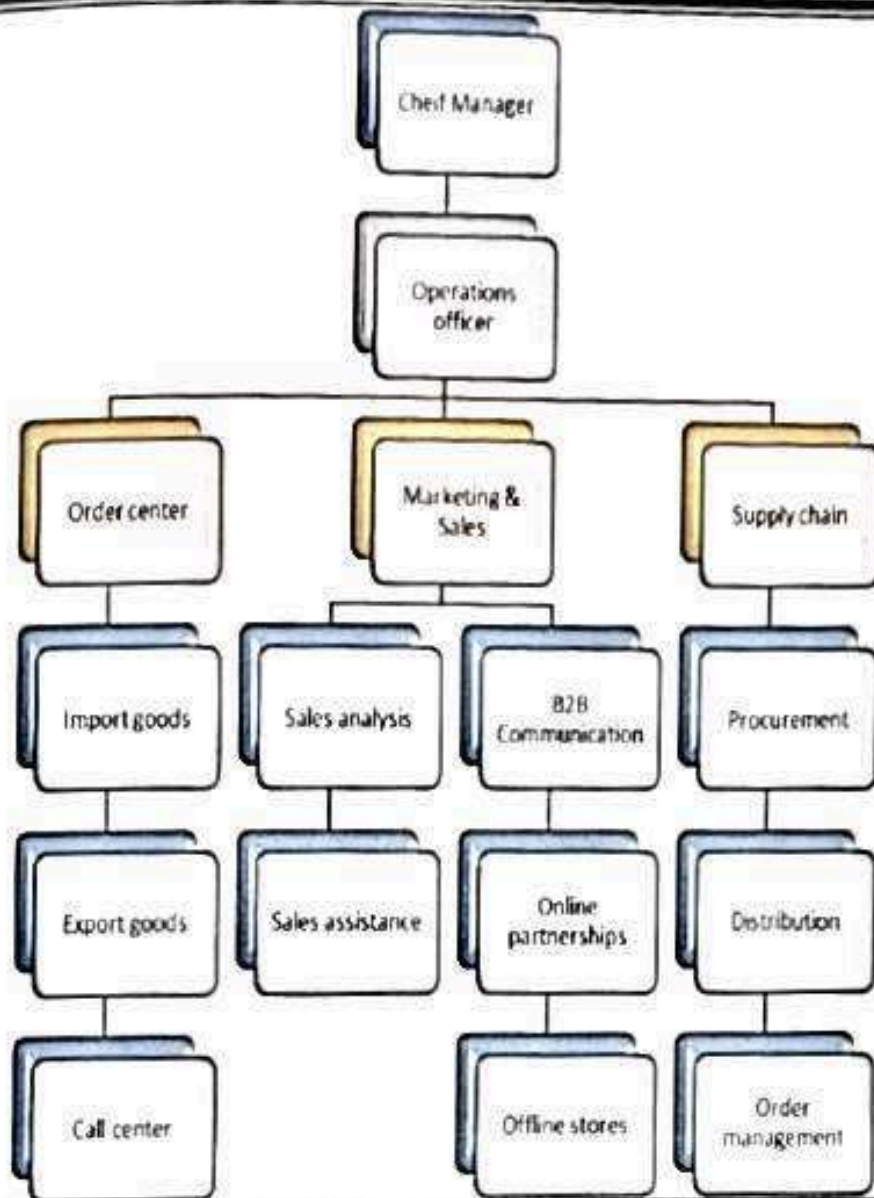
**Opportunities:**

- ❑ Ship repair facilities
- ❑ Movement of bulk cargoes from the hinterland and landlocked neighboring countries.

**Threats:**

- ❑ High cost of operations
- ❑ Government policies over import and export in India
- ❑ Lack of infrastructure
- ❑ 100% FDI in India.

## 2.11. Organizational Chart



# CHAPTER 3



## CHAPTER 3

### A STUDY ON TRAINING MANPOWER DEVELOPMENT AND EMPLOYEE PERFORMANCE OF LINGA CONTAINER TERMINAL.

**"Looking forward for your endless business"**

The Indian port industry is much diversified. Ports, and the terminals within them, vary in size, layout, cargoes and complexity. Different cargo types require different cargo handling solutions. The training required to work in a bulk terminal compared to a container terminal is completely different. Training needs also vary greatly depending on the equipment used in a terminal. For instance, the training needs required for an automated, semi-automated or non-automated container terminal are completely different.

On top of this, Linga container terminal has its own layout, geography and working practices. Despite this wide variety of needs, Linga terminal members all strive to ensure that their employees benefit from high training standards and programs throughout India. The training is organized in extremely different ways across the India. With training programs being organized at national, regional and company level.

#### **The challenge faced by Linga Container Terminal:**

The challenge therefore is: how can their actions on port training add value without having a potentially adverse effect on the existing, effective and diverse training systems throughout the Union. From the work we have done internally within yard, the added benefits, if any, of a standardized approach at Indian level seem to be minimal.

Training needs are simply too diverse throughout Indian ports, which is why they believe that a bottom-up approach on training, based on dialogue between social partners, is the best way forward. Both employers and employees decided to work together on issues of common concern. Safety of everyone who works in ports was identified as a top concern.

They are working on a number of key issues such as ensuring that work on board of ships is complying with existing maritime regulations (e.g.: safe loading and unloading of bulk carriers), eliminating harassment in the work place and attracting more women in the port sector. Training is also included as one of the priority topics and both employers and

employees agree on the fact that it is first necessary to have clear understanding on how training needs are evolving.

### **Training programs followed by Linga Container Terminal:**

Training of their employees will map how market developments and technological innovations are changing the way port operations are conducted. Linga remains committed to working with all parties to ensure that the Indian port sector utilizes innovation efficiently to the benefit of both employers and employees. Without the efficient management of cargo, and the generalization of the "just in time delivery", it would be impossible for the Indian economy and its supply chains to function as they do today. All actors in the supply chain need to operate in an efficient and reliable manner. Port operations are not an exemption in this regard. Without efficient training, the maritime logistics chain would collapse. To leverage these investments, having skilled individuals to manage operations in a safe and efficient manner within a port, will be a prerequisite.

This is why Indian port operators also invest significant resources in developing specific training programs tailored for their respective operations and business models. These training programs concern port operations relating to all types of cargoes and logistics operations. High training standards are just as important as modern equipment for safe and efficient port operations. Without both, it is not possible to compete in a market where the ultimate demand of the customer is the reliability of the supply chain.

Training programs for port work in the ports are extremely diverse. National, regional, and company level training programs are prevalent throughout the port. There is nothing to suggest that any certain method of training leads to greater efficiency or safety. If anything, the high levels of efficiency and safety that exist in port operations display that port operators need a flexible approach to training which takes into consideration local circumstances.

The strive for ever greater efficiency has also led to an ever-increasing need for a highly skilled workforce within ports. Modern port work does not involve monotonous manual labour, but rather the supervision and operations of complex and sophisticated machinery and equipment. The increasing prevalence of automation and mechanization in ports, for example, has led to port workers working from secure compartments and control rooms and the removal of personnel from the quay front and, subsequently creating a lower



risk work environment. For port operators, efficiency and safety are two sides of the same coin. It is not a coincidence that Ling has some of the most efficient and cutting-edge terminals in the world, but also the safest terminal in the world. Continuous training for safe and flexible operations.

### **Maximizing flexibility:**

The port takes the development and safety of its workforce very seriously and training courses are designed to give each employee the competence and knowledge to perform expertly in a safe environment, whilst maximizing flexibility. To maintain a very high level of diverse performance, systems are in place to identify and deliver further job specific training where necessary.

All employees are encouraged to contribute to the development of the business through challenging existing practice, getting involved in opportunities for improvement and by sharing their views both formally and informally. The relationship with relevant employee trade unions remains key to delivering the sustained change required to drive the business forward. Training for intermodal. Traditional diesel locomotives at the terminal are gradually being displaced by automated and electronic locomotives. Given that the new locomotives are automated, wagon shunting at loading/unloading stations is carried out by programmed machines which are controlled remotely. The controlling is done by company port workers who are specially trained to perform these additional functions.

All training and additional qualifications related to these new functions are carried out onsite. Training for terminal efficiency considers training as an essential element of terminal efficiency.

### **The training programs revolve around three axes:**

Terminal operating systems, equipment handling, and health and safety. Linga is a semi-automated terminal using a mix of both automatic stacking cranes and manual cranes. During the transition from manual to semi-automated, all crane drivers received training for the new semi-automated terminal. Training sessions are currently being organized for all new

crane drivers and operational staff. Also, during the transition period, Linga puts in place a specific training program. So that staff could learn to use the new techniques.

On health & safety, they work closely with the Port and with a specialized Health & Safety advisor. All the Linga staff is trained at different levels, from operations to repair & maintenance thanks to an ongoing H&S training program. As stated before, port operations are not evolving in a vacuum, but are rather developing to adapt to market developments and innovating to integrate technological innovation, along with other actors in the supply chain.

In most cases, port operators have little or no control over market developments or technological innovation in the supply chain. The objective of this section is to look into some of these innovations and market developments: increase in vessels size, digitalization and IoT, and how these are impacting the ports sector. The maximum size of container vessels has experienced greater growth in the past decade than the preceding four decades combined.

The main objective of the deployment of larger vessels is to achieve economies of scale. By building larger vessels, the strategy is to put more cargo on one vessel, and thereby reduce the cost of transportation per unit. This will also ensure that there are less vessels in circulation, and subsequently, less but larger port calls. They give more training techniques to ensure employee performance. This impacts port operations in two ways, superstructure and labour organization. Supra-structure needs to be trained to handle the largest vessels. For instance, the largest container vessels require ship to shore cranes of over 125 meters in height. It is impossible for a human unaided by technology to operate such a sophisticated operation from such heights. This is why port operators are investing in remotely control operations and computer assistance for crane operators.

In addition, larger vessels mean higher peaks. This naturally has a disruptive effect on traditional terminal schedules as the size of calls has increased but, in most cases, the number of calls has actually decreased. For instance, it can be expected for port operators to experience 24-hour peaks followed by days of no activity at the quay front. Training programs are being adapted to ensure staffs are more flexible and can carry out more roles within a terminal in order to manage larger peaks.

On top of this, automated systems are being deployed to assist in carrying out port operations due to increasingly infrequent vessel calls. These peaks also require the terminal to



focus more and more on hinterland connections. Due to larger peaks, more cargo is exiting and entering the terminal at any one moment. To manage these peaks, terminals are investing in multi-modal terminal connections and deploying systems to manage collection/drop off times for trucks. To manage these systems, digitalization of operations and the efficient use of data are crucial. Training for mega ships handling the newest cranes used for handling ships are equipped with the most modern systems and devices aimed at supporting the proper and safe work of the operator (camera systems, automatic spreader twin lift sliding system, electronic anti-sway systems, etc.). Trainings held for operators of STS cranes last four weeks.

During the training the trainee becomes familiar with both theory and practice, by performing tasks on the equipment. Trainings take place under the supervision of a coach under diverse weather conditions, so as to make the operator familiar with the events that may occur during the work at the terminal. The trainee gets to know the equipment aimed at supporting his work and with accurate, automated ICT systems.

The trainings end with internal examinations and state examinations, whose positive result allows receiving a license and commencing operation of a crane.

### **Training for automated operations:**

Having skill and experienced staff is crucial to operational model. Linga has had automated operations since 2010 and has its own training department for continuous on the job training. Linga also works closely in cooperation with port training schools and other educational institutes. Specifically, for its remote-control operations, they select experienced crane operators (young and old) and provide them with a core set of skills through its in-house training department. Further on the job training is provided either by specialist trainers or experienced remote-control operators.

### **Global training for global outreach**

The way forward in port operations includes more technical solutions being used in ports and developing a talent pipeline of a diverse workforce that can take forward our business strategy and into the next phase of technology innovation. To ensure the right skills are maintained, they operate a global training institute. The institute training team sends its team of experts to ensure best practice in operations management is continually delivered. The training team is subject to internal auditing procedures to ensure the training programs



kept relevant and aligned to best practice globally. These training programs are constantly being adapted to take into consideration the skills-shift and new job roles which are emerging due to technological innovation as well the continuous effort to improve terminal safety and efficiency.

### **Training on ICT systems:**

In addition to training on commonly used computer packages, the introduction of the "paperless" concept, in order to speed up and keep track of the flows of documents, information and data, has led to move towards even more digitalized solutions. In some cases, digitalized procedures have been developed internally, or ERP (Enterprise Resource Planning) systems have been used to plan business activities and manage resources in a paperless environment. The introduction of these digitalized and sometimes complex procedures necessarily necessitated specific training for employees/users. The port sector as we know it today, or, as it is commonly portrayed, will continue to evolve. The reality is that these innovations will lead to greater efficiency in the supply chain, thereby facilitating economic growth, increase environmental performance and, importantly, ensure safer logistics operations. Innovation should therefore not be feared, but an in-depth dialogue is required about how this transformation should be managed. The role of port operators today is therefore to examine how to manage the transition from the existing, although vanishing, silo approach to the integrated supply chains of the future and how to adapt their training programs to meet these new challenges.

Training is moving from a focus on one specific role to more thematic training focusing on craftsmanship, soft skills, digital skills and safety. This will ensure that staffs have the necessary flexibility to adapt to a rapidly evolving sector. Job profiles in the ports sector are changing. A new skill set will be required which focuses primarily on logistics chain management and data interpretation. The logistics worker of tomorrow will be expected to oversee and monitor integrated supply chains. People will continue to work in logistics, although the role will change.

Repetitive jobs that require one specific skill will increasingly become automated across all sectors of society. This is a societal issue that needs to be addressed horizontally. Society needs to ensure that individuals entering the work force are being equipped with the

skill sets for the jobs of the future. The innovation agenda should incorporate the need for more skilled graduates in logistics related roles. Funding for the Research and Innovation Agenda for logistics and maritime should include a component about training. As stated, society has an obligation to ensure that educational facilities are developing skill sets for the future. Linga has a key role to play in shaping this innovation agenda. They adapted to provide educational institutions, industry and Member States with resources in this regard. Linga believes there is little, if any, added benefit for training of port workers. The reality is that training is already at an extremely high level. On top of this, training programs are being adapted to adjust to future needs, which vary greatly depending on cargo type, size and geographic location.

The social partners, in the context of the on Ports, are best placed to manage this transition effectively addressing the training needs of both employers and employees moving forward.

#### **Findings from a study on training manpower development and employee performance of Linga Container Terminal:**

- ⬇ Employees may resent likely change if they felt it will affect them negatively, as a result, will work to thwart the program's chance of success.
- ⬇ Concerted effort must be to clearly identify areas of stress in a training program to avoid frustrating and demoralizing the trainees.
- ⬇ Many employees are opposed to training and development initiatives.
- ⬇ The responsibility of the employee to learn how to do the job they are hired to do, as much, any investment in employee training is considered as extra cost for the organization.
- ⬇ Lack of feedback also affects training and development negatively as trainees find it difficult to know about their level of success in their training and development programs.
- ⬇ The human capital obtained from training and development by employees determines the long-term productivity of an employee on the job.



**Suggestions for Linga Container Terminal to increase its efficiency in training and improve its employee performance:**

- ⬇ Understand the challenges your company faces, and then build a training program that addresses them.
- ⬇ Training programs need to be relevant, constructive, and engaging. Create a meaningful program around those business needs.
- ⬇ Take into consideration not only the enterprise's needs, but also employee needs.
- ⬇ Using a blended-learning approach gets everyone involved. Include visuals, and make the program interactive so everyone has an opportunity to participate.
- ⬇ Assess whether your program is achieving what you set out to accomplish, and try to use as many metrics as possible.
- ⬇ Providing employees with the necessary skills, tools, and resources will not only enhance the customer experience.
- ⬇ Follow up with employees at three-, six-, and 12-month intervals post-training to ensure they are incorporating what they learned into their daily routines.

## CHAPTER 4

## **CHAPTER 4**

### **Conclusion**

Employee training and development has been identified as a vital instrument that can enhance an organizational performance, productivity and chance of survival in our highly competitive and changing corporate environment. An untrained employee is a liability to an organization as new methods and processes are being developed daily to help organizations innovate and challenge their competitors in the game of business. An organization that fails to train and develop her workforce, or that lay little emphasis on it is encouraging the obsolescence and inflexibility of the employees. Employee failure, therefore, may be ascribed to lack of provision of their training and development needs by the management. Employee training and development can therefore help organizations to increase employee performance and to develop core competencies and innovativeness that can give them strategic and competitive edge over their competitors, as well as help them to become more productive in the global business economy. Today, in virtually every market, customers are demanding higher quality, lower costs, and faster cycle time. To meet those requirements from customers, firms must continually improve their overall performance in order to meet these expectations. To achieve this, firms must remain highly competent through continuous training and development of their workforce.



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Published by Malaolu, Victor, Ogbuabor, Jonathan Emenike as on September 2013.

**INTERNSHIP REPORT ON A STUDY ON MANAGEMENT STRATEGY  
TOWARDS EMPLOYEE'S DEVELOPMENT IN KAMAL HEALTH CARE  
PRODUCTS PVT.LTD, THOOTHUKUDI**

(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**  
Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**  
Submitted by

**S. RUZAINA SULTHANA**  
**REG NO: 20SPHR26**

Under the guidance of

**Mrs. C.S.PURNIMA B.Sc(Horti),MBA.,NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade) Thoothukudi – 628001.

NOVEMBER 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**




**CERTIFICATE**

This is to certify that **S.RUZAINA SULTHANA** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON MANAGEMENT STRATEGY TOWARDS EMPLOYEE'S DEVELOPMENT IN KAMAL HEALTH CARE PRODUCTS PVT.LTD,THOOTHUKUDI"** under the guidance of **Mrs. C.S.PURNIMA B.Sc(Horti),MBA.,NET** and this is an original work up to my knowledge.

  
**CO-ORDINATOR**

  
**FACULTY GUIDE**

  
**EXTERNAL EXAMINER**

  
**PRINCIPAL**  
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GST : 33AAECK9629C1ZM



**KAMAL**  
HEALTHCARE

An ISO Certified Company

REF: KHC/HR-G/003/2021

August 9, 2021

To,  
The Head of the Department,  
St.Mary's College,  
Thoothukudi.

### CERTIFICATE

With reference to the permission granted to your Final year MHRM Student, **Miss. Ruzaina Sulthana S (20SPHR26)** to undergo **Internship** in our organization, we hereby gladly inform you that she has successfully completed the training in our organization from 17.05.2021 to 07.07.2021.

We wish her all success in her future endeavors.

For Kamal Healthcare Products Pvt. Ltd.

**K.Nithya**  
**Manager - HR**



### DECLARATION

I hereby declare that the internship entitled “**A Study On Management Strategy Towards Employee’s Development In Kamal Health Care Products Pvt, Ltd. Thoothukudi**” is submitted to St. Mary’s College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place:** Thoothukudi

**Date:** 09.12.2021



**Signature of the candidate**

**(S. RUZAINA SULTHANA)**

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Assistant Professor of Department of Human Resource

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## **ABSTRACT**

The success and failure of the organization directly associates with the employee performance. So, organizations are investing huge amount of money on employee development. This study analyzes the theoretical framework related to employee development and its effect on employee performance. The key variables identify the relation between employee development and Employee performance. The employee performance will effect on organizational effectiveness. The challenges are related with the changing nature of work and the workplace environment. Fast change requires a skilled, knowledgeable workforce with employees who are adaptive, flexible, and focused on the future.

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# CHAPTER-I

## **CHAPTER I**

### **INTRODUCTION**

#### **MANAGEMENT STRATEGY TOWARDS EMPLOYEE'S DEVELOPEMENT**

##### **1.1 What is Development:**

Development refers to formal education, job experiences, relationships, and assessments of personality and abilities that help employees perform effectively in their current or future job and company.

##### **1.2 Definition of Employee Development:**

- Employee development is concerned with preparing employees so that they can move with the organization as it develops changes and grows.
- The approaches to employee development is means to help employees perform effectively in their current or future job and company.
- Successful employee development requires a balance between an individual's career needs and goals.

##### **1.3 Objectives:**

- To define the definition of employee development.
- To describe approaches to employee development.
- To discuss current trends in using formal education for development.
- To explain how job experience can be used for employee development.
- To discuss the steps in the development planning process.
- To explain the company strategies for providing development.

##### **1.4 Development and career:**

- For an organization to succeed, it needs to focus on the skills and knowledge's of valued people who can give the organization competitive and sustainable competitive advantages.
- Employee development is defined to improve skills, knowledge, and talents of people to make changes.
- For example, URS Corporation committed to a culture of employee development and provides unique opportunities, resources, and support their employees.

### **1.5 Development Of Employee In HRM:**

One of the most significant functions of Human Resource Management is Development of Employees. It is used to develop the talents of an individual employee and organization as a whole. Employee development involves individual employee and the overall growth of the employee. When employees of the organization would develop the organization, it would be more flourished and the performance of the employee would increases (Elena P. 2000). So, there is a relationship between Employee Development and Employee Performance. When the employees are developed, they would be more satisfied and more dedicated and the performance would be increased. When the employee performance would increase, it will lead to the organization effectiveness (Champathes, 2006). Several companies are starts to use training to help meet sustainability goals. This relates to an increased emphasis on performance analysis and learning for business enhancement, one of the future's training trends. An organization should value, develop and retain its human resource for its effective functioning. Organizations which have ample financial resources, requisite infrastructure, best possible technology and most effective business strategies cannot function efficiently without talented, developed and skilled human resource. Human Resource is considered as one of the key factors of organizational working which is responsible not only for effective self-management but also for the management, mobilization and proper use of other resources. Understanding the value of this useful resource, organizations should employ best possible workforce as per need and its worth. Employed personnel should be trained& developed properly by evaluating their abilities and sensing the change in the business environment to check the employee obsolescence. Now a day the change factors like technological advancement, competition, changing taste of consumers, multiplicity of product choices, computer based automatic production system; frequently changing business strategies and other factors of business environment, invites continuous training and development of human resource. Human Resource Development is a combined and synchronized process of knowledge, skill, abilities, and attitude upgrading and updating among current employees of organization as per its needs. Companies are experiencing great change due to new technologies, rapid development of knowledge, globalization of business, and development of e-commerce. Also, companies have to take steps to attract, retain, and motivate their workforces. Training is not a luxury; it is a necessity if companies are to participate in the global and electronic marketplaces by offering high-quality products and services. Training



prepares employees to use new technologies, function in new work systems such as virtual teams, and communicate and cooperate with peers or customers who may be from different cultural backgrounds. Human resource management refers to the policies, practices, and systems that influence employees' behavior, attitudes, and performance. Human resource practices play a key role in attracting, motivating, rewarding, and retaining employees. Other human resource management practices include recruiting employees, selecting employees, designing work, compensating employees, and developing good labor and employee relations. "Strategic Training," details the importance placed on training in comparison to other human resource management practices. To be effective, training must play a strategic role in supporting the business. Human resource management is one of several important functions in most companies. Other functions include accounting and finance, production and operations, research and development, and marketing. Keep in mind that although human resource management practices (such as training) can help companies gain a competitive advantage, the company needs to produce a product or provide a service that customer's value. Without the financial resources and physical resources (e.g., equipment) needed to produce products or provide services, the company will not survive. The forces that are shaping the workplace and learning are addressed. These forces influence the company's ability to successfully meet stakeholders' needs. The term stakeholders refers to shareholders, the community, customers, employees, and all the other parties that have an interest in seeing that the company succeeds. The discussion of the forces shaping the workplace (including technology, globalization, and attracting and winning talent) highlights the role of training in helping companies gain a competitive advantage.

## **1.6 TRAINING AND DEVELOPMENT: KEY COMPONENTS OF LEARNING**

The overall goal of training and development is learning. Learning refers to employees acquiring knowledge, skills, competencies, development for the business. The overall goal of training and development is learning. Learning refers to employees acquiring knowledge, skills, competencies, attitudes, or behaviors. But the focus of training and development is not just on employees learning for its own sake. Today, merely offering training programs is not enough to get support and funding from executives and to establish the credibility of the training and development function to managers and employees. Learning needs to demonstrate how it contributes to the company's competitive advantage through improving employee performance.



supporting the business strategy (such as growing the business), and contributing positively to business outcomes such as quality, productivity, development of new products, and retaining key employees. From a company's perspective, what employees learn contributes to the development of intangible assets such as human capital. Human capital refers to knowledge (know what), advanced skills (know how), system understanding and creativity (know why), and motivation to deliver high-quality products and services. Human capital may be more valuable than physical capital (equipment or technology) or financial capital (monetary assets, cash) for providing a company with an advantage over its competitors, because it is difficult to imitate or purchase and it is unique to the company. There are a number of different ways that learning occurs in a company. The goal of training is for employees to master the knowledge, skills, and behaviors emphasized in training and apply them to their day-to-day activities. Traditionally, companies have relied on formal training through a course, program, or "event" to teach employees the knowledge, skills, and behaviors they need to successfully perform their job. Development is similar to training, except that it tends to be more future-focused. Development refers to training as well as formal education, job experiences, relationship, and assessments of personality, skills, and abilities that help employees prepare for future jobs or positions. Typically, employees are required to attend or complete these programs, which can include face-to-face training programs (such as instructor-led courses) as well as online programs. As you will see later in the chapter, U.S. companies invest billions of dollars in formal training. Informal learning is also important for facilitating the development of human capital. Informal learning refers to learning that is learner initiated, involves action and doing, is motivated by an intent to develop, and does not occur in a formal learning setting. Informal learning occurs without a trainer or instructor, and its breadth, depth, and timing is controlled by the employee. It occurs on an as-needed basis and may involve an employee learning either alone or through face-to-face or technology-aided social interactions. Informal learning can occur through many different ways, including casual unplanned interactions with peers, e-mail, informal mentoring, or company-developed or publically available social networking websites such as Twitter or Facebook. The application of social media from a marketing strategy to a learning strategy and the availability of Web 2.0

technologies such as social networks, microblogs, and wikis allow employees easy access to social learning or learning through collaboration and sharing with one or two or more people. One estimate is that informal learning may account for up to 75 percent of learning within organizations. One reason why informal learning may be especially important is that it may lead to the effective development of tacit knowledge, which can be contrasted with explicit knowledge. Explicit knowledge refers to knowledge that is well documented, easily articulated, and easily transferred from person to person. Examples of explicit knowledge include processes, checklists, flowcharts, formulas, and definitions. Explicit knowledge tends to be the primary focus of formal training and employee development. Tacit knowledge refers to personal knowledge based on individual experiences that is difficult to codify. The characteristics of formal training and development programs, such as the relatively short duration of classroom or online training and limited opportunities for practice, may limit the extent to which tacit knowledge can be acquired. Thus, informal learning is central to the development of tacit knowledge because it involves employee interactions in personal relationships with peers, colleagues, and experts through which tacit knowledge is shared. It is important to recognize, however, that informal learning cannot replace formal training and employee development. Formal training and development are still needed to prepare employees for their jobs and to help them advance to future positions. Informal learning complements training by helping employees gain tacit knowledge that formal training cannot provide. Knowledge management refers to the process of enhancing company performance by designing and implementing tools, processes, systems, structures, and cultures to improve the creation, sharing, and use of knowledge.<sup>6</sup> Knowledge management contributes to informal learning. G4S Secure Solutions provides security solutions around the world. Its employees are spread across field offices and client locations. Most G4S security officers don't have computer access or are restricted by client firewalls. But security officers need timely information in order to protect clients and property. Seeking and sharing knowledge can help save lives. As a result, the company developed an Internet and social networking solution. It provides access to company materials, announcements, policies and procedures, training manuals, operational and support tools, and best practice forums. It can be accessed from anywhere, giving employees the ability to ask questions across the company as well as within their office, location, or work team. The solution includes social networking features similar to Facebook. Employee can create profiles that have their skills,



interests, achievements, projects, and contact information. They can participate in threaded discussions. Tags can be used to identify similar documents or discussions on the same topic. Caterpillar Inc.

## 1.7 DESIGNING EFFECTIVE TRAINING

The training design process refers to a systematic approach for developing training programs.

- Step 1 is a needs assessment, which is necessary to identify whether training is needed.
- Step 2 is to ensure that employees have the motivation and basic skills necessary to master the training content.
- Step 3 is to create a learning environment that has the features necessary for learning to occur.
- Step 4 is to ensure that trainees apply the training content to their jobs.

This step involves having the trainee understand how to manage skill improvement, as well as getting co-worker and manager support.

- Step 5 is to develop an evaluation plan.

Developing an evaluation plan includes identifying what types of outcomes training is expected to influence (for example, learning, behavior, or skills), choosing an evaluation design that allows you to determine the influence of training on these outcomes, and planning how to demonstrate how training affects the “bottom line” (that is, using a cost-benefit analysis to determine the monetary benefits resulting from training).

- Step 6 is to choose the training method based on the learning objectives and learning environment.

This step may include a traditional training method of face-to-face interaction with a trainer or e-learning using web-based training or mobile learning.

- Step 7 is to evaluate the program and make changes in it or revisit any of the earlier steps in the process to improve the program so that learning, behavior, change, and other learning objectives are obtained. Instructional System Design (ISD) refers to a process for designing and developing training programs. There is not one universally accepted instructional systems development model. The training design process sometimes is referred to as the ADDIE model because it includes analysis, design, development,

implementation, and evaluation. The next three steps—creating a learning environment, ensuring transfer of training, and developing an evaluation plan—are design issues. Step 6, selecting and using a training method, relates to implementation. Step 7, monitoring and evaluating the program, relates to evaluation. Regardless of the specific ISD approach used, all share the following assumptions:

- Training design is effective only if it helps employees reach instructional or training goals and objectives.
- Measurable learning objectives should be identified before the training program begins.
- Evaluation plays an important part in planning and choosing a training method, monitoring the training program, and suggesting changes to the training design process.

## **1.8 THE FORCES INFLUENCING WORKING AND LEARNING**

- Globalization of business, demographic changes, new technologies, and economic changes are several of the forces that influence all aspects of our lives: how we purchase products and services, how we learn, how we communicate with each other, and what we value in our lives and on the job. These forces are affecting individuals, communities, businesses, and society. To survive, companies must address these forces—with training playing an important role.

### **Economic Cycles**

- It is important to recognize that regardless of the current economic cycle, training has been shown to positively contribute to the company's performance. For example, companies that used more selective staffing and training before the recession outperformed and had better performance than competitors before the economic recession of 2009 and recovered more quickly.

### **Globalization**

- Every business must be prepared to deal with the global economy. Global business expansion has been made easier by technology. The Internet allows data and information to be instantly accessible and sent around the world. The Internet, e-mail, and video conferencing enable business deals to be completed between companies thousands of miles apart. Globalization is not limited to any particular sector of the economy, product



market, or company size. Companies without international operations may buy or use goods that have been produced overseas, hire employees with diverse backgrounds, or compete with foreign-owned companies operating within the United States. Globalization is also likely to increase as major opportunities to expand into new markets grow due to the increasing number of consumers overseas who have products and services and the income to buy them.

### **1.9 Increased Value Placed on Intangible Assets and Human Capital**

Training and development can help a company's competitiveness by directly increasing the company's value through contributing to intangible assets. A company's value includes three types of assets that are critical for the company to provide goods and services: financial assets (cash and securities), physical assets (property, plant, equipment), and intangible assets. Human capital refers to the sum of the attributes, life experiences, knowledge, inventiveness, energy, and enthusiasm that the company's employees invest in their work. Intellectual capital refers to the codified knowledge that exists in a company. Social capital refers to relationships in the company. Customer capital refers to the value of relationships with persons or other organizations outside the company for accomplishing the goals of the company (e.g., relationships with suppliers, customers, vendors, and government agencies). Intangible assets are equally as valuable as financial and physical assets, but they are not something that can be touched and they are nonmonetary. "Training Evaluation". The value of intangible assets and human capital has three important implications:

1. A focus on knowledge workers,
2. Employee engagement, and
3. An increased emphasis on adapting to change and continuous learning.

### **1.10 Focus on Knowledge Workers**

One way that a company can increase its intangible assets, specifically human capital, is by focusing on attracting, developing, and retaining knowledge workers. Knowledge workers are employees who contribute to the company not through manual labor, but through what they know, perhaps about customers or a specialized body of knowledge. Employees cannot simply be ordered to perform tasks; they must share knowledge and collaborate on solutions.



Knowledge workers contribute specialized knowledge that their managers may not have, such as information about customers, and managers depend on these knowledge workers to share that information. Knowledge workers have many job opportunities. If they choose, they can leave a company and take their knowledge to a competitor. Knowledge workers are in demand because of the growth of jobs requiring them.

### **1.11 Employee Engagement**

To fully benefit from employee knowledge requires a management style that focuses on engaging employees. Employee engagement refers to the degree to which employees are fully involved in their work and the strength of their commitment to their job and the company. Employees who are engaged in their work and committed to their companies give those companies a competitive advantage, including higher productivity, better customer service, and lower turnover. Perhaps the best way to understand engagement is to consider how companies measure employee engagement. Companies measure employees' engagement levels with attitude or opinion surveys. Although the types of questions asked on these surveys vary from company to company, research suggests the questions generally measure themes such as pride in the company, satisfaction with the job, prospects for future growth with the company, and opportunity to perform challenging work. How do we know if an employee is engaged? An engaged employee is passionate about their work, is committed to the company and its mission, and works hard to contribute. Engagement survey results show that only 30 percent of U.S. employees are engaged in their work, 52 percent are not engaged, and 18 percent are actively disengaged.<sup>50</sup> Actively disengaged employees cost the United States billions of dollars every year in lost productivity. As a result, Satellite developed a Career Pyramid that defines the positions within a dialysis career category including the position titles from entry-level jobs to top management. The education, experience, and competencies for each position are listed. Standards for promotion and development to advance to each level on the pyramid are provided. The Career Pyramid is especially useful for employees in entry-level jobs such as patient care technicians because it provides a clear structure on possible career moves and the skills that employees need to develop. Employee engagement scores collected after the Career Pyramid was implemented have improved and 92 percent of employees report they expect to have a long-term career.

### **1.12 Change and Continuous Learning**

In addition to acquiring and retaining knowledge workers, companies need to be able to adapt to change. Change refers to the adoption of a new idea or behavior by a company. Technological advances, changes in the workforce or government regulations, globalization, and new competitors are among the many factors that require companies to change. Change is inevitable in companies as products, companies, and entire industries experience shorter life cycles. For example, every aspect of Capital BlueCross is changing due to health-care reform. The company's leadership development curriculum helps prepare leaders at all levels of the company to deal with these changes. It includes providing each leader with a coach who reinforces what was learned in the curriculum and tailors it to the individual strengths and challenges of each learner. Each leader also shares what they learned with the employees who report to them. Employees need to have the financial, time, and content resources (such as courses, experiences, and development opportunities) available to increase their knowledge. Managers take an active role in identifying training needs and helping to ensure that employees use training in their work. Also, employees are actively encouraged to share knowledge with colleagues and other work groups across the company using e-mail and the Internet.

### **1.13 Focus on Links to Business Strategy**

Given the important role that intangible assets and human capital play in a company's competitiveness, managers are beginning to see a more important role for training and development as a means to support a company's business strategy; that is, its plans for meeting broad goals such as profitability, market share, and quality. Managers expect training and development professionals to design and develop learning activities that will help the company successfully implement its strategy and reach business goals.

### **1.14 Changing Demographics and Diversity of the Workforce**

In the United States the Bureau of Labor Statistics (BLS), an agency of the Department of Labor, tracks changes in the composition of the U.S. labor force and forecasts trends. Companies face several challenges as a result of increased demographics and diversity of the workforce. Population is the single most important factor in determining the size and composition of the labor force, which is composed of people who are either working or looking for work. The



civilian labor force is projected to increase by 18 million between 2012 and 2022, reaching 163 million by 2022. The workforce will be older and more culturally diverse than at any time in the past 40 years.

### **1.15 Developing Leadership**

Companies report that the most important talent management challenges they face are identifying employees with managerial talent and training and developing them for managerial positions. This is attributed to the aging of the workforce, globalization, and the need for managers to contribute to employee engagement. Executive, administrative, and managerial occupations will experience the greatest turnover due to death or retirement. Also, many companies do not have employees with the necessary competencies to manage in a global economy. To successfully manage in a global economy, managers need to be self-aware and be able to build international teams, create global management and marketing practices, and interact and manage employees from different cultural backgrounds. Managers contribute to employee engagement by performing basic management functions (planning, organizing, controlling, leading) but also through using good communication skills, helping employees develop, and working collaboratively with employees. A number of surveys suggest that millennials are interested in opportunities for career progression, including becoming managers and leaders, and they are significantly more likely to want formal leadership development opportunities than employees from other generations. Employees from all generations have strengths and weaknesses in management skills. Millennials are strong in adaptability and customer focus. They are similar to Generation Xers in important leadership and interpersonal skills, including developing others, gaining commitment, and communication. To be effective managers and leaders, millennials need to develop decision-making and planning and organizing skills and learn how to set high work standards. As result, many companies including General Electric and Sherwin-Williams are taking steps to retain talented millennials and develop their management skills. For example, General Electric provides job rotation for managers, which helps them gain experience working with different senior managers and different business units. This meets millennials' needs for growth experience and networking while developing skills needed to successfully respond to different types of customers and job challenges. Similarly, Sherwin-Williams, a company that manufactures paint and sells it through its retail stores, recognized that

it had been losing its manager trainees at a high rate. Using data collected from surveys and interviews, they found that trainees did not feel included and engaged. To solve this problem, Sherwin-Williams developed a new career-progression model. Performance reviews with manager trainees will occur every six months instead of once at the end of the year, which helps provide them with more feedback and the opportunity to receive pay raises every six months. Also, district managers will conduct regular career discussions with trainees to discuss their long-term goals. During their initial two-year training period new employees will have more opportunities to try different roles in the company, including working with sales representatives and different types of stores, such as those specializing in floor coverings and providing commercial services for building contractors.

### **1.16 Customer Service and Quality Emphasis**

A company's customers judge its quality and performance. As a result, customer excellence requires attention to product and service features, as well as to interactions with customers. Customer-driven excellence includes understanding what the customer wants, anticipating future needs, reducing defects and errors, meeting specifications, and reducing complaints. How the company recovers from defects and errors is also important for retaining and attracting customers. Due to increased availability of knowledge and competition, consumers are very knowledgeable and expect excellent service. This presents a challenge for employees who interact with customers. The way in which clerks, sales staff, front-desk personnel, and service providers interact with customers influences a company's reputation and financial performance. Employees need product knowledge and service skills, and they need to be clear about the types of decisions they can make when dealing with customers. Customer service as a strategic training and development initiative is discussed in Chapter Two. To compete in today's economy, whether on a local or global level, companies need to provide a quality product or service. If companies do not adhere to quality standards, their ability to sell their product or service to vendors, suppliers, or customers will be restricted. Some countries even have quality standards that companies must meet to conduct business there. Total Quality Management (TQM) is a companywide effort to continuously improve the ways people, machines, and systems accomplish work.



Core values of TQM include the following:

- Methods and processes are designed to meet the needs of internal and external customers.
- Every employee in the company receives training in quality.
- Quality is built into a product or service so that errors are prevented from occurring rather than being detected and corrected.
- The company promotes cooperation with vendors, suppliers, and customers to improve quality and hold down costs.
- Managers measure progress with feedback based on data.

There is no universal definition of quality. The major differences in its various definitions relate to whether the customer, product, or manufacturing process is emphasized. For example, quality expert W. Edwards Deming emphasizes how well a product or service meets customer needs. Phillip Crosby's approach emphasizes how well the service or manufacturing process meets engineering standards. The emphasis on quality is seen in the establishment of the Malcolm Baldrige National Quality Award and the ISO 9000:2000 quality standards. The Baldrige award, created by public law, is the highest level of national recognition for quality that a U.S. company can receive. The award is given annually. To become eligible for the Baldrige, a company must complete a detailed application that consists of basic information about the firm and an in-depth presentation of how it addresses specific criteria related to quality improvement.

### **1.17 Influence on Training**

Advances in sophisticated technology along with reduced costs for the technology are changing the delivery of training, making training more realistic, and giving employees the opportunity to choose where and when they will work. New technologies allow training to occur at any time and any place. Technological advances in electronics and communications software have made possible mobile technology such smart phones, notebook computers, and iPads, and enhanced the Internet through developing the capability for social networking. Social networking refers to websites such as Facebook, Twitter, and LinkedIn, wikis, and blogs that facilitate interactions between people, usually around shared interests. In general, social networking facilitates communications, decentralized decision making, and collaboration. Social networking can be useful for busy employees to share knowledge and ideas with their peers and managers.



with whom they may not have much time to interact in person on a daily basis. Employees, especially young workers from the millennial or Gen-Y generations, have learned to use social networking tools such as Facebook throughout their lives and see them as valuable tools for both their work and personal lives. Despite its potential advantages, many companies are uncertain as to whether they should embrace social networking. They fear, perhaps correctly, that social networking will result in employees wasting time or offending or harassing their co-workers. But other companies believe that the benefits of using social networking for human resource practices and allowing employees to access social networks at work outweigh the risks. They trust employees to use social networking productively and are proactive in developing policies about personal use and training employees about privacy settings and social network etiquette. They realize that employees will likely check their Twitter, Facebook, or LinkedIn accounts, but they ignore it unless productivity is decreasing. In some ways, social networking has become the electronic substitute for daydreaming at one's desk or walking to the break room to socialize with co-workers.

### **1.18 High-Performance Models of Work Systems**

New technology causes changes in skill requirements and work roles and often results in redesigned work structures (e.g., using work teams). For example, computer-integrated manufacturing uses robots and computers to automate the manufacturing process. The computer allows the manufacture of different products simply by reprogramming the computer. As a result, laborer, material handler, operator/assembler, and maintenance jobs may be merged into one position. Computer-integrated manufacturing requires employees to monitor equipment and troubleshoot problems with sophisticated equipment, share information with other employees, and understand the relationships among all components of the manufacturing process. Through technology, the information needed to improve customer service and product quality becomes more accessible to employees. This means that employees are expected to take more responsibility for satisfying the customer and determining how they perform their jobs.

Use of new technology and work designs such as work teams needs to be supported by specific human resource management practices.

These practices include the following actions:

- Employees choose or select new employees or team members.
- Employees receive formal performance feedback and are involved in the performance improvement process.
- Ongoing training is emphasized and rewarded.
- Rewards and compensation are linked to company performance.
- Equipment and work processes encourage maximum flexibility and interaction between employees.
- Employees participate in planning changes in equipment, layout, and work methods.
- Employees understand how their jobs contribute to the finished product or service.

What role does training play? Employees need job-specific knowledge and basic skills to work with the equipment created by the new technology. Because technology is often used as a means to achieve product diversification and customization, employees must have the ability to listen and communicate with customers. Interpersonal skills, such as negotiation and conflict management, and problem-solving skills are more important than physical strength, coordination, and fine-motor skills—previous job requirements for many manufacturing and service jobs. Although technological advances have made it possible for employees to improve products and services, managers must empower employees to make changes.

### **1.19 Training Investment Leaders**

The chapter's opening vignette illustrates how training can be used by companies to gain a competitive advantage. Higher investment in training by companies in the United States is related to use of innovative training practices and high-performance work practices such as teams, employee stock ownership plans, incentive compensation systems (profit sharing), individual development plans, and employee involvement in business decisions. This spending (along with the use of high-performance work practices) has been shown to be related to improved profitability, customer and employee satisfaction, and the ability to retain employees. For example, companies including Grant Thornton LLP, Wipro Technologies, Steelcase, and InterContinental Hotels Group have recognized that training contributes to their competitiveness. They make a substantial financial investment in training and use it to drive productivity.



customer service, and other results important to business. Chapter Two discusses how training can help companies meet their business goals. Roles, Competencies, and Positions of Training Professionals Trainers can typically hold many jobs, such as instructional designer, technical trainer, or needs analyst. Each job has specific roles or functions. These roles are included in jobs such as organizational change agent, career counselor, instructional designer, and classroom trainer. Training department managers devote considerable time to the roles of business partner and learning strategist. Training department managers may be involved in the project management role, but, because of their other responsibilities, they are involved to a lesser extent than are specialists who hold other jobs. Human resource managers may also be required to complete many of the training roles, although their primary responsibility is in overseeing the human resources functions of the division, department, or company (e.g., staffing, recruiting, compensation, benefits). Special knowledge, skills, or behaviors—also called competencies—are needed to perform each role successfully.

### **1.20 Who Provides Training?**

In most companies, training and development activities are provided by trainers, managers, in-house consultants, and employee experts. However, as the snapshot of training practices suggests, training and development activities are also outsourced. Outsourcing means that training and development activities are provided by individuals outside the company. Training providers outside the company include colleges and universities, community and junior colleges, technical and vocational institutions, product suppliers, consultants and consulting firms, unions, trade and professional organizations, and government organizations. Outsourcing is discussed in greater detail in Chapter Two.

### **1.21 Who Is in Charge of Training?**

Training and development can be the responsibility of professionals in human resources, human resource development, or organizational development. Companies may also have entire functions or departments called human resources, human resource development, talent management or development, or organizational development that provide training and development. In small companies, training is the responsibility of the founder and all the employees. When organizations grow to 100 employees, typically someone within the company

is in charge of human resources, either as part of that person's job or as his or her sole responsibility. At this point, training becomes one of the responsibilities of the employee in charge of human resources. In mid-sized to large organizations, training can be the responsibility of human resource professionals, or it can come from a separate function known as human resource development, talent management, development, learning, or organizational development. Human resource development refers to the integrated use of training and development, organizational development, and career development to improve individual, group, and organizational effectiveness. Human resource development professionals might be involved in job and task analysis, instructional systems design, on-the-job training, and individual performance improvement. Organizational development professionals might focus on training as well as team building, conflict avoidance, employee development, and change management. Talent management professionals might focus on identifying the top talent in the company and ensuring that they get the training and development needed to promote them or prepare them for new positions. Learning professionals might focus on formal training and development activities as well as ensuring that informal learning and knowledge sharing occurs through use of social networking tools. As you can see from these descriptions, training and development activities can be the responsibility of human resource management, human resource development, and organizational development professionals or departments. Keep in mind that regardless of what individual, department, or function is responsible, for training and development to succeed, employees, managers, training professionals, and top managers all have to take ownership for them. Throughout this book, the point is made that although training may be a formal responsibility of someone's job, employees at all levels of the company play a role in the success of training. Also, regardless of which function or department is responsible for training and development, it must be aligned with the business strategy and must support business needs. Professionals who are responsible for training and development may have specialized areas of expertise, such as change management for organizational development specialists, but they may also have training and development responsibilities. As companies grow and/or recognize the important role of training for business success, they form an entire training or learning function. The training function may include instructional designers, instructors, technical training, and experts in instructional technology. The reporting relationship between human resource management and the training function varies across companies. Some organizations include



training as part of the human resource function, believing that this provides strategic partnerships with other business functions and consistent companywide training. For example, at Life Care Centers of America, a Tennessee-based company that operates elder care facilities, training is included in the human resource department because the company believes that training is part of human resource expertise, including the ability to write training curriculum and evaluate learning. Being centrally located in the human resource department makes the best use of resources and helps communicate a common management culture.

### **1.22 Preparing to Work in Training**

Everyone is a trainer at some point in his or her life. Consider the last time you had to teach some skill to a peer, sibling, spouse, friend, or even your boss. Although some people learn to train by trial and error, the best way is to take courses in training and development, or even choose an academic major related to training. For example, training and development courses are usually found in education, business and management, and psychology departments at colleges and universities. Business schools may offer undergraduate and graduate degrees in human resource management with courses in training and development, talent management, and organizational development. Education departments may have undergraduate and graduate degrees in human resource development and learning. Courses offered with such degrees include instructional design, curriculum development, adult learning, evaluation, and on-the-job training. Psychology departments offer courses in training and development as well. These courses can be part of a degree program in industrial and organizational psychology. If you are fortunate enough to be at a large university, you may have the opportunity to take courses from education, business/management, and the psychology departments that relate to training and development.

### **1.23 Significance of Employee Development Activities**

The Employee development activities are most important for all the employees in an organization, because it indicates the association who cares, concerning their employees and desires them to develop (Elena P. 2000). Number of the organizations are spending in employee development. The employees work hard; use their maximum skills and efforts to accomplish the aims of the organizations after organizations are giving towards the employee development



activities. There are number of school of thoughts. On the basis of these schools, employee development focuses on:

**a) Work Based Development Activity in work time**

- Work-based learning is a strategy that offers students real-life work experiences where they are able to develop their academic and technical skills and also develop their employability. The programs pointing at a win-win situation where the learner's and the industry requirement for skilled and talented employees are met. It also bridge the gap between learning and doing. Work-based learning strategies deliver awareness, career opportunities, career planning activities and also it help students to attain competencies such as employable skills and positive work attitudes.

**b) Career planning activity in work time**

- Depending on the job-seeker, this kind of planning focuses on a timeframe ranging from the coming year to the next few years. Long-term plan involves a planning window of five years or longer. Businesses, careers, and the workplace are rapidly changing because of this it is highly required to do short term and long term career planning.

**c) Coaching**

- It assist the individual in making real, lasting change to enable the needs, motivations, desires, skills and thought processes to. To maintain positive regard for the client means that the coach is at all times supportive and non-judgmental of the client, their views, aspirations and lifestyle.

**d) Counseling**

- The counselor needs to empower the client to explore many aspects of their life and feelings by talking openly and freely. It is rarely possible to talk freely with family and friends who are emotionally involved and have opinions and biases. The counselor should not be emotionally involved with the client and does not become so during counseling sessions. He neither judges, nor offers advice. He gives an opportunity to express freely his feelings such as anger, resentment, guilt and fear in a closed confidential environment. Effective counseling lessens confusion, allowing the client to make right decisions that leads to positive changes in their behavior and attitudes.

**e) Mentoring**

- It is an informal interaction that enables employees to negotiate an organization's political infrastructure. Informal learning further develops the employee's expertise, mentoring does both. A mentor facilitates well to less experienced employee for his /her personal development to benefit individual as well as organization (Kram, K. E., & Isabella, L. A. 1985). Mentoring has been empirically linked to salary level and promotions (Scandura, 1992). Mentors provide feedback, access and emotional support (Altmeyer, Prather, & Thombs, 1994). The Mentors encourage new behaviors, provide feedback, counsel, and to facilitate informal exchanges of information about work and non-work experiences.

**f) Teaching**

- The aim of teaching is typically achieved through either an informal or formal approach to learning that includes lesson plan from that teaches skills, knowledge. Pedagogy refers to different ways to teach. While deciding what teaching method the teachers use to consider students' background knowledge, environment, and their learning goals as well as standardize curriculum as determined by the relevant authority. Field trips were also a way of teaching in which students learn outside the classroom. The rise of technology gives the shape in a way trainers approach to their roles in the classroom.

## **1.24 ENCOUNTERS IN EMPLOYEE DEVELOPMENT**

### **1. Motivating workforce**

- To motivate the workforce is the most challenge an organization is today. Best human resource practices is necessary because the organization's human resources are critical to an organization's success. Current research tells that 'high commitment' human resource practices, such as employee development, affect organizational outcomes by shaping employee behaviours and attitudes (Whitener, 2001).

### **2. Perceived Investment in Employee Development**

- Spending on employee development tells us about a high commitment strategy that affects employee commitment and motivation (Ichniowski et al., 1997; MacDuffie, 1995; Snell and Dean, 1992). The idea of 'investing in employee development' means



preparing employees with new knowledge and skills, and it can be used to develop people to anticipate so that they can be ready for new job requirements (Rothwell and Kazanas, 1989). Human resource development refers to organized learning experiences provided by the employer to improve performance and personal growth (Nadler and Nadler, 1989). Investment also offers the organization a competitive advantage by continuous learning for employees that enable to develop current skills and gain new ones, which they can then adapt and, in turn, perform effectively (London, 1989)

### **3. Interpersonal networking**

- Employee's miss informal interactions that occur in the workplace when they work off-site. Various forms of interpersonal networking exists that includes office gossip and work-related, spontaneous discussions. Research tells that managers use the grapevine method to disseminate information informally that they cannot and for organizational reasons they do so formally. Interpersonal networks in organizations benefit employees because they allow people to establish relationships and gain access to information that can advance their professional careers (Lee, C. H., & Bruvold, N. T. 2003).

### **4. Informal learning**

- Interpersonal networking can contribute to professional advancement in the same way informal learning can contribute to professional development. Learning that cannot be scheduled. Informal learning is very often face-to-face, and facilitates data exchange, helping to build one's knowledge base (e.g., Fine & Rosnow, 1978). Workplace people also learn skills by being in close proximity and observing co-workers (Brown & Duguid, 1991). Obviously, work performed away from the conventional workplace will rarely provide such implicit learning opportunities.

## **1.25 THE FUTURE OF EMPLOYEE DEVELOPMENT**

### **I. Increased use of new technologies for training delivery.**

The need of online learning, mobile learning, and other new technologies likely to increase in the future for several reasons. Due to the cost of these technologies will decrease. Companies can use technology to prepare employees to serve customers and generate new business. Use of new

technologies can considerably reduce training costs related to bringing dispersed employees geographically to one central training location. The technologies allow trainers to build into many of the desirable features of a learning environment. Companies employ more contingent employees and offer more alternative work arrangements so that the technology allow training to be delivered to any place and at any time.

## **II. Increased use of true performance support.**

Organizations are moving away from classes as a performance improvement method and are adopting true performance support that is available during the work time. Embedded learning occurs on the job as it involves teamwork and non learning technologies such as instant messaging, it is also integrated with knowledge management. Embedded learning is prevalent in the future because companies can no longer have employees to attend classroom instructions, spend hours on online learning which is not directly relevant to their current job demands. Formal training programs and courses will not disappear but will focus mostly on development of competencies that can benefit the employee and the company over the long term.

## **III. Increased emphasis on performance analysis and learning for business enhancement.**

An increasing focus on contributing to the organization's competitive advantage, training departments have to ensure that they are seen as helping the business functions to meet their needs. The work force continue to be more global and diverse for making diversity training the most important learning initiatives, along with understanding how to teach managers how to lead a global work force. Performance analysis approach involves identifying performance gaps and examining training as one possible solution for the business units. Training departments continue in instructing managers to consider all relevant causes of poor performance before determining that training is the solution. Poor performance of employee may be due to poor management, inefficient technologies and an outdated technology rather than deficiencies in skill or knowledge. Ways to improve employee development programs "When people are financially invested, they want a return. When people are emotionally invested, they want to contribute."



### **1. Manager's passion to coach their employees.**

In our more global, complex, and competitive world, the role of the manager has eroded previously they passed on knowledge, skills, and insights through coaching and mentoring. They are now overburdened with responsibilities. They alone offer coaching and mentoring.

### **2. Have to deal with the short-shelf life of learning and development needs.**

Now the knowledge and skills can become obsolete within months this makes the need to learn rapidly and regularly more important than ever. This also requires the organizations to reconsider how learning and development happens from once in a while activity to a more continuous and ongoing campaign.

### **3. Teach employees to own their career development.**

Now the highly-assembled, one size that fits all learning programs don't work anymore. Individuals must have self-direct and control their learning futures. Yet they cannot do alone, nor anybody want them to. The development and growth of the talent is important to your ongoing success, ability to innovate, and overall productivity.

### **4. Provide flexible learning options.**

Employees need to engage in more learning and development activities with their workload often leaves them feeling overwhelmed and consumed by the question. Companies must respond by adopting on demand, mobile solutions that make learning opportunities more readily accessible for each employee of the organization.

### **5. Serve the learning needs of more virtual teams.**

Most organizations have their employees working remotely so it does require more thought and creativity in how to train this segment of the workforce. It includes formal types of learning through courses, but also the informal mentoring and coaching channels. Just because employees are out of sight doesn't mean they get to be out of mind when it relates to learning and development.



## **6. Build trust in an organizational leadership.**

People need a sense of transparency, openness, and honesty from their leaders. But, in business, leaders continue to face matters of trust. American Psychological Association survey said that, one in four workers say they don't trust their employer, and only about half believe their employer is open with them. If the leaders refuse to share their own ongoing learning journeys, how can they expect their people to enthusiastically pursue their careers? If manager want employees to engage in learning and development, then it is essential to show that they are actively pursuing their own personal learning journeys as well.

## **7. Match different learning options to different learning styles.**

Organizations must restructure the way employees learn and the tools and activities they use to correctly match the different styles and expectations of employees. A change model perspective to employee development. The concept of change is typically addressed in an organizational behavior course but the reality is that the new training or development practices should be successfully implemented, they must be accepted by the customer. The process should be used to define and implement change varies by the company and by the types of threats and opportunities. There are four conditions that are essential for change: (1) Employees should understand and agree the reasons for change (2) Employees should have the skills required to implement the change, (3) Employees should see that the managers and employees support the change (4) Organizational structures such as Performance management and compensation administration must support the change. Change is not easy for managers and employees, even then employees know that a practice could be better if they learned to adapt to its inadequacies. So, resistance to new training and development practices is necessary.

## CHAPTER-II

## **CHAPTER II**

### **COMPANY PROFILE**

#### **KAMAL HEALTH CARE PRODUCTS PRIVATE LIMITED, THOOTHUKUDI.**

##### **Company Profile**

Kamal Healthcare Products (P) Ltd. is a young, dynamic manufacturer of personal care hygiene products that currently include adult diapers, underpads. Kamal Healthcare is the youngest member of AVM Group a diversified business conglomerate based in Tuticorin, India. Established in 1927, AVM Group is a proud, single-family owned conglomerate with interests in diversified verticals

- Gold Jewelry
- Edible Oils
- PP Jumbo Bags and other packaging products
- Renewable Energy (Wind farms)
- Healthcare (AVM Hospitals), Education
- Social halls among others.

Their brand name for all their business is “AVM”. AVM commitment to quality and hard work has helped us grow from humble beginnings to current cumulative global sales of around \$46 Million.

With a special interest in Healthcare and its positive impact on people's lives, AVM group decided to venture into the personal hygiene market with an initial investment of \$4 Million to create the first ever manufacturing facility for adult diapers and under pads in Southern India and now stepping into Personal Protective Equipment Kit done with ISO standards and all process and sterilization are validated as per European standard. Kamal health care new facility leverages best-in-class infrastructure and technology from Italy to produce the most comfortable and top quality products in the business.

## 2.2 KEY DIFFERENTIATORS:

- AVM Group has a presence in over 20 countries
- Proven trust and experience in working with partners around the world
- State of the art manufacturing facility and machinery from GFA, Milan
- Passionate, dedicated and well-trained team
- Consistent, process-oriented commitment and implementation of Total Quality Management (TQM) and ISO standards.
- All process are sterile and validated as per European standard

## 2.3 SCOPE

- ✓ Adult Diapers
- ✓ Under pads
- ✓ Pull ups
- ✓ Surgical Gown
- ✓ Nurse Head Cap
- ✓ Face Shield
- ✓ All around protection
- ✓ HIV kit
- ✓ Surgeon kit

## 2.4 Currently produce the following:

Adult Diapers

Sizes: Medium, Large and X-Large.

## 2.5 PRODUCT LINE:





## 2.6 Key Features:

- 3 Dimensionnel absorbent core
- Barbell shaped core with rounded corners
- Anti-bacterial odor control SAP
- Interior standing leg cuffs
- Triple elastic combo tape fasteners
- ADL for addition protection and comfort
- Wetness indicator
- Super efficient absorption

Under Pad Sizes: 60x90cm, 60x60cm and 60x40cm

## 2.7 Raw Materials:

For making a good product, kamal health are strongly believe that the raw material selection is one of the key points and as kamal healthcare company policy we buy all the raw materials from reputed vendors as below:

Raw Materials	Company Name	Raw Materials	Company Name
Pulp	GP, IP, Resolute, USA	Non Woven	Global Non Woven, India
SAP	Sumitomo Seiko, Japan	PE Back Sheet	NAPCO, KSA
Glue	HB Fuller, India	Side Tapes	Avery Dennison, USA
Elastic	Fulflex, Holland	Frontal Tapes	Fujian, China

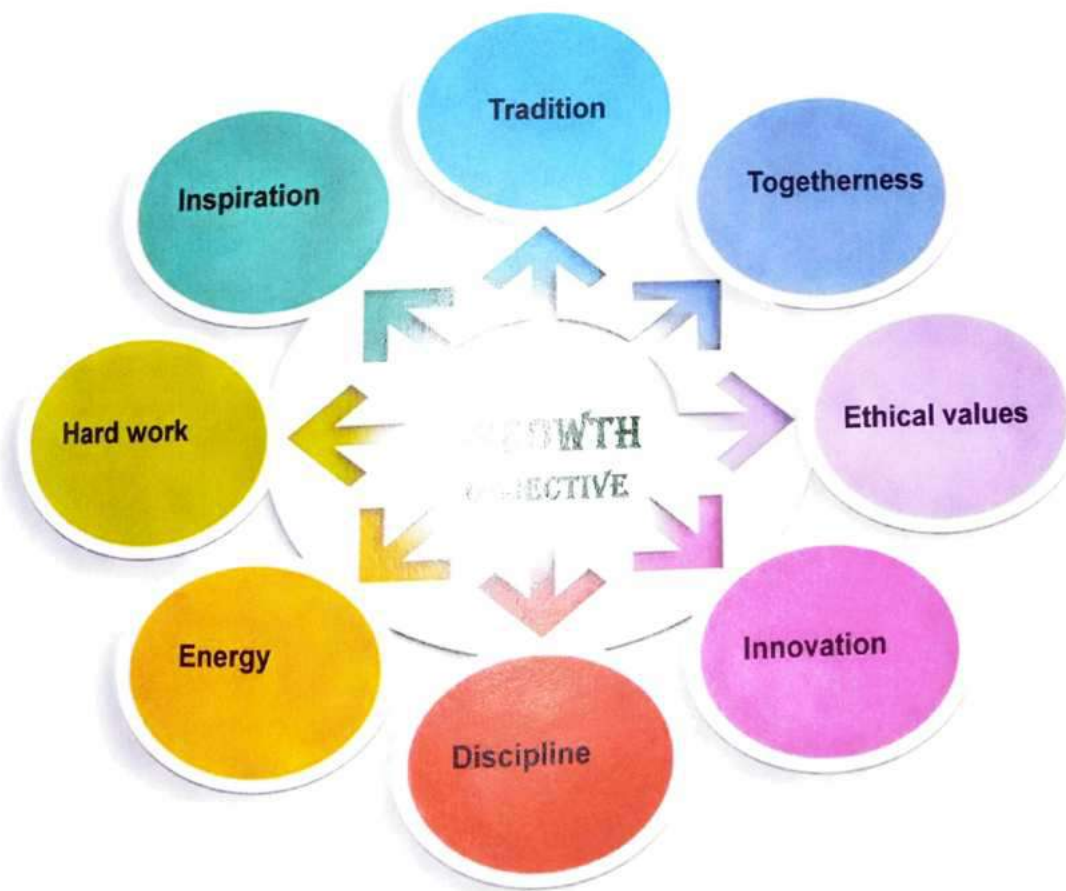


I would like to take a moment and point out that they are not just a manufacturer of these products but also end-consumers as well; AVM Hospital uses thier new products currently.

This makes us truly unique. Kamal heath care are in a position to get direct feedback from patients and customers (doctors/nurses and other providers) and are able to translate this knowledge in process level changes that yield positive results both in quality and efficiency.

Kamal health care are very interested in working with you as your partner in fulfilling your Personal Care Hygiene - Adult Diaper and Under Pad needs. Kamal health care are open to be a private label manufacturer for your brand in this part of the world or they can sell in bulk also.

I can assure you that from end, you have the commitment of not just me but my entire team to make your business endeavor a successful and profitable one. I look forward to connect with you to understand your requirements both product and pricing wise and taking this forward.



## 2.8 STRENGTH

- State-of-the-art manufacturing facility and Machinery from Italy.
- High involvement of the top management.
- Passionate, dedicated and well-trained team.
- Consistent, Process-oriented Commitment and implementation of Total Quality Management (TQM) and ISO Standards

## 2.9 VISION:

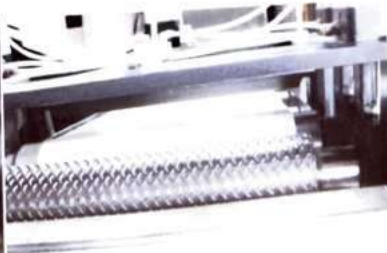
Vision is to Continue delivering World Class Finest Products and Services to the people worldwide to enhance comfort and delight.

## 2.10 Mission:

Aiming to solidify their position in the fast growing market and increase their global market share.

## 2.11 Manufacturing Excellence:

Kamal Healthcare has invested in the state of the art Italian machines to produce world class products. Main strength is that all their adult diapers are made from 3D core mixed with SAP for better performance along with ADL (Absorption Distribution Layer). Kamal health care are using the European style three layered refastening tape instead of the typical frontal tape.



Sourcing the best available Raw Materials Globally.



## 2.12 The AVM Group:

AVM group was founded in 1927 by A.V.M. Marimuthu Nadar. Kamal Healthcare is a proud and the youngest member of AVM Group and AVM Group is

a proud, single-family owned conglomerate with interests in diversified verticals that includes: Jewellery Division: A.V.M Jewellers, Oil Division : Manufacturers of Coconut Oil, Gingely Oil, Sunflower Oil, Pooja Oil, Education : A.V.M. Marimuthu Nadar Hr.Sec School, Vilampatti, Industrial Packaging Division : Maris Associates (P) Ltd,

Manufacturers of PP jumbo bags and woven sacks, paper bags, Health Care Division : A.V.M Hospital, Hygiene Products Division: Kamal Healthcare Products (P) Ltd, manufacturers of adult diapers and hospital bed pads, Community Hall: Kamalavel Mahal.



*A Group of Companies*



### 2.13 EXCLUSIVE FEATURE

- All Adult diapers ranges comes in 3 different sizes designed to fit all adults.
  - Medium (28"-48")
  - Large (38"-60")
  - Extra Large (48" - 68")
- All products are especially designed for the Indian Body type with the European Technology

### 2.14 HIGHLIGHTS

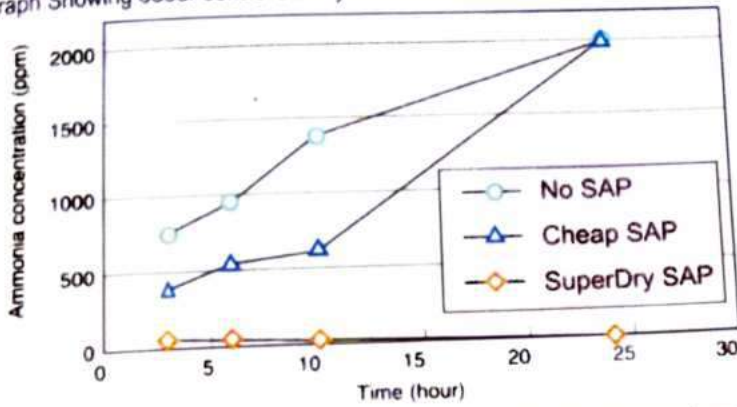
- • Hybrid Machine from Italy
- • 3D Diamond Embossed Core
- • ISO 9001: 2015 Certified
- • CE Certified
- • GMP



## SUPERIOR SAP

Superior SAP effectively inhibits the enzymatic action responsible for degrading urea into ammonia

Graph Showing odour control activity for ammonia concentration versus time



\*\*Test Liquid: Synthetic urine including urea and urease

### 2.15 Area of Operation:





## **2.16 COMPANY LOGO:**



Kamal Healthcare

## **2.17 DIRECTORS OF KAMAL HEALTH CARE:**

The company has 4 directors and no reported key management personnel.

The longest serving directors currently on board are Srinivasmarimuthu and Subramanian Sankar Marimuthu who were appointed on 15 October, 2004. They have been on the board for more than 16 years. The most recently appointed director is Marimuthunadar Velayutham Lakshmanan, who was appointed on 01 April, 2014.

Srinivasmarimuthu has the largest number of other directorships with a seat at a total of 3 companies. In total, the company is connected to 4 other companies through its directors.

## CHAPTER-III

## CHAPTER III

### A STUDY ON MANAGEMENT STRATEGY TOWARDS EMPLOYEE'S DEVELOPMENT IN KAMAL HEALTH CARE PRODUCTS PVT. LTD., THOOTHUKUDI.

Employee Development refers to steps taken by an organization to enhance the skills of an employee and motivate him/her to acquire new knowledge and leanings. Employee development activities upgrade an individual's existing knowledge, sharpen his/her skills and also prepare him/her to take up new opportunities in the future.

As a result of trainings and employee development activities, employees face adverse conditions, unforeseen situations and challenges with a smile.

#### 3.1. Four steps employee development Plan in Kamal Health Care:

##### 1. First Step - Prepare an Employee

Each employee should be aware of his/her roles and responsibilities and how can he/she contribute more effectively towards the organization. It is always better if employees come up with their own development plans and what all new they would wish to learn for them to become versatile.

The questionnaire can have basic questions like:

- Key responsibility areas of an individual
- Skills needed to perform his/her duties
- Major achievements
- Where does one see himself/herself five years down the line?
- New initiatives one would like to handle
- New skills one would like to learn

##### 2. Second Step - Plan Development Activities

Once you have a rough-cut idea of what your employees expect out of you, start preparing development plans. A common development plan would not work out for all employees'. Every employee is different.

Organize various internal as well as external trainings keeping in mind the employee's requirements and how the training program would benefit him/her. Design the training programs in line with the organization's needs and demands. Encourage employees to sit with an open mind and interact with the trainer as much as they can. Mere one way communication makes the training boring and nothing productive can be derived out of it.

**Encourage employees to work in teams.** Individuals do train their counterparts on jobs. Ask individuals to train their fellow workers. This would not only train other employees but also make the trainer proficient. Motivate employees to learn from each other. Allow employees to discuss their work on an open forum once in a week. Such activities help in information and knowledge sharing.

Employers must sit with their employees to understand how certain jobs can be redesigned for an increased output. Let employees come out with innovative ideas. Acknowledge and appreciate their new concepts and suggestions.

Give additional responsibilities to employees. Ask them to represent their teams, prepare reports, track their team's performances and so on. Make them accountable for their team's performance or new processes. Let them take charge.

Let employees assist their managers in day to day work. Team leaders can take their team members for business meetings or crucial deals once in a while. Taking them out for meetings and providing them the chance of interacting with clients will give them the necessary exposure.

### **3. Third Step - Performance Monitoring**

Proper feedbacks are essential. Sit with your employees after each quarter and review their performances. Give them necessary suggestions as to how they can improve their performance. If they have not performed well once, do not shout on them or demotivate them.

### **4. Fourth Step - Create Confidence**

**Trust your employees.** Make them feel that you are there with them. Don't always count their mistakes; rather appreciate them whenever they do something extraordinary. Support your employees to expect loyalty in return.



### 3.2. The Training Impact on Main Areas Like as Follows

- I. **Improves morale of employees-** Training helps the employee to get job security and job satisfaction. The more satisfied the employee is and the greater is his morale, the more he will contribute to organizational success and the lesser will be employee absenteeism and turnover.
- II. **Less supervision-** A well trained employee will be well acquainted with the job and will need less of supervision. Thus, there will be less wastage of time and efforts.
- III. **Fewer accidents-** Errors are likely to occur if the employees lack knowledge and skills required for doing a particular job. The more trained an employee is, the less are the chances of committing accidents in job and the more proficient the employee becomes.
- IV. **Chances of promotion-** Employees acquire skills and efficiency during training. They become more eligible for promotion. They become an asset for the organization.
- V. **Increased productivity-** Training improves efficiency and productivity of employees. Well trained employees show both quantity and quality performance. There is less wastage of time, money and resources if employees are properly trained.

### 3.3. Employee Training Importance and Opportunities in Kamal Health Care:

Training is crucial because it Educates workers about the effective use of technology, Ensures competitive edge in the market, Promotes safety and health among employees, Creates opportunities for career development and personal growth, an important factor in retaining workers Helps employers comply with laws and regulations and Improves productivity and profitability.

Surveys indicate the main issue facing business is attracting and retaining good employees. Nationally the average turnover rate is approaching 15%. Keep in mind that a turnover rate of 10% is desirable. Continuous improvement for a company is parting with the lowest 10% of your performers and replacing them with higher quality employees. Therefore, the goal is to part with underachievers, and retain your top performing employees.

Inevitably, you will lose good performers; the key is to minimize that fact. A complete employee training program includes a formal new hire training program with an overview of the job expectations and performance skills needed to perform the job functions. A new hire training



program provides a fundamental understanding of the position and how the position fits within the organizational structure. The more background knowledge the new associate has about how one workgroup interrelates with ancillary departments, the more the new associate will understand his or her impact on the organization.

#### **3.4. Employees like training opportunities for many reasons including the following**

- They can actually learn something that will make their job easier or more enjoyable
- It increases their 'stock value' within the company. They become more desired
- It could lead to a promotion, pay increase, or a new title
- They can include it on their resume someday in the future
- They feel needed by the company, because their employer is willing to invest time and money into their learning experience
- It gives them the chance to do something different, other than their daily job.
- They can be around other employees or peers and build camaraderie.
- It's typically fun
- It might even include a breakfast, lunch, or dinner
- It might include a team building fun event
- It could include company paid travel to get away for while.

The actual training opportunities that exist are as abundant as there are needs to be filled and creative ideas to be surfaced. Training opportunities can be grouped into one of two categories; mandatory and optional. Mandatory training opportunities require employees to participate in those training events. That type of training opportunity provides more benefit to the company than to the employee, though the employee also benefits. This type of training typically covers policy, procedure, HR situations, and legal requirements. Mandatory training typically protects the company from liability whereas optional training no opportunities benefit the employee as much if not more than the employer. Optional training benefits the employee not only with his or her current employer; it also helps the employee with most if not all future employment situations. As you can see, providing training opportunities benefit all who come in contact with the experience. Whether the benefit is short term or long lasting, the opportunity for further training is an exceptional experience for all employees.

# **CHAPTER-IV**

## **CHAPTER 4**

### **CONCLUSION**

The valuable resource of the organization is the employee. The performance of the employee directly associates with the success or failure of the organization. Therefore it is necessary for the organizations to invest huge amount of money on developing the employees. This study examined and investigated the review of literature on employee development and its effect on employee performance. The significant variables are related to employee development and Employee performance. The study presented the importance of the employee development activities and challenges in employee development.

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2. Employee Training & Development, by **Raymond Noe, 2006**
3. Great at Work: The Hidden Habits of Top Performers by **Morten T. Hansen**



**“INTERNSHIP REPORT ON A STUDY ON THE IMPACT OF MOTIVATIONAL  
INCENTIVES ON EMPLOYEE PERFORMANCE OF SEAMEX SHIPPING PVT LTD.,  
THOOTHUKUDI”**

(As internship report submitted in partial fulfillment of the requirements for the degree)

**Of**

**MASTER OF HUMAN RESOURCE MANAGEMENT**

**Of**

**ST. MARY’S COLLEGE (AUTONOMOUS)- THOOTHUKUDI**

*Submitted by*

**G. SANTHANALAKSHMI**

**REG No: 20SPHR28**

*Under the guidance of*

**Mrs. C.S. PURNIMA B.Sc(Horti)., MBA., NET.,**



Department of Human Resource Management

St. Mary's College (Autonomous)

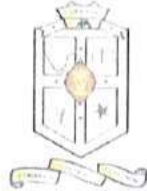
(Re-accredited with 'A+' Grade)

Thoothukudi – 628001.

November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **G.SANTHANALAKSHMI** of second year Master of Human Resource Management has undergone Internship training on “**A STUDY ON THE IMPACT OF MOTIVATIONAL INCENTIVES ON EMPLOYEE PERFORMANCE – SEAMAX SHIPPING Pvt Ltd., Thoothukudi**” under the guidance of **Mrs. C.S. Purnima B.Sc(Horti),MBA.,NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

**DIRECTOR OF SSC**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

**EXTERNAL EXAMINER**



**Seamax Shipping India Private Limited**  
(Global Logistics Solution Provider)

## CERTIFICATE

DATE: 26.10.2021

This is to certify that **Miss. Santhanalakshmi G** (Reg No. 20SPHR28) II year MHRM student of St.Mary's College (Autonomous), Thoothukudi has completed the Internship program on the topic of **"A Study on the Impact of Motivational Incentives on Employee Performance"** in our company for 15 days from 5th October 2021 to 19th October 2021.

During this internship, she demonstrated good design skill with self-motivated attitude to learn new things, Her performance during the internship is good.

We wish her all the best for her future endeavor.

Authorised Signatory

S.KUTRALINGAM  
Director



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CIN : U63090TZ2003PTC010669, GSTIN : 33AAHCS8534M1ZW  
Website : [www.seamaxshippingindia.com](http://www.seamaxshippingindia.com)



## DECLARATION

I hereby declare that the internship entitled "**A Study on impact of motivational incentives on employee performance in seamax shipping pvt ltd**". is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place:** Thoothukudi

**Date:** 09/12/2021

G. Santhanalakshmi  
**Signature of candidate**

(G.Santhanalakshmi)

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I express my sincere thanks to **Mr.Kutralungam,** Service manger of Seamax Shipping Pvt.ltd.,thoothukudi for allowing me to complete my internship report in their esteemed institution.

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Finally I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work



## ABSTRACT

The study investigates the effects of incentives on employee's productivity. The study had the following objectives. The relationship between incentive and productivity of employees' in organizations, to determine the influence of employee's productivity incentives on employee productivity in the organization, to analyze the link between incentive and employee productivity in organizations. To achieve these goals, a questionnaire was designed based on the objectives. The completed questionnaires were processed and analyzed using Pearson product Moment Correlation Coefficient. The findings of this study revealed that there was a positive relationship between incentives and productivity, alongside monetary incentives, another key factor in motivating employees is to involve them in the process aimed at attaining organizational effectiveness because without their cooperation the organization cannot perform. The study recommends the establishment of a unit to look at issues of incentives that will enhance productivity

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## CHAPTER 1

# CHAPTER-1

## INTRODUCTION

### 1.1 The Incentive Theory of Motivation:

According to one theory of human motivation, actions are often inspired by a desire to gain outside reinforcement. The incentive theory is one of the major theories of motivation and suggests that behavior is motivated by a desire for reinforcement or incentives.

### 1.2 History of the incentives theory:

Incentive theory began to emerge during the 1940s and 1950s, building on the earlier drive theories established by psychologists such as Clark Hull. Rather than focusing on more intrinsic forces behind motivation, the incentive theory proposes that people are pulled toward behaviors that lead to rewards and pushed away from actions that might lead to negative consequences.

### 1.3 How Does Incentive Theory Work?

In contrast with other theories that suggest we are pushed into action by internal drives (such as the drive-reduction theory of motivation, arousal theory, and instinct theory), incentive theory instead suggests that we are pulled into action by outside incentives.

You can liken incentive theory to operant conditioning, where behaviors are performed in order to either gain reinforcement or avoid punishment. Incentive theory states that your actions are directed toward gaining rewards.

What type of rewards? Good grades are a type of incentive that can motivate you to study hard and do well in school. Gaining esteem and accolades from teachers and parents might be another incentive.

Money is also an excellent example of an external reward that motivates behavior. In many cases, these external rewards can motivate you to do things that you might otherwise avoid, such as chores, work, and other tasks you find unpleasant. Why Some Incentives Are More Motivating Than Others.

Obviously, not all incentives are created equal, and the rewards that you find motivating might not be enough to inspire another person to take action. Physiological, social, and cognitive factors can all play a role in what incentives you find motivating.

For example, you are more likely to be motivated by food when you are actually hungry versus when you are full. A teenage boy might be motivated to clean his room by the promise of a coveted video game while another person would find such a game completely unappealing.

"The value of an incentive can change over time and in different situations," writes Stephen L. Franzoi in his text *Psychology: A Discovery Experience*. "For example, gaining praise from your parents may have positive incentive value for you in some situations, but not in others. When you are home, your parents' praise may be a positive incentive. However, when your friends visit, you may go out of your way to avoid receiving parental praise, because your friends may tease you."

#### **1.4 Objectives Of Study**

The major aim of the study is to examine the impact of motivational incentives on employee performance. other specific objectives of the study include;

1. To examine the importance of employee performance to organizational performance.
2. To assess the current level of motivational incentives at the Nigerian bottling company.
3. To examine the relationship between motivational incentives and employee performance.
4. To examine the impact of motivational incentives on organizational performance.
5. To examine the relationship between employee performance and organizational performance.
6. To recommend other ways of enhancing employee performance.



## **1.5 Statement Of Problem:**

Overtime, there has been a steady increase in most Nigerian industries, the crisis is as a result of a poor working condition, stringent rules, poor and delayed payment of workers' wages and salaries.

Again the crises also results from the failure of the top management to appreciate to human element as the most crucial factor and the determinant of attainment of goals and objectives this result into frustration which manifest itself differently by individual or workers. It is view of this that this research intends to look at the effect of motivation on employee performance in an organization taking Nigeria bottling company plc as a case study

## **1.6 Types of incentives:**

**Incentives can be classified into three categories:**

### **1. Financial incentives:**

Some extra cash is offered for extra efficiency. For example, profit sharing plan and group incentive plans.

### **2. Non-financial incentives:**

When rewards or prizes are provided by the organization to motivate the employees it is known as non-financial incentives.

### **3. Monetary and non-monetary incentives:**

Many times, employees are rewarded with monetary and non-monetary incentives that include promotion, seniority, recognition for merits, or even designation as permanent employee.

### **1.7 Advantages of incentive Plan:**

1. Incentive plans motivate workers for higher efficiency and productivity.
2. It can improve the work-flow and work methods.
3. Incentive plans make employees hardworking and innovative.
4. When employees are dedicated, supervision costs can be reduced.
5. The National Commission on Labour says that under our conditions, wage incentives are the cheapest, quickest, and sure means of increasing productivity.
6. Incentive plans help establish positive response in an organization.
7. It helps workers improve their standard of living.
8. The other benefits offered by incentive plans are reduced turnover, reduced absenteeism, and reduced lost time.

### **1.8 Disadvantages of Incentive Plan:**

1. Incentive plans can lead to disputes among workers, since some earn more than others.
2. Hunger for money among the workers forces them to overwork, which may affect their health.
3. Some workers may involve in malpractices in order to earn more money.
4. For enhanced incentives, they may sacrifice quality.
5. It also leads to corruption by falsifying the production records.
6. Incentive plans can create tensions among different personnel.

## 1.9 Incentives to motivate employees:

Incentive is an act or promise for greater action. It is also called as a stimulus to greater action. Incentives are something which are given in addition to wages. It means additional remuneration or benefit to an employee in recognition of achievement or better work. Incentives provide a spur or zeal in the employees for better performance. It is a natural thing that nobody acts without a purpose behind.

Therefore, a hope for a reward is a powerful incentive to motivate employees. Besides monetary incentive, there are some other stimuli which can drive a person to better. This will include job satisfaction, job security, job promotion, and pride for accomplishment. Therefore, incentives really can sometimes work to accomplish the goals of a concern. The need of incentives can be many:-

1. To increase productivity,
2. To drive or arouse a stimulus work,
3. To enhance commitment in work performance,
4. To psychologically satisfy a person which leads to job satisfaction,
5. To shape the behavior or outlook of subordinate towards work,
6. To inculcate zeal and enthusiasm towards work,
7. To get the maximum of their capabilities so that they are exploited and utilized maximally.

Therefore, management has to offer the following two categories of incentives to motivate employees:

- 1. Monetary incentives-**Those incentives which satisfy the subordinates by providing them rewards in terms of rupees. Money has been recognized as a chief source of satisfying the needs of people. Money is also helpful to satisfy the social needs by possessing various material items. Therefore, money not only satisfies psychological needs but also the security and social needs. Therefore, in many factories, various wage plans and bonus schemes are introduced to motivate and stimulate the people to work.

**2. Non-monetary incentives-** Besides the monetary incentives, there are certain non-financial incentives which can satisfy the ego and self-actualization needs of employees. The incentives which cannot be measured in terms of money are under the category of "Non-monetary incentives". Whenever a manager has to satisfy the psychological needs of the subordinates, he makes use of non-financial incentives. Non-financial incentives can be of the following types:-

- a. Security of service-** Job security is an incentive which provides great motivation to employees. If his job is secured, he will put maximum efforts to achieve the objectives of the enterprise. This also helps since he is very far off from mental tension and he can give his best to the enterprise.
- b. Praise or recognition-** The praise or recognition is another non-financial incentive which satisfies the ego needs of the employees. Sometimes praise becomes more effective than any other incentive. The employees will respond more to praise and try to give the best of their abilities to a concern.
- c. Suggestion scheme-** The organization should look forward to taking suggestions and inviting suggestion schemes from the subordinates. This inculcates a spirit of participation in the employees. This can be done by publishing various articles written by employees to improve the work environment which can be published in various magazines of the company. This also is helpful to motivate the employees to feel important and they can also be in search for innovative methods which can be applied for better work methods. This ultimately helps in growing a concern and adapting new methods of operations.
- d. Job enrichment-** Job enrichment is another non-monetary incentive in which the job of a worker can be enriched. This can be done by increasing his responsibilities, giving him an important designation, increasing the content and nature of the work. This way efficient worker can get challenging jobs in which they can prove their worth. This also helps in the greatest motivation of the efficient employees.



- e. Promotion opportunities-** Promotion is an effective tool to increase the spirit to work in a concern. If the employees are provided opportunities for the advancement and growth, they feel satisfied and contented and they become more committed to the organization.

The above non-financial tools can be framed effectively by giving due concentration to the role of employees. A combination of financial and non- financial incentives help together in bringing motivation and zeal to work in a concern.

### **1.10 Positive Incentives**

Positive incentives are those incentives which provide a positive assurance for fulfilling the needs and wants. Positive incentives generally have an optimistic attitude behind and they are generally given to satisfy the psychological requirements of employees. For example- promotion, praise, recognition, perks and allowances, etc. It is positive by nature.

### **1.11 Negative Incentives**

Negative incentives are those whose purpose is to correct the mistakes or defaults of employees. The purpose is to rectify mistakes in order to get effective results. Negative incentive is generally resorted to when positive incentive does not work and a psychological set back has to be given to employees. It is negative by nature. For example- demotion, transfer, fines, penalties.

### **1.12 Importance of Motivation**

Motivation is a very important for an organization because of the following benefits it provides:

#### **1. Put human resources into action**

Every concern requires physical, financial and human resources to accomplish the goals. It is through motivation that the human resources can be utilized by making full use of it. This can be done by building willingness in employees to work. This will help the enterprise in securing best possible utilization of resources.



## **2. Improves level of efficiency of employees**

The level of a subordinate or a employee does not only depend upon his qualifications and abilities. For getting best of his work performance, the gap between ability and willingness has to be filled which helps in improving the level of performance of subordinates. This will result into-

1. Increase in productivity,
2. Reducing cost of operations, and
3. Improving overall efficiency.

## **3. Leads to achievement of organizational goals**

The goals of an enterprise can be achieved only when the following factors take place :-

1. There is best possible utilization of resources,
2. There is a co-operative work environment,
3. The employees are goal-directed and they act in a purposive manner,
4. Goals can be achieved if co-ordination and co-operation takes place simultaneously which can be effectively done through motivation.

## **4. Builds friendly relationship**

Motivation is an important factor which brings employees satisfaction. This can be done by keeping into mind and framing an incentive plan for the benefit of the employees. This could initiate the following things:

1. Monetary and non-monetary incentives,
2. Promotion opportunities for employees,
3. Disincentives for inefficient employees.

In order to build a cordial, friendly atmosphere in a concern, the above steps should be taken by a manager. This would help in:

- i. Effective co-operation which brings stability,
- ii. Industrial dispute and unrest in employees will reduce,
- iii. The employees will be adaptable to the changes and there will be no resistance to the change,
- iv. This will help in providing a smooth and sound concern in which individual interests will coincide with the organizational interests,
- v. This will result in profit maximization through increased productivity.

## 5. Leads to stability of work force

Stability of workforce is very important from the point of view of reputation and goodwill of a concern. The employees can remain loyal to the enterprise only when they have a feeling of participation in the management. The skills and efficiency of employees will always be of advantage to employees as well as employees. This will lead to a good public image in the market which will attract competent and qualified people into a concern.

As it is said, "Old is gold" which suffices with the role of motivation here, the older the people, more the experience and their adjustment into a concern which can be of benefit to the enterprise.

From the above discussion, we can say that motivation is an internal feeling which can be understood only by manager since he is in close contact with the employees. Needs, wants and desires are inter-related and they are the driving force to act. These needs can be understood by the manager and he can frame motivation plans accordingly. We can say that motivation therefore is a continuous process since motivation process is based on needs which are unlimited. The process has to be continued throughout.

We can summarize by saying that motivation is important both to an individual and a business. **Motivation is important to an individual as:**

1. Motivation will help him achieve his personal goals.

2. If an individual is motivated, he will have job satisfaction.
3. Motivation will help in self-development of individual.
4. An individual would always gain by working with a dynamic team.

**Similarly, motivation is important to a business as:**

1. The more motivated the employees are, the more empowered the team is.
2. The more is the team work and individual employee contribution, more profitable and successful is the business.
3. During period of amendments, there will be more adaptability and creativity.
4. Motivation will lead to an optimistic and challenging attitude at work place.

## CHAPTER 2

## CHAPTER-2

### COMPANY PROFILE

#### SEAMAX SHIPPING INDIA

##### 2.1 SERVICES:



##### 2.2 SEA FREIGHT

SSIPL possessing its own insured Bill of Lading offers a full array of ocean related services including Ocean Forwarding, NVOCC operations, Consolidation, Buyer Groupage, Clearing and Forwarding Services and FCL container management as well as customer-in-house services.

Through our Ocean division you get complete, professional service with our "can-do" attitude.

Our services include :

- Cargo Booking & Pick-up
- Cargo Tracking & Tracing
- Customer / Purchase Order Management
- Palletisation / Packing
- Delivery Verification
- Destination Customs Clearance
- Document Preparation & Distribution
- Export Customs Clearance
- Warehousing





- Frieght Forwarding
- Consolidation
- Insurance Services
- Project Logistics
- Quality Control
- Shipment Alerts & Confirmations
- Shipment Pre-Planning
- Vendor Coordination
- Ex - works

SSIPL works closely with most carriers to provide you with better coverage, more sailings and better rates.

As one of the leading forwarder, SSIPL enjoys leveraged pricing with many carriers. This leverage means you get the best value.

- Flexibility in Price and Service
- Fastest Transit

## 2.3 AIR FREIGHT

Our Air Freight Products & Services include,

- Airport to Airport
- Airport to Door
- Door to Airport
- Door to Door ( Ex-Works)
- Consolidation
- Sea + Air



SSIPL provides air cargo services to every major continent in the world including North America, Latin and South America, Far and Middle East, Indian Sub-Continent, Europe, Australia, New Zealand, and South Africa.

SSIPL Sea + Air service uses only the premium ocean and air carriers. The shipments are moved completely within our network and handled by experienced and dedicated professionals from start to finish.

Through SSIPL Air Consolidation Services, we provide the best transit time, frequent flight schedules, competitive rates and cost savings.

## **2.4 LANDSIDE SERVICES**

The importance of smooth, effective, and timely landside activities is often underestimated. Getting your goods to and from the port, and getting all the paperwork done right, often involves multiple parties and processes with the potential for costly delays and errors. SSIPL offers a unique and seamlessly integrated solution that enhances and simplifies your landside activities in close coordination with your ocean or air transport. Our Landside services include:

- Inland haulage
- Cargo insurance
- Transit documents

## **2.5 VALUE ADDED SERVICES**

SSIPL offers a full range of forwarding services including a complete package of value added landside services. As your local and global logistics partner, we offer the expertise, global reach, and global buying power to guarantee you a complete and competitive range of forwarding services that enhances every single step of your supply chain from the factory to the customer's door.

## **2.6 NETWORK**

SSIPL being very choosy in selection of agents are proud to present you a network of reliable agents. Our global network services is exemplary. Our network agents are well established service providers operating in the field for more than a decade and have the infrastructure and technical expertise to handle any kind of shipment and cater to every need of the shipper and consignee to the core.

**2.7 B/L CLAUSE-** Standard Condition Governing Multimodal Transport Documents Issued in Accordance with Multimodal Transportation of Goods Act, 1993

**1. Definitions**

- (a) Carrier means a person who is engaged in the business of transporting for hire goods by road, rail, inland waterways or sea;
- (b) "Consignee" means the person named as consignee in the Multimodal Transport Contract;
- (c) "Consignment" means the goods entrusted to a Multimodal Transport Operator for Multimodal Transportation;
- (d) "Consignor" means the person, named in the Multimodal Transport Contract as consignor, by whom or on whose behalf the goods covered by such contract are entrusted to a Multimodal Transport Operator for Multimodal Transportation;
- (e) "Delivery" means
  - (1) in the case of negotiable Multimodal Transport Document, delivery on the consignment to, or placing the consignment at the disposal of, the consignee or any other person entitled to receive it,
  - (2) in the case of a non negotiable Multimodal Transport Document, delivering of the consignment to, or placing the consignment at the disposal of, the consignee or any person authorised by the consignee to accept delivery of the consignment on his behalf;
- (f) "Endorsement" means the signing by the consignee or the endorsee after adding a direction on a negotiable Multimodal Transport Document to pass the property in the goods mentioned in such document to a specified person;
- (g) "Goods" includes
  - (1) containers, pallets or similar articles of transport used to consolidate goods; and
  - (2) animals
- (h) "Mode of Transport" means carriage of goods by road, rail, inland waterways or sea;
- (i) "Multimodal transportation" means carriage of goods by two or more modes of transport from the place of acceptance of the goods in India to a place of delivery of the goods outside India;

(j) "Multimodal transport contract" means a contract entered into by the consignor and the Multimodal Transport Operator for Multimodal Transportation;

(k) "Multimodal Transport operator" means any person who

(1) concludes a Multimodal Transport Contract on his own behalf or through another person acting on his behalf,

(2) acts as a principal, and not as an agent either of the consignor or of the carrier participating in the Multimodal Transportation, and who assumes responsibility for the performance of the said contract, and

(3) is registered under sub-section (3) of Section 4 of the Act;

(4) "Negotiable Multimodal transport document" means a Multimodal Transport Document which is

(a) made out to order or to bearer ;or

(b) made out to order and is transferable by endorsement, or

(c) made out to bearer and is transferable without endorsement.

(d) "Non -negotiable Multimodal Transport Document" means a Multimodal Transport Document which indicates only one named consignee;

## **2. Acceptability:**

The provisions set out and referred to in this Multimodal Transport Document shall apply, if the transport as described on the face of the document is by two or more modes of transport from the place of acceptance of the goods in India to a place of delivery of the goods outside India.

## **3. Effect of issuance of Multimodal transport document:**

The issuance of the Multimodal Transport Document confers and imposes on all parties having or acquiring hereafter an interest in the rights/ obligations and defences set out in the conditions mentioned in this document.

(2) By the issuance of the Multimodal Transport Document the Multimodal Transport Operator;

(a) Undertakes to perform and/ or in his own name to procure performance of the Multimodal Transport Operator including all services which are necessary to such transport from the time of taking the goods in charge to the time of delivery , and



accepts responsibility for such transport and such services to the extent set out in these conditions;

(b) accepts responsibility for the acts and omissions of his agents or his servants, when such agents or servants are acting within their scope of their employment, as if such acts and omissions were own;

(c) accepts responsibility for the acts and omissions of any other person whose services he uses for the performance of the contract evidenced by this Multimodal Transport Documents;

(d) Undertakes to perform or to procure performance of all acts necessary to ensure delivery;

(e) assumes liability to extent set out in these conditions for loss of or damage to the goods occurring between the time of taking them into his charge and the time of delivery and undertakes to pay compensation as set out in these conditions in respect of such loss or damage.

(f) assumes liability to the extent set out in these conditions for delay in delivery of the goods and undertakes to pay compensation as set out in that condition.

#### **4. Negotiability and title to the goods:**

By accepting the Multimodal Transportation Document the consignor and his transferees agree with the Multimodal Transport Operator that, unless it is marked "non-negotiable" it shall constitute title to the goods and the holder, by endorsement of this Multimodal Transport Document, shall be entitled to receive or to transfer the goods mentioned in this Multimodal Transport Document.

#### **5. Reservations:**

If the Multimodal Transport Document contains particulars concerning the general nature, leading marks, number of packages or pieces, weight or quantity of the goods which the Multimodal Transport Operator or a person acting on his behalf knows, or has reasonable grounds to suspect, do not accurately represents the goods actually taken in charge, or if the has no reasonable means of checking such particulars, the Multimodal Transport Operator or a person acting on his behalf shall insert in the Multimodal Transport Document a reservation specifying these inaccuracies, grounds of suspicion or the absence of reasonable means of checking. If the Multimodal Transport Operator or a person acting on his behalf fails to note on the Multimodal Transport Document the apparent condition of the



goods, he is deemed to have noted on the Multimodal Transport Document that the goods were in apparent good condition.

#### **6. Evidentiary effect of the multimodal transport document:**

The Multimodal Transport Document shall be prima fact evidence of the taking in charge by the Multimodal Transport Operator of the goods as described therein; and

Proof to the contrary by the Multimodal Transport Operator shall not be admissible if the Multimodal Transport Document is issued in negotiable form and has been transferred to a third party, including a consignee, who has acted in good faith in reliance on the description of goods therein.

#### **7. Guarantee by the consignor:**

The consignor shall be deemed to have guaranteed to the Multimodal Transport Operator the accuracy at the time the goods were in taken in charge by the Multimodal Transport Operator of particulars relating to the general nature of the goods, their marks, number, weight, and quantity and if applicable, to the dangerous character of the goods, as furnished by him for insertion in the Multimodal Transport Document.

The consignor shall indemnify the Multimodal Transport Operator against loss resulting from inaccuracies or inadequacies of the particulars. The consignor shall remain liable even if the Multimodal Transport Document has been transferred by him. The right of the Multimodal Transport Operator to such indemnity shall in no way limit his liability under the Multimodal Transport Contract to any person other than the consignor.

#### **8. Dangerous goods:**

The consignor shall mark or label dangerous goods in a suitable manner as "dangerous goods"

Where the consignor hands over dangerous goods to the Multimodal Transport Operator or any person acting on his behalf, the consignor shall inform him of the dangerous character of the goods, and if necessary, the precautions to be taken. If the consignor fails to do so and the Multimodal Transport Operator does not otherwise have knowledge of their dangerous character, then;

The consignor shall be liable to the Multimodal Transport Operator for all loss resulting from the shipment of such goods; and

The goods may at any time be unloaded, destroyed, or rendered innocuous, as the circumstances may require, without payment of compensation.

The above provisions may not be involved by any person if during the Multimodal Transport he has taken the goods in his charge with knowledge of the dangerous character.

If, in cases where the provisions, (2) (b) referred to above do not apply or may not be evoked, dangerous goods, become on actual danger to life or property, they may be unloaded, destroyed or rendered innocuous, as the circumstances may require, without payment of compensation, except where there is an obligation to contribute in general average or where the Multimodal Transport Operator is liable, in accordance with the provisions of relevant conditions.

## **9. Period of responsibility**

The responsibility of the Multimodal Transport Operator for the goods covers the period from the time he takes the goods in his charge to the time of their delivery. For the purpose of this responsibility, the Multimodal Transport Operator is deemed to be in charge of the goods;

a) from the time he has taken over the goods from:

- The consignor or a person acting on his behalf. An authority or other third party to whom, pursuant to law or regulations applicable at the place of taking charge the goods must be handed over for transport;

b) until the time he has delivered the goods:

- By handing then over to the consignee; or  
by placing them at the disposal of the consignee in accordance with the Multimodal Transport Contract or with the law or with the usage of the particular trade applicable at the place of delivery; or  
By handing over the goods to an authority or other third party to whom; pursuant to law or recognitions applicable at the place of delivery, the goods must be handedover.

(2) Reference to the Multimodal Transport Operator in this regard shall include his servants or agents or any other person of whose services he makes use of for performance of the Multimodal Transport Contract, and reference to the consignor or consignee shall include their servants or agents.

#### **10. Basis of liability:**

(1) The Multimodal Transport Operator shall be liable for loss resulting from loss of or damage to the goods, delay in delivery and any consequential loss or damage arising from such delay if the occurrence which caused such loss, age or delay in delivery, took place while the goods were in his charge unless the Multimodal Transport Operator proves that he, his servants or agents or any other person whose services he uses for the performance of the contract evidenced by this Multimodal Transport Document, took all measures that could reasonably be required to avoid the occurrence and its consequences.

(2) Where fault or neglect on the part of the Multimodal Transport Operator, his servants or agents or any other person whose services he uses for the performance of the contract evidenced by this Multimodal Transport Document, combines with another cause to produce loss or damage or delay in delivery, the Multimodal Transport Operator proves the part of the loss, damage or delay in delivery not attributable thereto.

(3) Delay in delivery occurs when the goods have not been delivered within the time expressly agreed upon or in the absence of such agreement, within reasonable time required by a diligent Multimodal Transport Operator, having regard to the circumstances of the cases to effect the delivery of goods.

(4) If the goods have not been delivered within ninety consecutive days following the date of delivery expressly agreed upon, the claimant may treat the goods as lost.

#### **11. Liability for loss or damage when the stage of transport where the loss or damage occurred is not known:**

When the Multimodal Transport Operator is liable to pay compensation in respect of loss of or damage to, the goods occurring between the time of taking them into his charge and the time of delivery and the stage of transport where the loss or damage occurred is not known;

1. Such compensation shall be calculated by reference to the value of such goods at the place and the time they are delivered to the consignee or at the place and time when, in



accordance with the contract of Multimodal Transport, they should have been so delivered.

2. The value of such goods shall be determined according to the current commodity exchange price or, if there is no such price, according to the current market price, or if there is no commodity exchange price or current market price, by reference to the normal value of goods of the same kind and quality;

However, the Multimodal Transport Operator shall not, in any case, be liable for an amount greater than the actual loss to the person entitled to make the claim.

ii. Where the Multimodal Transport Operator becomes liable for any loss of, or damage to, any consignment, the nature and value whereof, have not been declared by the consignor before such consignment has been taken in charge by the Multimodal Transport Operator and the stage of transport at which such loss or damage occurred is not known, then the liability of the Multimodal Transport Operator to pay compensation shall not exceed two Special Drawing Rights per kilogram of the gross weight of the consignment lost or damaged or 666.67. Special Drawing Rights per package or until lost or damaged, whichever is higher.

iii. Notwithstanding anything contained above if the multimodal transportation does not, according to the Multimodal Transport Contract, including carriage of goods by sea or by inland waterways, the Multimodal Transport Operator shall be limited to an amount not exceeding 8.33 Special Drawing Rights per kilogram of the gross weight of the goods lost or damaged. Seamax Logistics Limited was established in last century. We are ideally located in Mumbai, the financial capital of India, and have branches across major cities in the country to provide effective solutions to customers globally. Being one of the leading transport service providers, we aim to bring out the best of us, resulting in our customers' satisfaction. Ever since our inception, we have always met each of our customers' business requirements.

We entered the field of cargo with a long-range strategy of providing comprehensive and integrated supply chain management & logistics solutions. Today, we provide Total Supply Chain Solutions including Transportation Services through all modes, Warehousing & Distribution, International Freight Forwarding, Customs Clearance & Logistics Services domestically and abroad.

Our organization strives to deliver perfection in everything we perform. We believe in maintaining long term business relationship with our customers. What separates us from others is the unique combination of category experience and personal service. We meet

all the standards of perfection while handling the cargo and during the transportation process at the most affordable rates from all destinations.

Our vast experience combined with highly advanced information technology enables us to move the consignments swiftly, safely & timely with entire satisfaction of our esteemed customers.

#### **Vision**

"Redefine the rules in the Indian Transport Industry by providing the best and path finding solutions with flexibility to adopt new practices, policies and technology to meet our customer's requirements".

#### **Mission**

"We endeavor to provide cost effective, highly efficient and global logistics solutions through our team of professionals and making Seamax, synonymous with 5 'S' :- Service, Speed, Safety, Strength & Steadfastness".

#### **Corporate Philosophy**

Seamax Logistics is committed to provide Total Logistics Solutions and Services in India.

We believe in Customer's Satisfaction by a team of highly motivated professionals with conducive work environment. We shall continually improve our systems by adopting innovative Technology in order to achieve our planned objectives.



### CHAPTER 3

## CHAPTER-3

# A STUDY ON THE IMPACT OF MOTIVATIONAL INCENTIVES ON EMPLOYEE PERFORMANCE IN SEAMEX SHIPPING COMPANY

### 3.1 Incentives to Motivate Employees:

#### 1. Create an Aesthetically Pleasing Environment

Your business environment should be a pleasant place for employees to work.

The space should be comfortable, functional, organized and fun! The atmosphere can greatly affect the motivation level and feeling that all is well in the workplace.

#### 2. Hire Supportive Managers

The mindset of a manager can impact how motivated their employees are. Employees lead by example. If a manager lacks motivation, it is likely their employees will follow in their footsteps. Employees thrive when they have a respectful, honest, and supportive manager.

#### 3. Employee and Manager One-on-Ones:

Managers should not wait for semi-annual Annual meetings to have meaningful conversations or to have a touchpoint with their employees. If six to twelve months pass from the last one-on-one meeting, employees may lose motivation in achieving team goals or completing projects. Scheduling periodic one-on-one meetings will consistently hold employees accountable and will improve communication between the manager and the employee.

#### 4. Transparency:

Be transparent with your employees. Share business updates and current projects with them on a regular basis so they feel included and part of the team.

#### 5. Provide Plenty of Educational Opportunities

Employees are appreciative and motivated when they have an opportunity to grow within a company. By providing educational opportunities, employees will have the opportunity to grow their skill-set and expand their knowledge. This will motivate them to reach that next step within the company and realize their full potential.

#### 6. Give Feedback and Recognition

People feel fulfilled by recognition. When sharing feedback with employees, make sure to recognize their exceptional work. This will give them a deeper connection to the

business. Seeing how their hard work is recognized by others does have an impact on the company culture.

#### **5. Ensure Leadership Opportunities are Available**

Leadership does not always mean a promotion or an increase in salary. Employees can gain leadership opportunities by securing the lead position on various team projects, which gives them more ownership of their work. When you give employees the opportunity to do something bigger within the company, they will naturally rise to the occasion and embrace the leadership role. If you notice an employee is starting to feel restless in their current role, ask what else interests them. Perhaps two team members that have been doing the same responsibilities for a while would be excited to swap some of their tasks.

#### **6. Implement an Employee Rewards and Incentive Program**

Employees will do more when they are rewarded for doing good work. Even small rewards can make a big difference. If your business wants to reward employees by offering incentives, the incentives will need to provide value to employees. Ask employees what they want. Find out what is important to them. Incentives that are important will be the greatest motivator. This could be anything from a prime parking spot to additional PTO days. A recent study by Genesis Associates, an engineering recruiting firm, found that 85% of workers surveyed felt more motivated to do their best when an incentive was offered. 73% of respondents said the "atmosphere in the office when an incentive is running is either good or very good" and will lead to better overall work.

#### **7. Promote a Company Culture that Values Work-Life Balance**

Allowing employees to have a work-life balance is crucial to employee motivation. Employees will be left feeling unmotivated and less productive when they feel overwhelmed or burned out. Consider offering flexible (flex) scheduling to employees so they have control over their own schedule to meet their personal needs. Feeling pressured to work long hours week after week will leave employees feeling more stressed, less motivated, and absent from their work over time.

There is more to life than work. From paid volunteer time policies to telecommuting options, every business should strive to provide their employees with a healthy work-life balance that inspires and motivates.

## 10 Ways To Use Incentives To Motivate Employees

### 1. Focus On Core Aspects Of The Work And Workplace

Your best players probably aren't motivated by incentives. To keep people motivated, focus on improving the core aspects of the work and workplace. Are there opportunities for advancement, development and training? Is there a strong culture? Challenging work? Recognition programs? These workplace fundamentals will go further to motivate employees than an incentive program could. - Krista Neher, Boot Camp Digital

### 2. Understand Group Profiles And Preferences

Incentives are a great way to keep employees motivated. However, incentives that inspire high performance aren't always monetary. It is important to understand group profiles and what they look for in a job they deem satisfactory. Sometimes it's got a lot less to do with money than with personal gratification, growth, recognition and creative rewards. - Rosa Vargas, Authentic Resume Branding & Career Coaching

### 3. Create Versatile Incentive Systems

Companies face two main staffing issues: how to attract top talent and how to keep it. So why not create versatile incentive systems so that employees feel the need to do their best in return? Some ideas include alternative work schedules that fit their needs or paid time off for creative projects. If you want to increase loyalty, make them co-owners in the form of an employee stock ownership plan. - Mari Carmen Pizarro, Whole Leadership Systems

### 4. Don't Take Incentives Away Once Given

Tangible incentives should be considered table stakes when creating them. Incentives will provide short-term motivation to workers, but then they become entitlements. If you take them away or don't continue them, they will probably demotivate employees. If you plan to give employees an incentive, expect to always give them the incentive as a benefit of working with the company. - John Knotts, Crosscutter Enterprises

### 5. Nurture A Sense Of Purpose And Connection

Offering incentives can be a slippery slope that leads to unintended consequences, such as exacerbating silos, reinforcing an individual versus a team mindset and even decreasing creativity and innovation. A better approach would be to



enhance a sense of autonomy, create opportunities to master skills and nurture a sense of purpose and connection. Research done around self-determination theory shows this to be the case. - Amit Raikar, ARC Performance Coaching

#### **6. Issue Incentives Consistently And Within Defined Parameters**

To ensure that an employee doesn't feel like a "little fish in a big ocean," incentives (issued on a consistent basis with a defined set of parameters) are vital for the retention of highly-motivated and talented employees, especially if problem performing employees receive most of the manager's time and attention. Otherwise, high-performing employees may become rather lax and unreliable. - Sandra Hill, New Horizon Coaching & Professional Growth Advancement

#### **7. Align Rewards With Positive Business Behaviors And Results**

When you align rewards or incentives with the business behavior and results that support the culture and values of your business, you are more likely to attract and, more importantly, retain your best talent. Consistency is key. One deviation sends a message of distrust and confusion. So, evaluate your incentive plan by gathering candid feedback on impact, expectations and consistency. - Sheila Carmichael, Transitions D2D, LLC

#### **8. Don't Use Incentives As Crutches**

Too many organizations use employee incentives as crutches within ineffective working environments or dysfunctional cultures. Incentives should be icing on the cake when everything else is working well. To keep your talent motivated, make your business a great place to work with shared values and vision, trust and support, respect, autonomy and flexibility. - Izabela Lundberg, Legacy Leaders Institute

#### **9. Make Sure Employees Value Incentives**

It depends on the incentive. Incentives are only as valuable as they are to the employee. If you create arbitrary incentives, they will be meaningless and might actually result in disengagement. Figure out what is meaningful to your employees. Very rarely will it be a blanket incentive, so focus on what matters to your employees. It might be something much simpler than you think. - Dhru Beeharilal, Nayan Leadership, LLC.



#### **10. Use Praise To Enhance Incentives And Strengthen Motivation**

An incentive can always be a good motivator, but expressing your belief in your employees will go even further. Complimenting and letting your employees know that they matter to your company is more important than any incentive you can give them. Seeking out opportunities to praise and compliment their work creates buy-in and a desire to continue producing well. - Jon Dwoskin, The Jon Dwoskin Experience.

#### **11. Hold Your Team Accountable For Earning Their Incentives**

Incentivizing employees is a good way to keep motivation and morale high. However, it is important to recognize that employees need to meet their annual metrics so that both parties are rewarded. Doing this, in turn, will create a stronger and more accountable partnership. - X. Carmen Qadir, Coaching & Consulting Experience, LLC.

#### **12. Ask Employees What Motivates Them**

Motivators vary from employee to employee, so while incentives may work for some employees, they will not work for others. Some staff will be motivated intrinsically (internally) while others are motivated extrinsically (externally). The key to creating motivation through incentives is to directly ask employees what motivates them and how they wish to be motivated. - Kyle Elliott, MPA, CHES, CaffeinatedKyle.com.

#### **13. Mix Tangible And Intangible Rewards**

Incentives are good but have a short shelf life. Chasing monetary rewards alone is not sufficient motivation if softer issues (e.g., a weak team culture; a lack of recognition or respect; no tangible path to growth or development; no defined, fulfilling purpose) are not also considered. By mixing incentives with these intangible elements, the motivation becomes mutually rewarding over a long period of time. - Arthi Rabikrisson, Prerna Advisory.

#### **14. Use Incentives For Alignment Rather Than Motivation**

Consider incentives as more of an organizational tool than a motivational tool. Incentives are great for the alignment of a team's purpose and direction. However, motivation is a very personal factor, and that is why broad incentive plans often demonstrate fleeting motivational benefits. Author Dan Pink suggests that autonomy, mastery and purpose are better motivational factors that cost far less. - Jim Vaselopoulos, Rafti Advisors, LLC.

### 3.3 Tips to Improve Employee Motivation

As today's workforce is very different from the one we had ten years ago, so are motivational factors. Every employee is different and not the same things motivate them. However, there are **a few employee motivation tips** every employer should follow.

#### 1. Choose the right leaders

Assigning the right people to lead employees is crucial for employee motivation. **Good leaders** have the power to highly motivate and engage their people. Here is a great overview of **what employees are not looking for in their leaders**.

#### 2. Coach your managers

Continuous management development and coaching are necessary to keep employee motivation at high levels. As the workforce changes continuously, so do employees characteristics and motivational factors.

#### 3. Define precise but realistic engagement goals

Managers and leaders should be responsible for assigning specific and measurable engagement goals and objectives. Employees who have clear goals are more motivated to achieve them.

#### 4. Make someone accountable

After defining goals, leaders should be held accountable. In other words, if the goals are not achieved, managers should be responsible for discovering why the engagement levels are not satisfying. In addition, they should be the ones defining tactics and methods for improvement.

#### 5. Improve internal communications

This is a crucial one! Companies with poor employee communications suffer very low levels of employee motivation and engagement. Employees who are not informed and

Not left behind are much harder to motivate. Boost your internal comms strategy and watch how your employees get more engaged.

#### **6. Value employees' work and contribution**

Employees need to know that their work is valued. If they got their goals and achieved them, they should understand how does that reflect your company's success.

#### **7. Give structured feedback**

Positive or negative, feedback is necessary. Continuous feedback helps employees stay in the loop and understand if there are any opportunities for improvement.

#### **8. Reward your employees**

Don't forget to reward good work. Recognition and rewards should be a must-have in every organization. However, make sure to reward your employees with something that they value. Not sure about how to give recognition? Here is a great research on how employees prefer to receive recognition.

#### **9. Connect with your employees**

Good leaders are often able to **connect with their employees** on both personal and professional level. Remember, not everything and at all times need to be about work.

#### **10. Build a positive workplace environment**

Healthy workplace environments are the ones where people feel free to talk, feel valued, trust their leaders and have good relationships with other employees. How healthy your workplace is?

## **11. Encourage creativity and innovation**

Younger generations such as Millennials and generation Z love to be involved in different aspects of the business. Enable them to use their creativity and value their ideas and initiatives.

## **12. Empower your employees**

Give employees more freedom to make decisions themselves. It is hard to be motivated when your whole job is about what other people tell you to do. Therefore, **employee empowerment** is crucial to improve employee motivation.

## **13. Implement learning and development programs**

Encouraging employee development and learning are great ways to keep your employees motivated. Track their milestones, teach them new skills and promote them to higher positions with more responsibility.

## **14. Address employees' quality of life**

Care about your employees quality of life and work-life balance. Highly motivated and engaged employees are also the ones that experience burnout sooner. Take care of your best-performers!

## **15. Make sure to understand what motivates them**

Not all employees are the same and not all are motivated by the same things. Some prefer monetary rewards, some appreciate recognition in the form of nice words or touch.

## CHAPTER 4



## CHAPTER-4

### CONCLUSION

In conclusion, incentives and rewards in a working environment have been known to have many advantages for both employers and employees. Once these two are applied in a working environment, the employees have high morale for working, they are usually satisfied and are directly involved in the development of the organization. Therefore, due to the workplace incentives and rewards, workers and their employers usually enjoy a productive and positive working environment with positive fruits. Most leaders and managers agree that productive and motivated employees are a very important aspect when it comes to the success of the organization. One of the most effective ways is giving incentives and this involved two forms: individuals are assessed over time and are given a bonus according to their quality of work and their dedication or rather bonuses are granted as the entire organization's incentives which are like the sharing of profits. Nevertheless, there are some of the possibilities of the incentive-based rewards backfiring and this, in turn, causes contentious behaviors within the workplace, there are complaints linked to the unfair payment distribution, stress, and overwork. Hence, it is important to have an administration which caters for the wage and salary management in the determination of the pay rate, the most rewarding program for the employees and the labour costs among others.

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**INTERNSHIP REPORT ON A STUDY ON ORGANIZATIONAL STRUCTURE OF  
KAMAL HEALTH CARE PRODUCTS PVT LTD, THOOTHUKUDI.**

(As internship report submitted in partial fulfilment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

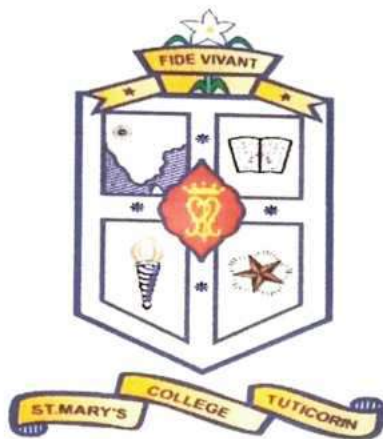
Submitted by

**P. STEFFINA**

**REG NO: 20SPHR32**

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**Mrs. C.S. PURNIMA B.Sc(Hort),MBA.,NET**



Department of Human Resource Management

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November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **P. STEFFINA** of second year Master of Human Resource Management has undergone Internship training on “**A STUDY ON ORGANIZATIONAL STRUCTURE OF KAMAL HEALTH CARE PRODUCTS PRIVATE LIMITED**” under the guidance of **Mrs. C.S. PURNIMA B.Sc(Hort.),MBA.,NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

**EXTERNAL EXAMINER**

**PRINCIPAL**

St. Mary's College (Autonomous)  
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GST : 33AAECK9629C1ZM



An ISO Certified Company

REF: KHC/HR-G/002/2021

August 9, 2021

To,  
The Head of the Department,  
St.Mary's College,  
Thoothukudi.

### CERTIFICATE

With reference to the permission granted to your Final year MHRM Student, **Miss. Steffina P (20SPHR32)** to undergo **Internship** in our organization, we hereby gladly inform you that she has successfully completed the training in our organization from **17.05.2021 to 2.06.2021**.

We wish her all success in her future endeavors.

For Kamal Healthcare Products Pvt. Ltd.

**K.Nithya**  
**Manager - HR**

## DECLARATION

I hereby declare that the internship entitled “**A Study on Organizational Structure Of Kamal Health Care Products Private Limited**” is submitted to St. Mary’s College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place: Thoothukudi**

**Date: 09.12.2021**

*P. Steffina.*

**Signature of the candidate**

**(P. STEFFINA)**

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## **ABSTRACT**

Conceptualization of organizational structure is the manifestation of systematic thought. The organization is composed of elements, relations between elements and structure as a generality composing a unit. Structure is high combination of the relations between organizational elements forming existence philosophy of organizational activity. Systematic view of organization to structure shows that structure is composed of hard elements on one side and soft elements on the other side. The review of literature views structural relations from various aspects. Organizational structure is a way or method by which organizational activities are divided, organized and coordinated. The organizations created the structures to coordinate the activities of work factors and control the member performance. Organizational structure is shown in organizational chart.

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# CHAPTER-I

## **CHAPTER – I**

### **INTRODUCTION**

#### **1.1 Meaning:**

Organizational structure is the framework on how employees work based on their duties and positions. Organizational structure, which is predominantly a hierarchy of the employees and the functions, is essential in order to streamline operations and processes within an organization. This is a critical part of a company as it defines the flow of work, accountability and authority to take decisions.

#### **1.2 Definition:**

Mintzberg (1972): Organizational structure is the framework of the relations on jobs, systems, operating process, people and groups making efforts to achieve the goals. Organizational structure is a set of methods dividing the task to determined duties and coordinates them.

Hold and Antony (1991): Structure is not a coordination mechanism and it affects all organizational process. Organizational structure refers to the models of internal relations of organization, power and relations and reporting, formal communication channels, responsibility and decision making delegation is clarified.

Arnold and Feldman (1986): Helping the information flow is one of the facilities provided by structure for the organization.

Monavarian, Asgari, & Ashena, (2007): Organizational structure should facilitate decision making, proper reaction to environment and conflict resolution between the units. The relationship between main principles of organization and coordination between its activities and internal organizational relations in terms of reporting and getting report are duties of organization structure.

#### **1.3 Purpose of Organizational Structures:**

As we saw above, an organizational structure is not an end but a means to an end. Every organization strives to achieve its targets and its structure only facilitates this.

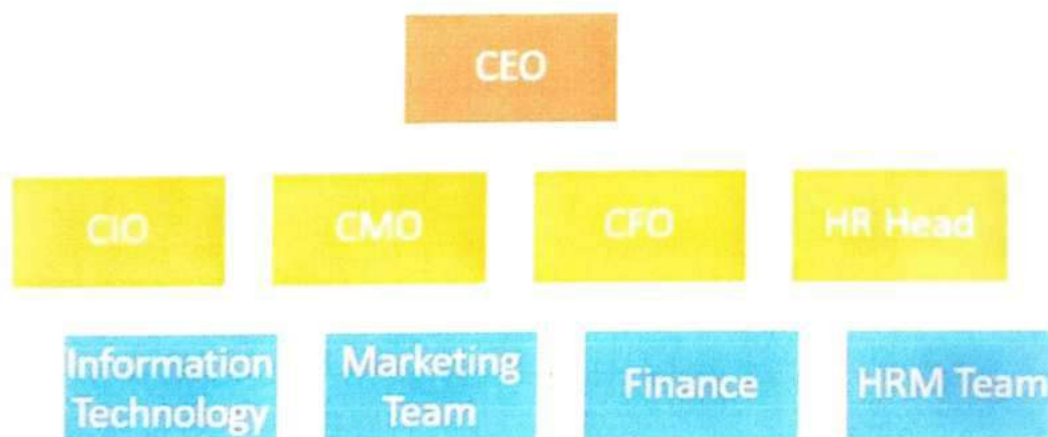
The main purpose of such a structure is to help the organization work towards its goals. It brings members of the organization together and demarcates functions between them.

Secondly, the structure also helps in ensuring smooth and efficient functioning. In other words, it reduces time, money and efforts. This happens only because every person knows what her responsibilities are. Work happens with precise coordination with minimum wastage of resources.

#### **1.4 Importance of Organizational Structures:**

There are many functions in a company, who have to work together to achieve the goal of the business. Every function needs to have different people with varied skill sets to grow the business. To ensure that there is flow of information & work, employees have defined roles and responsibilities, companies have a framework. This is known as organizational structure. By doing this, the hierarchy, roles, positions, duties, decision making abilities of all employees are well defined.

An organizational structure usually starts with the CEO at the apex of the company. Below that there are vertical or functional leads for different departments like marketing, finance, HR, operations, IT, admin etc. All these report to the CEO. Below each lead, there are other employees who have expertise in that particular field. Thus, an organizational structure is a pyramid like framework, connecting all employees on the basis of their job profile. Organizational structure departmentalization can be created based on functions, geography, product, customer and process.



**Figure 1.1 – Typical of Organizational Structure**



### 1.5 Features of Organisational Structure:

Some of the main elements of having an organizational structure are:

1. Clearly defines roles, responsibilities, position and decision-making power of an employee.
2. Defines the flow of communication and work.
3. Divides work on the basis of functions and skills sets.
4. Establishes a line of authority and flow of delegation.
5. Defines a clear path of interaction between different departments.

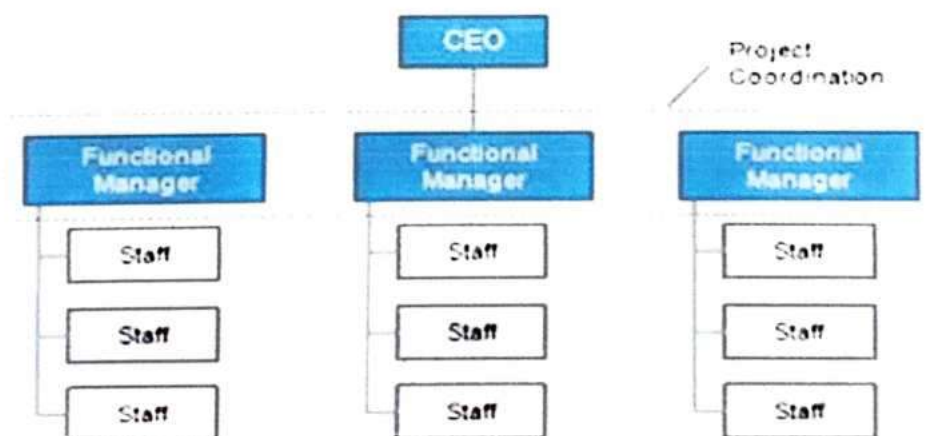
Organizational structure is also critical to delegate work & monitor teams as each job profiles work is defined.

### 1.6 Types of Organisational Structure:

The popular organisational structures include:

#### Functional Structure:

In this case, the organisation is divided into segments based on the functions performed by the employees. This helps to increase efficiency in each function. It is generally used in large organizations.



**Figure 1.2 – Functional Structure**

### Divisional Structure:

In this case, the organisation is divided into divisions which could be based on the product, Markets or Geographic area. Each division has its own set of functions like finance, marketing etc., like small micro organizations within one large organisation.



Figure 1.3 – Divisional Structure

### Matrix:

The matrix structure is typically a hybrid version of both the functional and divisional structures.

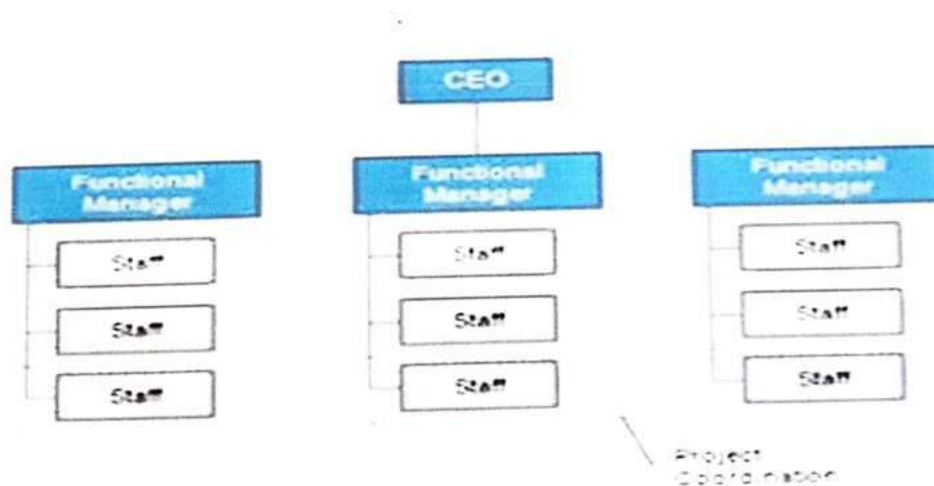


Figure 1.4 – Matrix

**Pre-Bureaucratic:**

Found in startups, No standards with a centralised structure and usually one decision maker.

**Bureaucratic:**

Standardized structures and suitable for large organizations.

**Post-Bureaucratic:**

Follow strict hierarchies but open to modern ideas and methodologies.

**1.7 Advantages of Organizational Structure:**

1. The activities of the individuals and the groups will become more rational, stable and predictable.
2. An orderly hierarchy in which people are related in a meaningful sequence will result. Individual responsibility will be known clearly and the authority to act would be defined.
3. Individuals will be selected on the basis of ability to perform expected tasks. Simplification and specialisation of job assignment is possible in more effective way.
4. Directional and operational goals and procedures will be determined clearly and energies devoted to their achievement.
5. Available resources will be utilised in the most effective way.

**1.8 Disadvantages of Organizational Structure:**

1. Individual creativity and originality may be stifled by the rather rigid determination of duties and responsibilities.
2. Workers may become:
  - Individual creativity and originality may be stifled by the rather rigid determination of duties and responsibilities.
  - Workers may become less willing to assume duties that are not formally a part of their original assignment.

- Very often the fixed relationships and lines of authority seem inflexible and difficult to adjust to meet changing needs.
- They produce anxiety in individual workers by pressing too heavily for routine and conformity.
- They become too costly in terms of time and human dignity in order to implement organisational rules and regulations.
- Inter-personal communication may be slowed or stopped as a result of strict adherence to formal lines of communication.
- Organisations tend to fail to account for important differences in workers as human beings.

### **1.9 Nature of Organizational Structure:**

1. It facilitates co-ordination of organisational activities and tasks.
2. It states the pattern of formal relationships and duties among people at different positions in the organisation.
3. It elaborates the hierarchical relationship among different levels of management within the organisation.
4. It facilitates the implementation of policies, practices, procedures, standards evaluation systems etc. that guide the activities and relationship among people in the organisation.
5. It states the activities and tasks assigned to different departments and people in the organisation.

# **CHAPTER-II**



## **CHAPTER II**

### **COMPANY PROFILE**

#### **KAMAL HEALTH CARE PRODUCTS PRIVATE LIMITED**

##### **2.1 COMPANY PROFILE:**

Kamal Healthcare Products (P) Ltd. is a young, dynamic manufacturer of personal care hygiene products that currently include adult diapers, underpads. Kamal Healthcare is the youngest member of AVM Group a diversified business conglomerate based in Tuticorin, India. Established in 1927, AVM Group is a proud, single-family owned conglomerate with interests in diversified verticals

- Gold Jewelry
- Edible Oils
- PP Jumbo Bags and other packaging products
- Renewable Energy (Wind farms)
- Healthcare (AVM Hospitals), Education
- Social halls among others.

Brand name for all business is “AVM”. The commitment to quality and hard work has helped us grow from humble beginnings to current cumulative global sales of around \$46 Million.

With a special interest in Healthcare and its positive impact on people’s lives, AVM group decided to venture into the personal hygiene market with an initial investment of \$4 Million to create the first ever manufacturing facility for adult diapers and under pads in Southern India and now stepping into Personal Protective Equipment Kit done with ISO standards and all process and sterilization are validated as per European standard. Company new facility leverages best-in-class infrastructure and technology from Italy to produce the most comfortable and top quality products in the business.

##### **2.2 COMPANY KEY DIFFERENTIATORS:**

- AVM Group has a presence in over 20 countries
- Proven trust and experience in working with partners around the world
- State of the art manufacturing facility and machinery from GFA, Milan

- Passionate, dedicated and well-trained team
- Consistent, process-oriented commitment and implementation of Total quality Management (TQM) and ISO standards.
- All process are sterile and validated as per European standard

### **2.3 Company Scope:**

- Adult Diapers
- Under pads
- Pull ups
- Surgical Gown
- Nurse Head Cap
- Face Shield
- All around protection
- HIV kit
- Surgeon kit

### **2.4 Company currently produce the following:**

#### **Adult Diapers:**

Sizes: Medium, Large and X-Large.

#### **Key Features:**

- 3 Dimensionnel absorbent core
- Barbell shaped core with rounded corners
- Anti-bacterial odor control SAP
- Interior standing leg cuffs
- Triple elastic combo tape fasteners
- ADL for addition protection and comfort
- Wetness indicator
- Super efficient absorption

## KAMAL HEALTH CARE – ADULT DIAPER UNIT



**Figure 1.5 – Adult Diaper Unit**

### **Under Pad:**

Sizes: 60x90cm, 60x60cm and 60x40cm

### **2.5 Raw Materials:**

For making a good product, company strongly believe that the raw material selection is one of the key points and company policy, buy all the raw materials from reputed vendors as below:

<b>Raw Materials</b>	<b>Company Name</b>	<b>Raw Materials</b>	<b>Company Name</b>
Pulp	GP, IP, Resolute, USA	Non Woven	Global Non Woven, India
SAP	Sumitomo Seiko, Japan	PE Back Sheet	NAPCO, KSA
Glue	HB Fuller, India	Side Tapes	Avery Dennison, USA
Elastic	Fulflex, Holland	Frontal Tapes	Fujian, China

**Table 1.1 – Raw Materials**



I would like to take a moment and point out that company are not just a manufacturer of these products but also end-consumers as well; AVM Hospital uses KHC new products currently. This makes us truly unique. Are in a position to get direct feedback from patients and customers (doctors/nurses and other providers) and are able to translate this knowledge in process level changes that yield positive results both in quality and efficiency.

Company are very interested in working with you as your partner in fulfilling your Personal Care Hygiene - Adult Diaper and Under Pad needs. They are open to be a private label manufacturer for your brand in this part of the world or we can sell in bulk also.

## **2.6 Strength:**

- State-of-the-art manufacturing facility and Machinery from Italy.
- High involvement of the top management.
- Passionate, dedicated and well-trained team.
- Consistent, Process-oriented Commitment and implementation of Total Quality Management (TQM) and ISO Standards.

## **2.7 Kamal Health care:**

Kamal Healthcare Products (P) Ltd is a proud and youngest member of the AVM Group of companies.

What we do?

KHC Company are basically into the field of manufacturing Adult Incontinence Products. In Simple, The one of the India's leading manufacturer's of Adult diapers and Underpads.

## **2.8 VISION:**

Vision is to Continue delivering World Class Finest Products and Services to the people world wide to enhance comfort and delight.

## **2.9 MISSION:**

Aiming to solidify our position in the fast growing market and increase our global market share.

## 2.10 Manufacturing Excellence:

There are sourcing the best available Raw Materials Globally.



**Sumitomo**



**Figure 1.6 – Manufacturing excellence**



## 2.11 PRODUCT LINE



**Figure 1.7 – Product Line**

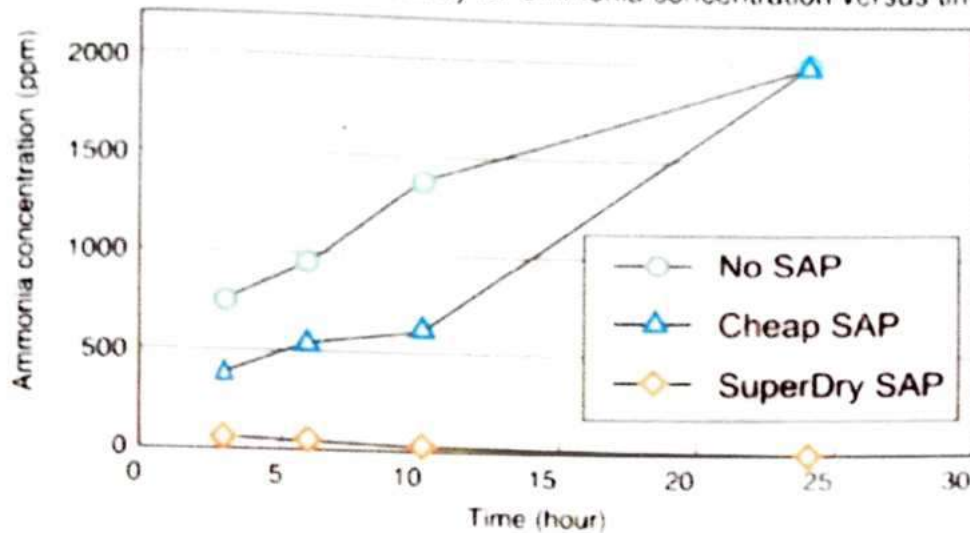
### 2.12 Exclusive Feature:

- All Adult diapers ranges comes in 3 different sizes designed to fit all adults.
  - a) Medium (28"-48")
  - b) Large (38"-60")
  - c) Extra Large (48" – 68")
- All products are especially designed for the Indian Body type with the European Technology.

# SUPERIOR SAP

Superior SAP effectively inhibits the enzymatic action responsible for degrading urea into ammonia

Graph Showing odour control activity for ammonia concentration versus time



\*\*Test Liquid: Synthetic urine including urea and urease

Figure 1.8 – Superior Sap

## 2.13 COMPANY HIGHLIGHTS:

- Hybrid Machine from Italy
- 3D Diamond Embossed Core
- ISO 9001 : 2015 Certified
- CE Certified
- GMP



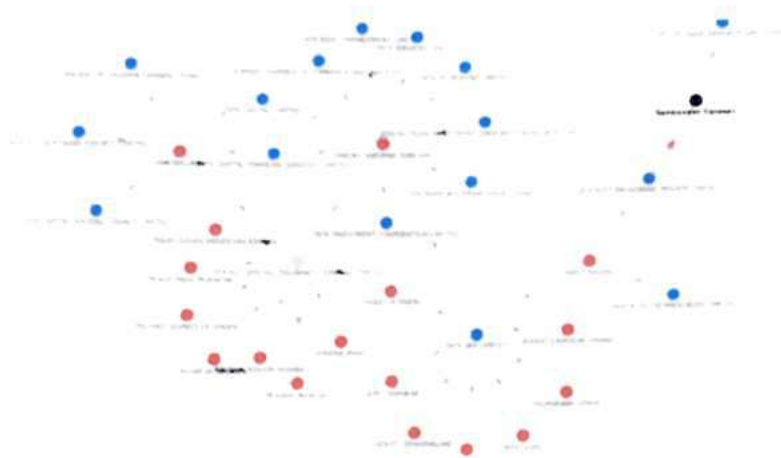
**Figure 1.9 – Certificate**

## 2.14 Area of Operation:



**Figure 1.10 Area of Operation**

## 2.15 Company Network:



**Figure 1.11 – Company Network**

## 2.16 Company Logo:



**Figure 1.12 – Company Logo**

### **2.17 Directors- Kamal Health Care:**

The company has 4 directors and no reported key management personnel.

The longest serving directors currently on board are Srinivasmarimuthu and Subramanian Sankar Marimuthu who were appointed on 15 October, 2004. They have been on the board for more than 16 years. The most recently appointed director is Marimuthunadar Velayutham Lakshmanan, who was appointed on 01 April, 2014.

Srinivasmarimuthu has the largest number of other directorships with a seat at a total of 3 companies. In total, the company is connected to 4 other companies through its directors.



# **CHAPTER-III**



## **CHAPTER – III**

### **A STUDY ON ORGANIZATIONAL STRUCTURE OF KAMAL HEALTH CARE PRODUCTS PRIVATE LIMITED, THOOTHUKUDI.**

Structure refers to the relations between the components of an organized whole. Thus, structure concept can be used for everything. For example, a building is a structure of the relationship between foundation, skeleton, ceiling and wall. The body of human being is a structure consists of the relations between bones, organs, blood and tissues. Organizational structure is the framework of the relations on jobs, systems, operating process, people and groups making efforts to achieve the goals. Organizational structure is a set of methods dividing the task to determined duties and coordinates them. Organizational structure is a method by which organizational activities are divided, organized and coordinated. The organizations create the structures to coordinate the activities of work factors and control the members' actions.

#### **3.1 Objectives of study of organizational structure:**

Organizational structure is a business skeleton. Organizational are alive and breathing, so they require something to give them shape and support their life functions. Organizational structures help everyone involved in a company to clarify and understand everyone else's role and scope. They help facilitate divisions of labor, efficiency and assist in avoiding conflicts and confusion. In turn, businesses get more done with fewer glitches and less strife.

- It provides a chain of command.
- It helps to define departments, jobs and roles around the tasks and functions.
- It provides uniformity of tasks and will have ultimate control of all roles and responsibilities.
- Understand the main features of an organization.
- It explains the purpose and role of mission and vision statement in managing an organization.
- It describes the main features of the different organization structure.
- It explains the importance of setting objectives in managing an organization.

### **3.2 Conceptualization of organizational structure At Kamal Health Care:**

Conceptualization of organizational structure at Kamal Health Care is the manifestation of systematic thinking. Organization consists of elements, relations between elements and structure of relations as a generality composing a unit. Structure is high combination of the relations between organizational elements forming existence philosophy of organizational activity. Systematic view of organization to structure shows that structure is composed of hard elements on one side and soft elements on the other side. At the end of hard dimension, there are tangible elements as groups and hierarchy organizational units. The relations between these units and groups show soft element in organization structure. At the end of soft continuum dimension, judgment of organization people to structure can be observed. Three dimensions of organizational structure at Kamal Health Care are as followings:

- Hierarchy dimension: It shows relative ranks of organizational units by similar method of organizational chart.
- Functional dimension: It shows different works performed in organization.
- Inclusion dimension: The close or far distance of each person in organization to central core of organization.

The proper combination of mentioned dimensions shows formal structure as manifested in organizational chart. The reality is that there are many organizational forms and they cannot be easily explained by organizational chart.

### **3.3 Dimensions of organizational structures At Kamal Health Care :**

Organizational structure at Kamal Health Care is manifested in organizational chart. In planning organizational structure, there are three principles:

- 1- Organizational structure determines formal relations and reporting in organization and it shows the number of levels in the hierarchy and it defines the span of the control of managers.
- 2- Organizational structure determines the position of people as working in group in a unit and it divides the units in the entire organization.
- 3- Organizational structure includes the design of systems by which all units are coordinated and effective relation in organization is guaranteed.



Organizational structure can be affected by goals, strategy, environment, technology, organization size. These variables are key and content-based and indicate the entire organization and its position between the organization and environment. Content variables can be important as they show organization and the environment in which there are structural variables. Structural variables indicate internal features of an organization and present a basis by which the organizations can be measured and their structure features can be compared with each other. The content variables affect structural variables. Complexity, formality and centralization are important examples of content variables. Content variables affect structural variables and by their combination, different types of structural designers are created.

### **3.4 Structural models At Kamal Health Care:**

Structural models give the main importance to organizational structure but key elements are consistent with the main features of each formal model. Structural view at Kamal Health Care is based on 6 hypotheses:

- 1- The organizations exist to achieve the predetermined goals.
- 2- For each organization, structural form based on specific set of conditions is designed.
- 3- An organization is effective if, the environment confusion and individual priorities are restricted by reasoning norms.
- 4- Specialization, enables high level of specialization and individual performance.
- 5- Coordination and control are necessary for effectiveness.
- 6- Organizational problems arise from unsuitable and inefficient structures and can be solved by re-structuring or development of new systems.

Structural assumptions at Kamal Health Care include bias of goal, reasoning, power and referring to the systems consistent with the main goals of formal models. structural model has 4 levels as:

- Central level including the national and local power as having general planning, determination of resources and supervision on standards.
- The institution defined in law and association and it includes all schools and Universities.

- The main unit corresponding with educational groups and faculty members in educational groups and display units in schools.
- Individual level including teachers, students or employees of support. However, Beker and Koagan consider mostly the teachers as they play the main role in forming curriculum and academic policies.

These structural models define operating and prescriptive methods, prescriptive method is associated with supervision and maintaining the values in the system. Operating method refers to the applied duties in various levels in the system. The relations among the levels can be classified into prescriptive or operating and the relations require evaluation or judgment, in operating relations, it is associated with the resources allocation, responsibilities and duties. Their structural models are not hierarchy. The schools and universities are described as vertical and hierarchy.

### **3.5 Determining factors of structure:**

Structure is a tool to achieve short and long-term goals of organization. Thus, any discussion should be regarding goals and strategy in structure.

- Strategy: The process of determining fundamental long-term goals, taking method and allocation of required source to achieve goals. Strategy refers to final results and tools.

At Kamal Health Care organization magnitude has four elements:

- 1- physical capacity of organization (the number of beds in hospital, number of production lines, number of University classes)
- 2- The existing employees in organization: The most common criterion (part-time staffs, seasonal business, industry type)
- 3- Organization input and output (number of customers, students and sale)
- 4- Materialistic and financial resources



The size of an organization is effective on its structure.

- Technology: It refers to the information, equipment, techniques and process to turn the inputs to outputs. Woodward Research: He mostly focused on production technology and the companies were classified based on one of three types of production technology, mass and process.
- Environment: The forces effective on organization performance and organization has less control on them or has no control on them.
  - General environment: All effective conditions on organization but their dependency was not clear to organization (economic, cultural, political, social, legal conditions, etc.).
  - Specific environment: It is a part of organization environment as associated directly with organization to achieve the goals. Specific environment of each organization is unique and is changed by changing the conditions (customers, suppliers, competitors, law making institutions, state, etc.) and the specific environment of an organization is changed based on its selective domain.
- Control power (strategic selection): Under the best conditions of four previous factors (strategy, size, technology, environment) only 50 to 60% of change in structure are explained. Based on this view, at any time, the structure of an organization is the result of measurements of power owners of the organization in selection of the structure by which its control is maximized.

The structure of an organization is the result of power conflict between internal organization coalitions with specific benefits and each requires a structure and their benefits are fulfilled better instead of general benefits of organization.

### **3.6 The formalization tool At Kamal Health Care:**

The most important formalization tool used at Kamal Health Care is as followings:

- Organizational structure charter
- Organization guide

#### **a) Organization chart Of Kamal Health Care:**

It is one of the documents regulated after organization formalization. To describe organizational structure, units of an organization are used and it includes organizational unit and role. It is as hierarchy and if necessary, the roles of organizational units in low details level are added.

- To show organizational units, rectangle box is used (sometimes circle, etc.).
- The most important organizational unit is at the top of chart and distance of each unit from the highest unit indicates the power of the unit.
- The lines between organization units show their organizational relations.
- If the communication line between two units indicates applying a part of power, it is shown by assumptive line (---).
- If we make a difference between queue units from staff units, the staff units should be drawn beside commanding line.

#### **b) FHD chart of Kamal Health Care:**

- This model is used at Kamal Health Care to describe a set of duties or functions of an organization.
- Any organizational unit or organizational position has a series of d units but these duties are not performed practically until a process in organization is associated with these duties.
- It is possible that there are ten separated duties for an organization position but practically, only one or two duties are used by a set of executing processes of organization.

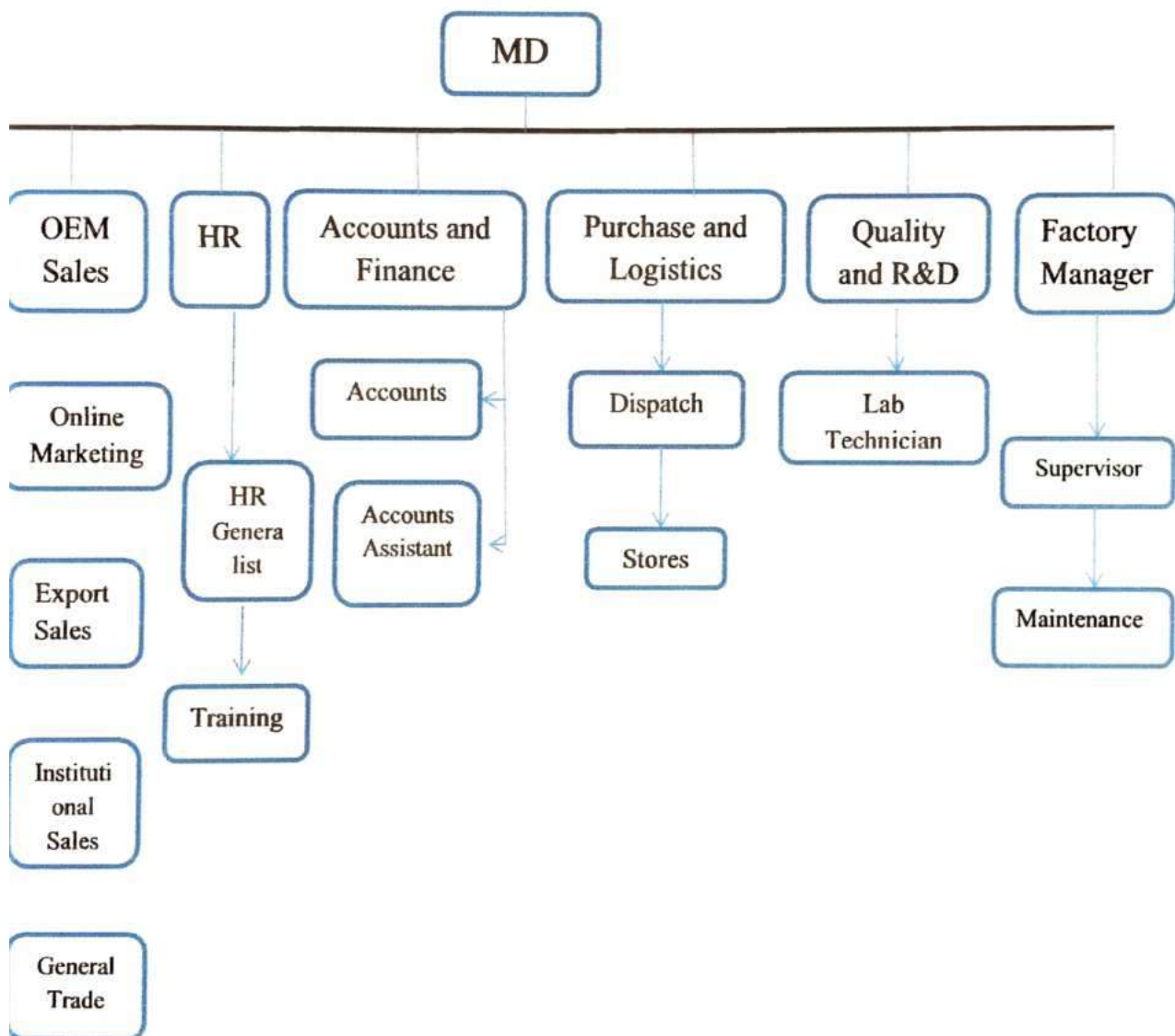
#### **c) The system architecture chart of Kamal Health Care:**

This model is used at Kamal Health Care to describe the relations between one subsystems with other information subsystems, information resources in a complete system. An information system is recognized by some of smaller subsystems.

**Organization guidance:** In some of bigger organizations, to introduce formal organization structure, organization guidance is used consisting of some information as:

- Organizational goals
- Policies and procedures
- Charts
- Job definition of main executive managers
- Some guidance about the duties of executive manage

**Figure 1.13 - Organizational Structure Chart**



### **3.7 Statements of problem in organizational structure at Kamal Health Care:**

- No proper and adequate communication between department.
- Too many bases to whome the employee must report causes confusion.
- Team work can be improved for effective functioning of the organization.
- Changes brought by new management was not satisfactory for employees.
- Top management employees dominate worker in the down chain of the organization.

# **CHAPTER-IV**



## **CHAPTER-IV**

### **CONCLUSION**

Organizational structure is a key element in the functioning of an effective organization. It is also a common lever that many executives “pull” in the attempt to increase the efficiency of their companies. If an organization’s structure does not fit well with its environment and internal systems, it will be unable to function at high levels of effectiveness and efficiency. Yet seldom is there a clearly appropriate organizational structure for any one situation. Managers charged with redesigning or influencing the design of organizations should keep in mind the basic considerations of fit, differentiation, integration, technology, size, span of control, and line authority, as they seek to shape or create organizational structures that will work. As they do, they have a variety of alternatives from which to choose and a vast arena of possible variations. Further, the new Information Age organizations in which powerful new information networks are distributing, de facto, greater decision-making power to people in all reaches are evolving into new forms. These “infocracies” are distributing power to the who have access to both customers and information databases and can therefore merge the two to make good business decisions.

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**INTERNSHIP REPORT ON A STUDY ON QUALITY OF WORK LIFE  
AMONG EMPLOYEES IN MARIS ASSOCIATES PVT LTD.,  
THOOTHUKUDI.**

(As internship report submitted in partial fulfillment of the requirements for the degree) Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**S.SUBA LAKSHMI**

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November 2021

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001



CERTIFICATE

This is to certify that S.SUBA LAKSHMI of second year Master of Human Resource Management has undergone Internship training on "A STUDY ON QUALITY OF WORKLIFE AMONG EMPLOYEES IN MARIS ASSOCIATES PVT LTD, THOOTHUKUDI" under the guidance of Mrs. C.S.PURNIMA B.Sc(Horti)., MBA., NET and this is an original work up to my knowledge.

*Meera*

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Date: 14/07/2021

## CERTIFICATE

This is to certify that **Miss.SUBA LAKSHMI S** (Reg. No - 20SPHR33), II year MHRM student of ST.MARY'S COLLEGE (AUTONOMOUS),THOOTHUKUDI has done online Internship programme on the topic "**A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES**" at our Organisation Maris Associates (P) Ltd, Tuticorin for 15days(From 24<sup>th</sup> MAY 2021 to 9<sup>th</sup> JUNE 2021).

During this tenure, she gained knowledge on various activities. Her conduct and character was good.

We wish her all success.

Best Regards,

For Maris Associates (P) Ltd

Authorized Signatory



## DECLARATION

I hereby declare that the internship entitled "A study on quality of work life among employees in maris associates private limited, thoothukudi" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 9/12/21

S. Suba Lakshmi.

Signature of the candidate

(S.SUBA LAKSHMI)

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## ABSTRACT

The Human Resources are the most important assets of an organization. The success or failure of an organization is largely dependent on the caliber of the people working therein. Without positive and creative contributions from people, organization cannot progress and prosper. In order to achieve the goals or the activities of an organization therefore, they need to concentrate with quality of work life of employee's. While doing so, they have to keep the present as well as the future requirement of the organization in mind.

Quality of work life is referred to all the organizational inputs which aim at the employee satisfaction and enhancing effectiveness. The purpose is to develop jobs and working condition that is excellent for employees as well as the economic health of the organization. It also refers to the satisfaction, motivation, commitment, and involvement of an individual experience concerning their line at work. .

A high quality of work life is essential for all organization to continue to attract and retain employee. This study attempted to find out the factors that have an impact and influence on quality of work life of employees in Maris associates private limited, Thoothukudi. The Quality of work life of an organization can be assessed by opinions of employees on statements regarding quality of work life aspects. If employees perceive an organization as offering a good quality of work in return for their contribution to an organization, then it is likely that employees will report higher levels of performance and job involvement.

Employee satisfaction facilitates superior performance and also greater attraction and retention of the best employees, thereby enhancing the ability of the organization to deliver higher quality services. In simple terms QWL refers to the extent which the members of an organization find the work environment conducive. It is concerned with improving labour management co-operation to solve many organizational problems. Achieving the desired level of performance and securing greater employee satisfaction. The success of any organization depends on the efficiency of labour are increasing the efficiency. A man happy and a happy working atmosphere makes a happy man to contribute more.

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# CHAPTER I

# CHAPTER - I

## 1.1. Introduction:

Human resources play a very important role in success of an organization and thus, management of human resource assumes importance. Many aspects affect the management of human resources. One such aspect is Quality of Work Life (QWL). It is a philosophy, a set of principles, which holds that people are the most important resource in the organization as they are trustworthy, responsible and capable of making valuable contribution and they should be treated with dignity and respect. The elements that are relevant to an individual's quality of work life include the task, the physical work environment, social environment within the organization, administrative system and relationship between life on and off the job.

## 1.2. Meaning of QWL:

The term 'quality of work life (QWL)' has different meanings of different peoples, some consider it industrial democracy or codetermination with increased employee participation in the decision making process. For others, particularly managers and administrators, the term denotes improvement in the psychological aspects of work to improve productivity. Unions and workers interpret it as more equitable sharing of profits, job security and healthy and humane working conditions. Others view it as improving social relationships at workplace through autonomous workgroups. Finally, others take a broader view of changing the entire organizational climate by humanizing work, individualizing organizations and changing the structural and managerial systems.

## 1.3. Definition of QWL:

According to Harrison, QWL is the degree to which work in an organization contributes to material and psychological well-being of its members". One expert defines quality of working life as "a process of joint decision making, collaboration and building mutual respect between management and employees".

According to the American Society of Training and Development, it is “a process of work organization which enables its members at all levels to actively participate in shaping the organization’s environment, methods and outcomes. This value based process is aimed towards meeting the twin goals of enhanced effectiveness of organization and improved quality of life at work for employees”.

#### **1.4. Concept of QWL:**

The concept of QWL is based on the assumption that a job is more than just a job. It is the center of a person’s life. In recent years there has been increasing concern for QWL due to several factors:

- ❖ Increase in education level and consequently job aspirations of employees;
- ❖ Association of workers;
- ❖ Significance of human resource management;
- ❖ Widespread industrial unrest;
- ❖ Growing of knowledge in human behaviour, etc.

#### **1.5. Objectives of QWL:**

The main objectives of the QWL are as follows:

- Improve employee satisfaction;
- Improve physical and psychological health of employees which creates positive feelings;
- Enhance productivity of employees;
- Reinforce workplace learning;
- Improved management of the on-going change and transition; and
- Build the image of the company as best in recruitment, retention, and in general motivation of employees.

## 1.6. Scope of QWL:

Quality of work life is a multi dimensional aspect. The workers expect the following needs to be fulfilled by the organizations:

### 1. Compensation:

The reward for work should be above a minimum standard for life and should also be equitable. There should be a just an equitable balance between the effort and the reward.

### 2. Health and Safety:

The working environment should be free from all hazards detrimental to the health and safety of the employees. The main elements of a good physical environment for work should be reasonable hours of work, cleanliness, pollution free atmosphere, risk free work etc.

### 3. Job Security:

The organization should offer security of employment. Employees should not have to work under a constant concern for their future stability of work and income.

### 4. Job Design:

The design of jobs should be such which is capable of meeting the needs of the organization for production and the individual for satisfying and interesting work. Quality of work life can be improved if the job allows sufficient autonomy and control, provides timely feedback on performance and uses a wide range of skills.

### 5. Social Integration:

The workers should be able to feel a sense of identity with the organization and develop a feeling of self esteem. This includes the elimination of discrimination and individualism, whilst encouraging teams and social groups to form.



#### 6. Social Relevance of Work:

Work should not only be a source of material and psychological satisfaction, but also a means of social welfare. An organization that has greater concern for social causes can improve the quality of work life.

#### 7. Scope for Better Career Opportunity:

The management should provide facilities to the employees for improving their skills both academic and otherwise. The management should always think of utilizing human resources for expansion and development of the organizations.

### 1.7. Principles of QWL:

According to N.Q. Herrick and M. Maccoby there are four basic principles, which will humanize work and improve the Quality of Work Life:

#### 1. The Principle of Security:

Quality of work cannot be improved until employees are relieved of the anxiety, fear and loss of future employment. The working conditions must be safe and fear of economic want should be eliminated. Job security and safety against occupational hazards is an essential precondition of humanization of work.

#### 2. The Principle of Equity:

There should be a direct and positive relation between effort and reward. All types of discrimination between people doing similar work and with same level of performance must be eliminated. Equity also requires sharing the profits of the organization.

#### 3. The Principle of individualism:

Employees differ in terms of their attitudes, skills, potentials etc. Therefore, every individual should be provided the opportunities for development of his personality and potential.

Humanization of work requires that employees are able to decide their own pace of activities and design of work operations.

#### 4. The Principle of Democracy:

This means greater authority and responsibility to employees. Meaningful participation in decision making process improves the quality of work life.

### 1.8. Importance of QWL:

QWL is important because of the following reasons:

#### 1. Enhance stakeholder relations and credibility:

A growing number of companies that focus on QWL improve their relationships with the stakeholders. They can communicate their views, policies, and performance on complex social issues; and develop interest among their key stakeholders like consumers, suppliers, employees etc.

#### 2. Increase productivity:

Programmes which help employees balance their work and lives outside the work can improve productivity. A company's recognition and support through its stated values and policies of employees commitments, interests and pressures, can relieve employees external stress. This allows them to focus on their jobs during the workday and helps to minimize absenteeism. The result can be both enhanced productivity and strengthened employee commitment and loyalty.

#### 3. Attraction and retention:

Work-life strategies have become a means of attracting new skilled employees and keeping existing ones satisfied. Many job seekers prefer flexible working hours as the

benefit they would look for in their job. They would rather have the opportunity to work flexible hours than receive an additional increment in annual pay.

a. More employees may stay on a job, return after a break or take a job with one company over another if they can match their needs better with those of their paid work.

b. This results in savings for the employer as it avoids the cost of losing an experienced worker and recruiting someone new.

c. Employers who support their staff in this way often gain loyalty from the staff.

#### 4. Reduces absenteeism:

Companies that have family-friendly or flexible work practices have low absenteeism. Sickness rates fall as pressures are managed better. Employees have better methods of dealing with work-life conflicts than taking unplanned leave. Workers (including the managers) who are healthy and not over-stressed are more efficient at work.

#### 5. Improve the quality of working lives:

a. Minimizing work-life role conflict helps prevent role overload and people have a more satisfying working life, fulfilling their potential both in paid work and outside it.

b. Work life balance can minimize stress and fatigue at work, enabling people to have safer and healthier working lives. Workplace stress and fatigue can contribute to injuries at work and home.

c. Self-employed people control their own work time to some extent. Most existing information on work-life balance is targeted at those in employment relationships. However, the self employed too may benefit from maintaining healthy work habits and developing strategies to manage work flows which enable them to balance one with other roles in their lives.

6. Matches people who would not otherwise work with jobs:

a. Parents, people with disabilities and those nearing retirement may increase their work force participation if more flexible work arrangements are made. Employment has positive individual and social benefits beyond the financial rewards.

b. Employers may also benefit from a wider pool of talent to draw from, particularly to their benefit when skill shortages exist.

7. Benefiting families and communities:

a. In a situation of conflict between work and family, one or other suffers. Overseas studies have found that family life can interfere with paid work. QWL maintains balance between work and family. At the extreme, if family life suffers, this may have wider social costs.

b. Involvement in community, cultural, sporting or other activities can be a benefit to community and society at large. For instance, voluntary participation in school boards of trustees can contribute to the quality of children's education.

## 1.9. Significance of Good Work-life Quality:

- ❖ Decrease absenteeism and increase turnover,
- ❖ Less number of accidents,
- ❖ Improved labour relations,
- ❖ Employee personification,
- ❖ Positive employee attitudes toward their work and the company,
- ❖ Increased productivity and intrinsic motivation,
- ❖ Enhanced organizational effectiveness and competitive advantage, and
- ❖ Employees gain a high sense of control over their work.



## **1.10. QUALITY OF WORK LIFE INVOLVES THREE MAJOR PARTS:**

### **1. Occupational health care:**

Safe work environment provides the basis for people to enjoy his work. The work should not pose health hazards for the employees.

### **2. Suitable working time:**

Companies should observe the number of working hours and the standard limits on overtime, time of vacation and taking free days before national holidays.

### **3. Appropriate salary:**

The employee and the employer agree upon appropriate salary. The Government establishes the rate of minimum salary; the employer should not pay less than that to the employee. Work represents a role which a person has designated to himself. On the one hand, work earns one's living for the family, on the other hand, it is a self-realization that provides enjoyment and satisfaction.

Work-Life Quality defined, as the balance between an employee's work demands and outside interests or pressures is a long-standing but ever-evolving area of corporate social responsibility. Some organizations view QWL as important, but do not formally link it to their strategic or business plans.

## **1.11. Factors influencing QWL:**

### **1. Fair compensation and job security:**

The economic interest of the people derive them to work at a job and employee satisfaction depends atleast partially on the compensation offered. Pay should be fixed on the basis of work done, responsibility undertaken, individual skills, performance and accomplishments. Job security is another factor which is in concern to the employees. Permanent employment provides security to the employees and improves their QWL.



## 2. Safe and healthy working conditions:

Organizations should realize that their true wealth lies in their employees and so providing a healthy work environment for employees should be their primary objectives. Most of the organizations provide safe and healthy working conditions due to humanitarian requirements and legal requirements. In fact these conditions are a matter of enlightened self interest.

## 3. Opportunity to use and develop Human Capabilities:

Contrary to the traditional assumptions, quality of work life is improved extend that the worker can exercise more control over his or her work, and the degree to which the job embraces an entire meaningful task but not a part of it. QWL provides for opportunities like autonomy in work and participation in planning in order to use human capabilities.

## 4. Opportunity for career growth:

Opportunities for promotions are limited in case of all categories of employees either due to educational barriers or due to limited openings at the higher level. QWL provides future opportunity for continued growth and security by expanding one's capabilities, knowledge and qualifications and prepare them to accept responsibilities at higher levels.

## 5. Participative management style and recognition:

Flat organizational structures help organizations facilitate employee participation. A participative management style improves the quality of work life. Workers feel that they feel they have control over their work process and they also offer innovative ideas to improve them. Recognition also helps to motivate employees to perform better. Recognition can be in the form of rewarding employees for jobs well done.

## 6. Constitutionalism in the work Organization:

QWL provides constitutional protection to the employees only of desirability as it hampers workers. It happens because the management's action is challenged in every action and bureaucratic procedures need to be followed at the level. Constitutional

protection is provided to employees on such matters as privacy, free speech, equity and due process.

### **1.12. Eight Practices of QWL:**

Quality of Work Life influences the productivity of the employees. Researchers have proved that good QWL leads to psychologically and physically healthier employees with positive feelings. Walton (1973) 16 propose an ideal quality of work life programme will include practices in eight major areas as discussed below:

#### **1. Adequate and fair compensation:**

This is fundamental to QWL. Human beings work for livelihood. Therefore success of rest of the initiatives depends upon fulfillment of this. However, important here is that compensation offered must be adequate implying it must be proportionate to labour, and there should be internal consistency among salaries of employees.

#### **2. Working conditions:**

Unsafe and hazardous working conditions cause problems to both employers and employees. There may be little advantage to the employer in short term but in medium and long terms, it adversely affects the productivity. Therefore, adequate investment must be made to ensure safe and healthy working conditions.

#### **3. Immediate opportunity of use and develop human capacities:**

The works have become routine, meaningless and too specialized, depriving the employees of fulfillment satisfaction. Therefore, efforts should be made to increase the autonomy, perspective and exposure to multiple skills.

4. Future opportunity for continued growth and security:

This is related to career aspects of employees. Meaningful career paths must be laid down and career mapping of employees is to be followed. The provisions of advancement opportunities play a central role in QWL.

5. Social integration in the work organization:

Relationships between and among the employees is an indicator of healthy work organization. Therefore, opportunities must be provided for formal and informal interactions. All kind of classes religions, races, crafts, and designations must be treated equally on a social platform. In other words, it creates egalitarian environment.

6. Constitutionalism in the work organization:

This is related to organizational norms that affect the freedom of an individual employee. Efforts must be made to see right norms are formed in the organization. It means norms that accommodate the privacy of an individual employee, freedom of speech, equity and freedom to dissent on some aspects.

7. Work and the total life space:

Employees should not be allowed to continuously exert themselves. The continuous hard work causes psychological and physical strains. Therefore, there has to be a balance between personal and professional life. Organization must create proper work offs to enrich the life of employees.

8. The social relevance of work life:

Employees must be given the perspective of how his/her work in the organization helps the society. This is essential to build relevance of the employee's existence to the society he/she lives in.



### 1.13. Quality of Work Life and Techniques for Improvement:

The concept of quality of work life has been operationalized through various systems such as job enrichment, workers' participation in management, organization development, employee welfare, etc. While some of these schemes have been successful in improving the quality of work life, others are still to show results. Individuals as well as organized efforts are required to improve the quality of work life for millions of workers in the country. Some of the techniques used to improve QWL of an average worker in India are given below:

#### ➤ Job Redesign:

Narrow jobs need to be combined into large units of accomplishment. Jobs should be redesigned to enrich them; Job enrichment helps to satisfy higher order needs by providing interesting, stimulating and challenging work.

#### ➤ Career Development:

Opportunity for career advancement and growth personality improves commitment. Career planning, counseling second careers, etc, help to meet expectations of achievement oriented employees

#### ➤ Autonomous:

**Work Groups:** In an autonomous work groups, employees are given the freedom of decision making. In such a group the workers themselves plan, coordinate and control their activities. The group as a whole is accountable for success or failure. It is also called a self managed work team.

➤ Flexible Work Schedules:

Flexible working hours (flex- time), staggered hours, reduced work week, job sharing, part time employment and other types of alternative work schedules provide freedom to employee in scheduling their work.

➤ Participative Management:

Employees want to participate in deciding matters which affect their lives. Therefore, quality circles, management by objectives, suggestion system and other forms of employees' participation in management help to improve the QWL.

➤ Job Security:

Adequate security of job is a high priority of employees and should be provided.

➤ Administrative Justice:

The principles of justice, fair and quality should be applied in disciplinary procedure, grievance procedures, promotions, transfers, work assignment, leave, etc.

### **1.14. Advantages of QWL:**

In general, the benefits of the QWL include:

- Healthier, satisfied and productive employees;
- Efficient, adaptive and profitable organizations;
- More positive feelings towards one's self (greater self-esteem);
- More positive feelings towards one's job (improved job satisfaction and involvement);
- More positive feelings towards the organization (stronger commitment to the organization's goals);
- Improved physical and psychological health;
- Greater growth and development of the individual as a person and as a productive member of the organization;



- Decreased absenteeism and turnover and fewer accidents; and
- Higher quality and quantity of output of goods and services.

### 1.15. QWL and Management's role:

Management has to play a very significant role in improving quality of life of employees. Management must strive to make the quality of employees work life as satisfying as possible. At the moment employees are challenged as never before to balance work and personal responsibilities. Therefore the management should continually addresses these challenges by utilizing personnel flexibilities and establishing programs that help employees meet their work and personal obligations. The steps that should be taken by the management are:

- ❖ Establishing appropriate, reasonable and enforced work rules: Work rules can help to create and maintain an orderly atmosphere that is pleasant to work in where employees can work effectively. Work rules can help improve quality of work life by:
  - ❖ creating an atmosphere where employees are treated with dignity and respect
  - ❖ helping to ensure that employees conduct themselves in a professional and safe manner
  - ❖ Encouraging open communication between employees
  - ❖ Ensuring that all employees are treated fairly and that they follow the same rules.
  - ❖ Develop and implement a flexible work policy and procedure
  - ❖ Provide training to managers and supervisors on how to respond effectively to work life issues
  - ❖ Provide resiliency and personal accountability training for staff
  - ❖ Invest in organization specific quality of work life programs in eldercare, childcare, diversity, etc.
- ❖ Encourage participative work teams to reinforce an environment of trust and help employees to work more effectively and efficiently in order to accomplish organization mission.
- ❖ Provide employees assistance through the Employee Assistance Program (EAP), a free, confidential counseling and referral service to resolve personal problems.
- ❖ Actively support employee health and wellness.

# CHAPTER II

## **CHAPTER - II**

### **ORGANIZATION HISTORY**

#### **MARIS ASSOCIATES PRIVATE LIMITED COMPANY**

##### **2.1. Company Profile:**

Maris Associates Private Limited is a Private incorporated on 19 June 1987. It is classified as Non – government company and is registered at Registrar of companies, Chennai. In this company has produces and exports a complete range of polypropylene woven sacks and FIBCs. With a vertically integrated production system, Maris has acquired some of the most modern equipment for manufacturing paper – PP sandwich bags, circular woven sacks, regular FIBCs, ventilated FIBCs, and Type C FIBCs.

Unique as we are Maris is a family owned and managed company, with the highest levels of professionalism and total commitment to quality, efficiency, safety, and welfare, and follows the industry's best practices. MARIS consistently meets the highest standards in quality, service and reliability while still being very competitive. Innovation, improvisation and perfection define every process and system and are reflected in every product that rolls out of Maris. Our production line is versatile and is one of our strengths that enable us to produce any type of bag.

State of the art technology and a motivated work force implementing Total Quality Management has been our key to success in various markets around the world.

At, Maris, every process is constantly under review for potential upgradation, automation and every opportunity is utilized to implement current proven technologies available across the world. A hands-on approach of our process has enabled us implement unique modifications even in the most modern machinery at which were required to meet various quality standards.

Maris also has successfully implemented an ERP system that enables us to plan, process and track the workflow and efficiencies of various processes. With dedicated IT personnel and terminals at each processing unit, the system is constantly updated for real time monitoring of activities and status of each job. The system enables us to also track every bag to the operator involved in each stage of its manufacture.

Our in house R&D department works with each customer, to design and develop each product for optimum strength, handling safety. A system is in place for understanding the application, simulation of application, trial production of materials and testing, on approval defining process of production to specifications, monitoring of production and testing, all with due interaction and feedback from the customers.

Maris Associates Pvt Ltd in Thoothukudi is one of the leading businesses in the Packaging Material Manufacturers. Also known for Bag Manufacturers, HDPE Bag Manufacturers, Bulk Bags, Yarn Manufacturers, Sling Bag Manufacturers, PP Liner Bag Manufacturers and much more.

Directors of Maris Associates Private Limited are Marimuthu Nadar Velayutham Subramanian and Marimuthu Velayutham Sivaraman.

## 2.2. Company Logo:





### **2.3. Location and Overview:**

Maris Associates Pvt Ltd in Madathur, Thoothukudi is a top player in the category Packaging Material Manufacturers 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 Madathur. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is also known to provide top service in the bag manufacturers.

### **2.4. Products and Services offered:**

Maris Associates Pvt Ltd in Madathur 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 queries or questions that you may have. This establishment is functional from 00:00 – 23:59.

### **2.5. Company History:**

- ❖ 1978 – AVM Polybags was founded on to produce Poly Laminated Jute Bag.
- ❖ 1987 – MARIS was founded to produce PP, HDPE Laminated Sacks Paper Sandwich Bag.
- ❖ 1990 – Our startup capacity was 1500MT/Annum.



- ❖ 1993 – 1<sup>st</sup> high capacity tape plant – 5.5T/day.
- ❖ 2003 – ISO QMS standards.
- ❖ 2005 – Our capacity was 5600MT/Annum
- ❖ 2008 – Accorded the status of 'Star Export House' by the Indian Government.
- ❖ 2012 – Installation of high tenacity yarn plant with capacity of 1000 MT per annum
- ❖ 2014 – Our capacity has increased to 9200 MT per annum.
- ❖ 2015 – Became the first Indian FIBC manufacturer to be accredited with SA 8000.
- ❖ 2019 – Member of SEDEX.
- ❖ Today – Today MARIS is a leading player in India for FIBCs with exports all over the world.

Maris Associates Pvt. Ltd., was founded in 1987 spread over a 11 acre manufacturing facility with 30,000sq.m built up area with the vertically integrated production system for the production of all types of FIBC & PP Bags and operating with 1500 work force, in which about 80% are women and 20% are men employees.

Maris Associates Pvt. Ltd was rewarded with the 2<sup>nd</sup> Largest Exporter of Woven Sacks award in India in the year 2005. It is affiliated to Indian Flexible Intermediate Bulk Container Association (IFIBCA), All India Flat Tapes Manufacturers Association, Plastic Export Promotion Council (PLEXCONCIL), Indian Trade Promotion Organization (ITPO) and All India Chamber of Commerce & Industries.

## 2.6. Company Details:

**Company name:** MARIS ASSOCIATES PRIVATE LIMITED

**Headquarters:** Tuticorin, Tamil Nadu.

**Company Status:** Active

**Group:** AVM Group

**Company CEO:** Shrinivas Marimuthu.

**Class of Company:** Private

**Date of Incorporation:** 19 June 1987.

**Age of Company:** 33 years, 11 month, 7 days

**Nature of Business:** Exporter and Manufacturer.

**Website:** <http://www.marisfbc.in/>

## **2.7. Certificates:**

### **➤ AEO Certificate:**

Facilitate legitimate trade. Reinforce Safety and Security. Harmonize and standardize the application of customs controls. Provide an electronic environment.

### **➤ Quality:**

Aims to enhance customer satisfaction through the effective application of the system, including processes for improvement of the system.

### **➤ ISO 14001:2015:**

ISO 14001:2015 is intended for use by an organization seeking to manage its environmental responsibilities in a systematic manner that contributes to the environmental pillar of sustainability.

➤ OHSAS 18001:2007:

Occupational Health and Safety Management Certification is an international standard which provides a framework to identify, control and decrease the risks associated with health and safety within the workplace.

➤ SA8000:

Safety is one of the highest priorities within Maris Fibc. It is imperative that everyone follows the policies and guidelines to ensure their own safety and the safety of others around them.

➤ SEDEX:

We at Maris conduct various programs that focuses on benefiting the communities in which we operate. We do what it takes to make this world a better place for the generations to come.

## 2.8. Sustainability goals:

❖ Environment:

We try to reduce our carbon foot print by banking on renewable energy and planting trees, at the same time play our part in water conservation by recycling used water with the help of our sophisticated water treatment plant.

❖ Health and Safety:

Safety is one of the highest priorities within Maris Fibc. It is imperative that everyone follows the policies and guidelines to ensure their own safety and the safety of others around them.

#### ❖ Society:

We at Maris conduct various programs that focuses on benefiting the communities in which we operate. We do what it takes to make this world a better place for the generations to come.

### **2.9. Our Strength:**

- We are south India's first vertically integrated production facility - All accessories required for FIBC's are made in House.
- One single integrated complex with a total build up area of 40,000sq.m with thermal insulation.
- State of the art machineries with latest technology upgrades in a structured plant layout.
- On time delivery with superior quality.
- Young, skilled, experienced and committed workforce.
- Complete ERP system that enables us to plan, process and track the workflow and efficiencies of various processes.

### **2.10. Vision:**

Our vision is to be the best company in the manufacturing of Industrial packaging products. Being the best means providing outstanding quality, services, and values so that we make every single customer in our organization to be happy.

### **2.11. Social Policy:**

We are committed to evolve as a social responsible and ethical enterprise by providing a productive, safe and healthy work for continual human improvement with all applicable legislations adhering to SA8000 standards and ILO conventions.

## 2.12. 5P values in company:

### ❖ Profit:

Maximizing return to the owners while being mindful of our overall responsibilities.

### ❖ People:

Being a great place to work where people are inspired to be the best they can be.

### ❖ Portfolio:

Bringing to the world a portfolio of industrial packaging products that satisfy and fulfill the needs of their packaging solutions.

### ❖ Partners:

Nurturing a winning network of marketing partners and building mutual loyalty.

### ❖ Planet:

Being a responsible global citizen that makes our environment green by our wind farm.

### ❖ Customer:

Maris Associates is committed to provide total services.



❖ Service:

Customer satisfaction, by continuous interaction and providing goods to stated quality. We continuously expand our infrastructure, invest in people, and improve systems for better customer satisfaction.

## 2.13. 5S values in company:

➤ What is 5S?

5S is a systematic approach to workplace organization and housekeeping. Encouraging ownership and self discipline to sustain and develop working practices.

➤ It aims to:

- ✓ Improve Safety
- ✓ Remove waste from the workplace
- ✓ Increase quality
- ✓ Provide an environment where continuous improvement is embraced
- ✓ Makes abnormalities immediately visible.

➤ Steps of 5S:

❖ Seiri-Sort (Clearing)

Clearly separating from necessary from unnecessary, and remove unnecessary.

❖ Seiton-Set in order (Configure)

Visually arrange and identify items for ease of use and retrieval.

❖ Seiso-Shine and check (Clean & Check)

Clean the workplace clean (not pretty) to allow problems to be identified.

❖ Seiketsu-Standardise (Confirmity)

Continually monitor the level of clearing, organizing and cleaning.

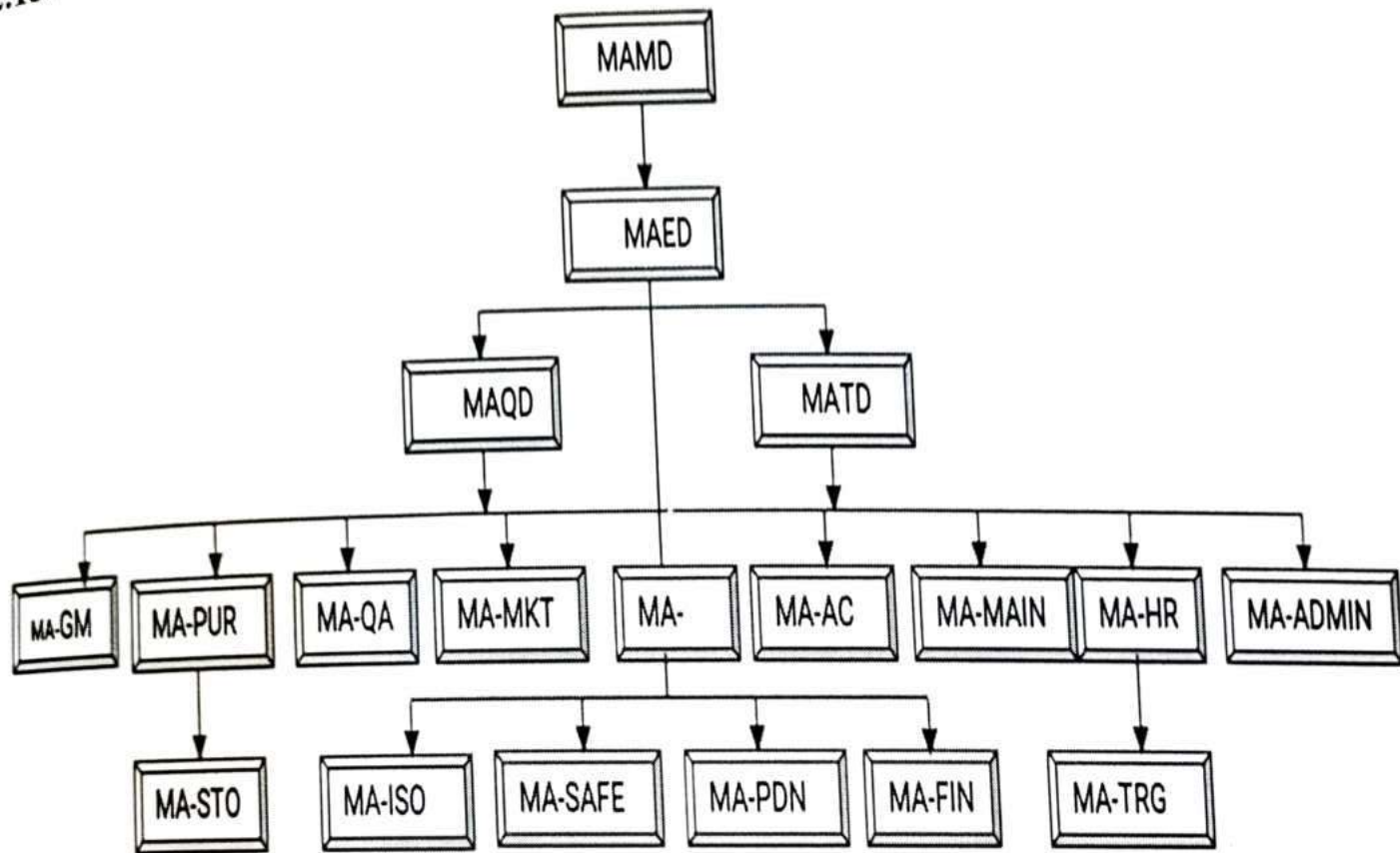
❖ Shitsuk-Sustain (Custom and Practice consensus)

Work towards a shared set of values regarding, clearing, organizing and cleaning.

## 2.14. Quality:

- ❖ Quality is our top priority, we believe in the saying “Give them quality. That’s the best kind of advertising” and that has worked out for us the past 3 decades.
- ❖ Facility certified for ISO9001:2008, ISO18001:2002, ISO 14001:2004, compliance.
- ❖ Extensive in House Testing Facilities with Experienced FIBC Design Engineering Team.
- ❖ FIBC’s are manufactured with FDA approved raw materials which are UV treated and meets all regulations for food contact and recycling.
- ❖ One bag of each batch is tested for performance and the results are tabulated and stored for future references in our large databases.
- ❖ Our Quality control includes a traceability system which tracks the total process from raw material to finished product.

## 2.15. Organization chart:



MAMD – Managing Director	MA- MKT - Marketing	MA-SAFE - Safety
MAED – Executive Director	MA-OP – Operations	MA-PDN - Production
MAQD – Quality Director	MA-AC – Accounts	MA-FIN - Finishing
MATD – Technical Director	MA-MAIN – Maintenance	MA-TRG - Training
MA-GM – General Manager	MA-HR – Human Resource	
MA-PUR – Purchasing	MA-ADMIN - Administration	
MA-QA – Quality	MA-STO – Stores	
MA-ISO – International Organization for standardization.		

# CHAPTER III

## **CHAPTER - III**

### **A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES IN MARIS ASSOCIATES PRIVATE LIMITED, THOOTHUKUDI.**

**“Most people chase success at work, thinking that will make them happy. The truth is that happiness at work will make you successful”**

The term Quality of Work Life (QWL) aims at changing the entire organizational climate by humanizing work, individualizing organizations and changing the structural and managerial systems. It takes in to consideration the socio-psychological needs of the employees. It seeks to create such a culture of work commitment in the organizations which will ensure higher productivity and greater job satisfaction for the employees. Quality of work life refers to the favourable or unfavourableness of the job environment of an organization for its employees. It is generic term which covers a person's feelings about every dimension of his work e.g. economic incentives, working conditions etc.,

#### **3.1. Quality of work life in Maris Associates Pvt Ltd Company:**

Quality of work life is the major significant factors for the employees in the Maris Associates Private Limited company. Work is an integral part of our everyday life, be it our livelihood or career or business. On an average we spend more time in work place, that is one third of our entire life. It should yield job satisfaction, give peace of mind , a fulfillment of having done a task as it is expected, without any flaw and having spent the time purposefully. A happy and a healthy employee will give better turnover, make good decisions and positively contribute to the organizational goal.



### 3.2. Quality of work life process of Maris Associates Pvt Ltd Company:

#### I. People – safety and welfare:

Developed by SAI, a global non-government organization advancing human rights at work major companies like Walmart, Hewlett Packard, Reebok etc. for ensuring ethics. Based on the principles of

- 13 conventions of ILO
- Universal Declaration of Human rights
- UN Convention on the Rights of the Child sourcing of goods and services.

A voluntary standard for auditable third party verification, setting out the requirements to be met by organizations, including the establishment or improvement of workers rights, workplace conditions and an effective management system.

- 5S: All our employees practice the Japanese way of lean manufacturing that helps increase pride and morale and thereby productivity.
- TRAINING: Right from induction every employee goes through required orientation and skills training during his /her tenure in the company. An active training schedule is implemented for all employees.
- AMBIENCE: Maris has a beautiful lush green pleasant atmosphere to work along with thermal insulated roof buildings.
- TRANSPORT: Free transportation is provided to all employees.
- FOOD: Healthy and sumptuous food is provided to all employees in a hygienic manner.
- MEDICAL: Doctor from our sister concern – AVM Hospital visit our campus on a daily basis for a free routine health checkup.
- HOSTEL: Employees from a hinterland are provided with hygienic, furnished and free accommodation facility to have a home away home.
- RELAXATION: To relax and relieve mental and physical stresses, the center run by our HR department provides our employees a place to relax, when necessary.

## **II. No Forced and Compulsory Labour:**

- Nobody is forced or compelled to do their job.
- They can work as long as they want to.
- We do not hold our employers belongings such as their wages, degree certificates, driving licenses as collateral.
- We do not support human trafficking.
- Everyone working at Maris have the right to leave the workplace premises after completing the standard workday and be free to terminate their employment provided that they give reasonable notice to their organization.

## **III. Health and Safety:**

- We ensure safe and healthy work environment to all our labours.
- We provide to our personnel on a regular basis, effective health and safety training, including on-site training and, where needed, job-specific training.
- We provide safety tools like ear plugs, gloves and shoes to all the labours.
- Conduct mock drills and evaluate them periodically.
- Have a team to ensure restrooms are clean.
- Employers have access to pure and filtered water in their respective units.

## **IV. Working Hours:**

- Nobody is forced or compelled to do their job.
- They can work as long as they want to.
- Maximum 48 hours per week.

## **V. No Discrimination:**

- We ensure safe and healthy work environment to all our labours.
- We respect the rights of all personnel to form or join trade unions.
- We do not treat any one differently, negatively or partially on the basis of their Race, Caste, Color, Gender, Political affiliation.
- Everyone are treated alike.
- We treat everyone with dignity and respect.
- We do not punish our labours if they don't reach their targets
- No employee can verbally abuse their subordinates and colleague.
- We make sure people don't hurt others physically and mentally.

## **VI. Remuneration:**

- The wages are paid as per "THE MINIMUM WAGES ACT".
- The wages are sufficient to meet the basic needs and provide discretionary income.
- The wages are paid regularly and in a transparent manner.
- The wages are not deducted for disciplinary purposes.
- Improved Staff Morale& Creation of a more committed workforce.
- Absenteeism has reduced significantly & Employee Retention gone up.
- Results in better product quality & stable trained workforce.
- 100% Compliance with all government rules & regulations.
- Incidents / Accidents has reduced significantly with the help of HIRA.
- Enhanced Company & Brand Reputation through adherence to the standards.
- Advantage in marketing products globally especially in Europe & America who are increasingly purchasing the products from socially responsible companies and manufacturer.

## **VII. Management systems:**

- We conduct management review meetings to discuss various issues on the elements of SA8000.
- We have a Social Performance Team (SPT) who will represent all the labours. They will be present at the review meets.
- The SPT are in charge of Hazard Identification and Risk Assessment.
- We have appointed our General Manager as a MR to monitor compliance of the standards.
- We maintain appropriate records to demonstrate conformance and implementation of the SA8000 standards.
- Freedom of Association & Right to Collective Bargaining.
- Disciplinary Practices – Treat all person with dignity and respect.

# CHAPTER IV



## **CHAPTER - IV**

### **CONCLUSION**

“It’s all about the quality life is a happy balance between work, family and friends” – Philip Green. Quality of Work Life plays a vital role in Human Resource Management. A good human resource practice would encourage all employees to be more involved while enjoying their work. It is the method to motivate the employees to participate in decision making. The Quality of Work Life mainly enhances and utilizes human resource efficiently to satisfy the employee’s psychological needs for self esteem, commitment, and recognition and work involvement. A happy and healthy employee will give better turnover, make good decisions and positively contribute to organizational goal. Therefore, in conclusion, Maris Associates Private Limited should focus on increase their employee’s incentive plans by improving the quality of work life among employees in order to motivate their employees and ultimately boost the profitability of the company.

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**INTERNSHIP REPORT ON A STUDY ON THE EFFECT OF COMPENSATION  
MANAGEMENT IN KAMAL HEALTH CARE PRODUCTS PVT.LTD,  
THOOTHUKUDI.**

(As internship report submitted in partial fulfilment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

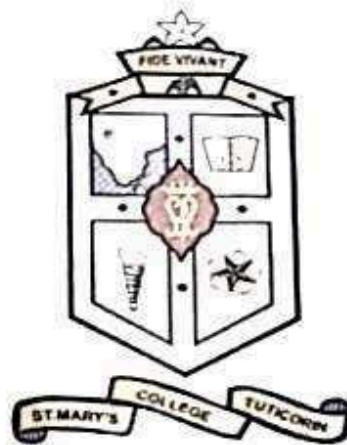
Submitted by

**A.HAMITHA NASREEN**

**REG NO: 20SPHR08**

Under the guidance of

**Mrs. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET**



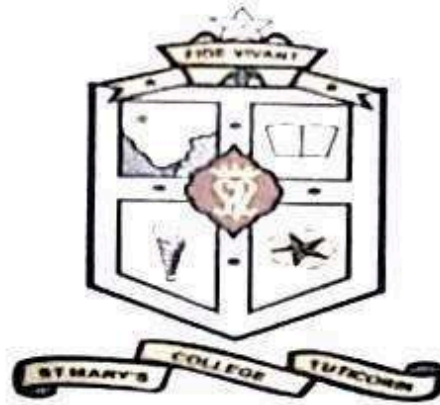
Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade) Thoothukudi – 628001.

November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **A. HAMITHA NASREEN** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON THE EFFECT OF COMPENSATION MANAGEMENT"** under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET** and this is an original work up to my knowledge.

*Sheeba*  
**CO-ORDINATOR**

*A. Alvin*  
**EXTERNAL EXAMINER**

*M. Sheeba*  
**FACULTY GUIDE**

*Lucia Rose*  
**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

*[Signature]*  
**DIRECTOR**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.





## KAMAL HEALTH CARE PRODUCTS (P) LTD

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E-Mail : office@kamalhealthcare.com  
GST : 33AAECK9629C1ZM



REF: KHC/HR-G/001/2021

August 9, 2021

To,  
The Head of the Department,  
St.Mary's College,  
Thoothukudi.

### CERTIFICATE

With reference to the permission granted to your Final year MHRM Student, Miss. Hamitha Nasreen A (20SPHR08) to undergo Internship in our organization, we hereby gladly inform you that she has successfully completed the training in our organization from 17.05.2021 to 2.06.2021.

We wish her all success in her future endeavors.

For Kamal Healthcare Products Pvt.Ltd.

K.Nithya  
Manager - HR

### DECLARATION

I hereby declare that the internship entitled "A Study on the effect of compensation management" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of Master of Human Resource Management is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 09:12:2021

*A Hamitha Nasreen*  
Signature of the Candidate

(A. HAMITHA NASREEN)

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Finally I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work

## ABSTRACT

Compensation is the reward an employee receives in exchange for performing the organizational tasks. Compensation can be linked to business structure and to employee recruitment, retention, motivation, performance, feedback and satisfaction. It is typically among the first things potential employees consider. For employees, compensation signifies not so much how they are paid, but how they are valued.

This study on the effect of compensation management highlights to find out the financial position of the organization and its wage determining factors. It also helps to identify the benefits the employees enjoy in the organization.

From this study it is found that the employees are satisfied with the pay structure given by the organization and the organization also takes special care to nurture the growth and development of the employee. Thus the compensation serves the organization to attract and sustain the best talents.

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# CHAPTER-I

# CHAPTER I

## INTRODUCTION

### 1.1 Compensation:

Compensation is a systematic approach to providing monetary value to employees in exchange for work performed. Compensation may achieve several purposes assisting in recruitment, job performance, and job satisfaction.

**MONETARY PAY + NON-MONETARY PAY = COMPENSATION PAY**

### 1.2 Definition:

According to Dale yoder, "Compensation is paying people for work."

"Compensation is what employees receive in exchange for their contribution to the organisation".-Keith Davis

In the words of Edwin B. Flippo, "The function compensation is defining as adequate and equitable remuneration of personnel for their contributions to the organizational objectives.

### How is compensation used?

Compensation is a tool used by management for a variety of purpose to further the existence of the company. Compensation may be adjusted according the business needs, goals, and available resources.

### 1.3 MEANING:

Compensation is the reward that the employees receive in return for the work performed and services rendered by them to the organization. Compensation includes monetary payments like bonuses, profit sharing, overtime pay, recognition rewards and sales commission, etc., as well as nonmonetary perks like a company-paid car, company-paid housing and stock opportunities and so on. Apart from the basic financial pay the employees receive paid vacations, sick leave, holidays and medical insurance, maternity leave, free travel facility, retirement benefits, etc., and these are called benefits.

Compensation is a vital part of human resource management decision making as it helps in encouraging the employees and improves the organizationaleffectiveness. Competition packages with good pay and benefits help to attract and retain the best employees. Employees consider pay package to be fair when the amount of wage covers basic living expenses, keep



up with inflation, leave some money for savings (perhaps for retirement) and leisure and there is increment over time

HRM is concerned with the determination of adequate and equitable remuneration of the employees in the organization. HRM use techniques like job evaluation and performance appraisal for determining remuneration. Factors that are considered for determining the remuneration of personnel are their basic needs, requirements of jobs, legal provisions regarding minimum wages, capacity of the organization to pay, wage level afforded by competitors, nature of job, skills required, risk involved nature of working conditions, bargaining power of the trade union, etc. Wages and salaries form a substantial part of total costs in most of the organization. Hence a systematic approach must be followed for determining wage and salary structure so as to ensure logical, equitable and fair pay to the employees. The term equity in pay means – pay corresponding to difficulty level of the job assigned to an employee meaning more difficult the job more should be the pay (called internal equity), compensating an employee equally in comparison to similar jobs in the labour market (called external equity) and equal pay for equal jobs (called individual equity).

Compensation may be defined as money received in performance of work and many kinds of services and benefits that an organization provides to their employees. It is a systematic approach of providing monetary value to employees in exchange for work performed. It may help to achieve several purposes, such as recruitment, job performance and job satisfaction. It is also defined as the package of quantifiable rewards an employee receives for her or his labour. It represents both, the intrinsic (psychological mind-sets resulting from job performance) and extrinsic (including both monetary and non-monetary) rewards. The term, compensation refers to all forms of financial returns and tangible benefits that an employee receives as a part of employment relationship. In the globalization era, where the business environment has become increasingly complex and challenging, designing an effective compensation program to attract and retain talent is an important function of organizational effectiveness.

#### **1.4 CONCEPT OF COMPENSATION:**

Compensation is a systematic approach to providing monetary value to employees in exchange for work performed. It is a tool used by management for a variety of purposes to further the existence of the company. It may be adjusted according to the business needs, goals and available resources.



i. Individual worth – The value of a job is related to similar jobs of the company or the competitors but the value of an individual to perform that job may vary according to his/her skill knowledge, expertise and more so his behaviour on the job and with associating persons. The combinations of these attributes decide the worth of individual. This definition is a perception of the employees.

ii. Cost to Company – Human resource is considered as an asset to the organisation. The investment on this asset by the company with respect to skill, competence or expertise is a cost to the company and the employer's intention is to make aware the employees that he/she has to ensure return on this investment through his/her consistent and continuous performance.

iii. Flexible Compensation Package – Employees are being offered compensation structure with numbers of benefits to choose to plan tax plan and provide freedom to choose to get maximum benefit.

## **1.5 IMPORTANCE OF COMPENSATION IN THE WORKPLACE**

Smart employers know that keeping quality employees requires providing the right compensation and benefits package. Compensation includes wages, salaries, bonuses and commission structures. Employers shouldn't ignore the benefits portion of employee compensation and benefits, because the benefits sweeten employment contracts with the priorities that most employees need.

- **Attracting Top Talent**

People are always looking to put themselves in the best possible position financially. Those who are worth a specific salary amount often know their value and will seek a position that pays accordingly. Do research on what your competitor's compensation and benefits packages look like. Make sure you offer a similar package to your potential employees so that you attract the best candidates for your company. Hiring the right candidate the first time reduces recruiting costs and helps free up business owners for other tasks.

- **Increased Employee Motivation**

Properly compensating employees shows you value them as workers and as human beings. When people feel valued, they feel better about coming in to work. Overall company morale increases and people are motivated to come to work and do a good job. Additionally, when employees know there are bonuses or commissions,

they are increasingly motivated to deliver grander results. Bonus and commission compensation plans become a focal point for success.

- **Boost Employee Loyalty**

When employees are being paid well and are happy, they're likely to stay with the company. Proper compensation is one factor why employees remain with employers. Loyalty means that business owners don't need to continue to spend time, money and energy on recruiting new candidates. Employee retention and low-turnover rates are great for employers who cultivate a team that knows what to do. That team is also motivated to be part of the team, and they get the job done well.

- **Increased Productivity and Profitability**

Happy employees are productive employees. Productivity in relation to compensation starts with employees feeling valued which increases motivation and loyalty. Not only are employees more motivated to do a good job, but also, the longer people are with the company, the more they know and the more efficient they become. All of this leads to increased productivity.

- **Job Satisfaction So People Stay**

Creating the right compensation plan leads to stronger job satisfaction. The right compensation plan includes benefits, along with all the other bonuses available. Employees often boast about holiday bonuses or they keenly watch how the company stock performs because they have stock options. The right compensation program invests employees into the work being done, which gives them a stronger sense of satisfaction when the company succeeds. They know they will be rewarded for their efforts; everyone likes to be appreciated.

## **1.6 COMPENSATION PURPOSE: Attracting the Talent, Retaining the Talent and Motivating the Employees**

**An organisation has to design its compensation system to attain the following purpose:**

### **(1) Attracting the Talent:**

It is widely accepted that human resources of an organisation give it an edge over its competitors. By offering a well-designed pay package, an organisation can get best talent available in the job market.



## **(2) Retaining the Talent:**

Because of liberalisation, globalisation and privatisation, the workforce has become highly mobile. The practice of lifelong employment and commitment between the employer and the employee which was practiced in some economies of the world (William Ouchi's Theory Z) is fast disappearing. Now, employees don't hesitate leaving an organisation and joining the other if they are offered better pay package. Therefore, each organisation should design such compensation system that talent not only gets attracted but also stays with the organisation.

## **(3) Motivating the Employees:**

The talented employees may not be motivated to use their talent unless they feel that they will be rewarded duly for their contribution towards the organisational objectives. Therefore, compensation system must be designed to motivate the existing employees to contribute their maximum towards the organisational objectives.

## **Compensation Administration – Basic and General Objectives**

The basic aim of compensation administration is to retain, attract and motivate employees towards the job.

### **1.7 Based on this, it has the following objectives:**

#### **(a) To attract and retain competent employees:**

An organization pays employees a competitive salary to retain them and also attract salary to retain them and also attract skilful employees from outside. If company's compensation plan is not offering them competitive salary, no employees get attracted to join such an organization and stick on.

#### **(b) To establish fair and equitable compensation:**

External equality implies that pay for same job outside the organization should be the same as it is in this organization. Internal equality implies that within the organization similar jobs should have same packages. There should be no favoritism done for any job in any department.

#### **(c) To control costs and improve productivity:**

Compensation plan should be such that all employees feel fairly compensation by the organization. It will boost up their morale and make them more productive. A sound wage administration should also be able to control cost systematically. As the company grows, gradually the compensation should increase and not haphazardly.

**(d) To comply with legal regulations:**

A sound wage system should comply with all legal challenges imposed by government. If the compensation administration is not able to comply with any bylaw of the country, it can be challenged by employees/unions.

**(e) To reward the desired behaviour:**

Compensation plan should reinforce desired behaviour and act as incentive for those behaviours in future. Effective compensation plan is the one which gives due rewards to people who are performers, loyal and show exemplary behaviour.

**(f) To improve company's goodwill in the eyes of general public and employees:**

Wages and salary plan should project a positive image to employer to general public and to employees. This helps in acquiring the best personnel and retaining the competent persons.

**1.8 The general objectives of the compensation administration are as follows:**

1. Control of wage and salary bills.
2. Establishment of fair and equitable remuneration for various categories of staff.
3. Utilisation of wages and salaries as an incentive to greater employee productivity.
4. Maintenance of a satisfactory public relations image.

**Objectives: Primary and Secondary Objectives**

**Objective # 1. Primary Compensation:**

The primary objectives of compensation or wages are classified under four broad categories:

**i. Equity:**

The first category is equity, and may take several forms. Equity includes income distribution through narrowing down of inequalities, increasing the wages of the lowest paid employees, protecting real wages, and the concept of equal pay for work of equal value. Compensation management strives for internal and external equity. Internal equity requires that pay should be related to the relative worth of a job such that similar pay is assured for similar jobs.

External equity refers to making comparable payments, that is, paying workers what other firms in the labour market pay comparable workers. Compensation differentials, based on differences in skills or contribution, are all related to the concept of equity. Internal equity



actually means employees and their contribution are treated fairly with a pay programme in relation to other jobs in the organization

#### **ii. Efficiency:**

Efficiency is often closely related to equity. These two concepts are not adverse. The objectives of efficiency are evidenced in attempts to link a part of wages to productivity or profit, group or individual performance, acquisition and application of skills, and so on. Preparations to achieve efficiency are also seen as being equitable, provided they fairly reward performance. The preparations are treated as inequitable if the reward is viewed as unfair.

#### **iii. Macro-Economic Stability:**

Companies try to achieve macro-economic stability through high employment levels. Low inflation helps to achieve macro-economic stability. For instance, an inordinately minimum wage would have an adverse impact on the levels of employment, though at what level this consequence would occur is a matter of debate. Although compensation and compensation policies are two of the many factors which influence macro-economic stability, they do contribute to or hinder balanced and sustainable economic development.

#### **iv. Efficient Allocation of Labour:**

Employees consider the net gain. Efficient allocation of labour refers to the concept of labour/employee moving out of a situation to another for a net gain. Such movement may be from one geographical location to another, from one job to another, and within or outside an enterprise. The provision or availability of financial incentives causes such movement.

For example, workers are likely to move from a labour surplus or low-wage area to a high-wage area. On acquiring new skills, they may be tempted to derive benefit from moving to jobs with higher wages. Employee attrition is more when an employer's wages are below market rates. Again, an employer attracts job applicants when his wages are above market rates. When employees move from declining to growth industries, an efficient allocation of labour due to structural changes takes place.

#### **Objective # 2. Secondary Compensation:**

From the standpoint of human resource management, a well-designed compensation package helps an organization to achieve additional objectives which are the secondary objectives of compensation. The secondary objectives include acquiring competent



personnel, complying with regulations, controlling costs, enhancing administrative efficiency, facilitating understanding, retaining employees, and rewarding desired behaviour.

i. **Acquiring competent personnel** – Good compensation helps an organization attract competent applicants. As everyone has become aware of their value in the market, it is only wise for the management to provide suitable compensation packages to the employees for their retention.

ii. **Complying with regulations** – A sound wage and salary system considers the legal challenges imposed by the government and ensures the employers compliance.

iii. **Controlling costs** – A rational compensation system helps the organization obtain and retain workers at a reasonable cost. Without effective compensation management, workers might be over-paid (when product costs go up) or under-paid (which reduces employee motivation).

iv. **Enhancing administrative efficiency** – Any organization desires and attempts to optimally use the human resource information systems (HRIS). A well-designed sound wage and salary programme helps to manage HRIS efficiently.

v. **Facilitating understanding** – The compensation management system should have a high level of clarity. In addition to the human resource specialists and operating managers, the employees also should understand the compensation management system easily.

vi. **Retaining employees** – Attrition may increase when compensation levels do not fulfil employees' expectations. They quit due to the feeling that compensation is not competitive.

vii. **Rewarding desired behaviour** – Companies expect certain types of behaviour from the employees. Pay is likely to reinforce desired behaviours and acts as an incentive for the behavioural modification, and for the behaviour to occur in the future. Effective compensation plans reward performance, loyalty, experience, responsibility, and other behaviours.

### **1.9 Types of Compensation**

Compensation is what employees receive in exchange for the services rendered in an organization. The term 'compensation' refers to all forms of financial returns and tangible benefits that employees receive as part of the employment relationship.

In the era of globalization, where the business environment has become increasingly complex and challenging, structuring an effective compensation package to attract and retain talent is an important function of organizational effectiveness. Compensation may achieve several purposes assisting in recruitment, job performance, and job satisfaction.

## **Direct compensation**

Direct compensation refers to monetary benefits offered and provided to employees in return of the services they provide to the organization. Direct compensation refers to the compensation that an employee receives directly from his or her place of work. ... Direct compensation can be in the form of wages, salaries, commissions and bonuses that an employer provides regularly and consistently.

- **Hourly:**

Hourly wages are often provided to unskilled, semi-skilled, temporary, part-time, or contract workers in exchange for their time and labor. Jobs where some employees receive hourly wage include the retail, hospitality, and construction industries. Employees who receive hourly wages are usually able to earn overtime pay. This pay consists of any additional hours worked outside of their set contract. When setting your employees' wages, you need to be compliant with the local minimum wage legislation.

- **Salary:**

Annual salaries are typically provided to most full-time employees or skilled employees and those who fill management positions. A salary often indicates that the organization has invested in this employee for the long-term future. Examples of employees who receive a salary include teachers, accountants, doctors, and retail and hospitality managers. Both hourly wages and salary make up an employee's base pay or base salary.

- **Commission:**

Commission is a common form of compensation provided to employees in sales roles. It will usually be based on a predetermined quota or target. The higher the quota reached, the higher the commission will be. Commission rates are often based on various specified factors, including revenue and profit margins. Some employees will work on commission only or obtain a salary with commission.

- **Bonuses:**

Companies often offer bonuses to employees based on year-end business results or the individual meeting their set goals. Sometimes, the decision is at the manager's discretion. Bonuses can be paid annually, quarterly, or even after the completion of each project. Both commission and bonuses fall under incentive pay, along with piece



rate, profit sharing, stock options, and shift differentials. However, bonuses can also be paid without an employee meeting a particular target. For example, if the business has had a great year and decides to reward everybody. In this case, the bonus would be classified as variable pay. Tips are also a common form of compensation in people-based industries, particularly hospitality. Another umbrella of direct compensation is deferred pay which includes savings plans and annuity. Merit pay is often given to an employee who meets their targets or performs well in their role.

- **HRA:**

HRA stands for House Rent Allowance, it is an allowance that almost every salaried employee receives as part of their salary package from their employer to meet the cost of rent that they pay for their home. In other words, HRA is a compulsory part of salary of an individual which every salaried person receives irrespective of the type of property he resides in. Which means, if your employer chooses to offer HRA then you will get this as part of your salary whether you stay in a rented house or reside in your own house. As being a taxable part of salary, HRA gets special treatment in income tax law and is exempt from income tax to a certain extent.

### **Indirect compensation**

Indirect compensation is still monetary in nature — meaning it has a financial value that can be calculated — but is not a direct payment in the form of cash. Indirect Compensation is a non-cash benefit provided to an employee. It is a compensation which is not paid directly to the employee. Indirect compensation is an addition to direct compensation, which is a monetary remuneration paid directly to employees for their services.

Direct compensation with additional indirect compensation make the total remuneration package:

**Total remuneration package = direct compensation + indirect compensation**

- **Leave Policy:**

It is the right of employee to get adequate number of leave while working with the organization. The organizations provide for paid leaves such as, casual leaves, medical leaves (sick leave), and maternity leaves, statutory pay, etc.

- **Overtime Policy:**

Overtime is the amount of time someone works beyond normal working hours. Normal hours may be determined in several ways. Employees should be provided with the adequate allowances and facilities during their overtime, if they happened to do so, such as transport facilities, overtime pay, etc. Overtime pay rates can cause workers to work longer hours than they would at a flat hourly rate. Overtime laws, attitudes toward overtime and hours of work vary greatly from country to country and between different economic sectors. Overtime means extra productivity from employee that should be equal or more than the overtime payment made.

- Hospitalization:

The employees should be provided allowances to get their regular check-ups, say at an interval of one year. Even their dependents should be eligible for the medi-claims that provide them emotional and social security.

- Insurance:

Organizations also provide for accidental insurance and life insurance for employees. This gives them the emotional security and they feel themselves valued in the organization.

- Leave Travel:

The employees are provided with leaves and travel allowances to go for holiday with their families. Some organizations arrange for a tour for the employees of the organization. This is usually done to make the employees stress free.

- Retirement Benefits:

Organizations provide for pension plans and other benefits for their employees which benefits them after they retire from the organization at the prescribed age. While this is ultimately a cash payment, its deferred nature tends to put it in the indirect compensation category. Whether it's a traditional pension plan or some other form of retirement savings, it's a benefit employees often look for.

- Holiday Homes:

Organizations provide for holiday homes and guest house for their employees at different locations. These holiday homes are usually located in hill station and other most wanted holiday spots. The organizations make sure that the employees do not face any kind of difficulties during their stay in the guest house.

- Flexible Timings:

Organizations provide for flexible timings to the employees who cannot come to work during normal shifts due to their personal problems and valid reasons.



- **Meals:**  
Some companies provide occasional pizzas when people work late nights, but others give this delicious form of employee benefits every day through free lunches. While it saves employees time and money, it's also a sneaky trick businesses use to keep you at the office and not wasting time in restaurants.
- **Phones and computers:**  
These are necessary tools for many jobs, but they can also be a perk if you can use them for personal reasons and work.
- **Company cars:**  
This perk is generally limited to salespeople and executives, but it can still be a powerful recruitment and retention tool.
- **Tuition reimbursement:**  
Some companies support employees in earning a degree or taking additional classes that ultimately benefit both employee and employer.

### **1.10 Components of Compensation Management**

Compensation management is designed to give fair compensation to employees according to their job type and role and responsibilities. So, understanding the concept is divided into components of compensation management. Let's understand the components of compensation management:

- **Job Description:**

The very first component of compensation is the job description (JD), which describes the roles and responsibility of a job. As, JD defines all the roles, responsibilities, requirements, functions, duties, environment etc. Such descriptions help in identifying the difficulties and the level of education, experience etc.



- **Job Analysis:**

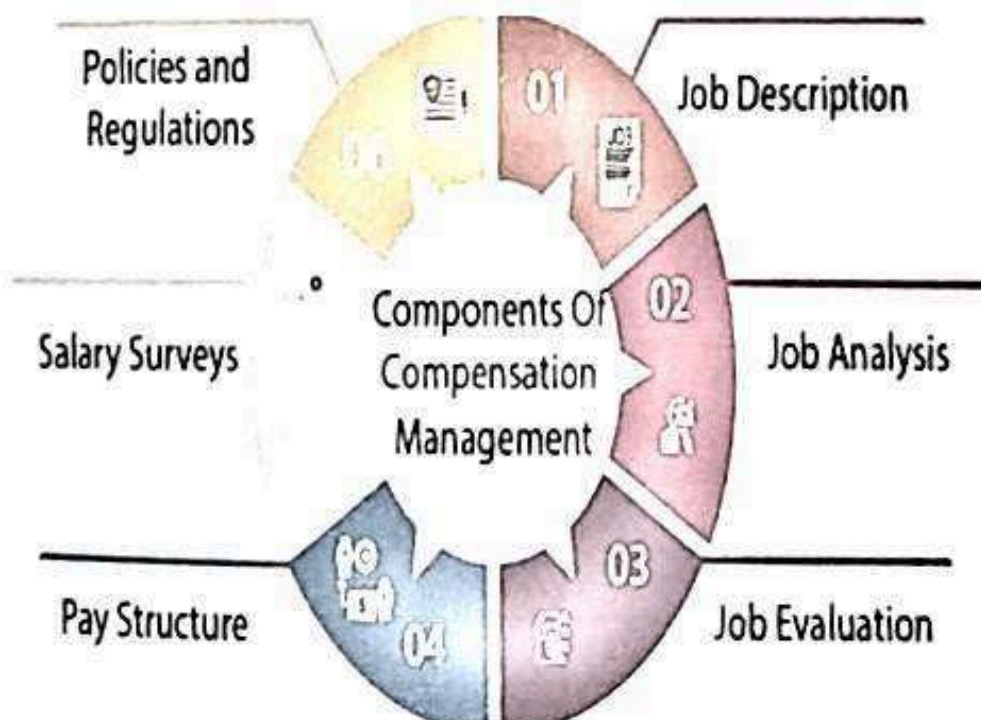
Job analysis is the process of identifying the activities involved in the job by their content. In addition to the roles, responsibilities it also tells about the skills required for performing the job. And the process for job analysis involves gathering information about the duties of the incumbent, the nature and conditions of the work, and some basic qualifications. Job analysis is crucial for first, helping individuals develop their careers, and also for helping organizations develop their employees to maximize talent.

- **Job Evaluation:**

It is a systematic process of determining the worth and the value of any job in an organization. As the process is done to structure a systematic structure of pay role in an organization. To achieve a rational job, compensation organization tends to compare the similar job with standards of the industry.

- **Pay Structure:**

The pay structure is designed to build standardized compensation practices. Commonly a pay structure includes different grades or levels of pay which includes the minimum salary/wage. The pay structure is designed on the basics of job



evaluation. So it determines the job grade and culture. Moreover, an organization with a uniform and defined pay structure helps in building the human resource branding. As result, it creates an image among job seekers.

- **Salary Surveys:**

A compensation management includes conducting surveys to collect market data. Which includes average salaries, inflation indicators, cost of living indicators, salary budget averages. When purchasing the results of salary surveys conducted by other vendors, note that surveys may be conducted within a specific industry or across industries as well as within one geographical region or across different geographical regions.

- **Policies And Regulations:**

Policies and regulations are one another most important aspect of compensation management as it describes all the rules and regulation, does and don'ts of an organization. Also, these decibels the functioning and restrictions.

**Direct financial compensation:**



### Indirect financial compensation:



#### 1.11 Compensation may be used to:

- ☐ Recruit and retain qualified employees.
- ☐ Increase or maintain morale/satisfaction.
- ☐ Reward and encourage peak performance.
- ☐ Achieve internal and external equity.
- ☐ Reduce turnover and encourage company loyalty.
- ☐ Modify (through negotiations) practices of unions.

Recruitment and retention of qualified employees is a common goal shared by many employers. To some extent, the availability and cost of qualified applicants for open positions is determined by market factors beyond the control of the employer. While an employer may set compensation levels for new hires and advertise those salary ranges, it does so in the context of other employers seeking to hire from the same applicant pool.

Morale and job satisfaction are affected by compensation. Often there is a balance (equity) that must be reached between the monetary values, the employer is willing to pay and the sentiments of worth felt by the employee. In an attempt to save money, employers may opt to freeze salaries or salary levels at the expense of satisfaction and morale.

Conversely, an employer wishing to reduce employee turnover may seek to increase salaries and salary levels. Compensation may also be used as a reward for exceptional job performance. Examples of such plans include: bonuses, commissions, stock, and profit sharing, gain sharing.



Employee compensation refers to all forms of pay or rewards going to employees and arising from their employment, and it has two main components. There are direct financial payments in the form of wages, salaries, incentives, commissions and bonuses and there are indirect payments in the form of financial benefits like employee paid insurance and vacations.

Compensation includes direct cash payments, indirect payments in the form of employee benefits & incentives to motivate employees to strive for higher levels of productivity is a critical component of employment relationship.

Compensation is affected by many factors like labour market factors, collective bargaining, government legislation & top management philosophy regarding pay benefits.

#### **1.12 A sound compensation structure tries to achieve these objectives:**

- ☐ To attract manpower in a competitive market.
- ☐ To control wages & salaries & labour costs by determining rate change & frequency of increment.
- ☐ To maintain satisfaction of employees by exhibiting that remuneration is fair adequate & equitable.
- ☐ To induce & reward improved performance, money in an effective motivator.

#### **1.13 Principles of compensation:**

- Differences in pay should be based on differences in job requirements.
- Wages & salary level should be in line with those prevailing in the job market.
- Follow the principle of equal pay for equal work.
- Recognize individual difference in ability & contributions.
- The employees & trade unions should be involved in while establishing wage rates.
- The wages should be sufficient to ensure for the worker & his family reasonable standard of living.
- There should be a clearly established procedure for redressal of grievances concerning wages.
- The wage & salary structure should be flexible.
- Wages due to employees should be paid correctly & promptly.
- A wage committee should review & revise wages from time to time.

### **1.14 Methods of compensation:**

The operating companies need to develop a compensation package for their employees depending on the size and type of business, employers may choose to compensate their employees in a number of different ways.

**Different methods of compensation are given below:**

#### **1. Wages and salaries:**

Although we use the terms wages and salaries interchangeably, in payroll accounting, the two terms have different definitions.

Wages refers to the earnings of employees whose pay is calculated on an hourly basis.

Salary refers to the earnings of employees whose pay is calculated on a weekly, bi-weekly, semi-monthly, or monthly basis.

#### **2. Commissions:**

Sales commission plans vary greatly from company to company, but are generally based on the dollar amount of sales made during a payroll period. Commission income is considered the same as wages or salaries for withholding and reporting purposes. Commissions are usually computed on a certain percentage or commission rate.

Some commissioned employees may not be exempt from the minimum wage requirement. The employer must determine the regular, hourly rate for each non-exempt salesperson during the week and make sure this rate is at least equal to the current minimum wage.

#### **3. Piece-rate plan:**

Workers paid on a piece-rate plan receive a certain amount for each item produced. Gross earnings equal the rate per item multiplied by the number of items produced during the payroll period.

#### **4. Combination plan:**

Many businesses pay sales people both a salary and a commission. Such a combination plan provides some regular income and offers an incentive for superior sales.



#### **5. Draws:**

Draws are often given to salespeople who work only for commission. A draw is an advance given to a salesperson that will be collected when future sales transactions are closed. Draws will be subtracted from a salesperson's commissions after any applicable taxes and deductions have been withheld. The draw is subject to all payroll withholding taxes.

#### **Other types of earnings:**

#### **6. Bonuses:**

Businesses offer bonuses in many different ways. Some bonuses are based on profitable operations of the business and are paid at year-end. A common type of bonus may be offered to salespeople for selling a specific item. Another type of bonus plan, one that may be part of an employment agreement, pays manager if the yearly sales or profits reach a certain level.

#### **7. Profit sharing payments:**

A profit sharing plan, like a bonus plan, can be structured in a number of different ways. An employer may elect to pay cash to employees, give them stock in the business, or set up a deferred compensation fund for retirement.

#### **8. Other taxable forms of compensation:**

Sometimes other payments to employees are required that are equivalent to wages. These include non-cash fringe benefits, reimbursed expenses, sick pay, supplemental unemployment benefits, and tips. As with any form of compensation, these payments are subject to federal taxes.

#### **9. Non-cash fringe benefits:**

Non-cash fringe benefits must be included in an employee's gross earnings.

Fringe benefits include the following:

- ❖ Personal use of company cars
- ❖ Free or discounted airline flights
- ❖ Vacations
- ❖ Discounts on property or services

- ❖ Memberships in country clubs or other social clubs
- ❖ Tickets to entertainment or sporting event

#### **10. Reimbursed expenses:**

Payments made to employees for travel and other necessary business expenses are taxable only if the employee does not have to substantiate those expenses with receipts or other documentation. The employer advances an amount to the employee for business expenses and the employee does not return any unused amount. Travel and entertainment reimbursements, or other expense allowances, paid to an employee under a non-accountable plan are also included as wages. Under a non-accountable plan, the employee is given a certain amount of money toward expenses, but does not have to substantiate them or return any excess cash. Under an accountable plan, travel advances paid to the employee prior to travel in excess of substantiated expenses must be repaid to the employer within a reasonable and specified period of time.

#### **11. Sick pay:**

In general, sick pay is any amount paid to an employee because of illness or injury under a plan providing for such benefits. The amounts are disbursed by the insurance company or the employee's trust, and are referenced as third party payments.

#### **12. Tips:**

In certain businesses, employees receive compensation in the form of gratuities or tips. A tip is an additional amount from a customer for services rendered. Bartenders and restaurant servers usually receive tips in addition to wages. Hair stylists and taxi drivers also depend on tips as a major source of income.

#### **13. Supplemental wages:**

Supplemental wages differ from regular wages only in that they may be based on a different payroll period, computed on a different compensation plan or rate, or paid at a different time than regular wages.

In addition, certain payments are, by their nature or timing, supplemental wages. Such payments include retroactive pay increases, severance pay, bonuses, commissions, taxable fringe benefits, awards and vacation pay on termination. The distinction between regular and



supplemental wages is important because special rules apply to withholding on supplemental wages.

#### **14. Exempt payments:**

Compensation not considered wages includes sickness and injury payments under a workers' compensation law, and other payments that are likely to be tax deductible such as qualified moving expense reimbursement.

#### **1.15 Types of wage plans:**

##### **1. Time rate:**

This is the oldest and the most common method of fixing wages. Under this system, workers are paid according to the work done during a certain period of time, at the rate of so much per hour, per day, per week, per fortnight or per month or any other fixed period of time. The essential point is that the production of a worker is not taken into consideration in fixing the wages; he is paid at the settled rate as soon as the time contracted for is spent.

##### **2. Piece rate:**

Under this system, workers are paid according to the amount of work done or the number of units completed, the rate of each unit being settled in advance, irrespective of the time taken to do the task. This does not mean that a worker can take any time to complete a job because if his performance far exceeds the time, which his employer expects he would take, the overhead charge for each unit of article will increase.

This system is adopted generally in jobs of a repetitive nature, where tasks can be readily measured, inspected and counted. It is particularly suitable for standardized processes, and it appeals to skilled and efficient workers who can increase their earnings by working to their full capacity. In weaving and spinning in the textile industry, this system can be very useful. But its application is difficult where different shifts are employed on the same work or where a great variety of different grades of workers are employed on different and immeasurable services, as in the gas and electricity industries.

##### **3. Balance or debt method:**

This method is a combination of time and piece rates. The worker is guaranteed an hourly or a day-rate with an alternative piece rate.

If the earnings of a worker calculated at the piece rate exceed the amount which he would have earned if paid on time basis, he gets credit for the balance, i.e., the excess piece rate earnings over the time rate earnings.

If his piece rate earnings are equal to his time rate earnings, the question of excess payment does not arise. Where piece rate earnings are less than time rate earnings, he is paid on the basis of the time rate; but the excess which he is paid is carried forward as a debt against him to be recovered from any future balance of piece work earnings over time work earnings. This system presupposes the fixation of time and piece rates on a scientific basis.

# CHAPTER-II



## **CHAPTER II**

### **ORGANISATIONAL HISTORY**

#### **KAMAL HEALTH CARE PRODUCTS PRIVATE LIMITED, THOOTHUKUDI.**

##### **2.1 Company profile:**

Kamal Healthcare Products (P) Ltd. is a young, dynamic manufacturer of personal care hygiene products that currently include adult diapers, underpads. Kamal Healthcare is the youngest member of AVM Group a diversified business conglomerate based in Tuticorin, India. Established in 1927, AVM Group is a proud, single-family owned conglomerate with interests in diversified verticals

- Gold Jewelry
- Edible Oils
- PP Jumbo Bags and other packaging products
- Renewable Energy (Wind farms)
- Healthcare (AVM Hospitals), Education
- Social halls among others.

Brand name for all their business is "AVM". Kamal Health Care commitment to quality and hard work has helped us grow from humble beginnings to current cumulative global sales of around \$46 Million.

With a special interest in Healthcare and its positive impact on people's lives, AVM group decided to venture into the personal hygiene market with an initial investment of \$4 Million to create the first ever manufacturing facility for adult diapers and under pads in Southern India and now stepping into Personal Protective Equipment Kit done with ISO standards and all process and sterilization are validated as per European standard. Company new facility leverages best-in-class infrastructure and technology from Italy to produce the most comfortable and top quality products in the business.

## 2.3 KEY DIFFERENTIATORS:

- AVM Group has a presence in over 20 countries
- Proven trust and experience in working with partners around the world
- State of the art manufacturing facility and machinery from GFA, Milan
- Proven, dedicated and well-trained team
- Consistent, process-oriented commitment and implementation of Total Quality Management (TQM) and ISO standards.
- All process are sterile and validated as per European standard

## 2.3.1 SERVICES

- ✓ Adult Diapers
- ✓ Under pads
- ✓ Pull ups
- ✓ Surgical Gown
- ✓ Nurse Head Cap
- ✓ Face Shield
- ✓ All around protection
- ✓ HIV kit
- ✓ Surgeon kit

currently produce the following:

## 2.4 Product line:



Adult Diapers

Sizes: Medium, Large and X-Large.

## Under Pad

Size: 60x90cm, 60x60cm and 60x40cm

### 2.4 Key Features:

- 3 Dimensional absorbent core
- Barbell shaped core with rounded corners
- Anti-bacterial odor control SAP
- Interior standing leg cuffs
- Triple elastic combo tape fasteners
- ADL for addition protection and comfort
- Wetness indicator
- Super efficient absorption

### 2.6 Raw Materials:

For making a good product, we strongly believe that the raw material selection is one of the key points and as company policy we buy all the raw materials from reputed vendors as below:

Raw Materials	Company Name	Raw Materials	Company Name
Pulp	GP, IP, Resolute, USA	Non Woven	Global Non Woven, India
SAP	Sumitomo Seiko, Japan	PE Back Sheet	NAPCO, KSA
Glue	HB Fuller, India	Side Tapes	Avery Dennison, USA
Elastic	Fulflex, Holland	Frontal Tapes	Fujian, China



I would like to take a moment and point out that we are not just a manufacturer of these products but also end-consumers as well; AVM Hospital uses new products currently. This makes us truly unique. We are in a position to get direct feedback from patients and customers (doctors/nurses and other providers) and are able to translate this knowledge in process level changes that yield positive results both in quality and efficiency.

Kamal health care are very interested in working with you as your partner in fulfilling your Personal Care Hygiene - Adult Diaper and Under Pad needs. Kamal health care are open to be a private label manufacturer for your brand in this part of the world or they can sell in bulk also.

I can assure you that from end, you have the commitment of not just me but my entire team to make your business endeavor a successful and profitable one. I look forward to connect with you to understand your requirements both product and pricing wise and taking this forward.



## 2.7 STRENGTH:

- State-of-the-art manufacturing facility and Machinery from Italy.
- High involvement of the top management.
- Passionate, dedicated and well-trained team.

Consistent, Process-oriented Commitment and implementation of Total Quality Management (TQM) and ISO Standards

## 2.8 Vision:

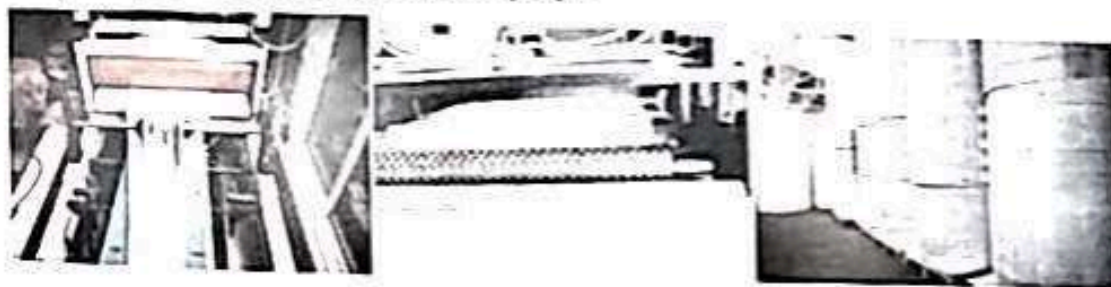
Vision is to Continue delivering World Class Finest Products and Services to the people world wide to enhance comfort and delight.

## 2.9 Mission:

Aiming to solidify our position in the fast growing market and increase their global market share.

## 2.10 Manufacturing Excellence:

Kamal Healthcare has invested in the state of the art Italian machines to produce world class products. Their main strength is that all adult diapers are made from 3D core mixed with SAP for better performance along with ADL (Absorption Distribuion Layer). They are using the European style three layered refastening tape.



sourcing the best available raw materials globally.





Sumitomo



## 2.11 The AVM Group :

AVM group was founded in 1927 by A.V.M. Marimuthu Nadar. Kamal Healthcare is a proud and the youngest member of AVM Group and AVM



A Group of Companies

Group is a proud, single-family owned conglomerate with interests in diversified verticals that includes: Jewellery Division - A.V.M. Jewellers, Oil Division - Manufacturers of Coconut Oil, Gingely Oil, Sunflower Oil, Pooja Oil, Education - A.V.M. Marimuthu Nadar Hr Sec School, Vilampatti, Industrial Packaging Division - Maris

Associates (P) Ltd, Manufacturers of PP jumbo bags and woven sacks, paper bags, Health Care Division - A.V.M. Hospital, Hygiene Products Division - Kamal Healthcare Products (P) Ltd, manufacturers of adult diapers and hospital bed pads, Community Hall - Kamalavel Mahal



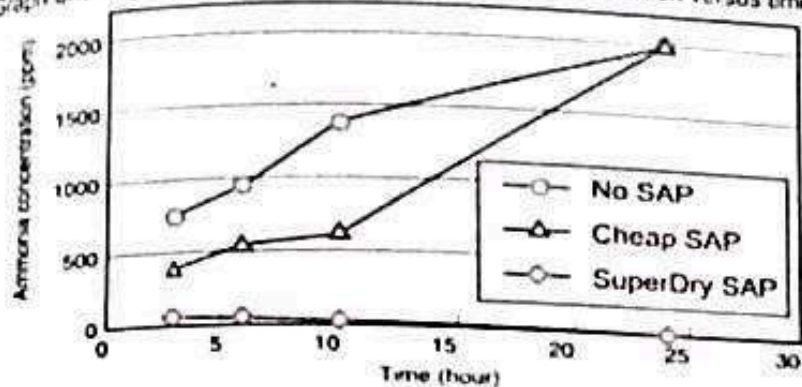
#### 2.12 Exclusive feature:

- All Adult diapers ranges comes in 3 different sizes designed to fit all adults.
  - Medium (28"-48")
  - Large (38"-60")
  - Extra Large (48" - 68")
- All products are especially designed for the Indian Body type with the European Technology

## SUPERIOR SAP

Superior SAP effectively inhibits the enzymatic action responsible for degrading urea into ammonia

Graph Showing odour control activity for ammonia concentration versus time



\*\*Test Liquid: Synthetic urine including urea and urease

### 2.13 Highlights:

- Hybrid Machine from Italy
- 3D Diamond Embossed Core
- ISO 9001 : 2015 Certified
- CE Certified
- GMP

#### 2.14 Area of operation:



#### 2.15 Company Logo:



#### 2.16 Directors of Kamal Health Care:

The company has 4 directors and no reported key management personnel.

The longest serving directors currently on board are Srinivasmarimuthu and Subramanian Sankar Marimuthu who were appointed on 15 October, 2004. They have been on the board for more than 16 years. The most recently appointed director is Marimuthunadar Velayutham Lakshmanan, who was appointed on 01 April, 2014.

Srinivasmarimuthu has the largest number of other directorships with a seat at a total of 3 companies. In total, the company is connected to 4 other companies through its directors.

# **CHAPTER-III**



## **CHAPTER III**

### **A STUDY ON THE EFFECT OF COMPENSATION MANAGEMENT AT KAMAL HEALTH CARE PVT. LTD., THOOTHUKUDI.**

#### **3.1 Introduction:**

Employees need to be compensated for their efforts based on volume of predication. Compensation refers to all forms of financial rewards received by employees. It arises from their employment. It occupies an important place in the life of the employee. It is a considerable cost to the employer.

Compensation dissatisfaction can lead to absenteeism, turnover, job dissatisfaction, low performance, strikes and grievances. Majority of labour management disputes relate to compensation.

"Compensation refers to the extrinsic that employees receive in exchange for their work. It is composed of the base wage or salary and incentives or bonuses and benefit."

Compensation is a key factor in attracting and keeping the best employees and ensuring that the organization has the competitive edge in an increasingly competitive world. The compensation management component enable to differentiate between the remuneration strategies and those of competitors while still allowing flexibility, control and cost effectiveness.

It provides a toolset for strategic remuneration planning that reflects the organization culture and pay strategies, and it empowers line managers within a framework of flexible budget control. Compensation management allow to control bottom-line expenditures and competitive and motivating remuneration, be it fixed pay, variable pay, stock options , merit increases, or promotion-in other words, total compensation.

#### **3.2 Compensation Benefits and Allowance:**

##### **Salary and wages:**

In Kamal health care, they give fixed amount to their employees a monthly basis for their work within the company. It is paid according to minimum wages act, 1948. For fulltime employees, salary is generally described in monthly basis and for part time employees; it is generally described as an hourly basis. Wage period of kamal health care does not exceed one

month. They provide wage of salary on time to their employees. On every month, the amount is credited to employees' bank account.

#### **Bonus:**

In kamal health care, the employees are provided with a bonus of 8.33 percentage of their basic pay to all the members who are working in the company. It is given once in a year, that is may be during festival time. This is paid according to the experience of the employees in the company. All regular and service staffs can enjoy the festival bonus. Thus bonus payment acts as incentives for employees attracting their attention and their personal interest.

#### **House rent Allowance:**

In kamal health care, they provide HR Assistant to the employee to meet the expenses in connection with rent at the accommodation which the employees might have to take for his residential purpose. It is given based on level of employees.

#### **Incentive or sales commission:**

In kamal health care, they provide incentives to their employees for their full attendance for a month; complete their daily target and their excellence of work in their respective unit.

Sales commission is paid for the marketing department to produce more sales and to reward and recognize people who perform most productive in the company. It is based on a percentage of total sales. If the sales are high, a certain percentage is given to encourage them.

#### **Group Incentive:**

In kamal health care, individual incentive can be used on a group basis. That is two or more employees can be paid for their combined performance. One problem with group incentives is that employees do not see them as being directly linked to their own behaviour. The pay of the employee under group incentive is influenced by the behaviour of others with whom that employee works.

#### **Individual incentive:**

In kamal health care, Individual incentive can be based on time saved as well as output generated. As with piecework, the employee can expect a minimal guaranteed hourly rate, but in this case the bonus is achieved for doing a standard hour's work in less than sixty minutes.



Employees who finish the work in fifty minutes can do obtain a bonus that is some percentage of the labour saved. In addition to low wage rate, they get an amount that represents a percentage of the sales price rate.

#### **Loan facilities:**

In kamal health care, they provide a great scheme of loans to their employees. First of all, the permanent employees get loans from their provident fund at a cost of 10%. They can use their money for several purposes. Secondly, from the executive level the employees are qualified for home loans, car loans and others at a cost of 8% where it is around 15% for the customers so it an extra benefits consumed by the employees.

#### **Travelling Allowance:**

In kamal health care, they give travel allowances to meet the cost of travel on their transfer of duty. They have their own company bus to pickup and drop the employees form kamal health care to their respective places petrol allowance is paid for the employees who come to work with their own vehicles.

#### **Over time payment:**

In kamal health care, they are paying extra wages for the employees who do work more than their daily working hours. This over time payment is twice his or her ordinary rate of wages. Some employees do work on Sunday also and those employees are paid over time payment.

#### **Holiday with wages:**

In kamal health care, the person who is working more than one year in the company, are eligible for paid up holidays. Those employees can take one day per month as paid up holidays for national holidays also the employees are paid wages.

#### **Pension and provident fund:**

In kamal health care, the employer contributes 12 percentage money of the employee salary for provident fund. That is 12 percentage of contribution from employee's monthly salary and another 12 percentage of contribution from the owner. Pension is provided to retired employees after the retirement for their service rendered.

**Telephone facilities:**

In kamal health care, they provide telephone facilities for their employees. It's basically provided for official use. However employees can use these facilities for personal communication in a limited basis.

**Medical facilities:**

The medical facility provided by Kamal Health care is quite different from other company. Kamal health care has their own medical team to look after their employee in case of any medical assistance. They have their nursing home as well. Therefore employees of kamal health care do not have the opportunity to enjoy life insurance which means Kamal health care does not provide life insurance policies to the employees.

**Leave policy:**

In Kamal health care, they provide leave for the employees during their sickness and for attending family occasions with information to the management.

**Casual leave:**

- One day per month in a calendar year. Casual leave cannot exceed ten days at a same time.

**Sick leave:**

- One day sick leave per month

This can be give only on medical ground. Thus by providing leave to the employees for the medical treatment and other occasion.

**Maternity leave:**

In kamal health care, women employees are treated with respect in a special concern. A pregnant women worker is entitled to maternity benefit. The maternity leave is given with full pay on completion of least 80 days in the company in the 12 month period to her expected data of delivery. The employees with children below the age of four are provided with crèches to take care of the children.

#### **Food Allowances:**

In kamal health care subsidy for food is given to the workers staying in hostel. The amount given is Rs. 750 as the amount of MESS fees for the hostel employee are Rs1300. For night staff food allowance is paid to all the workers. Also tea and snacks are provided twice daily for free to all the workers. Through this they manage their minimum wage to the employees for the proper standard of living.

#### **Fringe benefits:**

Top management employees are provided with free mobile phones and car facilities for personal and official purpose. Supervisors are given free mobile phones with SIM for work and personal purposes. Managers are given car for official purposes.

#### **Welfare Funds:**

Every year in kamal health care amount of rupees 200 for each employee. It is deducted to amount in the employee welfare fund. The money induced from the welfare fund is used for the welfare for the employees when they are in trouble or in emergency. This money is totally contributed to the employees so that they feel safe at their emergency period.

### **13 ORGANIZATIONAL STRATEGY FOR COMPENSATIONN MANAGEMENT AT KAMAL HEALTH CARE PVT., LIMITED.**

1. Discover employee market value
2. Use continuous feedback with employees
3. Have a performance management process
4. Promotion must be given based on performance
5. Motivate employees by providing recognition reward
6. Provide employees with wellness program



# CHAPTER-IV

## CHAPTER-IV

### CONCLUSION

Compensation is the remuneration received by an employee in return for his/her contribution towards the organization. It is an integral part of the human resource management which helps in motivating the employees and improving the organizational effectiveness.

From the above, the organization must motivate the employees to contribute their best and it must be fixed as per their needs and aspirations and should be based on their merit. There is need for innovative tools and techniques and strategies in compensation management that customize the individual needs of the employees for ensuring better productivity and performance at the workplace.

The organization should communicate with the employees about their needs, they must review their compensation package regularly, make sure whether fair and equitable compensation is given to them.

If the organization wants their employees to be innovative they should reward them for new ideas. So that the future business could depend on it.

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**INTERNSHIP REPORT ON A STUDY ON THE EFFECT OF EMPLOYEE PARTICIPATION  
IN DECISION MAKING ON ORGANISATIONAL PERFORMANCE  
OF JARA ENER TEK, TIRUNELVELI.**

(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS) - THOOTHUKUDI**

Submitted by

**A. Jeeva Nancy**

**REG NO: 20SPHR11**

Under the guidance of

**Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Thoothukudi – 628001.

NOVEMBER 2021



**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI - 628001**



**CERTIFICATE**

This is to certify that **A. JEEVA NANCY** of second year Master of Human Resource Management has undergone Internship training on **“A STUDY ON EMPLOYEE PARTICIPATION IN DECISION MAKING ON ORGANISATIONAL PERFORMANCE”** under the guidance of **Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

  
**EXTERNAL EXAMINER**  
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# JARA ENER TEK

GSTIN: 33AGNPV4486A1Z6

Date 11/10/2021

## CERTIFICATE

is to certify that **Miss, JEEVA NANCY A** (Reg No 20SPHR11), II year MHRM student of S  
RY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI has done online Internship programme on the topic "  
DY ON EFFECT OF EMPLOYEE PARTICIPATION IN DECISION MAKING ON ORGANIZATIONA  
RFORMANCE" at our Organisation JaraEnerTek, Tirunelveli for 15 days (From 24<sup>th</sup> May 2021 to 9<sup>th</sup> June 2021)

ing this tenure, she gained knowledge on various activities. Her conduct and character was good.

wish her all success.

Regards,

**JaraEnerTek**



Authorized Signatory.

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## DECLARATION

I hereby declare that the internship entitled "**A STUDY ON EMPLOYEE PARTICIPATION IN DECISION MAKING ON ORGANISATIONAL PERFORMANCE**" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place:** Thoothukudi

**Date.** 09.12.2021

A. Jeeva Nancy  
**Signature of the candidate**

**(A. JEEVA NANCY)**

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## ABSTRACT

This study is on the impact of employee participation in decision making on organisational performance. The participation of workers in decision making plays an important role in business as it influences quality and competitiveness. Participation in group settings is the emotionally and physically of participation of individuals who inspire employees to volunteer and accept the responsibility. When workers are quickly engaged in decision-making, providing a healthy work place, growing their dedication to decision-making, increasing the customer's morality and happiness, are a part of its organisation. The study concludes that employee participation on decision had a positive significant effect on organisational productivity. In view of finding, the study shown that participation in decision-making can increase workers performance raises productivity, production and efficiency of the employee of any organisation. Increasing employee participation in decision making will impact positively on their growth and potential for survival.



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# **CHAPTER-I**

# CHAPTER - I

## INTRODUCTION

### 1.1 History

Presently, organizations have recognized the needs of Employee Participation in achieving organizational objectives. Majority of firms that employ participative management approach have recorded dramatic breakthrough in the area of operational cost, high profit margin and work productivity. Through Employee Participation, individuals are offered the chance to carry job responsibility and partake in joint decision making for the whole welfare of the firm.

In some firms most recent, the power of formulating decision depends on the magnitude of confidence gains in certain jobs. These avail an opportunity for employees to make recommendations and contributions needed to achieve organizational objectives. Employee involvement has contributed both impacts either positively or negatively on firm achievement.

Employee Participation has negative impact on Organizational Performance. As the name implies, it represents increased involvement, and i.e. too many people involved in the decision making process of the firm, and this in turn delays the entire decision process because of a lot of disagreement among member bodies involved in the decision making process (MSG, 2016). More so, it takes time to verify the accuracy of information which may lead to delay in the decision making process. However, the benefits of Employee Participation outweigh the cost since organizations have different cultures and human resources; it is advisable for them to have a well understanding of each other in order to establish a decision making style and adopt the best practice required to succeed in the business environment.

Heller et al. (1998) explained Employee Participation as the entirety of bodies, such as; direct (individual) or indirect (institutions) by which individuals or groups contribute to organizational objectives through self-innovative mind which gears towards a better decision making process. Through collective decision making, employees are engaged in Management by Objective (MBO) and in organizational goal setting process. This helps in improving organizational effectiveness in areas that threaten its survival. Related to this,

David (2005) opined that, top management or front line managers should encourage employee Participative Decision Making in the organization to promote workforce efficiency and high productivity required to achieve business objectives. A research carried out by Kuye and Sulaimon (2011) revealed that, an organization that encourages employee's participation in decision making do better than its competitors. The authors therefore encourage organizations to promote high employee involvement in decision making in order to improve their work performance and productivity.

According to Williamson (2008) also emphasized that employee participation in decision making gives employees the avenue to improve on their skills and competency to promote the goal of the organization. Employee involvement in decision making of an organization can serve as morale that can lead to high innovation, commitment and job satisfaction in the organization. Organizational structure has adverse effect on performance of Government Owned Enterprises, Port Harcourt, Rivers State. Organizational framework is defined as the process of in storing hierarchy in authority or decision that flows from upper management level to subordinate management level. It is designed in such a way that job assignments are shared, grouped and coordinated among firm's workers. It is designed in such way that various sub-units are arranged and interrelated with each other (Cited in, Chiekezie, Nzewi & Orogbu, 2008). In ideal situation, it is expected that organizational design promotes free flow of information required to improve organizational performance.

In the case of Government Owned Enterprises, Organizational structure or designed is poorly designed and is built to meet the interest of the stakeholders. Again, Organizational structure is also arranged in such way that decision making is mostly concentrated or vested only on top management position. Top management use their powers attached to their positions to make decisions without following organizational chart (organogram). Poor design of organizational structure affects team work, information flow and work efficiency which can result to lower productivity. The above problem has cause inefficiency in the power sector and results to poor transmitting of energy or electricity, high level of corruption and high tariffs of electricity bills.



## **1.2 Definition of Employee Participation and Decision Making**

According to Sofijanovska and Chatleska (2013) Employee involvement is a course of involving and empowering employees on the job in order to use their effort towards achieving higher individual and organizational performance. Employee Participation is also defined as a direct participation or engagement of employee to help an organization fulfill its mission statement and meet its core objectives values by applying their own innovations, expertise, and efforts towards solving problems and making decisions (Bullock & Powell, N.Y).

Similarly, Westhuizen (2010:11) also defined Employee Participation as “the entirety of forms, that is direct (personal or by the employee) or indirect (through the legislative body of the employees) by which persons, groups, collectives sheltered their welfare or throw in to the decision making process”. On the other hand, Beardwell and Claydon (2007) defined Employee involvement as the distribution of power between employer and employee in decision making of the firm, either through direct or indirect participation. In addition, employee participation also refers to employee participation in decision making at the firm (Busck et al., 2010). Employee involvement represents the grouping of task-related practices, which aim at increasing employees’ sense of participation in their work place and their obligation to the wider firm (Bhatti & Nawab 2011). The significance of this definition lies in the fact that, it visibly brings out the two forms of employee involvement in decision making, namely direct (by employees themselves), and indirect (through their legislative body). Individuals in different organizations make decisions daily, weekly, monthly or annually either directly or indirectly depending on the desires.

In most organizations, decision making ability is centralized or concentrated on the top management position to use his/her powers to promote issues that will promote organizational goal. Employee participation in decision making has been acknowledged as a managerial tool for regain organizational performance by striving for the shared goals of employees and employers. This is actualized by allowing workers contribution in developing the mission statement, establishing policies and procedures, pay determination, promotion, and determining perks. Employee participation in decision making has become a important



topic in human resource management (HRM), and is regarded as one of the driving tools of employee voice, which many management scholars have observed to be a growing management concept (UK Essays, 2013). Vrba and Brevis, (2002) also defined Decision making as the process of selecting the best method of solving a problem. Marchington (1980) argue that people no longer accept decisions without been part of the processes to enable them to influence the final outcome. Hirshman (1970), (cited in Mitchell, 1996) opine that when employees do not play a role in decision making, they often feel inhibited and having feelings of leaving the organization.

Perhaps it is for this reason that modern management shows a greater need to increase their organization's effectiveness through the participative mechanism. It is now recognized that the participation of various people in decisions can have a positive impact both on the quality of the decision and on the assurance that people feel towards the decision. Decision making entails the mapping of likely penalty of decisions, identifying the significance of human being factors, and selecting the best method of action to take" (Florence, 2011). Moorhead and Griffin, (2004) also argues that it is a method of choosing between alternatives. Related to this, Greenberg (2011) argue that both personal and group decision making is very hard and intricate to achieve, though the upshot depends on firms, where the stakes are substantial and the impact is well-known (Greenberg, 2011).

### **1.3 Employee Participation Indicators**

Employee Participation is apprehensive with mutual decision making in the organization between employee and employer. It shows how businesses can advance their performance by engaging employee interest and dedication (Cotton, 1993). Employee participation indicators include the following; employee motivation, organizational structure and employee commitment

#### **a) Employee motivation:**

By definition, motivation is as an internal or external driving moral that produces individual readiness to execute an action to an extreme (Nnabuife, 2009). According to the researcher, the driving force comes from an individual who motivates him/her to begin an action until the task is completed or achieved. On the other hand, Motivation has to do with

why individuals behave the manner they do. It is an important organizational process because employees carry out a lot of tasks which in turn influences organizational productivity. Armstrong (2009) motivation is concerned with the strength, behaviors and factors that sway people to behave in certain ways. In the author argument he says that motivation encompasses the goal individual set to achieve and the way individual choose their goals in the organization. Motivating people is about getting them to move in the direction you want them to go in order to achieve a desired result. Employees are motivated when they know that a path of action is likely to lead to the accomplishment of a goal and a valued reward. Motivation, regardless of explanation is an essential driver used by employees. In fact, according to Mitchell (1982, p.81) motivation is so essential that it is often recognized as a “psychological process that causes the arousal, direction, and persistence of deliberately actions that are goal directed”.

#### **b) Employee Commitment:**

Employee Commitment is defined as a state of psychology or sense of duty that characterizes employee relationship on carrying out work task (Manning & Curtis, 2009). It refers to an oath or guarantee that binds employee with others on accomplishing work task. Employee commitment is very important because of its requirement in increasing the standard task of organizational performances. It showed the extent to which employee's visualized with organizational mission statement and encourage it efficiently.

#### **c) Organizational Structure:**

Organizational structure is described as a system that shows hierarchical power that flows from upper management level to subordinate management level. It is a structure by which tasks or coursework are shared, allocated and harmonized among firm's associate. Put differently, it is a way in which different sub-units are arranged and interrelate with each other (Chiekezie, Nzewi&Orogbu, 2008). Organizational structure also refers to the official and managerial arrangement between personnel and groups as regards to the dividing of tasks, responsibilities and power within the firm (Galbraith, 1987; Greenberg, 2011). Organizations exist to achieve its setting goals. These goals are classified into tasks or function required for the task and it is usually grouped into departments. Most departments in



some firms are grouped into; marketing, sales, human resource, manufacturing, advertising, among others.

Within each department, even more distinctions are found between the jobs people perform. Departments are linked to form the organizational structure. The organization's structure gives it the form to fulfill its function in the environment (Nelson & Quick, 2011).

#### **1.4 Employee Participation and Organizational Performance**

As mentioned earlier, Employee Participation is a special form of entrustment in which the subordinate gain greater control, freedom of choice with respect to bridging the communication gap between the management bodies and employee. It refers to the degree of employee participation in organizational strategic planning activities (Noah, 2008). Beardwell and Claydon (2007) also pointed that, Employee Participation also involves the sharing of power between management bodies and workers in decision making processes, either through direct or indirect participation.

Participation in decision making encourages the involvement of manpower at all levels of an organization to analyze problems from different perspective, develop new strategies, and implements solutions in the workplace (Busck et al. 2010). It gives employees the chance to use their human capital or intellectual capital, to improve quality of decision making in the organization. Organizational Performance is described as outcome of input as a result of setting a goals and objective of an organization by upholding mission statement as guarding principle to achieving the stated goals. (Richard et al. 2009). It consists of three specific areas of an organizational outcomes: (a) financial performance (profits, return on assets, return on investment); (b) product market performance (sales, market share); and (c) shareholder return (total shareholder return, economic value added).

#### **1.5 Theoretical Framework**

This study is anchored on Value Chain theory postulated by Michael Porter in 1985. The value chain theory links organizational activities and work performance. Decision making process is part of activities that organization performs, which represents a course of action to deal with a specific problem and to improve organizational performance in the following areas such as; problem solving ability, innovativeness and social responsiveness in business environment. This theory further explains how organization can improve quality of

decision making and create superior value to promote Organizational Performance. Therefore, the success or failure of every organization depends on the quality of decisions made by such organization. Therefore, the better the quality of decisions made, the greater the organizational performance vis-à-vis. Value chain theory represent essential tool used by any organization to promote its competitiveness and create superior value.

## CHAPTER – II



**CHAPTER - II**  
**COMPANY PROFILE**  
**JARA ENER TEK**

**1.1 Welcome to Jara Ener Tek**

Jara Ener Tek has established its name and entity as one of the most efficient organizations in this field, which pays attention to the holistic utilization of solar energy in the products that it manufactures. With a strong design and manufacturing back ground Jara Ener Tek has developed themselves as a leading manufacturer of Solar Energy Systems to cater to almost the complete range of customer requirements.

Jara Ener Tek is inspired by the benefits of Energy conservation through Solar Products, and LED Lights. The organization consists of extremely talented and experienced personnel and it also possesses fresh minds and energy through the inclusion of young talent as another major source of business and service. Our solar products are incredibly lightweight and powerful, resulting not only in efficiency & sustainability, but a functional aesthetic.

**1.2 Contact**

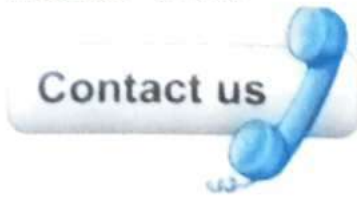
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1st Cross 6<sup>th</sup> Main,  
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[ommarketing@jaraenertek.com](mailto:ommarketing@jaraenertek.com)



[www.jaraenertek.com](http://www.jaraenertek.com)

### **1.3 Products**

We at Jara Ener Tek are committed to providing world-class services to rapidly develop rural India focusing on rural electrification especially in hilly areas, forest regions, far flung villages, unmanned locations and other areas. Our focus is unchanged whereas the type of products & services we offer are continuously improving to remain the latest and best on the market. We boast of prompt after sales services, which gives an edge over the competitors.

We pay complete attention to the quality maintenance in the entire production process. Eliminate obsolete elements in the process and replace them with the latest and the most efficient technology or any other resource.

At Jara Ener Tek it is all about saving the environment which luckily goes hand in hand with saving money for our customers. We have some of the most noble and genuine beliefs supported by extremely strong and truthful working principles. Known for their uses in various industrial, residential and agricultural applications, these products are widely demanded because of their energy efficiency and international quality standards. A strong and reliable R&D department which fosters improvisation and innovation. We assure customer's satisfaction in terms of product quality and service. We guarantee high-quality product and competitive cost and aim to create more benefits for customers. It makes us gain popularity in the field of solar LED lights industry.

#### **1.4 All in one solar LED street light**

More Brightness of light when compared to other vendors, Automatically adjusts Brightness level.

- **Semi Integrated Solar LED Street light:**

High efficient solar LED street lighting, High conversion efficiency.

- **DC LED Street light:**

More Brightness of light when compared to other vendors, Long lasting.

- **AC LED Street light:**

Low power consumption, Longer functional life , Light weight.

- **Lithium -ion / LiFePO4 Battery:**

Long life cycle of charging & discharging, High Output Voltage.

## **All in one solar LED street light**

All in one solar LED street light are able to store excellent amount of solar energy during day time and uses this stored energy for lighting on night time. Our street lights are very robust, corrosion resistant and have excellent design for outdoor applications. These street lights are available to our clients in various designs and sizes depending on specifications. The number of hours the light stays on is dependent on your geographical location, seasonal lighting and Weather conditions availability.



ALL IN ONE Solar LED street lights can be more economically viable and efficient in areas where the cost of providing electricity is expensive due to non-availability of grid power or in remote areas or in unreachable terrains. Solar street lights using LED technology generate a very powerful and targeted crisp white light of excellent quality, which significantly enhances illumination and night visibility.

### **Salient Features:**

- At night, the light turns on automatically.
- Automatically adjust Brightness level.

- More Brightness of light when compared to other vendors.
- Excellent design.
- Quick charging.
- Easy Maintenance.
- High quality.
- Supreme strength.
- Long lasting.
- Cost Efficient.

#### **a) Semi Integrated Solar LED Street light:**

Our Semi Integrated Solar LED Street lights are designed with in-built lithium-ion/LiFePO<sub>4</sub> batteries. This reduces the issue of maintenance of batteries. Lithium-ion batteries also have the capacity of fast charging as compared to normal lead acid batteries. This standalone solar system consists of photovoltaic module and LED. The use of solar power coupled with energy-efficient luminaries make this doubly environment friendly. We offering the best range of solar street light to the clients. The configuration can be customized to the wattage and brightness required and it can be designed for dusk to dawn operations with the required number of days of autonomy.





These solar lights are highly reliable and very efficient to use with corrosion resistant body, supreme quality solar panels and automatic lightning bulbs. It is able to store excellent amount of solar energy during day time and uses this stored energy for lighting on night time. Our solar lights are best for installing in dark alleys, streets, highways, yards, compounds, parks, car parking areas, gardens, airports, ports or indeed, any public space. We are offering quality tested and designed solar lights at very economical range of prices and delivered on time.

**Salient Features:**

- No maintenance lithium ion batteries.
- Integrated battery, allows simple installation.
- Automatic ON/OFF with integrated sensor.
- Durability against extreme environmental conditions.

- Our Panels yield more power over the extended lifetime.
- Our product achieve higher than rated wattage.
- International Quality.
- Withstand high wind pressure.
- High conversion efficiency.

**b) DC LED Street light:**

We are offering the best range of DC LED Street light to the clients. The offered solar street light is embedded with all the necessary protections to ensure its long functional life. This light is available in different sizes, shapes and models as per the clients demands. Our products offerings are based on prevailing technology platforms and widely demanded in the marketplace for its lightweight design, superior performance, and low power consumption properties and longer service life.



Further, our offered products embed its applications in day to day lives of millions of consumers as we are providing quality products with the assurance of durability and cost effectiveness. Our street light is extensively used as lighting source of modern solar street light, as the LED will provide much higher Lumens with lower energy consumption. Manufactured from best grade Light Emitting Diodes (LED), the offered lights are known for their energy efficient design and durability.

**Salient Features:**

- Supreme Strength
- More Brightness of light when compared to other
- Excellent design
- Long lasting
- Cost efficient

- Environment friendly
- Outstanding corrosion stability
- Low power consumption
- Light weight

#### c) AC LED Street Lights:

Jara Ener Tek LED Lights is involved in manufacturing and supply of best quality of LED Street Lights. It is offered by Jara Ener Tek to clients in various sizes and specifications. Our street light is extensively used as lighting source of modern solar street light, as the LED will provide much higher Lumens with lower energy consumption.



These offered lights are variously used in streets and residential colonies for providing power and lighting. Known for their high functionality, compact size and modern designs, these are manufactured making use of high quality and sophisticated technology at our vendors' premises. These lights are available in wide specifications, sizes, wattages, features at budget friendly rates.

Manufactured from best grade Light Emitting Diodes (LED), the offered lights are known for their energy efficient design and durability. Our provided lights are tested against different quality measures so as to ensure their quality.

**Salient Features:**

- Uniform brightness
- Environment friendly
- Outstanding corrosion stability
- Low power consumption
- Longer functional life
- Attractive design.

**d) Solar Lighting Batteries:**

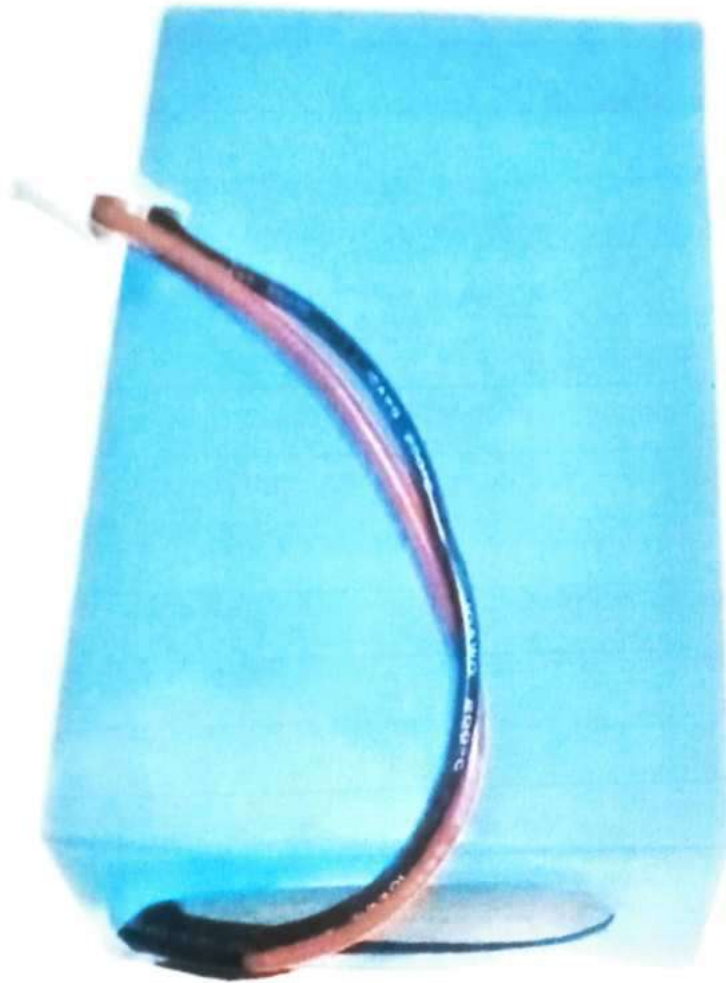
We provide our clients the best quality array of Solar Street Light Battery. We as a ruling Solar Street Light Battery manufacturer provides total energy storage system. In solar applications batteries have to meet the requirement of unstable grid energy, heavy cycling, and irregular recharging. We are providing wide varieties of batteries fitted to meet solar panel requirements.



We provide Solar Street Light Batteries in diverse specifications. Our presented products are enormously employed owing to their longer service life and durability. We



provide batteries for small businesses and heavy businesses and homes that can store the sun's energy in order to deliver clean, reliable electricity



#### **e) Lithium Polymer Batteries:**

We make high quality Lithium Polymer Batteries with long cycle life and high safety assurance. Jara Ener Tek is a high-tech manufacturer who specializes in developing of power battery packs. It offers problem-free charge after long storage, permitting to use in a wide range of applications. They are the ideal energy sources not only for electric bikes, scooters, hybrid electric vehicles (HEVs) and electric vehicles (EVs), but also for energy storage devices used in solar and wind electricity generation applications and other multi-power systems, as well as military use. LifePO4 does not explode or catch fire like lithium cobalt (found in cell phones and laptops etc). It does not have toxic chemicals and offers four times

## Features:

- Superior safety performance due to patented new safety valve and pressure cap designs.
- Safer chemistry minimizes risks of explosion and fire when batteries are shorted or punctured resulting in internal shorts.
- Robust connection due to new electrode terminal design using four rivets or four screws per terminal. This helps prevent loose connections caused by vibration.
- Reduced impedance due to improved electrode terminal design.
- Improved cycle life. New cell structure better facilitates BMS integration and battery pack formation, and improves air circulation.
- New cell structure better facilitates BMS integration and battery pack formation, and improves air circulation.



### f) **Lithium ion (Li-ion) batteries:**

We provide Lithium ion Batteries in diverse specifications. Our presented products are enormously employed owing to their longer service life and durability. We provide batteries for small businesses and heavy businesses and homes that can store the sun's energy in order to deliver clean, reliable electricity. We are providing wide varieties of batteries fitted to meet solar panel requirements.

Our Lithium ion (Li-ion) battery offer increased performance over nickel and lead based battery packs and battery assemblies. Li-ion and lithium polymer batteries can provide up to twice as much energy density as NiCD (nickel cadmium) batteries, and are capable of high discharge currents

**Features:**

- Thinner design & Lighter weight with aluminum.
- Long life cycle of charging & discharging.
- Easy to assemble.
- High energy density.
- High Output Voltage.





#### **g) Customized Battery Pack:**

We focus on helping our customers design the best custom battery pack products that are the most cost effective, environmentally safe and exceed all of their specifications. Our offering of batteries and custom battery packs allows us to work with our customers and their engineering teams to manage the power needs of their end products. Our goal is to exceed your specifications while keeping you under budget.

We are a full service custom battery manufacturer with full design & engineering capabilities. Our team has extensive experience with Lithium ion, LiFePO<sub>4</sub> battery packs and assemblies. We offer the latest in battery technologies including the ability to label, shrink wrap, custom terminate or enclose in plastic. Our custom battery packs are manufactured for various applications in the medical, military, aerospace, and portable devices industries.

## **CHAPTER – III**



## **CHAPTER - III**

### **A STUDY ON EMPLOYEE PARTICIPATION IN DECISION MAKING ON ORGANIZATIONAL PERFORMANCE OF JARA ENER TEK**

#### **1.1 Types of Employee Participation in Jara Ener Tek**

In Jara Ener Tek company there are two types of employee participation, They are Direct and Indirect participation. Before embarking on the description of the different types of employee participation, it is fundamental to make a distinction between direct and indirect forms of participation between individual and representative participation. A similar view is shared with Torres, (1991) who states that workplace participation should refer to workers being involved in the actual making of decisions, directly or indirectly through representatives, at all levels of the company. Apart from this distinction, other authors such as Strauss and Rosenstein (1970) (cited in Dickson, 1981), on the one hand, have distinguished between immediate and distant participation, and on the other hand, Dachler and Wilpert (1978) cited by the same author have distinguished between formal and informal participation. Typologies of what is meant by participation are numerous. Perhaps the most often used classification is that which distinguishes indirect from direct participation (Charlton, 1983).

According to Dickson (1981) direct and indirect participation may be distinguished from each other in terms of: • the degree of employee involvement • the organisational level at which participation occurs • the ideological or value base for participation • the types of decision-making concerned • the principal outcomes or effects from participation

#### **1.2 Direct Participation in Jara Ener Tek**

In Jara Ener Tek company, the employee has the personal opportunity to speak up, even though the opportunity for influence might be small. It is argued that direct participation may take several forms: the delegation of a greater degree of discretion over the immediate work tasks, the creation of autonomous or quality circles, meetings at workgroup, workshop

or department level. Direct participation means that the individual employee takes over or is drawn into certain managerial decisions, which have traditionally been taken by management. It is a form of participation that involves the individual in relation to his own job and his immediate working environment.

In Jara Ener Tek direct participation will include: • the provision of all information relevant to his job; • consultation particularly about changes that may affect him; • a personal involvement in the decision-making process at his own level.

The experience shows that for the great majority of employees, this is what they are most interested in and what they regard as important. Indeed, without direct participation, giving the individual a greater personal satisfaction in his own job, participation at other levels is unlikely to be successful, and will have little meaning for most employees.

The direct form of participation is in general only applied to lower-level management decisions, such as decisions regarding how work operations should be carried out, although there are certain examples of direct employee involvement in middle or higher-level management decisions concerning technical and organisational change through project groups.

### **1.3 Indirect Participation in Jara Ener Tek**

In Jara Ener Tek company, indirect participation has relatively little appeal for the majority of employees, and in most situations, only a small minority are willing to take on a representative role, even in a limited capacity in their own workplace. It has highlighted that it is the participative processes whereby employees are involved in decision-making through their representatives or delegates. It focus which argues that it is a form whereby employees normally participate through representatives rather than in person. Contrary to the direct form, it is based on the articulation of collective interests.

In Jara Ener Tek a main characteristic of representative participation is that the range of decisions with which it is concerned generally involves collective policy issues, and it may

extended to processes which help to set or shape the overall goals of the enterprise and are 'governmental' in nature.

Further, they state that the above characteristics are much less important in the form of participation that primarily involves decisions relating to the immediate task or environment of the employees concerned. This type of participative decision is generally task-based, therefore, excluding the need for representation.

These two main approaches to participation may be characterised as power-centred and task centred. Power-centred participation involves worker influence over the labour process and includes participation in policy making. It focuses on the exercise of managerial prerogative and the balance of power between management and employees in the organisation's decision-making process. The ultimate objective of some supporters of power centred participation is to change the fundamental authority relationship in industry as a means of changing the character of society. On the other hand, the task-centred approach emphasises participation as a device likely to increase job satisfaction, and with it productivity, and also to improve industrial relations, thereby facilitating the attainment of managed ally set goals for the enterprise.

#### **1.4 Forms of Employee Participation in Jara Ener Tek**

In Jara Ener Tek company, there are four major forms of employee participation. Collective bargaining, works council, workers representation on company , shop floor participation. According to Anstey and Singleton (1990), other forms have been developed to deal with specialist areas including health and safety, productivity and pension funds and aspects of restructuring and others related to this.

##### **a) Collective Bargaining:**

The Jara Ener Tek has various forms of worker participation, collective bargaining clearly stands out as the most widespread, the most vigorous and the most generally acceptable in both industrialised and developing countries. Since it has the primary purpose of fixing terms and conditions of employment, it involves a series of periodic activities of



direct interest to all workers in the undertaking. According to Schrengle (1976), collective bargaining is the chief form of workers' participation in many countries. It has a double role: on the one hand, it is an instrument for introducing worker participation, and on the other hand, its role consists of the actual process of negotiating the collective agreement, particularly at the enterprise or plant level. This is itself a form of worker participation because what used to be a unilateral decision on the part of management, becomes an agreed compromise between labour and management. Collective bargaining is usually carried out by representatives. It may be carried out under different circumstances and by different means, and even under certain restrictions, but it remains one of the few forms of worker participation which cuts across ideological and national boundaries and can be found almost everywhere in the world.

#### **b) Works Councils:**

In Jara Ener Tek Works councils are the bodies elected by all employees at the workplace with the aim of meeting regularly with the management. Works councils are defined as institutionalized bodies for representative communication between management and the employees of a single plant or enterprise. It has indicated that the shortcoming of collective bargaining as well as the limitations on worker participation that industry-wide negotiations imply, account in part for the appearance of other institutions. One of the oldest of these is the works council.

It argued that the term "works council" refers to all the various bodies whose members are elected by all the workers in the enterprise, whether union members or not. These bodies are not supposed to interfere with the collective bargaining rights of the trade unions and are, at least in most countries, mainly advisory. It takes into account works committees and similar bodies whatever their name in many countries in different parts of the world. It specifies that in many countries works councils have only limited consultative functions and consequently lack any effective power. Works councils in some countries deal with purely peripheral matters, such as canteens, nurseries, recreation and other welfare facilities. A similar view has argued that there is a broad consensus in many countries that work councils have not lived up to the expectations that were held when they were first initiated. One of the

reasons for this seems to be the lack of real decision-making powers possessed by most councils. Therefore, in many countries the number of workers councils has remained relatively small and their practical role is insignificant.

#### **c) Workers' Representation on Company Board:**

In Jara Ener Tek the principle of co-decision-making by employees on supervisory boards or boards of directors is common practice in a number of countries. The policy allows for employee directors, elected by employees (or trade unions), to be appointed to supervisory boards or boards of directors. These boards decide on general policy for the enterprise and its management, but usually do not function in an executive capacity, that is, they are not involved in the actual day-to-day running of the enterprise. It has argued that employee representation on a board of directors enhances the status and prestige of the workers and furthermore the presence of employee representatives on the board serves as a constant reminder to management that worker interests are to be taken into account along with those of shareholders. From a utilitarian point of view, worker participation on the boards offers labour an opportunity to influence fundamental policy decision. In this line, it proposes that the degree of workers' influence on management decisions depends not only on the number of their representatives on the board but also on the role and functions discharged by the board within the company's power structure. It points out that with regard to public enterprises, there does not seem to be any major disagreement about workers' representation in the public sector. The presence of workers' representatives on the boards of public sector enterprises shows that this form of workers' participation has been a long-standing practice in many countries.

#### **d) Shop-floor Participation:**

Whatever the role of collective bargaining, of works councils or similar institutions, and whatever arrangements may be made for board representation, it is clear that these forms of employee participation are not in themselves a guarantee of complete participation within the enterprise. Whatever steps are taken to involve worker representatives in the decision making process at higher management level, they must be supplemented by arrangements for associating rank-and-file workers with decisions that are taken at shop-floor level and that



will affect them directly. It states that more and more workers feel the need for shop-floor participation. It matters that affect them and are capable of making a reasonable contribution to decisions that touch them directly.

### **1.5 The Degree of Employee Participation in Jara Ener Tek**

Another key element of employee participation in decision-making is the degree of participation. 'Degree of participation' means the extent to which workers actually influence decisions taken at the enterprise.

It has used the term intensity of participation to describe the same thing, where "intensity equates with the degree of employee influence afforded by participatory arrangements at a given level". Pateman (1970:67-74), identifies three degrees of worker participation, namely pseudo participation, partial participation and full participation. She distinguishes between them as follows:

1. Pseudo participation takes place when management uses participative techniques to persuade workers to accept decisions that have already been made. This really amounts to manipulation of workers.
2. Partial participation is a process in which workers can and do influence the outcome of decisions, but management has the final power to take the decisions.
3. Full participation exists when every person has equal power to determine the outcome with management in full participation.

### **1.6 Decision-making Concept in Jara Ener Tek**

In Jara Ener Tek decision-making is an integral part of the management of any kind of organisation, and is the most significant activity engaged in by managers in all types of organisations and at any level. In discussing decision-making as an important area in the enterprise, the focus will be on certain key aspects such as: its definition, the decision-making process and types of decisions.

## **Steps of the Decision-making Process in Jara Ener Tek:**

### **Step I: Define the Problem**

A problem exists when there is discrepancy between an existing and a desired state of affairs. In this step, it is important to distinguish between the symptoms and the cause of a problem. The cause of the problem should be eliminated, and this will eventually result in the disappearance of the symptoms.

### **Step II: Identify the Decision Criteria**

Once a decision maker has defined the problem, he or she needs to identify the decision criteria that will be important in solving the problem. In this phase, the decision maker determines what is relevant in making the decision. This step brings the decision maker's interests, values, and similar personal preferences into the process. According to Vrba and Brevis, (2002) criteria are standards that an alternative should meet to be selected as the decision that will accomplish the objective. Identifying criteria is important because what one person thinks is relevant another person may not.

### **Step III: Allocate Weights to the Criteria**

The criteria identified in previous step are rarely all equal in importance. This third step requires the decision maker to weight the previously identified criteria in order to give them the correct priority in the decision.

### **Step IV: Develop the Alternatives**

This step requires the decision maker to generate possible alternatives that could succeed in resolving the problem. The decision maker, either an individual or a group can use various techniques to generate creative alternatives. One such technique is using group participation to generate alternatives, however, no attempt is made to appraise these alternatives, only to list them.

## **Step V: Evaluate the Alternatives**

Once the alternatives have been generated, the decision maker must critically analyse and evaluate each one. This is done by rating each alternative on each criterion. The strengths and weaknesses of each alternative will become evident as they are compared with the criteria and weights established in the second and third steps.

## **Step VI: Select the Best Alternative**

At this step, this model requires computing the optimal decision. This is done by evaluating each alternative against the weighted criteria and selecting the alternative with the highest total score.

### **1.7 Decision-making process has six phases in Jara Ener Tek**

#### **Step I: Setting Managerial Objectives**

The decision-making starts with the setting of objectives and the cycle ends when those objectives have been reached. This means that the next complete cycle begins with the setting new objectives.

#### **Step II: Searching for Alternatives**

In the decision-making process, the search for alternatives involves scanning the internal and external environment of the organisation for information. Relevant information is formulated into alternatives that seem likely to fulfil the objectives.

#### **Step III: Comparing and Evaluating Alternatives**

Alternatives represent various courses of action singly or in combination that may help attain the objectives. By formal and informal means, alternatives are compared based on the certainty or uncertainty of cause-and-effect relationships and the preferences of the decision maker for various probabilistic outcomes. A clear way is to spell out the consequences that will result from each decision.

Only now should the manager try to determine the best solution. Choice is a moment in the ongoing process of decision-making when the decision maker chooses a given course of action from among a set of alternatives. Further, he indicates that there are four criteria for picking the best from among the possible solutions, which are: the risk, economy of effect, timing and limitations of resources.

#### **Step V: Implementing the Decision**

Implementation causes the chosen course of action to be carried out within the organisation. Any solution has to be made effective in action (Drucker, 2001:358). It is that moment in the total decision-making process when the choice is transformed from an abstraction into an operational reality.

#### **Step VI: Follow-up and Control**

This function is intended to ensure that the implemented decision results in an outcome that is in keeping with the objectives that gave rise to the decision-making process.

### **1.8 Types of Decisions in Jara Ener Tek**

Although multiple decisions are taken in the enterprise, it is absolutely essential to underline that those decisions do not have the same nature. Indeed, the decisions that are frequently made in the organization may be gathered in different types. They are Strategic Decision, Tactical Decision, Operational Decision, Welfare Decision, Programmed Decision, Non-programmed Decision.

#### **a) Strategic decisions:**

Strategic decisions include overall decisions determining the company's goals, its structure and main types of activities, major product-related investment decisions, mergers and so on. According to Hambrick and Snow, broadly speaking, strategic decisions are those, which are "important" to the organization either through the scope of their impact and/or through their long-term implications.



#### **Step IV: The Act of Choice**

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#### **b) Tactical decisions:**

These include overall decisions defining the means to realize the goal of company, central decisions at company or workplace level concerning technology and work organization, principles guiding job design, personnel management, operation hours and so on.

#### **c) Operational decisions:**

Operational decisions are more specific decisions taken, usually at department or workshop level, as to how the work should be carried out within the given technical organizational framework. The concrete deployment of labour defined through such measures as the definition of tasks, the assigning of workers to the specified tasks, the monitoring of the labour process, the definition of shift-work schedules and the allocation of working hours for individual employee are covered by operational decisions.

#### **d) Welfare decisions:**

All decisions concerning company-specific welfare arrangements, such as canteen facilities, housing facilities, sports and other recreational activities, scholarships, and other forms of financial support separate from the ordinary remuneration fall under welfare decisions.

#### **e) Programmed decisions:**

According to the authors, programmed decisions are non-significant, repetitive and routine. It stated that decisions are programmed to the extent that a definite procedure has been worked out for handling them. There are usually standard operating procedures and specific policies, or actions that can be identified to help make the decision.

#### **f) Non-programmed decisions:**

Such decisions are significant, non-recurring, and complex. There is no established method for handling them because the specific situation not arisen. It indicated that decisions are non-programmed to the extent that they are novel, unstructured, and consequential. Decision scenarios often involve new or unique problems and the individual has little or no programmatic or routine procedure for addressing the problem or making a decision.

## **CHAPTER – IV**

## **CHAPTER - IV**

### **CONCLUSION**

The thesis has shown that participation in decision-making can increase workers performance, raises productivity, production and efficiency of the employee of any organization. In addition, participation in the decision-making process gives each employee the opportunity to voice their opinions, and to share their knowledge with others. While this improves the relationship between manager and employee, it also encourages a strong sense of teamwork among workers. The employees should be involved in decision-making of organisations because raises the morale of workers by making them feel they are part and parcel of the organisation, increase workers performance, raises productivity, production and efficiency of the employee of any organization.

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**INTERNSHIP REPORT ON A STUDY ON EMPLOYEES ATTRITION  
ANALYSIS AND RETENTION STRATEGIES IN DIAMOND SEA  
FOOD PVT.LTD, THOOTHUKUDI**

(As internship report submitted in partial fulfillment of the requirements for the degree) Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

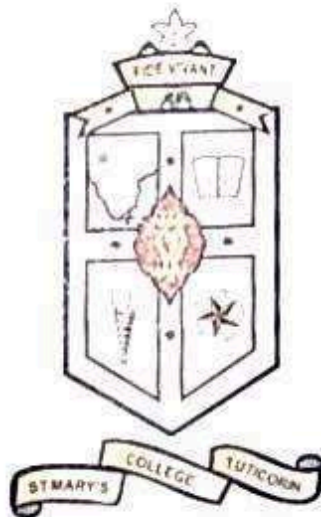
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Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade) Thoothukudi – 628001.

NOVEMBER 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **A. NIVETHA** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON EMPLOYEES ATTRITION ANALYSIS AND RETENTION STRATEGIES IN DIAMOND SEA FOOD PVT. LTD., THOOTHUKUDI"** under the guidance of **Mrs. C.S. PURNIMA B.Sc(Horti), MBA., NET.,** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

**EXTERNAL EXAMINER**

**PRINCIPAL**

**St. Mary's College (Autonomous)**  
**Thoothukudi-628 001.**

**DIRECTOR**

**St. Mary's College (Autonomous)**  
**Thoothukudi-628 001.**

# DIAMOND SEAFOOD EXPORTS

Exporters of : "KANNI" / "SUN" Brand Frozen Shrimps & Fish Products  
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25.06.2021

(Date)

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **MISS.NIVETHA.A** (Reg. No.: 20SPHR21). II year **MHRM** student of **ST.MARY'S COLLEGE (AUTONOMOUS), Thoothukudi** has done online intership programme on the topic "A STUDY ON EMPLOYEES ATTRITION ANALYSIS AND RETENTION STRATEGIES" at our organization for 15 days (from 24.05.2021 to 09.06.2021).

During this tenure, she gained knowledge on various activities. Her conduct and character was good.

"We wish her for better prosperous and bright future"

FOR DIAMOND SEAFOOD EXPORTS

  
F. J. J. HAN

(PRODUCTION MANAGER)

## DECLARATION

I hereby declare that the internship entitled "**A Study on Employees Attrition Analysis and Retention Strategies In Diamond Sea Food Pvt. Ltd., Thoothukudi**" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 9 / 12 / 2021

*A. Nivetha*  
Signature of the candidate  
(A.NIVETHA)

## ACKNOWLEDGEMENT

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I express my sincere thanks to Mr. E. JEHAN, Production manager of Diamond Sea Food Pvt.ltd. Thoothukudi for allowing me to complete my internship report in their esteemed institution.

•  
I thank all the employees Diamond Sea Food Pvt.ltd, thoothukudi, of for their kind cooperation extended to me providing the necessary data & information to complete my internship report successfully.

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## **ABSTRACT**

Employees are the major assets of any organization. Every organization needs well trained employees to perform the activities effectively and efficiently. It is the continuous process of the organizations that helps to develop skills, knowledge, and abilities. Training and development leads to better performance of employees. The success of the organizations depends on employee performance. In this globalization era training is crucial for the competent and challenging business. It is the nerve that needs to help enhancing the quality of work life of employees and development the organization. Training and development are the crucial factors of enlightening the employee performance in most organizations. The purpose of the study is to find out the impact of training and development on employee performance. The study found out that employees are aware about training; employees are motivated through training; and training and development results into higher performance. The study suggested that training and development of all staff should be dynamically followed and made obligatory and the employer should give compulsory training programs for all employees in order to improve performance. The study decided that there is need for continuous training and development taking into deliberation the opposition, market dynamics, customer satisfaction, and net promoter score among others.

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## **CHAPTER I**



# CHAPTER I

## INTRODUCTION

### **1.1 EMPLOYEE ATTRITION:**

Business leaders everywhere face numerous challenges. At the forefront of those challenges is sustaining competitive advantage in today's aggressive business environment. Both corporate customers and individual consumers, with more providers to choose from than ever before, often perceive that what they are purchasing is, for all practical purposes, a commodity that can easily be obtained elsewhere. Key to distinguish in a highly commoditized and competitive market lies within the top performers—those an organization can depend on to innovate and provide differentiating service. In other words, human assets are the key in an organization's efforts to survive and thrive.

Many organizations are struggling to find and keep these valued employees. Changing work force demographics, such as the shrinking of the most desirable labor pool (25- to 34-year-olds), and downsizing's negative impact on employee loyalty, have organizations searching for answers to recruiting and training the strategic asset of the 21<sup>st</sup> century talented people



Staff attrition refers to the loss of employees through a natural process, such as retirement, resignation, elimination of a position, personal health, or other similar reasons.

With attrition, an employer will not fill the vacancy left by the former employee.

In broad term, attrition is a situation which employer face when employee left the organization due to job dissatisfaction, new opportunity in the market, retirement & natural cause (death/illness). Attrition rate can be defined as "the rate of shrinkage in size or number".

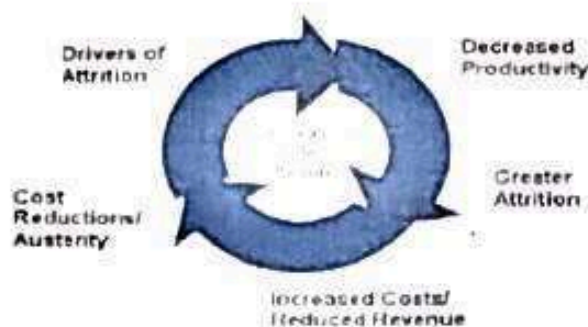
### 1.2 Definition of Attrition:

"A reduction in the number of employees through retirement, resignation or death" Attrition can be encouraged when it is part of a strategic business maneuver to reduce costs. It can also manifest itself when employees voluntarily leave their jobs. This can happen for a variety of reasons; employees may move or retire, take another job, be ill-suited to the position they were hired to fill, or want employment that offers a more equitable work-life balance. Others may experience a lack of the freedom or autonomy they require to perform at expected levels. Human resources professionals inadvertently encourage attrition when they condone or ignore maltreatment of employees by management.

### 1.3 Employee attrition vs. turnover

When defining attrition, remember not to confuse it with turnover. Vacancies left by attrition aren't immediately filled up. This is because a lot of factors can contribute to attrition, including retirement, planned resignations, and structural changes. Turnover, in contrast, is a more short-term metric. The dent made by turnover must be addressed immediately through rehiring.

### 1.4 Attrition Cycle:



- Attrition brings decreased productivity
- People leave causing others to work harder
- This contributes to more attrition, which contributes to increased costs and lower revenue
- This forces additional cost reduction and austerity measures
- This in turn makes working more difficult, causing the best performers with the most external opportunities to leave

## **1.5 Types of Attrition:**

### **1. Retirement**

It is normal for one or two people to retire from your organization in a year. If you count that as attrition, then it means you will not be able to correctly define employee attrition. One or two persons is not large enough statistically for you to consider as attrition. Based on the attrition definition, you have a problem only if they retire in large numbers around the same period. To avoid this type of employee attrition, it's important that you have a mix of age grades among your employee.

### **2. Voluntary attrition**

If you can answer the question, 'what does attrition mean?' Then, you will understand that this type of attrition is a very common one. Here, the employees are the ones that quit voluntarily. There are a number of reasons for a high employee attrition rate, but most of them are within your control as a business owner or employer. So, you must ensure that you take steps into ensuring that you prevent voluntary attrition in your organization.

This can lead to a reduction in the level of productivity in your organization. To avoid this type of attrition, you must put the right structures in place to make your employees believes that your company is the right place for their personal development.

### **3. Involuntary attrition**

If you are going to talk about attrition in business definition, then this type of attrition is not dependent on the employees. In this case, the employers or organization are the ones who initiate the attrition. It might be that they sack a number of employees because of misconduct



at their work. Sometimes, this can also be due to structural reasons. A common structural reason for employee attrition is an acquisition or a merger.

To avoid involuntary attrition, your onboarding process has to be strict enough to ensure that you bring in only the best talent.

#### 4. Internal attrition

This is a case where employees quit one department for another within an organization. You can use this to determine the best job placement for employees in your company. However, you also have to be watchful. It calls for investigation if the attrition rates of a department are very high in one year. You have to ask what is wrong with that department.

#### 5. Demographic attrition

This is the type of attrition that is specific to a particular group. It could be people living with disabilities, ethnic minorities, veterans and old professionals, or even women. When a particular demographic group starts to exit your company in large numbers, then it is time for you to review your company's policy.

### 1.6 Factors Affecting Attrition:

- **Personal motivation** - There has been a change in an employee's personal life that compels them to switch jobs. New parents might want to move to a city with better schools, a mid-career professional may want to return to school – these reasons are endless by conducting detailed exit interviews, you can keep in touch with these employees and ensure that they consider your company in the future, whenever they have an opportunity.
- 
- **Professional motivation** - This is where HR could play a massive role in controlling attrition. An employee might leave because they felt there simply aren't enough opportunities for career progression in your organization. This is the case in several technology companies, where technical talent is forced to fight for managerial positions as they move up the ladder. Take inspiration from Microsoft, which created a long-term technical track to prevent professionally-motivated attrition.

- **Challenges with the workplace** - This is another common reason for attrition. Challenges in the workplace can range from collaborative leadership to the lack of requisite tools for work. This type of attrition is relatively easy to fix. Ask for regular feedback, listen to the voice of the employee, and address any gaps in their employee experience. Typically, someone who is happy with their job won't quit if most of their workplace requirements are met.
- **Poor employee-to-job fitment** - We have all seen employees who join a company full of enthusiasm, only to leave a month or two later. This could be an indicator that the job was not right for that candidate, to begin with. You can address attrition arising from this factor by fine-tuning your job descriptions as well as the onboarding process. Employees will know exactly what to expect, and you are less likely to witness new-hire attrition.

## 1.7 Top Reasons for Attrition:

Small businesses often start as solo operations, but as companies grow, owners may hire employees to handle day-to-day tasks so that they can focus on management. Companies with employees can experience attrition, which describes the loss of workers due to reasons other than layoffs and termination.

- **Lack of Opportunities for Advancement** - Employees who plan on working long term typically desire room for advancement within a company. For example, a new employee might have the goal of gaining more responsibility and rising through the ranks of management throughout his career. If the employee fails to achieve a promotion after several years of work, he may become discouraged. •
- **Job Duties** - Employees don't always know the exact tasks they will have to perform when they take jobs, and job duties can change over time according to the needs of employers. If a worker finds his job boring or simply doesn't enjoy the tasks he performs, he may look for other opportunities.



- **Compensation** - Employees perform services with the expectation of receiving pay and benefits for their work. Employers that underpay workers or fail to provide job benefits are likely to experience higher levels of attrition than companies that offer competitive pay and benefits.
- **Leadership Issues** - Though many business owners do not want to face the idea that their own leadership styles may cause employees to leave, managers are often the cause their own attrition issues.
- **Poaching** - Talented employees tend to attract as of attention, both within the organization and with other firms. In competitive job markets, other companies and even competitors may approach well known employees with attractive offers that might include higher salaries, better benefits and non-traditional options like telecommuting or on-site childcare.
- **Environment of Fear** - The modern business environment differs considerably from the more stable landscape of the past. Twenty-first century businesses frequently reorganize in a never-ending pursuit of the most optimal organizational structure. In larger organizations, these reorganizations create a nearly constant change in leadership as directors and managers cycle into and out of various business units.

### 1.8 Tips To Prevent Attrition:

"Attrition" means the loss of the employees through resignation, retirement and death. The one factor to control the most is resignation. According to Systemic Solutions, it costs the company the equivalent of 12 to 18 months of salary when it lose a manager, and four to six months of pay for clerical and hourly employees who leave. Small business needs a plan to keep attrition to a minimum.

- **Hiring Attitude** - When hiring the organization may not always find the skills it want in an employee, but if it screen for good attitude, it can reduce attrition rate. Look for employees with a strong work ethic, the ability to get along with others and a willingness to learn.

- **Hire Smart** - The organization should be specific in job listings about the responsibilities and requirements of the positions it is filling. This attracts qualified individuals who know what to expect and are therefore more likely to stay with the company.
- **Offer Fair Compensation** - Even though payroll is a significant expenditure for a small business owner, offer the best salary and benefits package you can afford. This will help the organization attract and retain employees who may otherwise be tempted to work elsewhere for better pay.
- **Providing Growth** - Recognize employees who contribute positively to the company by giving them increased responsibilities. This does not always have to mean a raise. Give employees more say in decisions, the work environment and ways to improve productivity and quality, and will engage employees in their work more.
- **Showing Respect** - Train the managers to show respect for employees, even in conflicts. When employees feel they work in an environment where they are respected, they are more likely to stay in that environment.
- **Providing for Work/Life Balance** - Today's employees seek jobs that allow them to have a personal life. An organization should make sure that it allows time off for family emergencies, personal business and vital errands, such as picking up kids from school. Don't make overtime a way of life, and respect an employee's days off when scheduling special projects.
- **Mentor** - Many employees leave a small business when they feel they have reached pinnacle and no longer have room for professional growth or development. Offer executive mentoring and create challenging new opportunities for your top performers. Introduce them to the possibilities for career advancement in Tour Company and reduce the lure of finding a new job.
- **Conduct Exit Interviews** - You can learn a lot about why employees leave your company by conducting exit interviews. Ask resigning employees what they liked and

didn't like about their jobs, and what would have made them want to stay. This information can help you reduce attrition in the future.

### **1.9 Employee Attrition Rate:**

The meaning of the attrition rate is the comparison of the employees left in a company or organization to the number of employees that were taken in one year.

**Formula:** rate of attrition = (number of employees that left the company / the average number of employees) x 100%

### **1.10 EMPLOYEE RETENTION:**



Employee retention is the organizational goal of keeping talented employees and reducing turnover by fostering a positive work atmosphere to promote engagement, showing appreciation to employees, and providing competitive pay and benefits and healthy work-life balance.

### **1.11 Definition of Retention:**

In the words of Armstrong, "Employee retention is the ability of an organization to retain its best employees and hence maintain a lower turnover. An organization can achieve this by adopting various employee retention programs."



## **1.12 Objectives:**

It is very important for an organization to attract, hire, and retain the right resources. Most of the organizations are very effective, when it comes to attracting and hiring new talents, but they fail in retaining the same talents.

There can be many reasons for an employee to leave an organization. It is very essential for an organization to know the reasons, which can help the organization in making the job attractive and encourage the employees to stay with the organization.

The first and foremost requirement is to measure the key factors which influence the retention rates, such as salary expectations, employee engagement, working environment and boss managers. Once these measurements are identified, the initiatives are to be planned and to be implemented for improvement of the retention rate.

The HR department has to provide the line managers with the right tools to retain talented employees. The retain policy should be designed with flexible schemes that can be changed according to the prevailing conditions. It is the manager who can influence the employee, but the Human Resources department has to provide the managers with the required tools and channels to influence the employees effectively.

In an organization, the core driver of retention policies are the strategies behind them. The team of line managers and the leaders are the owners of the documentation and the HR department has to measure the progress, successes and failures of the strategies applied. The ownership of the strategies falls on the team of line managers and the leaders, who need to protect the work interests of the employees and retain them.

Finally, the retention program has to be measured. The HR department has to measure the performance of the retention plan. They should measure the difference in the turnover, the development of the attrition and the satisfaction of employees in the program.

### 1.13 Scope of the study:

It is not about managing retention. It is about managing people. If an organization manages people well, employee retention will take care of itself. Organizations should focus on managing the work environment to make better use of the available human aspects. People want to work for an organization which provides

- Appreciation for the work done
- Ample opportunities to grow
- A friendly and cooperative environment
- A feeling that the organization is second home to the employee

### 1.14 Advantages of High Retention:

The advantages of high employee retention are as follows:

1. Retaining employees reduce training costs. A lot of investment is needed to train an employee and to make him productive. If such an employee leaves the organization, they lose the money invested and an employee who could have contributed significantly to the organization.
2. If a person employed in a critical role leaves, then it disturbs the functioning of the organization. Also, to replace such an employee involves huge costs.
3. Customer Service may be disrupted. Customers and clients do business with a company in part because of the people. Relationships are developed that encourage continued patronage of the business. When an employee leaves, the relationships that the employee built for the company are severed, leading to potential customer loss.

Retaining experienced staff creates a positive impact on customer services.

4. Turnover spirals into more turnover. When an employee terminates, the effect is felt throughout the organization. Coworkers are often required to pick up the slack. The unspoken negativity often intensifies for the remaining staff.



5. Employee retention encourages a friendly environment and fosters bonding among the employees.
6. It increases revenue for the organization.

## **1.15 Disadvantages:**

### **1. Non performing employees are retained:**

Who to retain is an important decision that every organization has to make. Retention works adversely when employees who are non-performing are retained. There are times when employees are not ready to grow and they are a liability to the organization. These employees do not add value to the team and should not be retained. This however calls for a good policy to ensure that these employees are identified.

### **2. Groupism in Workplace:**

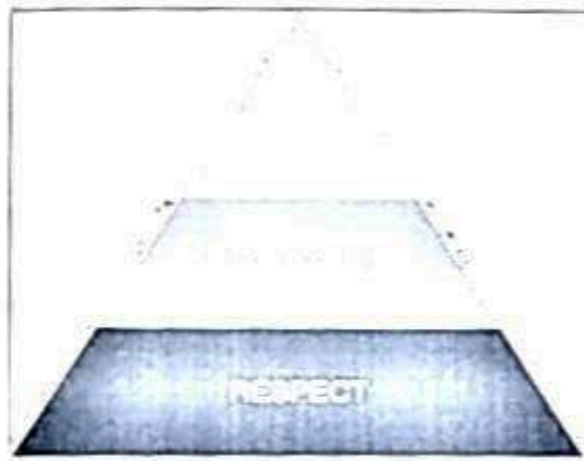
Retention many times makes the power to move in wrong hands. This happens when employees take it their head when they are retained over estimating their worth and create a negative group and influence others. This groupism eventually starts affecting the quality and flow of work which might have been the major reason why they were retained at the first place. This should be attended immediately to ensure that such groups do not grow strong.

### **3. Bad Working Environment:**

Culture is an important reason why retention policies are needed, when retention starts destructing the culture then it is time to rethink. Many times retention makes employees under performing and they demand more than they deserve. They even create a negative work environment. The trick is to ensure that the one who is being retained has an intention to add to the positive environment and not create a negative environment at work.

### **1.16 The 3 R'S Employee retention:**

To keep employees and keep their satisfaction levels high any organization needs to important each of their three R's of employee retention: Respect, Recognition, and Rewards



#### **Respect:**

Respect is esteem, special regard, or particular consideration given to people. As the pyramid shows, respect is the foundation of keeping your employees. Recognition and rewards will have little effect if you do not respect employees.

#### **Recognition:**

Recognition is defined as "special notice or attention" and the act of perceiving clearly". Many problems with retention and morale occur because management is not paying attention to people's needs reactions.

#### **Reward:**

Rewards are the extra perks you offer beyond the basis of respect and recognition that make it worth people's while to work hard, to care, to go beyond the call of duty. While rewards represent the smallest portion of the retention equation, they are still an important one. To develop skills and personality of employees by which they can earn better an attractive compensation. To fair and justify remuneration on the basis of their efforts, skills and competencies'. To increase the level of efficiency and productivity of employees on the basis of motivational grounds. To make better employer employee relations.

## **1.17 Employee Retention Techniques (How to Retain Employees):**

**HR managers should follow many tactics and ways to retain employees with high performance.**

Offer a competitive benefits package, including health and life insurance, stock option, financial incentives, and a retirement plan. Provide employees financial incentives such as pay raises, bonuses, and stock options.

Pay levels and satisfaction are only modest predictors of an employee's decision to leave the organization; however, organizations can lead the market with a strong compensation and reward package. Many employees often look elsewhere because of poor compensation and benefits.

Consider hiring a human-resources manager in charge of managing employee benefits, perks, reviews, and related tasks and ensuring employees are treated fairly. Make sure employees know what's expected of them and how they can grow within the company. Use contests and incentives to help keep workers motivated and feeling rewarded—conduct “stays” interviews.

### **Retention program:**

It is important to first pinpoint the root cause of the retention issue before implementing a program to address it. Once identified, a program can be tailored to meet the unique needs of the organization. A variety of programs exist to help increase employee retention.

- a. Career Development** – It is important for employees to understand their career path within an organization to motivate them to remain in the organization to achieve their personal career goals. Through surveys, discussion and classroom instruction, employees can better understand their goals for personal development. With these developmental goals in mind, organizations can and should offer tailored career development opportunities to their employees.



- b. Executive Coaching** – Executive coaching can be used to build competencies in leaders within an organization. Coaching can be useful in times of organizational change, to increase a leader's effectiveness or to encourage managers to implement coaching techniques with peers and direct reports. The coaching process begins with an assessment of the individual's strengths and opportunities for improvement. The issues are then prioritized and interventions are delivered to target key weaknesses.
- c. Motivating Across Generations** – Today's workforce includes a diverse population of employees from multiple generations. As each generation holds different expectations for the workplace, it is important to understand the differences between these generations regarding motivation and engagement. Managers, especially, must understand how to handle the differences among their direct reports.
- d. Orientation and Onboarding** – An employee's perception of an organization takes shape during the first several days on the job and continues throughout their first six months, with 90% of employees still deciding whether or not to stay at the organization during this time. It is in the best interest of both the employee and the organization to impart knowledge about the company quickly and effectively to integrate the new employee into the workforce. In addition, providing continual reinforced learning through extended onboarding over the first year can increase new hire retention by 25%. By implementing an effective onboarding process, new hire turnover rates will decrease and productivity will increase.
- e. Women's Retention Programs** – Programs such as mentoring, leadership development and networking that are geared specifically toward women can help retain top talent and decrease turnover costs. By implementing programs to improve work life balance, employees can be more engaged and productive while at work.
- f. Employee Recognition Programs** – Some of the biggest reasons for employee turnover are results of toxic company culture and not feeling engaged or recognized for their work. Companies have now started investing billions of dollars each year into bonus and employee perks programs. Forbes found in 2019 that companies that scored in the top 20% for building a 'recognition-rich culture' had 31% lower voluntary turnover rates.

## **1.18 ATTRITION AND RETENTION:**



Retention and Attrition are two opposite situations in any Organization. When Retention is high Attrition is low and vice versa. Any Organization should work towards decreasing Attrition, then Retention rate will increase automatically.

When attrition is more, the Management should do some research and dig out the reasons for the same and act accordingly. In many cases, employees leave an organization due to constant friction with the team lead or other team members which leads to frustration. In such cases, management should intervene and try to resolve the issues. Encouragement given to the hard-working employees will motivate others to work hard and achieve targets.

Both Employee Retention and Attrition are major deciding factors for the success and growth of the Organization. It will be difficult for an Organization to survive if the employees are not serious about their jobs and targets.

A retention rate is the percentage of employees your business has retained over a specified time period. An attrition rate looks at the exact opposite of retention. The attrition rate shows the percentage of employees you lost and did not replace.



## CHAPTER II

## **CHAPTER II**

### **COMPANY PROFILE**

**Diamond Sea Food Pvt. Ltd.,**

#### **2.1 INDUSTRY PROFILE:**

Fishing industry is the industry which includes any industry or activity concerned with talking culturing, preserving, storing, transporting, marketing or selling fish products. It is defined by the food and agriculture organization as including recreational and commercial fishing and the harvesting and marketing sectors.

The commercial activity is aimed at the delivery of fish and other sea food products for human consumption or as input factors in other industrial process. Directly or indirect, the livelihood of over 500 million people in developing countries depends on fisheries and aquaculture. Sea food is any form of sea life regarded as food by humans. Sea food prominently includes fish and shellfish. Shellfish includes various species of mollusk, crustaceans and echinoderms.

Historically sea mammals such as whales and dolphins have been consumed as food, through that happens to a lesser extent in modern times. Edible sea plant such as some seaweed and microalgae are widely eaten as seafood around the world, especially in Asia. In North America although not generally in the United Kingdom, the term "seafood" is extended to fresh water organization eaten by human, so all edible aquatic life may be referred to as sea food.

Company in this industry clean and pack fresh seafood can freeze, and dry seafood; and process fish fats and oils. Major companies include starkest and trident seafood (both headquarter in the US) well as high liner food (Canada), Icelandic group (Iceland) marine Harvest (Norway),

Maruha Nichiro Holdings (Japan), Pescanova (Spain) and Thai union (Tamil Nadu)

## 2.2 COMPANY PROFILE:

Founded in 1976 by Mr. Devanesam, the Diamond Seafood (DSF) Group. The group based in Tuticorin, Tamil Nadu is primarily engaged in the processing and exports of marine products, comprising shrimps, crab, squid, cuttlefish, and other fish.



## 2.3 MOTO:

To seek, to strive, to strike and not to yield is the motto of company. The company marches and aspires to capture the principal position in the export of sea foods in India.

## 2.4 VISION:

“To be a globally respected corporation that deliver best-in-class of quality seafood brand to the people and to be recognize leaders and industry source for seafood business”

## 2.5 MISSION:

“To serve our customer by providing quality seafood service in worldwide vendors and society at large.”

## 2.6 COMPANY OBJECTIVES

- Provide customer with good and safe seafood products processed under hygienic condition and to eliminate hazards at every possible stage.
- Provide satisfaction to the customer by meeting /exceeding their requirement and expectations.
- Train and motivation to the organization member.

- Maintain product delivery competency by technical up gradation and introducing latest technology available.
- Measure the performance regularly and take corrective and preventive action.
- Continually improve on the performance by regular management review

## 2.7 COMPANY DETAILS

Name of the company	DSF Group of Companies
Address	3/52A KRISHNARAJAPURAM, TUTICORIN-628002
Phone number	0461 236 0346
Fax	91-461-2362693
e-mail	<a href="mailto:ttnkanni@yahoo.com">ttnkanni@yahoo.com</a>
Person to contact	Mr. D. PAUL PANDI (managing partner) AND Mr. D. DURAI RAJ (managing partner)

## 2.8 QUALITY CONTROL:

The water used for processing the marine products are treated with Ultra Violet disinfection system. Pressure activated carbon filter ensures clear filtered and odorless water. The raw material and finished products are subjected to stringent quality control measures for which the company has an in-house laboratory. To achieve this goal, the group follows National/International Hygienic practices to give the guarantee for the quality of their products. The group has 60 insulated vehicles for transporting the marine products from various landing centers to the processing plants. The Effluent Treatment Plant treats the processed waste water efficiently and disposes the recycled water to the factory's garden which provides lush Green surroundings.

## 2.9 PLANT FACILITY

- Installed ultraviolet water disinfection system.
- Installed pressure activated carbon filter to ensure clear filtered and odorless water.
- Effluent Treatment Plant ( ETP )

## 2.10 COMPANY INFRASTRUCTURE FACILITY

- |                      |          |
|----------------------|----------|
| • Plant freezing     | = 11 tpd |
| • Insulated vehicles | = 14     |
| • Ice plant          | = 24 tpd |
| • Cold storage       | = 280 mt |
| • Chill room         | = 25 mt  |

## 2.11 EMPLOYEES TRAINING PROGRAMS

- All the employee supervisor and technologist are trained by the management and CIFT for food handling.
- They were trained to properly wash and sanitize their hands utensils floor etc., the training was given by the management.
- The supervisor observes the practice of the employees and those found unsatisfactory or non-complying with the training given will be asked to leave the processing area.
- They will be subsequently allowed to process only after training.



## **2.12 GROUP OF COMPANIES:**

- DIAMOND SEA FOOD EXPORTS
- KADALKANNY FROZEN FOODS
- DEVA & CO
- EDHAYAM FROZEN FOODS PVT. LTD.
- THEVA ERUDHAYAM AQUA FARM
- HOTEL DSF GRAND PLAZA PVT. LTD.
- KING ICE PLANT
- EDHAYAM & CO

### **DIAMOND SEA FOOD:**

Diamond Seafood Export was established in the year 1976 is an International Standard unit exporting mainly Shrimps and Other Marine products.

### **KADAL KANNY FROZEN FOODS:**

Kadal Kanny Frozen Foods was established in the year 1982 is International Standard unit exporting mainly Shrimps and other Marine Products. Kadalkanny Frozen Foods has been awarded with ISO 9001-2000 for its processing and export of fish and fishery products.

**DEVA & CO:**

Deva & Co., was established in the year 1995 is an EU approved unit processing and exporting Shrimps, Squid, Cattle Fish, Octopus and other Fish Products They installed a new IQF with the capacity of per hour 750 kg.

Deva & Co., has been awarded with BRC, BAP, and ACC for its processing and export of fish and fishery products.

**EDHAYAM FROZEN FOODS:**

Edhayam Frozen Foods was established in the year 2002. It is an EU approved unit to process and export Shrimps, Squid, Cattle Fish, Octopus and other Fish Products.

They installed a new IQF with the capacity of per hour 600 Kg.

**DEVA ERUDHAYAM AQUA FARM:**

The farm is located at Vaipar, Tuticorin District, has three sector of farms. Having a total of 156 ponds with 115 hectares of water spread area. The sea water is pumped into the ponds after proper filtrations at various levels. The ponds have got sufficient number of Aerators to aerate the water. Timely and healthy feeding ensures the growth of the seeds. The experienced work force periodically checks the growth of the seeds. The total yield of the farms is around 600 MT per crop. The Aqua Farm attached with a dedicated full-fledged hi-tech lab facility on location. The hatchery is located at Mundal, Ramanathapuram District, over an area of 17 acres. The hatchery has two modules of 30 larval Rearing Tanks, 8 Maturation Tanks and 16 Azotemia Hatchery Tanks. The PCR lab ensures the quality of the seeds. Sea water is pumped in for the hatchery process, after filtering the water through Biological Filters, Pressure Sand Filter and UV Sterilizer.

**DSF GRAND PLAZA:**

DSF group of companies, Thoothukudi – one of the largest sea food exporters in India promoting a new venture DSF Grand Plaza! DSF Grand Plaza is one of the many Manifestation of a dream for family outing and a paradise for business men and travelers. DSF Grand Plaza is aesthetically designed. It stands distinctly apart with its contemporary styling and modern

architecture, which will open your eyes and widen your horizon of thoughts that you have dreamt. It takes a page out of the modern style book and writes something that is outstanding.

### **2.13 SUCCESS STORY:**

Founder, Mr. Devanesam, a small line fishing vessels operator, hails from a fishing hamlet-Vembar near Tuticorin, the historic Pearl City in the south East Coast Peninsula of India fringed by the Gulf of Mannar of the Arabian Sea.



Mr. Devanesam  
Founder Chairman

His foresightedness in the world trade of seafood inspired him to put up a unit, to process and export seafood in 1976. His untiring and dedicated work with the ardent help of his cherished sons enabled the company to scale the new peaks in seafood business and the Company has now attained phenomenal growth touching an annual turnover of Rs.700 Crore.

### **2.14 BEHIND THE SUCCESS:**

Behind the success of DSF group of Companies, is the sincere and dedicated work of the executives. The team takes utmost care from procurement of Raw material, Processing, Packing and Export, ensuring the product quality at every stage to the international standards.

The team works round the clock to make the company reach the highest place in seafood export.

## **2.15 ACHIEVEMENTS:**

### **National Productivity Award:**

NPC productivity Award received by Mr.D.Paulpandi, M.D., Group companies from

Hon'ble president of India, Shri. K.R.Narayanan, Hon'ble Union Minister for Industries, Shri, Murasoli Maran Govt. of India for the year 1995 – 96 for its best Productivity performance in Marine & Seafood processing. NPC Productivity Award received by Mr. D. Durairaj, M.D.,

Group companies from Hon'ble Vice President of India, Shri. Krishna Kanth, Hon'ble Union Minister for industries, Shri, Murasoli Maran Govt. of India for the year 1997 – 98 for its best productivity performance in Marine & Seafood processing. NPC Productivity Award received by Mr. D. Anbalagan, Director, Group companies from Hon'ble Vice President of India, Shri.

Krishna Kanth, Hon'ble Union Minister for industries, Shri, Murasoli Maran Govt. of India for the year 1998-99 for its best productivity performance in Marine & Seafood Processing.

NPC Productivity Award received by Mr.D.Paulpandi, M.D., Group Companies from Mr.Subod Khan Sahay, the Minister for Food Processing, Govt of India for the year 2003-04 for its best productivity performance in Marine & Seafood processing.

### **Best Exporter Award:**

Mr. D. Paulpandi, Managing Partner M/s. Diamond Seafood Exports receiving Best Exporter Award presented by Honorable Chief Minister of Tamil Nadu Dr. Kalamazhar M.Karunanidhi for the excellence performance for the year 1999 – 2000 by Indian Chamber of Commerce and Industry, Tuticorin for Diamond Jubilee year 2000.

## CHAPTER III



## **CHAPTER III**

### **A STUDY ON EMPLOYEES ATTRITION ANALYSIS AND RETENTION STRATEGIES IN DIAMOND SEA FOOD PVT. LTD.**

Organizations are made up of People and function through people. Employees are biggest assets of any organization. The relationship between organization and its employees are redefining in the fast changing environment. Workforce issues ranging from competitive and permanent staffing to talent management, outsourcing and talent development are being observed as key barriers to scale and sustain in almost all the sectors and industries. Perhaps the biggest challenge facing firms is figuring out how to attract and retain them.

Measures and initiatives taken by the company should be more consistent to gain employee retention. Long term retention requires a structured and inclusive approach.

#### **3.1 Attrition and Retention in DSF group of companies:**

Attrition and retention plays important part in every organizations, in DSF group of companies also. The DSF group of companies are well aware of the reasons for attrition in their company so they frame an effective retention strategy. They implement the strategies in their company and success in it.

#### **3.2 Attrition:**

Controlling high rates of attrition has always been one of the more daunting tasks for HR professionals working in the services industry. With attrition rates in the 15-20 per cent range for most of the major companies, bringing these rates down has been one of the bigger challenges. However, the same is not the case for the older and more traditional manufacturing companies.

In many traditional companies, it is not unusual to find employees spending their entire careers with the same company.

Here also the employees were stayed there and spend their entire career here. But in some case the employees try to leave the company. Mostly the new employees were leave the company for some reasons.

Attrition is defined as both the voluntary and involuntary reduction of a company's workforce through deaths, employee retirements, transfers, resignations and terminations.

### **3.3 Some reasons for attrition in DSF group of companies:**

- Allergic to the smell of fish, crab, lobster, etc.
- Lack of knowledge to machine operating and other process
- Expecting more salary
- Long distance from home
- Maternity or marriage, etc.

#### **Allergic:**

- Some people have allergic to sea foods and sea animals, since it is a sea food processing company it can't suits for all people. They may get allergy or some other symptoms so they may leave the company. Mostly new employees were having these problems so they go out.

#### **Lack of knowledge:**

- When the technology gets improved the company use lot of new machineries for processing. The company provide lot of training to the employees, even though the old people can't understand and used to these modern machines.

#### **Expecting more salary:**

- Expecting more salary is a usual thing in every company. The new generation employees were expecting more salaries, but the company increase their salaries when they become an experience employee.

#### **Long distance form home:**

- Distance plays a vital role in attrition in DSF. Most of the employees were come to work from out of the cities, more in rural areas. The travel takes long time.

### **Maternity or Marriage:**

- Many women employees were worked there. When they getting marriage or on their maternity period they leave their works in company.

### **3.4 Retention:**

Employee retention efforts may include employee training, internal promotion opportunities, issuing bonus, and improving workplace policies and procedures. The HR department is responsible for conducting, recommending and implementing employee retention strategies during restructuring.

In DSF group of companies the management take necessary actions to retain their employees. Such as,

- Training
- Cordial relationship
- Rewards
- Plant facilities
- Health and safety
- Employee engagement and retention
- Compensation

#### **Training:**

- All the employee supervisor and technologist are trained by the management and CIFT for food handling.
- They were trained to properly wash and sanitize their hands utensils floor etc, the training was given by the management.
- The supervisor observes the practice of the employees and those found unsatisfactory or non-complying with the training given will be asked to leave the processing area.
- They will be subsequently allowed to process only after training.

### **Cordial Relationship:**

- DSF group companies' management is often able to provide an employee a supportive work culture and environment in terms of personal or professional relationships. A supportive work culture helps to grow employee professionally and boosts employee satisfactions.

### **Reward:**

- The achievement and benefit received by employees for their job performance in an organization are known as reward. The basic salary only encourages employees to work at the level that is required of them. Reward system helps to improve employees' job satisfaction and retain their staff. The rewards were provided as monetary and nonmonetary benefits.

- ✦ Bonus
- ✦ Medical allowances
- ✦ Travel facilities
- ✦ ESI & PF
- ✦ Incentives
- ✦ Day-off
- ✦ Paid on leave

### **Plant Facilities:**

- Installed ultraviolet water disinfection system.
- Installed pressure activated carbon filter to ensure clear filtered and odorless water.
- Effluent Treatment Plant (ETP)
- Executive and supervisors



**Health & Safety:**

- The company provide lot of safety items for protect their employees and feel secure in company.
- The company arrange regular health checkup for their employees.

**Employee Engagement and Retention:**

- Employees are offered confidential counselling sessions through 24X7 'Employee Assistance Programme' which would help them cope more effectively with stress.
- The company provide opportunities to employees to explore their hobbies and volunteer for social causes.
- The Company recognized both team and individual performance, as well as reward employee behavior in line with the organizational values through in-house recognition portal 'GEMS'

**Compensation:**

- DSF group of companies provides competitive and innovative compensation packages comprising of a combination of salary, stock options, pension and health & disability insurance. They have business segment performance as well as individual performance linked incentive programs for employees



## CHAPTER IV

## **CHAPTER IV**

### **CONCLUSION**

In this era of globalization, the employees are blessed with good opportunities. As soon as they feel dissatisfied with the current employer or with the job, they switch over to the other one. If an employee resigns, then good amount of time is lost in hiring a new employee and then training him/her and this goes to the loss of the company directly.

Employee retention plays a vital role in promoting the reward management of an organization. Retention of this valuable asset helps the company in many ways. It will help the company to grow, enhance efficiency, effectiveness, popularity, productivity as well as profitability.

DSF group of companies used tools for employee retention are training, cordial relationship, reward, plant facilities etc. But to retain and satisfy this resource is very challenging for the company. Many researches come up with many unique strategies to retain employees for the longer period of time but the problem is not stopping at all. To enhance the level of employee retention for long time, HR professionals of the company should take into consideration the very crucial independent variables such as salary structure, working hours, training facility, and reward recognition planning.

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**" INTERNSHIP REPORT ON THE IMPACT OF HUMAN RESOURCE PLANNING ON  
ORGANISATION PERFORMANCE IN SEAMEX SHIPPING PVT LTD.,  
THOOTHUKUDI"**

(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

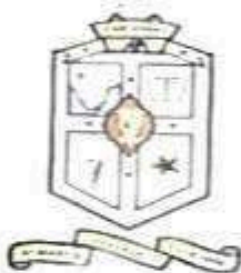
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Department of Human Resource Management

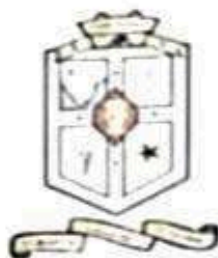
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November 2021

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001



CERTIFICATE

This is to certify that **G. Ramalakshmi** of second year Master of Human Resource Management has undergone Internship training on "**THE IMPACT OF HUMAN RESOURCE PLANNING ON ORGANISATION PERFORMANCE IN SEAMAX SHIPPING PVT LTD**", under the guidance of **Mrs. C.S. PURNIMA B.Sc(Horti), MBA., NET** and this is an original work up to my knowledge.

CO-ORDINATOR

FACULTY GUIDE

EXTERNAL EXAMINER

PRINCIPAL

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St. Mary's College (Autonomous)  
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**Seamax Shipping India Private Limited**  
(Global Logistics Solution Provider)

## CERTIFICATE

DATE: 26.10.2021

This is to certify that **Miss. RamaLakshmi G** (Reg No. 20SPHR24) II year MHRM student of St.Mary's College (Autonomous), Thoothukudi has completed the Internship program on the topic of **"The Impact of Human Resource Planning on Organisation Performance"** in our company for 15 days from 5th October 2021 to 19th October 2021.

During this Internship, she demonstrated good design skill with self-motivated attitude to learn new things, Her performance during the internship is good.

We wish her all the best for her future endeavor.

Authorised Signatory

  
**S.KUTRALINGAM**  
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## DECLARATION

I hereby declare that the internship entitled **"THE IMPACT OF HUMAN RESOURCE PLANNING ON ORGANISATION PERFORMANCE IN SEAMAX SHIPPING PVT LTD."** is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 09.12.2021

G. Ramalakshmi

Signature of the candidate

(G. RAMALAKSHMI)



## ACKNOWLEDGEMENT

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I express my sincere thanks to **Mr. S.KUTRALINGAM** of **SEAMAX SHIPPING Pvt.ltd., Thoothukudi** for allowing me to complete my internship report in their esteemed institution.

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## **ABSTRACT**

Human resource planning in the business practice should represent generally used and key activity for human resource management because human resource planning helps to make optimum utilisation of human resource in the enterprise and it helps to avoid wastage of human resource. Human resource planning allows to forecast the future manpower requirements and also to forecast the number and type of employees who will be required by the enterprise in a near future. In the long term period, success of any enterprise depends on whether the right people are in the right places at the right time, which is the nature of human resource planning. The aim of this contribution is to explain the importance of human resource planning and to outline results of questionnaire survey which it was realized in industrial enterprises.

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# CHAPTER I



## **1.1 INTRODUCTION**

Human resources undoubtedly play the most important part in the functioning of an organization. The term 'resource' or 'human resource' signifies potentials, abilities, capacities, and skills, which can be developed through continuous interaction in an organizational setting.

The interactions, interrelationships, and activities performed all contribute in some way or other to the development of human potential. Organizational productivity, growth of companies, and economic development are to a large extent contingent upon the effective utilization of human capacities.

Hence, it is essential for an organization to take steps for effective utilization of these resources. In the various stages in the growth of an organization, effective planning of human resources plays a key role. Matching the requirements of the job with the individual is important at all stages, including the recruitment procedures, in this endeavour.

When organizations contemplate diversification or expansion, or when employees have to be promoted, human resource planning plays an important role. Further, the organizational plans, goals, and strategies also require effective human resource planning.

## **1.2 Meaning:**

E.W. Vetter viewed human resource planning as "a process by which an organisation should move from its current manpower position to its desired manpower position. Through planning, management strives to have the right number and right kind of people at the right places at the right time, doing things which result in both the organisation and the individual receiving maximum long-run benefit."

According to Leon C. Megginson human resource planning is "an integrated approach to performing the planning aspects of the personnel function in order to have a sufficient supply of adequately developed and motivated people to perform the duties and tasks required to meet organisational objectives and satisfy the individual needs and goals of organisational members."

Human resource planning may be viewed as foreseeing the human resource requirements of an organisation and the future supply of human resources and- (i) making necessary adjustments between these two and organisational plans; and (ii) foreseeing the possibility of developing the supply of human resources in order to match it with requirements by introducing necessary changes in the functions of human resource management. In this definition, human resource means skill, knowledge, values, ability, commitment, motivation, etc., in addition to the number/of employees.

Human resource planning (HRP) is the first step in the HRM process. HRP is the process by which an organization ensures that it has the right number and kind of people, at the right place, at the right time, capable of effectively and efficiently completing those tasks that will help the organization achieve its overall objectives.

HRP translates the organization's objectives and plans into the number of workers needed to meet those objectives. The actual HRM process starts with the estimation of the number and kind of people required by the organization for the coming period.

HRP is also known by other names such as 'Manpower Planning', 'Employment Planning', 'Labour Planning', 'Personnel Planning', etc. HRP is a sub-system in the total organizational planning. In other words, HRP is derived from the organizational planning just like production planning, sales planning, material planning, etc.

### **1.3 Definition:**

Y.C. Moushell "Human resource planning is a strategy for the acquisition, utilization, improvement and preservation of an organisation's human resource."

Edwin B.Geisler "Manpower planning is the process by which a firm ensures that it has the right number of people and the right kind of people, at the right place, at the right time, doing things for which they are economically most useful".

Vetter "Human resource planning as the process by which management determines how the organization should move from its current manpower position to its desired position. Through planning, management strives to have the right number and the right kind of people, at the right places, at the right time, doing right things resulting in maximum long-run benefits both for the organization and for the individual."

## **1.4 OBJECTIVES OF STUDY:**

### **1. Achieve Goal:**

Human Resource planning helps in achieving individual, organizational & National goals. Since Human resource planning is linked with career planning, it can able to achieve individual goal while achieving organizational and national goal.

### **2. Estimates future organizational structure and Manpower Requirements:**

Human Resource planning is related with number of personnel required for the future, job-family, age distribution of employees, qualification & desired experience, salary range etc and thereby determines future organisation structure.

### **3. Human Resource Audit:**

Human resource planning process is comprised of estimating the future needs and determining the present supply of Manpower Resource. Manpower supply analysis is done through skills inventory. This helps in preventing over staffing as well as under-staffing.

### **4. Job Analysis:**

The process of studying and collecting information relating to operations and responsibilities of a specific job is called job analysis. Job analysis is comprised of job description and job specification. Job description describes the duties and responsibilities of a particular job in an organized factual way. Job specification specifies minimum acceptable human qualities necessary to perform a particular job properly.

## **1.5 Problems Statement:**

### **1. Resistance by Employers:**

Many employers resist human resource planning as they think that it increases the cost of manpower for the management. Further, employers feel that Human Resource planning is not necessary as candidates will be available as candidates will be available as and when required in the country due to the growing unemployment situation.



## **2. Resistance by Employees:**

Employees resist Human resource planning as it increases the workload on the employees and prepares programmes for securing human resources mostly from outside.

## **3. Inadequacies in quality of information:**

Reliable information about the economy, other industries, labor markets, trends in human resource etc are not easily available. This leads to problems while planning for human resources in the organisation.

## **4. Uncertainties:**

Uncertainties are quite common in human resource practices in india due to absenteeism, seasonal unemployment, labor turnover etc. Further, the uncertainties in the industrial scenario like technological changes and marketing conditions also cause imperfection in Human Resource planning. It is the uncertainties that make Human Resource planning less reliable.

## **5. Time and expense:**

Human Resource planning is a time-consuming and expensive exercise. A good deal of time and cost are involved in data collection and forecasting.

## **1.6 Need and Importance:**

The following points highlight the need and importance of HRP in the organizations:

### **I. Assessing Future Personnel Needs:**

Whether it is surplus labour or labour shortage, it gives a picture of defective planning or absence of planning in an organization. A number of organizations, especially public sector units (PSUs) in India are facing the problem of surplus labour.

It is the result of surplus labour that the companies later on offer schemes like Voluntary Retirement Scheme (VRS) to eliminate surplus staff. Thus, it is better to plan well about

employees in advance. Through HRP, one can ensure the employment of proper number and type of personnel.

## **II. Foundation for Other HRM Functions:**

HRP is the first step in all HRM functions. So, HRP provides the essential information needed for the other HRM functions like recruitment, selection, training and development, promotion, etc.

## **III. Coping with Change:**

Changes in the business environment like competition, technology, government guidelines, global market, etc. bring changes in the nature of the job. This means changes in the demand of personnel, content of job, qualification and experience needed. HRP helps the organization in adjusting to new changes.

## **IV. Investment Perspective:**

As a result of change in the mindset of management, investment in human resources is viewed as a better concept in the long run success of the enterprise. Human assets can increase in value as opposed to physical assets. Thus, HRP is considered important for the proper planning of future employees.

## **V. Expansion and Diversification Plans:**

During the expansion and diversification drives, more employees at various levels are needed. Through proper HRP, an organization comes to know about the exact requirement of personnel in future plans.

## **VI. Employee Turnover:**

Every organization suffers from the small turnover of labour, sometime or the other. This is high among young graduates in the private sector. This necessitates again doing manpower planning for further recruiting and hiring.



## **VII. Conformity with Government Guidelines:**

In order to protect the weaker sections of the society, the Indian Government has prescribed some norms for organizations to follow. For example, reservations for SC/ST, BC, physically handicapped, ex-servicemen, etc. in the jobs. While planning for fresh candidates, HR manager takes into consideration all the Government guidelines.

## **VIII. International Expansion Strategies:**

International expansion strategies of an organization depend upon HRP. Under International Human Resource Management (IHRM), HRP becomes more challenging. An organization may want to fill the foreign subsidiary's key positions from its home country employees or from host-country or from a third country. All this demands very effective HRP.

## **IX. Having Highly Talented Manpower Inventory:**

Due to changing business environment, jobs have become more challenging and there is an increasing need for dynamic and ambitious employees to fill the positions. Efficient HRP is needed for attracting and retaining well qualified, highly skilled and talented employees.

### **1.7 Objectives:**

The main objectives of HRP are:

- (i) Proper assessment of human resources needs in future.
- (ii) Anticipation of deficient or surplus manpower and taking the corrective action.
- (iii) To create a highly talented workforce in the organization.
- (iv) To protect the weaker sections of the society.
- (v) To manage the challenges in the organization due to modernization, restructuring and re-engineering.
- (vi) To facilitate the realization of the organization's objectives by providing right number and types of personnel.
- (vii) To reduce the costs associated with personnel by proper planning.
- (viii) To determine the future skill requirements of the organization.
- (ix) To plan careers for individual employee.
- (x) Providing a better view of HR dimensions to top management.

(xi) Determining the training and development needs of employees.

### **1.8 Organisation:**

Every line manager is responsible for planning manpower of the respective department and the top management is responsible for the planning of resources for the entire organisation. The personnel department supplies relevant information and data to all the line managers and helps those regarding interdepartmental transfers, promotions, demotions etc. Personnel department also helps in using the techniques and forecasting the manpower.

Personnel department forecasts internal mobility surplus or deficit of human resources for the entire organisation, prepares action plans regarding redeployment, redundancy, employment, development and internal mobility and submits plans to the management at the top which either by its own or by appointing a committee reviews departmental plans and overall plans, make necessary adjustments and finalises the plans. Personnel department in its turn prepares modified plans for the departments based on finalised overall plan and communicates them to respective heads of department.

Personnel department may co-ordinate the control activity of human resource plan and it has to send coordinated reports to the management at the top for actual review, control and monitor the human resource system. The management at the top may appoint a committee consisting of heads of department and external identification of deviations, reasons thereof and steps to be taken to correct the deviations. The committee further helps the management in executing the programmes of corrections.

### **1.9 Factors:**

Several factors affect HRP. These factors can be classified into external factors and internal factors.

#### **External Factors:**

- i. Government Policies – Policies of the government like labour policy, industrial relations policy, policy towards reserving certain jobs for different communities and sons-of the soil, etc. affect the HRP.
- ii. Level of Economic Development – Level of economic development determines the level of HRD in the country and thereby the supply of human resources in the future in the country.



- iii. Business Environment – External business environmental factors influence the volume and mix of production and thereby the future demand for human resources.
- iv. Level of Technology – Level of technology determines the kind of human resources required.
- v. International Factors – International factors like the demand for resources and supply of human resources in various countries.
- vi. Outsourcing – Availability of outsourcing facilities with required skills and knowledge of people reduces the dependency on HRP and vice-versa.

### **Internal Factors:**

- i. Company policies and strategies – Company policies and strategies relating to expansion, diversification, alliances, etc. determines the human resource demand in terms of quality and quantity.
- ii. Human resource policies – Human resources policies of the company regarding quality of human resource, compensation level, quality of work-life, etc., influences human resource plan.
- iii. Job analysis – Fundamentally, human resource plan is based on job analysis. Job description and job specification determines the kind of employees required.
- iv. Time horizons – Companies with stable competitive environment can plan for the long run whereas the firms with unstable competitive environment can plan for only short- term range.
- v. Type and quality of information – Any planning process needs qualitative and accurate information. This is more so with human resource plan; strategic, organisational and specific information.
- vi. Company's production operations policy – Company's policy regarding how much to produce and how much to buy from outside to prepare a final product influence the number and kind of people required.
- vii. Trade unions – Influence of trade unions regarding number of working hours per week, recruitment sources, etc., affect the HRP.

### **1.10 Human Resource Planning at Different Levels:**

Different institutions make HRP at different levels for their own purposes, of which national level, industry level, unit level, departmental level and job level are important.

- i. National level – Generally, government at the centre plan for human resources at the national level. It forecasts the demand for and supply of human resource, for the entire nation.
- ii. Sector level – Manpower requirements for a particular sector like agricultural sector, industrial sector or tertiary sector are projected based on the government policy, projected output/operations, etc.
- iii. Industry level – Manpower needs of a particular industry like cement, textiles, chemical are predicted taking into account the output/operational level of that particular industry.
- iv. Unit level – This covers the estimation of human resource needs of an organisation or company based on its corporate/business plan.
- v. Departmental level – This covers the manpower needs of a particular department in a company.
- vi. Job level – Manpower needs of a particular job family within department like Mechanical Engineer is forecast at this level.
- vii. Information technology – The impact of information technology on business activities, human resource requirement and human resource plan is significant. It requires multi skilled experts, preferably less in number.

## CHAPTER II



## COMPANY PROFILE

### SEAMAX SHIPPING INDIA

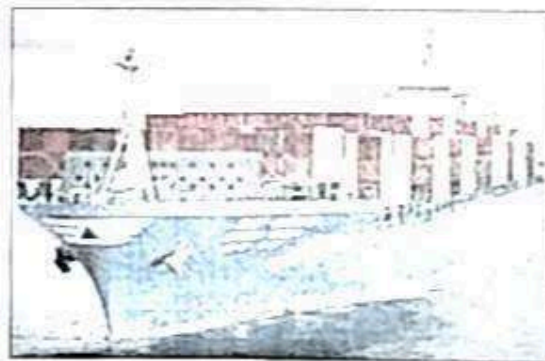
#### 2.1 SERVICES:



##### a) SEA FREIGHT

SSIPL possessing its own insured Bill of lading offers a full array of ocean related services including ocean Forwarding, NVOCC operations, consolidation, Buyer Group age, Clearing and Forwarding services and FCL container management as well as customer-in-house services.

Through our Ocean division you get complete, professional service with our "can-do" attitude.



Our Services include:

- ❖ Cargo Booking & Pick-up
- ❖ Cargo Tracking & Tracing
- ❖ Customer / Purchase Order Management
- ❖ Palletisation / Packing

- ❖ Delivery verification
- ❖ Destination Customs Clearance
- ❖ Document Preparation & Distribution
- ❖ Export Customs Clearance
- ❖ Warehousing
- ❖ Freight Forwarding
- ❖ Consolidation
- ❖ Insurance services
- ❖ Project Logistics
- ❖ Quality Control
- ❖ Shipment Pre-Planning
- ❖ Vendor coordination
- ❖ Ex - works

SSIPL works closely with most carriers to provide you with better coverage, more sailings and better rates.

As one of the leading forwarder, SSIPL enjoys leveraged pricing with many carriers. This leverage means you get the best value.

- ❖ Flexibility in Price and service
- ❖ Fastest Transit

## **b)AIRFREIGHT**

Our Air Freight Products & Services include,

- ❖ Airport to Airport
- ❖ Airport to Door
- ❖ Door to Airport
- ❖ Door to door (Ex- Works)
- ❖ Consolidation
- ❖ Sea + Air



SSIPL Provides air cargo services to every major continent in the world including North America, Far and Middle East, Indian sub- continent, Europe, Australia, New Zealand, and South Africa.

SSIPL Sea + Air Service uses only the premium ocean and air carriers. The shipments are moved completely within our network and handled by experienced and dedicated professionals from start to finish.

Through SSIPL Air consolidation services, we provide the best transit time, frequent flight schedules, competitive rates and cost saving

### **(c) LANDSIDE SERVICES**

The importance of smooth, effective, and timely landside activities is often underestimated. Getting your goods to and from the port, and getting all the paperwork done right, often involves multiple parties and processes with the potential for costly delays and errors. SSIPL offers a unique and seamlessly integrated solution that enhances and simplifies your landside activities in close coordination with your ocean or air transport.

Our landside services include:

- ❖ Inland haulage
- ❖ Cargo insurance
- ❖ Transit document

### **d) VALUE ADDED SERVICES**

SSIPL offers a full range of forwarding services including a complete package of value added landside services. As your local and global logistics partner, we offer the expertise, global reach, and global buying power to guarantee you a complete and competitive range of forwarding services that enhances every single step of your supply chain from the factory to the customer's door.

### **e) NETWORK:**

SSIPL being very choosy in selection of agents are proud to present you a network of reliable agents. Our global network services is exemplary. Our network agents are well established service providers operating in the field for more than a decade and have the



infrastructure and technical expertise to handle any kind of shipment and cater to every need of the shipper and consignee to the core.

## **2.2 B/L CLAUSES**

Standard Conditions governing multimodal Transport Documents Issued in accordance with Multimodal Transportation of Goods Act, 1993

### **1. Definitions**

- (a) Carrier means a person who is engaged in the business of transporting for hire goods by road, rail, inland waterways or sea;
- (b) "Consignee" means the person named as consignee in the Multimodal Transport contract;
- (c) "Consignee" means the goods entrusted to a Multimodal Transport Operator for Multimodal Transportation;
- (d) "Consignee" means the person named in the Multimodal Transport contract as consignor, by whom or on whose behalf the goods covered by such contract are entrusted to a Multimodal Transport Operator for Multimodal Transportation;
- (e) "Delivery" means

(1) In the case of a non-negotiable Multimodal Transport Document, delivering of the consignment to, or placing the consignment at the disposal of, the consignee or any person authorized by the consignee to accept delivery of the consignment on his behalf;

(f) "Endorsement" means the signing by the consignee or the endorsee after adding a direction on a negotiable Multimodal such document to pass the property in the goods mentioned in such document to a specified person;

(g) "Goods" includes

- (1) Containers, pallets or similar articles of transport used to consolidate goods; and
- (2) Animals

(h) "Model of Transport" means carriage of goods by road, rail, and inland waterways of sea;

(i) "Multimodal transportation" means carriage of goods by two or more modes of transport from the place of acceptance of the goods in India to a place of delivery of the goods outside India;

(j) "Multimodal transport contract" means a contract entered into by the consignor and the Multimodal Transport Operator for Multimodal Transportation;

(k) "Negotiable Multimodal transport document" means a Multimodal Transport Document which is

(a) Made out to order or to bearer; or

(b) Made out to order and is transferable by endorsement, or

(c) Made out to bearer and is transferable without endorsement.

(l) "Non- negotiable Multimodal Transport Document" means a Multimodal Transport Document with indicates only one named consignee;

## **2. Acceptability:**

The provisions set out and referred to in this Multimodal Transport Document shall apply, if the transport as described on the face of the document is by two or more modes of transport from the place of acceptance of the goods in India to a place of delivery of the goods outside India.

## **3. Effect of issuance of Multimodal Transport document:**

(1)The issuance of the Multimodal Transport Document confers and imposes on all parties having or acquiring hereafter an interest in the rights/ obligations and defences set out in the conditions mentioned in this document.

(2)By the issuance of the Multimodal Transport Document the Multimodal Transport Operator;

(a) Undertakes to perform and /or in his own name to procure performance of the Multimodal Transport Operator including all services which are necessary to such transport from the time of taking the goods in charge to the time of delivery, and accepts responsibility for such transport and such services to the extent set out in these conditions.



- (b) accepts responsibility for the acts and omissions of his agents or his servants, when such agents or servants are acting within their scope of their employment, as if such acts and omissions were own;
- (c) accepts responsibility for the acts and omissions of any other person whose services he uses for the performance of the contract evidenced by this Multimodal Transport Documents;
- (d) undertakes to perform or to procure performance of all acts necessary to ensure delivery;
- (e) assumes liability to the extent set out in these conditions for delay in delivery of the goods and undertakes to pay compensation as set out in that condition.

#### **4. Negotiability and title to the goods:**

By accepting the Multimodal Transportation Document the consignor and his transferees agree with the Multimodal Transport Operator that, unless it is marked "non-negotiable" it shall constitute title to the goods and the holder, by endorsement of this Multimodal Transport Document, shall be entitled to receive or to transfer the goods mentioned in this Multimodal Transport Document.

#### **5. Reservations:**

If the Multimodal Transport Document contains particulars concerning the general nature, leading marks, number of packages or pieces, weight or quantity of the goods which the Multimodal Transport Operator or a person acting on his behalf knows, or has reasonable grounds to suspect, do not accurately represent the goods actually taken in charge, or if the has no reasonable means of checking such particulars, the Multimodal Transport Operator or a person acting on his behalf shall insert in the Multimodal Transport Document a reservation specifying these inaccuracies, grounds of suspicion or the absence of reasonable means of checking. If the Multimodal Transport Operator or a person acting on his behalf fails to note on the Multimodal Transport Document the apparent condition of the goods, he is deemed to have noted on the Multimodal Transport Document that the goods were in apparent goods condition.

## **6. Evidentiary effect of the multimodal transport document:**

- 1) The Multimodal Transport Document shall be prima fact evidence of the taking in charge by the Multimodal Transport Operator of the goods as described therein; and
- 2) Proof to the contrary by the Multimodal Transport Operator shall not be admissible if the Multimodal Transport Document is issued in negotiable form and has been transferred to a third party, including a consignee, who has acted in good faith in reliance on the description of goods therein.

## **7. Guarantee by the consignor:**

(1) The consignor shall be deemed to have guaranteed to the Multimodal Transport Operator the accuracy at the time the goods were in taken in charge by the Multimodal Transport Operator of particulars relating to the general nature of the goods, their marks, number, weight, and quantity and if applicable, to the dangerous character of goods, as furnished by him for insertion in the Multimodal Transport Document.

(2) The consignor shall indemnify the Multimodal Transport Operator against loss resulting from inaccuracies or inadequacies of the particulars. The consignor shall remain liable even if the Multimodal Transport Document has been transferred by him. The right of the Multimodal Transport Operator to such indemnity shall in no way limit his liability under the Multimodal Transport Contract to any person other than the consignor.

## **8. Dangerous goods:**

(1) The consignor shall mark or label dangerous goods in a suitable manner as "dangerous goods"

(2) Where the consignor hands over dangerous goods to the Multimodal Transport Operator or any person acting on his behalf, the consignor shall inform him of the dangerous character of the goods, and if necessary, the precautions to be taken. If the consignor fails to do so and the Multimodal Transport Operator does not otherwise have knowledge of their dangerous character, then;

(i) the consignor shall be liable to the Multimodal Transport Operator for all loss resulting from the shipment of such goods; and



(ii) the goods may at any time be unloaded, destroyed, or rendered innocuous, as the circumstances may require, without payment of compensation.

(3) The above provision may not be involved by any person if during the Multimodal Transport he has taken the goods in his charge with knowledge of the dangerous character.

(4) If, in cases where the provisions, (2) (b) referred to above do not apply or may not be evoked, dangerous goods, become on actual danger to life or property, they may be unloaded, destroyed or rendered innocuous, as the circumstances may require, without payment of compensation, except where there is an obligation to contribute in general average or where the Multimodal Transport Operator is liable, in accordance with the provisions of relevant conditions.

## **9. Period of responsibility**

(1) The responsibility of the Multimodal Transport Operator for the goods covers the period from the time he takes the goods in his charge to the time of their delivery. For the purpose of this responsibility, the Multimodal Transport Operator is deemed to be in charge of the goods;

(a) From the time he has taken over the goods from:

(1) The consignor or a person acting on his behalf; or

(2) An authority or other third party to whom, pursuant to law or regulations applicable at the place of taking charge the goods must be handed over for transport;

(b) Until the time he has delivered the goods:

(1) By handing them over to the consignee; or

(2) by placing them at the disposal of the consignee in accordance with the Multimodal Transport Contract or with the law or with the usage of the particular trade applicable at the place of delivery; or

(3) By handing over the goods to an authority or other third party to whom; pursuant to law or recognitions applicable at the place of delivery, the goods must be handed over.

(2) Reference to the Multimodal Transport Operator in this regard shall include his servant or any other person of whose services he makes use of for performance of the Multimodal

Transport Contract, and reference to the consignor or consignee shall include their servants or agents.

#### **10. Basis of liability:**

(1) The Multimodal Transport Operator shall be liable for loss resulting from loss of or damage to the goods, delay in delivery and any consequential loss or damage arising from such delay if the occurrence which caused such loss, age or delay in delivery, took place while the goods were in his charge unless the Multimodal Transport Operator proves that he, his servant or agents or any other person whose services he uses for the performance of the contract evidenced by this Multimodal Transport Document, took all measures that could reasonably require to avoid the occurrence and its consequences.

(2) Where fault or neglect on the part of the Multimodal Transport Operator, his servants or agents or any other person whose services he uses for the performance of the contract evidenced by this Multimodal Transport Document, combines with another cause to produce loss or damage or delay in delivery, the Multimodal Transport Operator proves the part of the loss, damage or delay in delivery not attributable thereto.

(3) Delay in delivery occurs when the goods have not been delivered within the time expressly agreed upon or in the absence of such agreement, within reasonable time required by a diligent Multimodal Transport Operator, having regard to the circumstances of the cases to effect the delivery of goods.

(4) If the goods have not been delivered within ninety consecutive days following the date of delivery expressly agreed upon, the claimant may treat the goods as lost.

#### **11. Liability for loss or damage when the stage of transport where the loss or damage occurred is not known:**

i. when the Multimodal Transport Operator is liable to pay compensation in respect of loss of or damage to, the goods occurring between the time of taking them into his charge and the time of delivery and the stage of transport where the loss or damage occurred is not known;

1. Such compensation shall be calculated by reference to the value of such goods at the place and the time they are delivered to the consignee or at the place and time when, in accordance with the contract of Multimodal Transport, they should have been so delivered.



2. The value of such goods shall be determined according to the current commodity exchange price or, if there is no such price, according to the current market price, or if there is no commodity exchange price or current market price, by reference to the normal value of goods of the same kind and quality;

i. However, the Multimodal Transport Operator shall not, in any case, be liable for an amount greater than the actual loss to the person entitled to make the claim.

ii. Where the Multimodal Transport Operator becomes liable for any loss of, or damage to, any consignment, the nature and value whereof have not been declared by the consignor before such consignment has been taken in charge by the Multimodal Transport Operator and the stage of transport at which such loss or damage occurred is not known, then the liability of the Multimodal Transport Operator to pay compensation shall not exceed two Special Drawing Rights per kilogram of the gross weight of the consignment lost or damaged or 666.67 Special Drawing Rights per package or unit lost or damaged, whichever is higher.

iii. Notwithstanding anything contained above if the multimodal transportation does not, according to the Multimodal Transport Contract, including carriage of goods by sea or by inland waterways, the Multimodal Transport Operator shall be limited to an amount not exceeding 8.33 Special Drawing Rights per kilogram of the gross weight of the goods lost or damaged. Seamax Logistics Limited was established in last century. We are ideally located in Mumbai, the financial capital of India, and have branches across major cities in the country to provide effective solutions to customers globally. Being one of the leading transport service providers, we aim to bring out the best of use, resulting in our customers' satisfaction. Ever since our inception, we have always met each of our customer's business requirements.

We entered the field of cargo with a long-range strategy of providing comprehensive and integrated supply chain management & logistics solutions. Today, we provide Total Supply Chain Solutions including Transportation services through all modes, Warehousing & Distribution, International Freight Forwarding, and Customs Clearance & Logistics Services domestically and abroad.

Our organization strives to deliver perfection in everything we perform. We believe in maintaining long term business relationship with our customers. What separates us from others is the unique combination of category experience and personnel service. We meet all



the standards of perfection while handling the cargo and during the transportation process at the most affordable rates from all destinations.

Our vast experience combined with highly advanced information technology enable us to move the consignments swiftly, safely & timely with entire satisfaction of our esteemed customers.

### **2.3 Vision**

“Redefine the rules in the India Transport Industry by providing the best and path finding solutions with flexibility to adopt new practices, policies and technology to meet our customer’s requirement”.

### **2.4 Mission:**

“We endeavour to provide cost effective, highly efficient and global logistics solutions through our team of professionals and making Seamax, synonymous with 5 ‘S’:- Service, Speed, Safety, and Strength & Steadfastness”.

### **2.5 Corporate philosophy:**

Seamax Logistics is committed to provide Total Logistics Solutions and services in India.

We believe in Customer’s Satisfaction by a team of highly motivated professionals with conducive work environment. We shall continually improve our systems by adopting innovative Technology in order to achieve our planned objectives.

## **CHAPTER III**

# **IMPACT OF HUMAN RESOURCE PLANNING ON ORGANISATION PERFORMANCE IN SEAMAX SHIPPING COMPANY**

## **3.1 Human Resources planning- Quantitative and Qualitative Dimensions:**

Human resources have a dual role to play in the economic development of a country. On one hand they are the consumers of the products and services produced by the organizations while on the other hand they are one of the factors of production.

Along with capital and other factors of production, human resources can lead to increase in production and economic development. The rate of growth of human resources is determined by two aspects quantitative and qualitative.

## **3.2 Variables Determining the Quantity of Human Resources:**

### **1. Population Policy:**

Some population policies operate by influencing the factors responsible for growth such as fertility, marriage and mortality. These are known as population influencing policies. Another category of policies known as responsive policies are implemented to adjust to observed population trends with the help of programmes like health, nutrition, education, housing, etc. The aim of population policies is to achieve an optimum population for enhancing the country's development.

### **2. Population Structure:**

The structure or composition of the population is determined by two factors, sex composition and age composition.

#### **(i) Sex Composition:**

Sex ratio is the ratio of males to females in the population. It is the basic measure of the sex composition of the population of any area. Higher the number of females, higher will be the population growth rate in future.

### **(ii) Age Composition:**

It is the distribution of population by age groups. Age composition is the result of past trends in fertility and mortality. The supply of labour depends on age composition as economically active population falls in range of 15-65 age groups.

### **3. Migration:**

Net migration is another factor which causes changes in the population. Age and sex composition determine the natural growth in population, but for calculating the overall changes in population it is important to consider net migration also.

$$\text{Net migration} = \text{total immigrants} - \text{total emigrants}$$

A positive net migration will lead to a rise in population growth rate while negative net migration will reduce the growth rate of population. Migration can be both interregional and international.

### **4. Labour Force Participation:**

The population of any country consists of workers and non-workers. The workers are the people, usually in age group of 15-65, who participate in economically productive activities by their mental or physical presence.

These include:

- i. Employers,
- ii. Employees,
- iii. Self-employed persons, and
- iv. Those engaged in family enterprises without pay.

The others in the population are the non-workers such as students, infants, elderly, beggars, retired people, inmates of jail or mental institutions, unemployed, etc. They do not contribute to any productive economic activity. It is the changes in the working population which affect the growth of human resources. The number of people who are unemployed but available for work also impacts the availability of labour.



### **3.3 Qualitative Aspects of Human Resource Planning:**

The quantitative dimensions help to ascertain human resources in numbers while the productive power of human resources is assessed by the qualitative dimensions. For example, there may be hundreds of applicants for 20 vacancies, but out of these only a few may meet the quality standards required for the job.

### **3.4 Factors which determine the quality of human resources are:**

#### **1. Education and Training:**

The quantity and quality of education and training received by human resources impacts their knowledge and skills. Education and training are important for the upliftment of both individual and society. It can be of two types, formal and informal.

Formal education is imparted through schools and colleges while informal education and training takes place through on-the-job training methods. Formal education stresses the transfer of theoretical knowledge, while informal education emphasizes on practical application of knowledge.

#### **2. Health and Nutrition:**

Health and nutrition along with education are vital for Human Resource Development. Health and nutrition impact the quality of life, productivity of labour and the average life expectancy.

#### **Health status is determined by:**

- (i) Purchasing power of people.
- (ii) Public sanitation, climate and availability of medical facilities.
- (iii) People's understanding and knowledge of health, hygiene and nutrition.

#### **3. Equality of Opportunity:**

Not all segments of people comprising human resources get equal employment opportunities. There is bound to be some discrimination.

#### **The most common forms of discrimination are:**

- (i) Social discrimination – Discrimination on basis of gender, religion or social standing.
- (ii) Economic discrimination – Discrimination based on financial positions or possession of wealth by the sections of workforce.
- (iii) Regional discrimination – These are in form of discrimination between rural and urban population or between people belonging to different regions/ states.

Discrimination affects the quality and productivity of the human resources belonging to different sections of the population. The privileged classes get access to best education, nutrition and health facilities while underprivileged are deprived of their right share in the development process. For the overall, well rounded development of the country's human resources, effective policies need to be implemented to deal with the problem of discrimination.

### **3.5 Human Resources planning- Prerequisites:**

- i. There should be a proper linkage between HR plan and organizational plan.
- ii. Top management support is essential.
- iii. Proper balance should be kept between the qualitative and quantitative approaches to HRP.
- iv. Involvement of operating managers is necessary.
- v. Proper alignment between short-term HR plans and long-term HR plans should be there.
- vi. HR plan should have in-built flexibility in order to adopt environmental uncertainties.
- vii. Time period of HR plan should be appropriate to needs and circumstances of the organization.

### **3.6 Human Resources planning-Relationship with other personal processes:**

From a systems view, human resource planning is interrelated with many of the organization's other endeavours in personnel management. The strongest relationship exists between human resource planning and selection. In fact, all selection efforts really are an integral part of the whole human resource planning process.

Organizations that have either stable or increasing human resource needs must go into the external labour market and hire employees even though they generally follow a promotion-from within policy.

In addition, human resource planning is related to both performance appraisal and training and development. Performance appraisals can pinpoint the skills that will be required for employees to move into higher-level positions via promotion, while training and development efforts may then be designed to provide these skills.



To meet organizational goals, human resource planning seeks to ensure that the organization's demand for individuals at any particular time will be just met by available human resources. This view assumes that "stockpiling" employees at levels greater than needed and being understaffed are both undesirable.

This assumption represents a major difference between planning for human resources and planning for non-human resources. Although it is generally unacceptable to stockpile or build inventories of human resources, organizations may find it necessary or desirable to build up raw materials or finished-goods inventories.

It is unacceptable to hold human resource inventories for three reasons. First, human resources are costly and it may be difficult to justify the expense of excess personnel. There are sounder and more cost-effective options available to personnel planners in business firms. Second, excess people are not engaged in productive work, and are likely to be bored and frustrated by the lack of anything constructive to do.

Such boredom and frustration can create problems because excess people may make unnecessary work for productive people and may even inhibit the firm's total productive efforts.

Third, since human resources, particularly skilled and professional people, may be in short supply, taking productive workers out of the economy's labour pool may be considered socially unacceptable.

It is equally undesirable for an organization to operate with too few employees. As with "stockpiled" employees, individuals may feel frustrated, but in this case because of overwork rather than a lack of productive activity. This situation may also be dysfunctional to an organization's goals.

Consider, for example, a department store during the holiday season with a shortage of sales personnel. In addition to the frustrations experienced by employees, such understaffing may also result in loss of employee efficiency.

Customers may respond to long lines and excessive waiting by taking their business elsewhere, with resultant loss of sales by the organization. Having too many or too few employees may create numerous problems for organizations-problems that can be reduced or eliminated through effective human resource planning.

### 3.7 Human Resources planning- Cost Contribution Analysis:

Cost-contribution analysis of human resources is most important in HRP with a view to plan for more effective human resource system. The human resource components necessary to maximise employee contribution to the job and the organisation, and minimise the cost, should be determined in advance with the help of human resource accounting techniques.

The optimum human resource system should be planned and determined as the human resources system is the control system in the organisation because it emphasises the human contribution which critically influences the organisational effectiveness. Planning the human resource system includes determining the type of human resource components like creative and innovative skills and abilities, dynamism, leadership qualities, commitment, identification with the organisation, etc., considering the measures to acquire those human resources through recruitment, training and development and adjusting the components.

Similarly, cost of human resource should be streamlined and it should be taken as investment on human resources and not as mere cost. These items include remuneration cost (Pay, allowances, fringe benefits, other indirect costs), recruitment cost (cost of job design, advertising cost, cost for conducting tests, interview, reference checks, medical examination and induction), training costs, etc.

Human Resource Accounting (HRA) envisages capitalisation of all expenses like cost of recruitment, training etc. One of the systems of HRA i.e., replacement cost of human asset is an important tool for the formulation of manpower budget and plan for human resources.

### 3.8 Human Resources planning- Responsibility

Human resource planning is the responsibility of the personnel department. In this task, it is aided by the industrial engineering department, the top management and the team of directors of different departments. It is mostly a staffing or personnel function.

The overall responsibility lies with the Board of Directors because, as the manpower planning scheme of Hindustan Lever indicates, "these members are in a position to direct the future course of business, set appropriate goals for the management concerned in the formulation of personnel policies."

The personnel department's responsibility is "to recommend relevant personnel policies in respect of manpower planning, devise methods of procedure, and determine the quantitative aspects of manpower planning."



The responsibilities of the personnel department in regard to manpower planning have been stated by Geisler in the following words:

- (i) To assist, counsel and pressurise the operating management to plan and establish objectives;
- (ii) To collect and summarise data in total organisation terms and to ensure consistency with long- range objectives and other elements of the total business plan;
- (iii) To monitor and measure performance against the plan and keep the top management informed about it; and
- (iv) To provide the research necessary for effective manpower and organisational planning.

#### **4. Steps to strategic human resource planning:**

1. Assess current HR capacity

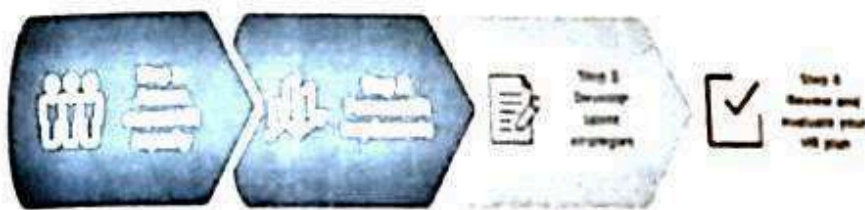
2. Forecast HR requirements

3. Develop talent strategies

4. Review and evaluate

3. When 71% of CEOs believe that their employees are the most important factor in their company's economic success, it's easy to understand the importance of the human resource management planning process—the process by which organizations determine how to properly staff to meet business needs and customer demands. Despite the obvious need, many organizations do not have a strategic human resource planning process in place, with nearly a third of HR professionals saying their departments need to improve strategic alignment.
4. If you've considered developing an HR planning process, you're in the right place. This article will explain what this process entails and how you can document your strategic plan. You'll be filling positions and growing as a company in no time.

## 3 Steps to Strategic Human Resources Planning



Recruitment

Recruitment

Recruitment

Recruitment

Recruitment

Recruitment

Recruitment

Recruitment

Recruitment

### **3.9 Introduction to strategic human resource planning**

In order to improve the strategic alignment of staff and other resources, it's essential to understand how a strategic HR planning process works. At its most basic level, strategic human resource planning ensures adequate staffing to meet your organization's operational goals, matching the right people with the right skills at the right time.

It's important to ask where your organization stands currently and where it is going in order to remain flexible. Each company's plan will look slightly different depending on its current and future needs, but there is a basic structure that you can follow to ensure you're on the right track.

The strategic human resource planning process begins with an assessment of current staffing, including whether it fits the organization's needs, and then moves on to forecasting future staffing needs based on business goals. From there, you'll need to align your organization's strategy with employment planning and implement the plan not only to hire new employees but also to retain and properly train the new hires—and your current employees—based on business changes.

Read on to learn more about each of the steps of the process in detail to understand the strategic human resource management planning process in its entirety.

#### **1. Assess current HR capacity**

The first step in the human resource planning process is to assess your current staff. Before making any moves to hire new employees for your organization, it's important to understand the talent you already have at your disposal. Develop a skills inventory for each of your current employees.

You can do this in a number of ways, such as asking employees to self-evaluate with a questionnaire, looking over past performance reviews, or using an approach that combines the two. Use the template below to visualize that data.

## **2. Forecast HR requirements**

Once you have a full inventory of the resources you already have at your disposal, it's time to begin forecasting future needs. Will your company need to grow its human resources in number? Will you need to stick to your current staff but improve their productivity through efficiency or new skills training? Are there potential employees available in the marketplace?

It is important to assess both your company's demand for qualified employees and the supply of those employees either within the organization or outside of it. You'll need to carefully manage that supply and demand.

### **Demand forecasting**

Demand forecasting is the detailed process of determining future human resources needs in terms of quantity—the number of employees needed—and quality—the caliber of talent required to meet the company's current and future needs.

### **Supply forecasting**

Supply forecasting determines the current resources available to meet the demands. With your previous skills inventory, you'll know which employees in your organization are available to meet your current demand. You'll also want to look outside of the organization for potential hires that can meet the needs not fulfilled by employees already present in the organization.

## **3. Develop talent strategies**

After determining your company's staffing needs by assessing your current HR capacity and forecasting supply and demand, it's time to begin the process of developing and adding talent. Talent development is a crucial part of the strategic human resources management process.

### **Recruitment**

In the recruitment phase of the talent development process, you begin the search for applicants that match the skills your company needs. This phase can involve posting on job



websites, searching social networks like LinkedIn for qualified potential employees, and encouraging current employees to recommend people they know who might be a good fit.

### **Selection**

Once you have connected with a pool of qualified applicants, conduct interviews and skills evaluations to determine the best fit for your organization. If you have properly forecasted supply and demand, you should have no trouble finding the right people for the right roles.

### **Hiring**

Decide the final candidates for the open positions and extend offers.

## **4. Review and evaluate**

Once your human resource management process plan has been in place for a set amount of time, you can evaluate whether the plan has helped the company to achieve its goals in factors like production, profit, employee retention, and employee satisfaction. If everything is running smoothly, continue with the plan, but if there are roadblocks along the way, you can always change up different aspects to better suit your company.

## CHAPTER IV

## **Conclusion**

An effective HR plan should be able to attract highly qualified employees and retain the talented current employees in order to give the business a competitive edge over its rivals. The HR manager should consider proper analysis of the recruitment and selection plan, should design an effective training and development plan that could improve on the quality of employees' performance, an attractive compensation package that would win employees, should consider the legal issues, and be able to create an elaborate performance appraisal system.

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**AN INTERNSHIP REPORT ON RECRUITMENT AND SELECTION PROCESS WITH  
SPECIAL REFERENCE TO ABI TECHNOCHEM PRIVATE LIMITED,  
THOOTHUKUDI.**

(An internship report submitted in partial fulfillment of the requirements for the degree) Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (Autonomous) – THOOTHUKUDI**

Submitted by

**J.JERLIN MIZPHA**

**REG NO: 20SPHR12**

Under the guidance of

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November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST.MARY'S COLLEGE (AUTONOMOUS)**  
**THOOTHUKUDI**



**CERTIFICATE**

This is to certify that **J.JERLIN MIZPHA** of second year Master of Human Resource Management has undergone Internship training on “**Recruitment and Selection Process with Special Reference to Abi Technochem Private Limited, Thoothukudi**” under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA.,NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

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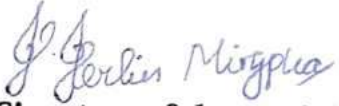
  
**EXTERNAL EXAMINER**

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## DECLARATION

I hereby declare that the internship entitled “**A Study on Recruitment and Selection Process with Special Reference to Abi Technochem Private Limited, Thoothukudi.**” is submitted to St. Mary’s College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, Fellowship or other similar titles.

**Place:** Thoothukudi

  
**Signature of the candidate**

**Date:** 09/12/2021

**(J. JERLIN MIZPHA)**



09.06.2021

**INTERNSHIP TRAINING CERTIFICATE**

This is to certify that **Ms. Jerlinmizpha. J (20SPHR12) II MHRM** student of **St. Mary's College (Autonomous), Thoothukudi** has undergone online internship on the topic "A Study on Recruitment and Selection Process" at our Organization for 15days during the period from May 2021 to June 2021.

Her conduct and performance was good during the period of internship.

For **ABI TECHNOCHEM PRIVATE LIMITED**



**S. D. PONSEELAN**  
**MANAGING DIRECTOR**

**ABI TECHNOCHEM PRIVATE LIMITED** 100% E.O.U.  
(An ISO 9001:2008 Certified Company)

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## ABSTRACT

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

On the contrary, in effective recruitment methodology and selection would result in mismatch which can have negative consequence for an organization. A misfit who is not in tune with organization's philosophies and goals can reduce output, productivity, customer satisfaction, relationship and overall quality of work. Training a wrong hire can also be expensive. Effective recruitment is therefore not only the first step towards organizational excellence, but is important cost control mechanisms as well.

The study research the spectrum of recruitment methodologies followed in a Abi Technochem private limited company towards developing an unique model, propose suggestion that would reduce costs, time to recruit, be effective and help overall organizational interests.

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# **CHAPTER - I**

## CHAPTER – 1

### INTRODUCTION

#### INTRODUCTION ABOUT THE TOPIC:

Successful human resource should identify human resource needs in the organization. Recruitment is the discovering of potential candidates for actual or anticipated organizational vacancies. Or, from another perspective, it is a linking activity bringing together those with jobs to fill and those seeking job. The ideal recruitment effort will attract a large number of qualified applicants who will take the job if it is offered. It should also provide information so that unqualified applicants can self-select themselves out of job candidacy; this is, a good recruiting program should attract the qualified and not attract the unqualified. This dual objective will minimize the cost of processing unqualified candidates.



Human Resource is a basic need of any work: to be done. **ARTHUR LEWIS** There are great differences in development between countries which seem to have roughly equal resources, so it is necessary to enquire into the difference in human behaviors. Recruitment and Selection are important for the employees for the progress and prosperity in every industrially developed

country like India, that without it, the country cannot progress one step ahead, India being an under developed country in such economically back ward country the workers need several facilities from the management for its existence. In the early steps, there was no Industrialization, so the need of recruitment and selection are also not necessary. But as the country is progressing gradually towards more and more industrialization, due to advancement of science and technology, the requirement of labor and their promotion is required further progress of country. At the beginning stage starting from the Govt. to employer and employee also not understands the value of recruitment and selection. But now in every step recruitment and selection plays vital role. The automatic attitude of employees and democratic fling of the employees put the industries establishments in danger different countries follow different procedures to keep the employer employees relationship harmonious. The project report is all about recruitment and selection process that's an important part of any organization. Recruitment highlights each applicant's skills, talents and experience. Their selection involves developing a list of qualified candidates defining a selection strategy, identifying qualified candidates, thoroughly evaluating qualifies and selecting the most qualified candidate. Once the required number and kind of human resources are determined, the management has to find the place where required human resources will be available and also find the means of attracting them towards the organization before selecting suitable candidates for job all this process is generally known as recruitment.

## **DEFINITION OF RECRUITMENT**

### **According to Edwin B Flippo**

Recruitment as "the process of searching for prospective employees and stimulating them to apply for the jobs in the organization."

### **According to Yoder**

Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employee effective measures to attracting that manpower in adequate number to facilitate effective selection of an effective workforce

## **MEANING OF RECRUITMENT**

- Recruitment is the process of attracting prospective employees and stimulating them for applying job in an organization.
- Recruitment is the process of hiring the right kinds of candidates on the right job □ Recruitment and selection activity is predominantly dealt with in two fields:
- A generally prescriptive human resource management or personnel management viewpoint
- A very technical psychology literature that focuses on the validity (absolute and relative) of different forms of recruitment techniques, such as competency modelling, interviews and various types of psychometric testing

## **OBJECTIVE OF RECRUITMENT AND SELECTION**

- 1) The primary objective of the study is to analyze the process of Recruitment and Selection in the industries.
- 2) To observe the procedure to select the candidates from internal as well as from external sources in the industries
- 3) To find out the various recruitment sources used by the selected industries.
- 4) To study the employee satisfactory level with the existing recruitment policy in the industry.
- 5) To search& head hunt/head pouch people whose skills fit the company's values.

## **SCOPE OF THE STUDY**

Meeting the demands of today is changing business environment requires building an efficient staff for high growth organizations, attracting and retaining the right talent is critical. By adding the right players to the team it will have a source of competitive advantage. Attracted the wrong talent and it will have difficulty in meeting the strategic objectives. The first challenges is to generate a labor pool that is large enough for the company to draw on when searching for top talent the second is to develop an effective process for screening and selecting the best candidates. But finding and keep quality employees can pose a challenge. It is difficult for the companies to find a large number of efficient candidates, and attract them 'to apply for Jobs.



## **PROCESS OF RECRUITMENT**

Recruitment refers to the process of identifying & attracting job seekers so as to build a pool qualified job applicant. The process comprises five interrelated stages.

### **1. Recruitment Planning:**

The first stage in the recruitment process is planning. Planning involves the translation of likely job vacancies & information about the nature of these jobs into set of largest that specify the number & type of applicants to be contacted.

### **2. Strategy Development:**

Once it is known how many & what type of recruits are required, serious consideration needs to be given to devise a suitable strategy for recruiting the candidate for the organisation. It may include issues like whether to prepare the required candidates themselves or hire it from outside, what type of recruitment method to be used, what geographical area be considered for searching the candidates, which source of recruitment to be practiced, & what sequence of activities to be followed in recruiting candidates in the organization.

### **3. Searching:**

Once a recruiting plan & strategy are worked out, the search process can begin. Search involves two steps

- i) Source activation
- ii) Selling.

### **4. Screening:**

Screening of application can be regarded as a integral part of the recruiting process. The selection process will begin after the application have been scrutinized & short listed. The purpose of screening is to remove from the recruitment process, at an early stage, those application who are visible unqualified for the job, effective screening can save great deal of time and money.

## **5. Evaluation & Control:**

Evaluation & control is necessary as considerable costs are incurred in the recruitment process the costs generally incurred are

- Salaries for recruiter
- Management & professional time spent on preparing job description job specification, advertisements, agency liaison, & so forth
- Cost of advertisements or other recruitment methods, ie, agency fees
- Cost of producing supporting literature
- Cost of overtime & outsourcing while the vacancies remain unfilled

## **RECRUITMENT IS OF TWO TYPES**

### **1. INTERNAL RECRUITMENT:**

It is a recruitment which takes place within the concern or organization internal sources of recruitment are readily available to an organization. Internal sources are primarily three Transfer promotions and Re employment of ex-employees. Re-employment of ex-employees is one of the internal sources of recruitment in which employees can be invited and appointed to fill vacancies in the concern. There are situations when ex-employees provide unsolicited applications also internal recruitment may lead to increase in employee's productivity as their motivation level increases. It also saves time, money and efforts. But a drawback of internal recruitment is that it refrains the organization from new blood. Also, not all the manpower requirements can be met through internal recruitment. Hiring from outside has to be done.

### **Internal sources are of three types:**

- a. Transfers
- b. Promotions (through Internal Job Postings) and
- c. Re employment of ex-employees

## **2. EXTERNAL, RECRUITMENT:**

External sources of recruitment have to be solicited from outside the organization. External sources are external to a concern but involve a lot of time and money. The external sources of recruitment include employment at factory gate, advertisements, employment exchange, employment agencies, educational institutions, labor contractors, recommendations etc.

### **1. Employment at Factory Level:**

This is a source of external recruitment in which the applications for vacancies are presented on bulletin boards outside the factory or at the gate. This kind of recruitment is applicable generally where factory workers are to be appointed. There are people who keep on soliciting jobs from one place to another; these applicants are called as unsolicited applicants. These types of workers apply on their own for their job. For this kind of recruitment, workers have a tendency to shift from one factory to another and therefore they are called as "Badli" workers.

### **2. Advertisement:**

It is an external source which has got an important place in recruitment procedure. The biggest advantage of advertisement is that it covers a wide area of market and scattered applicants can get information from advertisements. Medium used is newspapers and television.

### **3. Employment exchanges:**

There are certain employment exchanges which are run by government. Most of the government undertakings and concerns employ people through such exchanges. Now-a-days recruitment in government agencies has become compulsory through employment exchange.

### **4. Employment Agencies:**

There are certain professional organizations which look towards recruitment and employment of people, i.e. these private agencies run by private individuals supply required manpower to needy concerns.

### **5. Labor Contractors:**

These are the specialist people who supply manpower to the Factory or Manufacturing plants. Through these contractors, workers are appointed on contract basis, i.e. for a particular time period under conditions when these leave the organization, such people who are appointed have to also leave the concern.

### **6. Educational Institutions:**

There are certain professional Institutions which serve as an external source for recruiting fresh graduates from these institutes. This kind of recruitment done through such educational institutions is called Campus Recruitment. They have special recruitment cells which help in providing jobs to fresh candidates.

## **SOURCES OF RECRUITMENT**

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

## **INTERNAL SOURCES OF RECRUITMENT**

### **1. Transfers:**

The employees are transferred from one department to another according to their efficiency and experience.

### **2. Promotion:**

The employees are promoted from one department to another with more benefits and greater responsibility, based on efficiency and experience.

### **3. Upgrading and demotion:**

Others are Upgrading and Demotion of present employees according to their performance.



#### **4. Retired and retrenched employees:**

Retired and retrenched employees Recruitment such people may also be recruited once again in case of shortage of qualified personnel or increase in load of work. Save time and costs of the organizations as the people are already aware of the organizational culture and the policies and procedures.

#### **5. Deceased employees and disable employees:**

The dependents and relatives of Deceased employees and Disabled employees are also done by many companies so that the members of the family do not become dependent on the mercy of others. The suitability of candidates Management can inquire these leaders for suitable jobs in some organization these are formal agreements to give priority in recruitment to the candidates recommended by the trade union.

#### **6. Recruitment at factory gate:**

Unskilled workers may be recruited at the factory gate these may be employed whenever a permanent worker is absent. More efficient among these may be recruited to fill permanent vacancies.

### **FACTORS AFFECTING RECRUITMENT**

The recruitment function of the organizations is affected and governed by a mix of various internal and external forces. The internal forces or factors are the factors that can be controlled by the organization. And the external factors are those factors which can be controlled by the organization. The internal and external forces affecting recruitment function an organization are:

### **INTERNAL FACTORS AFFECTING RECRUITMENT**

The internal forces i.e. the factors which can be controlled by the organization are:

#### **1) Recruitment policy:**

The recruitment policy of an organization specifies the objectives of recruitment and provides a framework for implementation of recruitment programmed. It may involve

organizational system to be developed for implementing recruitment programmes and procedures by filling up vacancies with best qualified people.

## **2) Human resource planning:**

Effective human resource planning helps in determining the gaps present in the existing manpower of the organization. It also helps in determining the number of employees to be recruited and what qualification they must possess

## **3) Size of the firm:**

The size of the firm is an important factor in recruitment process. If the organization is planning to increase its operations and expand its business, it will think of hiring more personnel, which will handle its operations.

## **4) Cost:**

Recruitment incur cost to the employer , therefore, organization try to employ that sources of recruitment which will bear a lower cost of recruitment for each candidate.

## **5) Growth and expansion:**

Organization will employ or think of employing more personnel if it is expanding its operation.

# **EXTERNAL FACTORS AFFECTING RECRUITMENT**

## **1. Supply and demand:**

The availability of manpower both within and outside the organization is an important determinant in the recruitment process. If the company has a demand for more professionals and there is limited supply in the market for the professional demanded by the company, then the company will have to depend upon internal sources by providing them special training and development programs.

## **2. Labor market:**

Employment conditions in the community where the organization is located will influence the recruiting efforts of the organization. If there is surplus of manpower at the time of recruitment, even informal attempts at the time of recruiting like notice board display of the requisition or announcement in the meeting etc will attract more than enough applicants.

## **3. Image & goodwill:**

Image of the employer can work as a potential constraint for recruitment. An organization with positive image and goodwill as an employer finds it easier to attract and retain employees than an organization with negative images. Image of a company is based on what organization does and affected by industry. For example finance was taken up by fresher MBA's when many finance companies were coming up.

## **4. Political-social- legal. Environment:**

Various government regulations prohibiting discrimination in hiring and employment have direct impact on recruitment practices. For example Government of India has introduced legislation for reservation in employment for scheduled castes, scheduled tribes, physically handicapped etc. Also, trade unions play important role in recruitment. This restricts management freedom to select those individuals who it believes would be the best performers. If the candidate can't meet criteria stipulated by the union but union regulations can restrict recruitment sources.

## **5. Unemployment rate:**

One of the factors that influence the availability of applicants is the growth of the economy (whether economy is growing or not and its rate). When the company is not creating new jobs, there is often oversupply of qualified labor which in turn leads to unemployment.

## **6. Competitors:**

The recruitment policies of the competitors also affect the recruitment function of the organizations. To face the competition, many a times the organizations have to change their recruitment policies according to the policies being followed by the competitors.



## **COMPONENTS OF THE RECRUITMENT POLICY**

- The general recruitment policies and terms of the organization
- Recruitment services of consultants
- Recruitment of temporary employees
- Unique recruitment situations
- The selection process
- The job descriptions
- The terms and conditions of the employment

## **SELECTION**

Once the potential applicants are identified, the next step is to evaluate their qualification, qualities, experiences, capabilities, etc. make the selection. It is the process of offering jobs to the desired applicants. Selection means choosing a few from those who apply. It is picking up of applicants or candidates with requisite qualifications and qualities to fill jobs in the organization.

## **PROCESS OF SELECTION**

The selection process is based on the following parameters in the organization. When there is opening in an organization, organization look for people, as per the process, as per the department and they schedule their interview accordingly which makes them know about the job vacancy, job opening and help the candidates in performing so the HR basically deals with this process and completes all the necessary details of the process of selection of the candidates as per the process and methods. They apply certain principles for selection of the candidates and give the position to the candidates as per their requirement, qualification; eligibility, experience and necessary positions and they specify the specific job to specific employee so they can perform better. Selection process is not that easier to perform because this task requires lot of skills as per the level of screening the students. This is a very challenging and a difficult task or a job to select and reject the candidates in the interview process because it requires no heart in the field and only requires the interviewer to think from their mind and apply the tools and necessary strategies for making this concept clear This process helps the company in filling the suitable employees with



suitable positions to performs the task and duties in the organization. Selection is not same as recruitment because it talks about choosing the best and the right candidate for the position, fort the vacancy and for the organization. It requires the candidate should process skills, abilities knowledge, eligibility, qualification ant many more.

### **1. Announcement of the job position:**

when there is a position vacant in the organization, company announce or declares the position by the help of newspapers, by the help of internet, by the help of job sites, by the help of various consulting sources and also they disclose the position by the help of television and radio channels if there is an urgent requirement in the company.

### **2. Acceptance of the application forms:**

The application forms which the number of candidates have applied when they sent to the company in the following given address in this major sources for being in touch then they accept few of the form they fell is suitable as per the job experience of the candidate, as per the residents / address of the candidate and so on The application forms get selected if the person matches all the criteria of the company and fulfills the requirement.

### **3. Screening tests of the candidates:**

When company accepts the candidates. application forms of few candidate he wants to me with the people he have selected or talk with the people through phone for their screening tests so they start making them a call for further process and define about the company and brief the candidates with all the necessary details and also about the position.

### **4. Screening of the application:**

When the company feels that some of the resume is not matching the minimum requirements of the position in the company, they screen those resumes as per the minimum qualification, minimum experience or minimum knowledge and so on

## **5. Written tests / Process of examination:**

When the company calls the candidates and select few of them for the written tests as per their process, as per their knowledge and also as per the number of position available in the company, they call up candidates for giving the written interview so they can judge more about the candidates suitability and candidate's stability in the organization.

## **6. HR rounds/ Employment face to face interview:**

After they selected few of the candidates in the fifth round they focus on the HR rounds which is basically known as the final round in the company where one thinks and feel that they wil now got selected but it is exactly not like that because company as now also lot of tests left and exams left where they can reject you if you lose your level of confidence and patience so they focus on HR round basically to know about the expectation level of the employees, to understand the employee and also to know about its joining period or notice period.

## **7. Medical process:**

The company then arranges the medical process which is important for the work place.

## **8 .Letter of appointment:**

After clearance of all the tests, the candidate who passes successfully with all the tests, with all the criteria gets an offer letter and known as the employee now rather than candidate. Thus the selection process includes basically these of the above steps and Procedures

## **STEPS IN SELECTION PROCESS**

### **1. Reception:**

A company is known by the people it employs, In order to attract people with talents, skills and experience a company has to create a favorable impression on the applicants' right from the stage of reception. Whoever meets the applicant initially should be tactful and able to extend help in a friendly and courteous way. Employment possibilities must be presented honestly and clearly. If no jobs are available at that point of time, the applicant may be asked to employs In order to attract people to call back the personnel department after some time.

## **2. Screening Interview:**

A preliminary interview is generally planned by large organizations to cut the cost of selection by allowing only eligible candidates to go through the further stages in selection. A junior executive from the Personnel Department may elicit responses from the applicants on important items determining the suitability of an applicant for a job such as age, education, experience, pay expectations, aptitude, location, choice etc.

## **3. Application Blank:**

Application blank or form is one of the most common methods used to collect information on the various aspects of the applicants' academic, social, demographic, work related background and references. It is a brief history sheet of employee's background. Usefulness of Application Blank or Form

## **4. Selection Testing:**

Selection tests or the employment tests are conducted to assess intelligence, abilities, and personality trait. A test is a standardized, objective measure of a person's behavior, performance or attitude. It is standardized because the way the tests is carried out, the environment in which the test is administered and the way the individual scores are calculated-are uniformly applied. It is objective in that it tries to measure individual's bias and interpretation.

## **5. Test as selection tool:**

Tests are useful selection devices in that they uncover qualifications and talent that can't be detected otherwise. They can be used to predict how well one would perform if one is hired, why one behaves the way one does, what situational factors influence employee productivity, etc. Tests also provide unbiased information that can be put to scientific and statistical analysis.

## **6. Selection interview:**

Interview is the oral examination of candidates for employment. This is the most essential step in the selection process. In this step the interviewer matches the information obtained about the candidates through various means to the job requirements and to the information obtained through his own observations during the interview. Interview gives the recruiter an opportunity.

## **CHAPTER – II**



## CHAPTER - II

### ORGANISATIONAL HISTORY

#### ABI TECHNOCHEM PRIVATE LIMITED- THOOTHUKUDI

##### COMPANY PROFILE:

ABI group of companies was established on 1993 and has expanded itself over the years. This experienced walk started by distributing carbonated drinks from 1993 to 1997. We were, fortunately able to cover all the obstacles laid before us into stepping stones for our success. We have business interests that range from transport to information technology (ABI Solutions Private Limited) and the media industry (ABI Media). In 1993, the first seed for the entire group of companies was sown in 1993 when **DR. SD.PONSEELAN** stepped into the field of distribution. He was inspired by Pepsi Co Holding to starts this venture and this helped him to emerge as a great and reputed distributor of many essential commodities.



In 1993, he started the transport of fresh water form his own bore well to hotels, restaurants and other industries. This paved a way to gain a lot of experience and also helped him to expand business in other sectors.

Managing Director always says **“MANPOWER IS ONE OF PRECIOUS INVESTMENTS FOR A COMPANY”**. With this in mind and also to take great care in the

welfare of the people who work on contract basis, SAM& Co was started to offer a wide range of manpower solutions to various industries.

With a vision to provide quality channels, our first step in media industry was SDR TV, established in the year 2004, followed by **ABITV**, **ABI Music channel** in 2007. The channel provides programs with new and latest technology in telecasting programs. We have now introduced the channels in Tirunelveli after attaining a niche in Tuticorin.

With a vision to offer high quality and a wide range of manpower solutions to various industries, hence ABI Engineering was established to manufacture medium and heavy mechanical engineering equipment and to undertake several structural contract works including structuring conveyers, belt conveyers, industrial machines etc.

To help software engineers during the recession period our Managing Director formed ABI solutions Private Limited in 2008 to create a corporate environment right here in Tuticorin and also to provide job opportunities for many emerging engineering students. Currently we are also having a franchise with orange Computer Education to provide the best training of computer skills in and around the region.

Managing Director's lovely daughter was born in the year 2008 and that is when he realized that any parent would want to provide the best to their baby and this inspired him to open **ABI Fancy Baby** in 2009 and today it is the best place to go for the shopping of all leading brands in baby products. This was made possible by our MD who showed great interest in delivering best and affordable products for babies and toddlers.

- ABI Media Network Private Limited- Local Channels.
- ABI Technochem Private Limited- Manufacturers of activated carbon.
- ABI Confectionery Private Limited –Manufacturers of confectionery products.

**ABI group of companies** was established in the year 1993 with a vision to render an array of services and to reach out to a large consumer base with reach out to a large consumer

base with various products. First venture was distribution of soft drinks, which as a result of our sincerity and dedication has grown exponentially since then. Inspired with our success, in the year 2004, we forayed into entertainment sector, SDR TV, to provide quality programs equipped with the latest technology and our success followed with the launch of ABI TV and ABI music channels in the year 2007.

A vision to delivery our interests, next effort was concentrated on manufacturing of activated carbon, which is 100% export oriented unit in the year 2009. Vision came to light in the next few years and more success followed as ABI group of companies grew exponentially diversifying across different sectors. By our track record, we are one of the fastest growing companies in the city, and we are currently doing multi-level business in diligence.

The journey of ABI Group of companies was started in the year 1993 by **DR.SD.PONSEELAN** who has expanded the company to operate in 12 different sectors through his hard work and team's co-ordination. Through ABI group of company products and services, we touch the life of people every day. We value the trust of people and keep their interests

Paramount in every business decision we make, every choice we exercise. We work cohesively with colleagues across the group and with company customers and partners around the world, building strong relationships based on tolerance, understanding and mutual cooperation.

Managing director **DR.S.D.PONSEELAN** was born in Tuticorin, TamilNadu on July 13, 1970. He came from a family where agriculture was the main occupation. He learned the ropes of business from his father MR.Dharmaraj and kindness from his mother.

The foundation of what would grow to become the ABI group of companies was laid by S.D.Ponseelan while working in his father's transport business in Tuticorin. A visionary entrepreneur, an avowed nationalist and a committed philanthropist, S.D.Ponseelan helped pave the path by planting pioneering businesses kernels in sectors such as transport, engineering and media. He always pursues his goals even in the face of difficulties and converted adversities into opportunities to build this empire. He doesn't want to bring up a rapid progress in whatever he does, but makes sure that there is always a constant progress.



**DR.SD.PONSEELAN** has watched his dad producing charcoal and supplying it to many states and this inspired him to ABI Technochem private Ltd in the year 2009 to produce activated carbon and export it to various countries.

**DR.SD.PONSEELAN** has a keen desire to help and also inspire others to help. ABI Educational trust has helped young minds to move ahead in their career and this trust has helped many students to have a bright career.

**DR.SD.PONSEELAN** learn the value of the lifesaving component, “blood” by an incident in his personal life and he at once formed the ABI Blood bank in 2009 and today it has saved hundreds of life by finding blood donors at the right time. The number of volunteers in ABI Blood bank is growing day by day and we continue to show our little support and we hope to inspire others in the process.

## **INFRASTRUCTURE:**

ABI group of companies operates in twelve business sectors. Each of these companies or enterprise operates independently. Everyone has its own board of directors to whom it is answerable.

## **BOARD OF DIRECTORS:**

**MR.S.D.PONSEELAN** –Managing Director cum Chairman, ABI group of companies.

Directors of ABI Technochem Private Limited are **Samuel Dharmaraj Ponseelan and Pathina pandi Geetha Anitha Roselin.**

**MRS. ANITHA PONSEELAN**



## **MISSION:**

Manage the supply chain and the manufacture of the products in a safe, environmentally sound and cost effective manner. Maximize the capital efficient long-term growth of our business using innovation, science, and technology.

## **VISION:**

Vision is achieving “**Excellent Through Quality**” by continuously improving the value of the products and services that we provide to our customers.

## **COMPANY PRODUCTS:**

- ABI CHEMICALS – Home Care Products.
- SAM & CO.
- ABI & CO.
- ABI FANCIBABI- One Stop Baby Shop □ ABI LADIE CHOICE- Female Apparel Stores.
- ABI CONFECTIONERY.

All our products confirm to the standards and quality norms set by the international market. The wide spectrums of chemicals and all products what we produce are pure, safe and available at a cost effective price.

## PRODUCTS:

### ACTIVATED CARBAN POWDER



### GRANULAR ACTIVATED CARBAN



## ACTIVATED CARBON FILTER



## OTHER CARBON PRODUCTS



## COMPANY CAPITAL:

ABI Technochem private Limited is a private in corporation 06 June 2008.

It is classified as Non-government Company and is registered at Registrar of companies, Chennai. Its authorized share capital is RS.15, 000,000. It is involved in other computer related activities. [For maintenance of websites of other firms/creation of multimedia presentations for other firms etc.]

ABI Technochem private Limited's Annual General Meeting (AGM) was last held on 30 September 2019 and as per records from Ministry of Corporate Affairs (MCA) , its balance sheet was last filed on 31 March 2019.

## COMPANY ADDRESS:

ABI group of companies Corporate Identification Number is (CIN) U72900TN2008PTC068075 and its registration number is 68075. Its Email address is [sundar@abigroup.co.in](mailto:sundar@abigroup.co.in) and its registered address 145/4 Ettayapuram road, Tuticorin TN 628002. Current status of ABI TECHNOCHEM PRIVATE LIMITED IS – Active.

## COMPANY DETAILS:

Company Name	-	ABI GROUP OF COMPANY
Company Status	-	Active
CIN	-	U72900TN2008PTC068075
ROC	-	ROC Chennai
Registration number	-	68075
Company category	-	Company limited by shares
Company sub- category	-	Non-government Company
Class of company	-	Private
Date of incorporation	-	June 6, 2008
Age of company	-	13 years, 2 month, 10 days
Activity	-	Other computer related activities.



## **TRUST:**



ABI Educational Trust                      -              Charitable institution providing education.

ABI Blood Donors club                      -              Charitable institution rendering services

ABI group is actively involved in philanthropy and believes in positively contributing to the society. Charitable activities include providing education and rendering services through blood donations.

## **CONTACT US:**

ABI GROUP OF COMPANIES

Mr.M.V.Pradeep Kumar

No.145/4 Ettayapuram Road

Tuticorin, TamilNadu- 628002, India

Web Site: [abigroupofcompanies.in](http://abigroupofcompanies.in)

## **CHAPTER- III**

# **CHAPTER III**

## **A STUDY ON RECRUITMENT AND SELECTION PROCESS**

### **IN**

#### **ABI TECHNOCHEM PRIVATE LIMITED COMPANIES**

Recruitment and selection is defined as a process to discover, the sources of manpower to meet the recruitment the staffing schedule & employ effective measures for attracting the manpower in adequate number to facilitate, selection of an efficient workforce. Edwin B. Flippo defined recruitment as the process of searching for prospective employees & simulating them to apply for the jobs in an organization" Those definitions can be analyzed by discussing the process of recruitment through systems approach.

#### **RECRUITMENT PROCESS IN ABI TECHNOCHEM:**

The recruitment process requires a lot of resources and time, including the systematic Steps from the procurement of candidates to the preparation and implementation of Interviews at Abi Technochem.

#### **Typical recruitment processes include:**

##### **1) Identifying the vacancy:**

The recruiting process begins with HR departments in Abi Technochem receiving recruitment requests in all areas of the company.

#### **These include:**

- Posts to be filled
- Number of persons

- Duties to be performed
- Qualification is required

- 2) Preparing the job description and individual designation.
- 3) Identify and develop the sources of required number and type of staff.
- 4) Short listing and identifying the prospective employee with the necessary characteristics.
- 5) Conduct an interview with the selection candidates.
- 6) Do interviews and make decisions.

### **RECRUITMENT PROCEDURE AT ABI TECHNOCHEM:**

Manpower
Requisition form
Recruitment plan
Budget
Sourcing
Selection process
Joining
Offer letter
Appointment letter
Documentation



## **PROCESS OF SELECTION AT ABI TECHNOCHEM:**

### **1st STAGE:**

At Abi Technochem management gives responsibility to the HR manager to fill the vacancies or to bring up the best candidates to the organization

### **2nd STAGE:**

HR manager takes up the responsibility for bringing the best talented employees to the organization so manager announces the concerned job vacancies and suitable candidates for those job can upload their resumes. Job vacancies manager announces on the websites such as Naukri website and monster India websites to get the best talented candidates. These are external sources every HR manager can approach the consultancies for the best candidates in Abi Technochem.

### **3rd STAGE:**

Announcing vacancies within Abi Technochem itself. When there will be vacancies manager can even announce those vacancies information within organization, so that employees can refer some of the best candidates of their own so that vacancies can be filled.

### **4th STAGE:**

Interested candidates who have uploaded their resumes will be shortlisted by the HR manager and those who are shortlisted they are called up for the interview at Abi Technochem.

### **5th STAGE:**

When candidates are called for walk in interview, they have to fill the company forms such as

- Manpower requisition form
- Employee data form
- Then after the interview there will be interview assessment HR manager will gives his comments on candidate performance

# DIFFERENT EMPLOYEE SELECTION METHODS IN ABI TECHNOCHEM:

Selecting the right employee can be a stressful, time consuming and costly effort if not carefully handled. Through in-depth interviews, employee referral, internal hiring or even a combination of the aforementioned method, an employer can sift through the potentially qualified and find for the job.

## 1. Screening:

The most common employee selection method is the screening/ interview process. There are many ways to approach interviewing potential employees such as posting Web ads, or ads in newspapers and magazines. If it is a high profile job and many people are expected to request an interview, have a prescreening process and perform a resume evaluation via email. After the prescreens, if there are still many lined up, have one or two call backs for several of the best interviewers at Abi Technochem.

## 2. Referrals:

Another method in Abi Technochem for employee selection is the employee referral. They may find that a current employee knows someone in the field who is looking for a new position or even an associate of good character not versed in company related skills who is looking for a career, or a changing career direction. The employee, possibly motivated by a bonus incentive, may seek candidates who are, exact fits for the open position making chances for a good hire more possible. Also, selecting a candidate who is familiar with an existing employee may make her learning curve easier, as the newbie will already have an inside source allowing questions to be asked without fear.

## 3. Internal Hiring:

By selecting employees who are already within the organization, the Abi Technochem employer knows exactly what the candidates are bringing to the table such as skills, abilities, work ethic and personality. Other advantages of internal hiring are that the employee is already very familiar with the organization and may have a grasp on expectations, is familiar with department heads and workers and has ideas about what improvements to make. If there are no qualified

employees internally, watch your competitor companies for qualified people leaving who would be a match for the position.

#### **4. Employment Agencies:**

Employment agencies play an intermediate role between job seekers and employers. The agency matches the skills and abilities of the seeker to the open position, so in Abi Technochem there is a better chance that an employer will be happy with the selection of candidates vying for the job. The agency will check the background, aptitude, experience and other factors for a fee, which can be pricey depending on the volume of expected job seekers.

### **STEPS IN INTERVIEW PROCESS IN ABI TECHNOCHEM:**

Interview is an art it demands a positive frame of mind on part of the interviewers must be treated properly so as to leave a good impression about the company in their minds HR experts at Abi Technochem have identified certain steps to be followed while conducting interviews

#### **1. Reception:**

The candidate should be properly received and led into the interview room. Start the interview on time.

#### **2. Information exchange:**

In Abi Technochem they state the purpose of the interview, how the qualifications are going to be matched with skills needed to handle the job. Focus on the applicant's education, training, work experience, etc. Find unexplained gaps in applicants past work or college record and elicit facts that are not mentioned in the resume. With open-ended questions where the candidate gets enough freedom to express himself

#### **3. Evaluation:**

At Abi Technochem the evaluation is done on basis of answers and justification given by the applicant in the interview.



#### **4. Physical and medical examination:**

In Abi Technochem after the selection decision and before the job offer is made, the candidate is required to undergo a physical fitness test. A job offer is open contingent upon the candidate being declared fit after the physical examination.

#### **5. Reference checks:**

Once the interview and medical Examination of the candidate is over, the personnel department will engage in checking references. In Abi Technochem the candidates are required to give the names of 2 or 3 references in their application forms. These references may be from the individuals who are familiar with the candidate's academic achievements or from the applicant's previous employer, who is well versed with the applicant's job performance.

#### **6. Hiring decision:**

In Abi Technochem the line manager has to make the final decision now whether to select or reject a candidate after soliciting the required information through different techniques discussed earlier. The line manager has to take adequate care in taking the final decision, because of economic, behavioral and social implications of the selection decision of rejecting a candidate would impair the moral of the people and they suspect the selection procedure and the very basis of selection in a particular organization. Candidate would impair the morale of the people and by suspect the set true understanding between line managers and personnel managers should be established so as to fascinate good selection decisions. After taking the final decision, the organization has to intimate his decision to the successful as well as unsuccessful candidates. The Abi Technochem sends the appointment order to the successful candidates either immediately or after sometime depending upon its time schedule.



## **FINDINGS IN ABI TECHNOCHEM PRIVATE LIMITED COMPANY:**

- ✓ In Abi Technochem the applicants with a greater number of job opportunities are more attentive and influenced by early recruitment activities.
- ✓ Recruiter demographics have a relatively small effect on applicant's attraction to the organization.
- ✓ Realistic job previews reduce subsequent turnover in Abi Technochem.
- ✓ Applicants belief is a good fit between their values and the organizations influence their job choice decision.
- ✓ The Abi Technochem is doing timeless recruitment and selection process.
- ✓ In Abi Technochem the recruiter has a large and positive effect on applicants' decision to accept a job.

## **RECOMMENDATION FOR ABI TECHNOCHEM PRIVATE LIMITED:**

- ✓ The recruitment department of Abi Technochem should look into the matter of consuming less time in the process of recruitment and selection.
- ✓ HR division of the Abi Technochem group should contact with those candidates who failed in their recruitment and selection process.
- ✓ The organization should give more opportunities for fresh graduates.
- ✓ HR technology to improve recruitment and selection process.
- ✓ The Abi Technochem could use more clear and specific statements in the terms of the minimum educational degree, preferred institution and other necessary criteria.

## **CHAPTER- IV**

## CHAPTER – IV

### CONCLUSION

Super achievers don't waste time in unproductive thoughts, esoteric thoughts or catastrophic thoughts. They think constructively and they know that their level of thinking determines their success.

Success is the progressive realization of a worthy goal. I don't know the key to success, but the key to failure is trying to please everybody. Success and happiness go hand in hand. Whatever the mind of man can conceive and believe, the mind can achieve. It becomes very important for an HR professional to be very thoughtful, constructive and disciplined in its people oriented approach. I would like to mention here, that HR professional is having a big responsibility to hire the best person from the available talent pool. At the same time, one needs to be cost conscious. It is a good practice in recruitment to be objective and seek to identify the candidates' abilities or ambition, based on applicant's sex, caste, age religious belief, sexual orientation or any disability is a bad practice 7 should be avoided

At **ABI TECHNOCHEM PRIVATE LIMITED**, I appreciate the practice of the payment of relocation cost to the employees which serves as a motivating factor to convince the candidate to join the organization. I even appreciate the concept of on line application forms& job posting through portals as in today's era of automation, online application form is highly preferred and recommended.

# **APPENDIX**

## **&**

# **BIBIOGRAPHY**

### **WEBSITES:**

<https://WWW.slideshare.net>

<https://WWW.acadmia.edu>

<https://WWW.researchgate.net>

<https://core.ac.uk>



**INTERNSHIP REPORT ON A STUDY ON ORGANIZATIONAL CULTURE  
AND IT'S IMPACT ON EMPLOYEES BEHAVIOR**

**OF Ramesh Flower PVT LTD., THOOTHUKUDI.**

(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**K.LAKSHMI PRIYA**

**REG NO: 20SPHR15**

Under the guidance of

**Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Thoothukudi – 628001.

November 2021

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001



CERTIFICATE

This is to certify that K .Lakshmi Priya of second year Master of Human Resource Management has undergone Internship training on "A STUDY ON ORGANIZATIONAL CULTURE AND IT'S IMPACT ON EMPLOYEES BEHAVIOUR" under the guidance of Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET and this is an original work up to my knowledge.

CO-ORDINATOR

EXTERNAL EXAMINER

FACULTY GUIDE

PRINCIPAL

St. Mary's College (Autonomous)  
Thoothukudi-628 001.

DIRECTOR

St. Mary's College (Autonomous)  
Thoothukudi-628 001.

# Ramesh Flowers Private Limited

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Date: 15.06.2021

## CERTIFICATE

This is to certificate that Miss LAKSHMI PRIYA K (Reg.no.20SPHR15), II year MHRM student of ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI has done online Internship programme on the topic "STUDY ON ORGANIZATIONAL CULTURE AND IT'S IMPACT ON EMPLOYEES BEHAVIOR" at our Ramesh flowers(P)Ltd, Tuticorin, for 15 days (from may24, 2021 to June 9, 2021).

During this tenure, she gained knowledge on various activities .Her conduct and character was good.

We wish her success.



For Ramesh Flowers (P) Ltd,

*NP Lakshmi*

(Authorized signatory)

## DECLARATION

I hereby declare that the internship entitled "**A Study on ORGANISAZTIONAL CULTURE AND IT'S IMPACT ON EMPLOYEES BEHAVIOR** " is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of Master of Human Resource Management is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 09.12.2021.

K. Lakshmi priya .  
Signature of the candidate

(K.LAKSHMI PRIYA)



## ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph.D.** for permitting me to do my internship report.

I also thank **Sr. Josephine Jeyarani, M.A., M.Phil.,** Director, Self-supporting Courses for her Encouragement.

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I wish a deep sense of gratitude to my internship guide **Ms. M. FATIMA LUCIA SHEEBA B.COM.,MBA.,NET** Assistant Professor of Department of Human Resource Management St. Mary's College for providing foundation in internship work and I am grateful to her, for giving invaluable guidance to complete my internship report.

I express my sincere thanks to **MS. SUBULAKSHMI,** manger of **RAMESH FLOWER Pvt. Ltd., thoothukudi** for allowing me to complete my internship report in their esteemed institution.

I thank all the **employees** of **RAMESH FLOWER Pvt. Ltd, thoothukudi,** of for their kind co-operation extended to me providing the necessary data & information to complete my internship report successfully.

Finally I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

### **Abstract**

Organisational culture involves various beliefs and norms within an organisation. These have a definite impact on employee performance. Furthermore, it has also been seen that organizational culture affects the productivity as well as profitability of the employees. This overall influences their performance level that augments the productivity. Furthermore, it has also been seen that organisational culture affects the employee's behaviour. Every human being has certain personality traits which help them stand apart from the crowd. No two individuals behave in a similar way. In the same way organizations have certain values, policies, rules and guidelines which help them create an image of their own. Organization culture refers to the beliefs and principles of a particular organization. The culture followed by the organization has a deep impact on the employees and their relationship amongst themselves. Every organization has a unique culture making it different from the other and giving it a sense of direction. It is essential for the employees to understand the culture of their workplace to adjust well.

Achieving and maintaining quality of product and customer satisfaction are two most important factors of successful organization. To achieve these twin objectives, an organization has to marshal various resources, plan its use over a period of time and produce a product or service, which meets the consumer needs, desire and aspirations. For an entrepreneur, the most important and difficult task is to manage human resource. The task becomes more pronounced if the employees are from different geographical area having different culture. In such situations, manager should evolve a technique where a strong organizational culture is established. Culture is invisible power of any organization. When thinking and actions of employees are institutionalized, an organizational culture is deemed to have taken birth. It guides the employees. Organizational culture is not inborn.

Organization culture helps develop professionalism among its employees. Value system is the corner stone of the organization culture. It promotes standardization in various systems and sub-systems, which reduce role conflict to a great extent. Once the culture is developed, it virtually becomes a people's organization from a functional point of view that promotes risk-taking among managerial cadre and generates novel ideas.

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## **CHAPTER-1**

### **INTRODUCTION**

Culture has been defined in many different ways and by many different theorists. For instance, according to Geert et al (2010) "it is the collective programming of the mind that distinguishes the members of one group or category of people from others". Kotter and Heskett (1992) noted that culture is "a set of beliefs, values and behaviors commonly held by a society, being derived from social anthropology as a framework for understanding 'primitive' societies". Finally, Deal and Kennedy (1982) defined culture in short as "the way we do things around here".

When establishing and developing a company or other organization, an internal culture will develop step by step. The purpose of its existence is to improve solidarity and cohesion, stimulate employees' enthusiasm and creativity, and to improve the economic efficiency of an organization. Like cultures in general, organizational cultures are complex and unique. They are based their individual history, leadership and workforce. Hence, in order to improve management and let an organizational culture have the right effect on employees, it is important to understand how organizational cultures affect employee behavior.

### **STATEMENT OF THE PROBLEM**

For an organization, employee is its basic constituent units, and culture is the common value and code of conduct shared by the employees. It could give can provide employees with a relaxed working environment with harmonious interpersonal relationships in order to give full play to their ability. A corporate culture allows employees to have a sense of mission and feel responsibility, and work towards the overall goal of the company. The competitiveness of enterprises is not only reflected in the technology, but also in their corporate culture.

### **STATEMENT OF PROBLEM**

The concept of organizational culture has drawn attention to the long-neglected subjective or "soft" side of organizational life. As organizations grow, they tend to face more challenges. These challenges have, therefore, created the need to change the organization's culture to be more supportive to their employees. According to



Costly and Todd (1987, p.13), people work for money, but they also work for more than money. Most employees want to be proud of their organizations, to have a good relationship with other employees and managers and heads of organizations and to believe they have worthwhile jobs. Many factors influence both individuals and groups in organizations, but not all are considered when trying to understand the behavior of people at work.

**The problem then is:**

- How can organizational culture be established and maintained to improve employee performance and job satisfaction.
- What is the impact of organizational culture on employee performance and job satisfaction.

## **OBJECTIVES OF THE STUDY**

**The primary objectives of this study are as follow:**

- a) To explore how organizational culture influences job satisfaction and its subsequent impact on employee performance.
- b) To access the relationship between job satisfaction and employee performance in the context of organizational culture.
- c) To formulate recommendations regarding organizational culture, which will help tackle human resource related issues in the organization.

## **LIMITATIONS OF THE RESEARCH STUDY :**

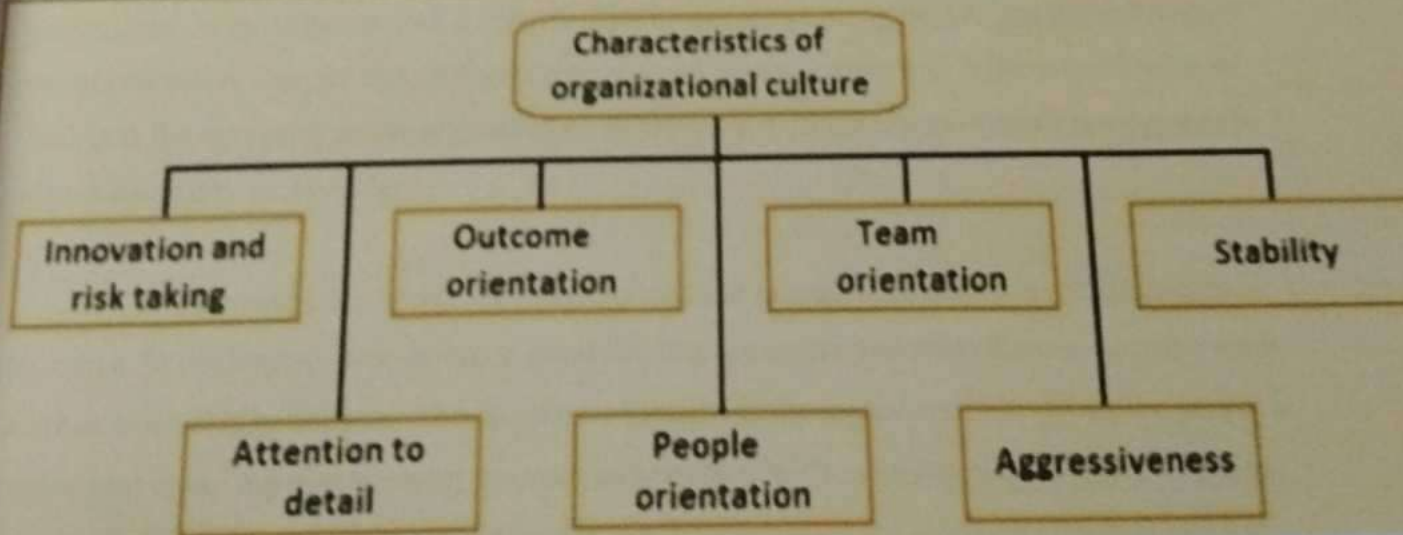
The following research study has time constraints and therefore, this serves to be one of the major limitations. Furthermore, this study is limited to a specific geographical region namely India. Therefore, this study has limited data and information related to the mentioned topic. Furthermore, in this case, employees are chosen from various companies across India and they might not provide authentic data and information regarding organisational culture and it's impact on employees performance.

### Primary characteristics of organizational culture

There are four key uniqueness of the organizational culture which have been identifies. These are

- values which constitutes the beliefs which lie at the heart of the organizational culture
- heroes which means the employees who embody organizational values
- rites and rituals which means those routines of interaction which have strong symbolic qualities
- the culture network which means the informal communication system or hidden hierarchy of power in the organization.

### Primary characteristics of the organizational culture



Different characteristics of the organizational culture have influence on the employees' behaviour. It is seen that the values in the workplace are influenced by the organizational culture. There can be several cultural groupings in the organization which have an

effect on the employee behaviour. There are normally six dimensions of culture which affects the employees' behaviour. These dimensions are

- ✓ power distance
- ✓ individualism and collectivism
- ✓ uncertainty avoidance
- ✓ masculinity or femininity
- ✓ long term orientation
- ✓ indulgence versus restraint.

#### ❖ **power distance**

Power distance is the first dimension and it reflects the inequality in the organization. Some employees have more power than others, while some other employees have better status and respect in the organization. It reflects such inequalities among the various departments of the organization. Despite this, different organization managements find different solutions to deal with the inequality in the organization. However, not all the organizational managements regard inequality as a problem.

In the workplace, power inequality of the line manager-subordinates relationships is objective. In the large-power-distance situation, line managers and subordinates consider each other as existentially unequal. This happens normally in the organization in which the power is centralized in the top management as much as possible. In the small-power-distance situation, line managers and supervisors consider each other as existentially equal and the hierarchical system is established for convenience. Such type of the organizations is fairly decentralized, with flat hierarchical pyramids and limited numbers of supervisory personnel.



### ❖ Individualism and collectivism

Individualism and collectivism is the second dimension of culture. In this dimension differences between organization interest and employees' self interest has perfectly been matched. In collective cultures, the interest of a group or organization is valued more than the interest of an individual employee. In contrast, in an individualist organization, an individual employee's interests are valued over the interests of a group. The organizational expectations in terms of individualism or collectivism are reflected by employees in the organizations.

In the workplace, employees in an individualist culture are expected to act according to their own interests, and the objectives of the work are to be organized in such a way that these match the individual's interests. In a collectivist culture, individual employees are part of groups. The employees act according to the interests of their group, which cannot always match with their individual interests.

### ❖ UNCERTAINTY AVOIDANCE

In the dimension of uncertainty avoidance, all employees have to face the fact that they do not know what is going to happen tomorrow. Hence, every organization is to develop ways to deal with it. The ways can belong to the domains of technology, financial planning, risk planning, and disaster planning etc. Technology, from the most primitive to the most advanced, helps organizational management to avoid uncertainties caused by nature. Financial planning provides organization stability during lean periods. Risk planning helps management to take needed risks while disaster planning provides the organization to overcome disasters with confidence.

In a strong uncertainty avoidance culture, employees prefer rules, regulations, and the conservative legal order, and do not like adventure and innovation. In order to avoid risks, they prefer stable jobs, a secure life, avoidance of conflict, and have a lower tolerance for deviant persons and ideas. In contrast, in a weak uncertainty avoidance culture, conflicts and competitions are acceptable.



#### ❖ Masculinity and femininity

Masculinity and femininity reflect whether a certain organization is predominantly male or female in terms of cultural values, gender roles and power relations. Every organization has males and females employees the numbers can vary from organization to organization. They are biologically distinct. Males are relatively taller and stronger. At the same time, females are thinner and more agile.

In masculine cultures, some occupations are structured based on genders, which means some jobs are given to males and others to females. There is also a stronger emphasis on achievements, growth and challenge in jobs. In this type of culture, employees emphasize job performance more than individual interests. Additionally, employees prefer to receive money, titles or other materialistic or status-oriented rewards. On the contrary, in feminine cultures, good working conditions and job satisfaction are preferred. Meaningful rewards are leisure time, improved benefits, or symbolic rewards.

#### ❖ Long term orientation

Long term orientation is another dimension which consists of long term orientation and short term orientation. The long term orientation dimension can be interpreted as dealing with organization search for values, focus on the future, and pay attention to learning and perseverance.

#### ❖ Organizational behaviour

Organizational behaviour is determined by the employees' behaviour within the organization, like the interface between employees' behaviour and the organization, for the purpose of applying such knowledge toward improving the effectiveness of the organization.

Organizational behaviour applies to the knowledge acquired by individual employees and groups' behaviour within the organization in order to make work more effective. Thus, organizational behaviour is concerned with what the employees do in the organization and how

their behaviour affects the organizational performance. As a result, organizational behaviour is closely associated with such issues as decision-making, leadership, motivation, personality, productivity, human performance and management. Organizational behaviour fall under three domains namely (i) individuals, (ii) groups, and (iii) organization structures.

#### ❖ Individual employee level variables

Individual employees are the basic units with the same direction, but each is different in terms of personality, education, and experience. The challenge of an effective organization is to successfully match tasks. In an ideal situation, in order to approach tasks efficiently and conflict freely, line managers are to identify the tasks first, and then assign them to the employees who have the required skills. During this process, the most obvious characteristics which affect include age, gender, abilities, personality characteristics, perception, values, and attitudes. These characteristics are summarized as the individual level variables which affect employees' behaviour and include biographical characteristics, abilities, values, attitudes, personality, emotions, perception, individual decision making, learning and motivation.

#### ❖ Group level variables

Group level is the second variant of organizational behaviour. A group is composed of individual employees, but employees' behaviour in groups is more complicated than the sum total of all the individual employees acting in their own way. The group level variables which affect employees' behaviour include communication, leadership and trust, group structure, conflict, power and politics, and work teams.

#### ❖ Organizational system level

Organizational system level is the highest level of organizational behaviour. The organizational system or organizational structure is developed to determine how the organization operates. The organizational system assists the organization in approaching its goals to allow for future growth. Just as employees' behaviour in groups is more complicated than the sum total of individuals acting on their own, so is organizational behaviour is more

complicated than the sum total of its member groups. The structures of the organization, the organizational culture, and the practices all have an impact on the organization system level variables.

#### ❖ **Organizational culture and behaviour influencing employee behaviour**

Organizational culture, like morals, laws, and customs, shape employee behaviour and is something which older generations of employees hand down to younger generations. It is a collective programming of the minds of the employees to differentiate them from employees of other organizations. This programming of the minds is derived from the social culture to explain the impact of culture on individual employees. Organizational culture can be likened to a large complex computer which programs the responses and actions of the employees. The individual employees are to learn the programs of the organizational culture in order to make the system work.

Organizational culture permeates organizational environment in such a way as to influence every aspect of the organization. It has an effect on the productivity level of the organization in the sense that it influences employees' behaviour to work and it is the input of the employees to the organization which determines the organizational performance level. It has been suggested that organizational culture affects such employees' outcomes as productivity, performance, commitment, self confidence, and ethical behaviour. Organizational culture is one of the core determinants of the organizational success as it influences employee work behaviour.

Organizational culture plays several roles within the organization. In the first place, it gives the organization its identity, which means it creates boundaries between the organization and the competitors. It provides identity to its employees. Further, organizational culture can transform employees' self-interests into something bigger which coincides with the organizational goal. Additionally, since organizational culture regulates the behaviour of the employee by providing appropriate standards, it enhances the organizational system level. Finally, the organizational culture acts as a behavioural mechanism which guides and shapes the attitudes and behaviour of the employees.



The causes of employee behaviour while staying on a relatively general level can be distinguished between 'volition' and 'ability' for the employee, 'empowerment' and 'obligation' for the situation as well as the 'situational enabling'. If an employees' behaviour does not meet the expectations, then the reason can be (i) they are not able to do it, (ii) they do not want to do it, (iii) they are not allowed to do it, and (iv) they do not have the necessary resources or there are impeding barriers.

It has been found that several factors of the organizational culture such as openness, confrontation, pro-action, collaboration, communication, trust, and autonomy and career development helps in bringing the employee involvement on the board. A climate of management openness refers to employees' collective perception as to what extent the management is receptive to and encourages new ideas, suggestions and even dissents. This in turn results in employee involvement. It is nothing but the employees' involvement in the organizational activities and it is what is needed. The cultural norms have a great influence on employee involvement as it is the determinant of the employees' opinion about the organization. The organization with characteristics like larger power distance, top to bottom communication, less support and delegation downwards, normally has employees who are silently taking up their jobs and have minimal involvement with the workplace.

The phenomenon of organizational culture associated with employee behaviour appears to be increasingly important in the present day workplace environment. Hence, the relationship between organizational culture and organizational behaviour is becoming increasingly important. It is normally seen that there exist a positive relationship between the organizational culture and the organizational behaviour. Several studies have shown this positive relationship by applying different methods such as theoretical study, field study and empirical study and so on.

In one of the studies on the relationship between organizational culture and organizational behaviour, the conclusion is categorized into two models namely a contingency model and a universal model. The contingency model has indicated that better performing organizations have strong cultures, but only if the culture fits the organization's environment.



contrast, the universal model outlined that if an organization wants to behave well in the long term, it is to have a culture focused on three of its stakeholders namely employees, customers, and shareholders.

The operant conditioning model is a model which is used to explain employee behaviour. Conditioning is a systematic procedure through which associations and responses to specific stimuli are learned. Operant conditioning is defined as a type of learning in which the desirable or undesirable consequences of behaviour determine whether the behaviour is repeated. It is also known as instrumental conditioning. The probability of an event occurring depends on its consequences. The basic principle which governs operant conditioning is known as the law of effect, which states that the behaviors followed by desirable outcomes are more likely to recur than behaviors with unpleasant outcomes and vice versa. Rewards and punishments do affect our behaviour. Shaping is an operant conditioning procedure in which closer and closer approximations of the desired behaviors are reinforced, as a way of eventually producing the desired behaviour.

Further, cultural factors and personalities affect organizational behaviour. Organizational culture is one of the many variables which can contribute in explaining the employee behaviour. The organizational culture being composed of six dimensions of power distance, individualism and collectivism, uncertainty avoidance, masculinity or femininity, long term orientation, and indulgence versus restraint have significant impact on how the organization functions. Some variables in the relationship between culture and behaviour are significant since they can have significant influence on the employees, leadership, and organizational strategy as well as on the organizational commitment. In practice, the organization culture has a considerable impact on the organization functioning, management, employees and the organizational future. The organizational culture affects behaviour in six aspects.

First aspect is that the organizational culture has as a guiding role. Organizational culture not only affects clearly the highest or long-term objectives, but also

targets the organizational objectives as individual employees' goals. The objectives set by the organization allow the employees to feel the value of work and inspire the desire of succeeding.

The second aspect is that the organizational culture restraints employees' behaviour. This refers to organizational culture constraints and set standards for the employees' behaviour. For the smooth functioning of the organization, rules and regulations are necessary. Still, it is difficult to standardize all the behaviors of the employees.

The third aspect is the cohesive effect of the organizational culture. When a certain organizational value is recognized by the employees, it becomes a shared bond. Through this impact, employees generate a sense of loyalty towards the organization.

The fourth aspects show that the organizational culture has an impact on the incentives. This refers to the organizational culture has the effect which enables employees generate a force to get attached to the organization emotionally. Promoting the organizational culture is the process which helps the employees looking for the sense to work and to establish a shared behaviour. Through this process, employees can form common values and behaviors with the organization.

The fifth aspect consists of a radiation effect. The organizational culture not only affects inside an organization, but also has an impact on the society through various channels. People in the society understand the deeper values of the organization through symbols, advertising, architecture, products and services. There are several channels to radiate this to the society such as media and the organizational public activities.

The sixth aspect is the innovation. A good organizational culture provides a working environment for its employees which inspires innovation, encourages difference, and tolerates failure. It is necessary not only for the efficient functioning of the organization but even for its survival.

In addition, the influence the organizational culture has on behaviour is also reflected in the management and the role of line managers. When making decisions, management is to confront many complex challenges. The success of the line managers depends on several



factors, for example on their knowledge and understanding of the organizational culture. The line managers who understand the organizational culture and take it seriously are capable of predicting the outcome of their decisions in preventing any anticipated consequences. It is notable that most human behaviour is learned through imitation. In order to get employees to behave as expected, the role of line managers is indispensable. In addition, the management success depends on sending and shaping correct contents about the priorities, values and beliefs. Once the culture is established and accepted, it becomes a strong leadership tool. It associates the employees with the beliefs and values of the organization and helps the management to guide the employees.

Organizational employees are intentionally acculturated into the assumptions and belief systems of the organizational culture. One method of transmitting cultural values and beliefs is through organizational norms. Norms help to shape the behaviour of the employees so that it is in accordance with the values and beliefs of the organizational culture. Culture, acting through institutionalized belief systems and organizational norms, can be a very effective means of directing the behaviour of the employees toward activities deemed important to the goals of the organization. Some examples of organizational cultural impacting on employee behaviour are briefly described below. These are all based on the several studies on the subject on the effect of culture on performance and behaviour.

#### ❖ **Understanding of the organizational history and current approach**

Knowing the culture of the organization allows employees to understand the organizational history and current approach. Once the organizational culture has been established, it tends to perpetuate itself in a number of ways, normally through the organizational employees. The existing employees can screen the potential employees to test how well their values and behaviour fit in. Newly selected employees are explicitly taught the organizational style. Historical stories and legends are told again and again to remind everyone of the organizational values and what they mean. Line managers explicitly behave and act in ways which exemplify the culture and its ideals. Organizational management can communicate the key values over and over in their daily conversations or through special rituals and ceremonies.

Those employees who follow the cultural norms are rewarded and those who do not are penalized.

Commitment to the organization is influenced by its culture, especially if the employees share the values of the culture. These can include identifying with the organizational goals, a willingness to help others, and valuing individual differences and creativity. As an example, at one software development organization, there is an unspoken need for employees to work as hard as possible to build a technically superior product faster and cheaper. It is competitively crucial to be the first to market with new technology. Besides, the challenge to build new innovative computer applications is exciting and appealing to the group of employees who want to be on the cutting edge of technology. They are encouraged by management to do whatever is necessary to get the products designed and built. Management is able to emphasize the values of the culture to help productivity. After the team successfully delivers the product, line managers are able to use their understanding of the organizational culture to encourage new goals and behaviors to be adopted. They tap the value of the hard work demonstrated by the organization to solve a problem with new product development teams.

#### ❖ **Commitment to corporate philosophy and values**

Organizational culture can promote commitment to organizational philosophy and values. Commitment to organizational philosophy and values can be improved by focusing on the actions of the present employees, by adding people who represent the culture, and by socializing employees to new ways of behaviour. Although, it is important to implement performance measures to direct behaviors, however, it is equally important to have informal mechanisms such as stories, celebrations, and symbols to encourage behaviour change.

As an example, one organization wants to encourage all employees to initiate problem solving discussions and generate solutions to those problems. One group of employees solves a quality problem by redesigning the packaging of the product, and these employees become instant heroes. Their names are published in the organizational newsletter; they receive plaques for their innovation, and are praised in management speeches and talks.



Such stories and symbolism undoubtedly reinforce the employees' commitments to the corporate philosophy and values.

#### ❖ Control mechanism for employee behaviors

Organizational culture serves as a control mechanism for employee behaviour. If the culture of the organization is characterized by competition (money oriented culture), then employees tend to behave in ways that are self-serving rather than in the best interest of the system. On the other hand, if the culture is characterized by collaboration (community culture) then employees tend to behave in ways which serve the whole organization. However, sometimes, there is a clash of cultures, especially when an employee or a group of employees has a different set of values than the ones prevailing in the organization.

#### ❖ Employee ethics

Ethical behaviour is defined as that which is morally accepted as 'good' and 'right' as opposed to 'bad' or 'wrong' in a particular setting. Organizations vary in the 'ethical climates' they establish for the employees. It is also clear that the ethical tone or climate of the organization is set at the top. The actions of the management, and the culture it establishes and practices makes a big difference in the way lower-level employees perform and in the way the organization as a whole acts when faced with ethical dilemmas. Depending on the issue, the type of culture in operation influences the choices employees make to a large extent.

Consider for a moment, the networked culture and its propensity to tolerate poor performance. Line managers in such an organization frequently 'carry' the weak employees rather than fire them. The long-term effect is normally damaging to the collective good. Organizational performance can soften, hurting performances, and ultimately can affect good employees who have to be laid off to reduce costs. In other cases, the strong performers can burn out from doing the bulk of the 'carrying'.

This raises a big ethical question, but some people can look at the scenario and say, 'it is okay to cover for a colleague than fire one, which suggests that such line

managers are not prepared to sacrifice individuals for a group. Others can look at it and say that 'sometimes, employees need to be fired for the survival', suggesting that the line managers have a higher comfort level with putting the collective good of the organization first. This does not mean that one response is better than the other, only to say that there is a wide range of what employees are willing, eager, and able to do for the organizations based on the existing culture.

Another ethical question which the employees face is 'how much they are willing to fit in'. Of course the organization places a layer of norms and rules upon its employees. It asks the employees to conform in different ways, requiring them to leave, in varying degrees, parts of their authentic selves outside the work place. The real issue for the employees then becomes whether they fit within the organizational culture, and if not, how much are they are willing to compromise their true identity in order to enjoy the rewards of the organization.

It is important to note that an effective organizational culture needs to encourage ethical behaviour and discourage unethical behaviour. Granted, ethical behaviour can 'cost' the organization at the short-term, but long-term, the organization gets befitted.

## CHAPTER II

### ORGANIZATIONAL HISTORY

#### **Company Profile:**

Ramesh Flowers (P) Ltd., has been one of the largest manufacturers and exporters of Home Fragrance and Home Decor products in India since its inception in 1982. The company was founded by **Mr. Mahendra Raj Singhwi**, in a port town called Tuticorin in Tamil Nadu, because of its close proximity to the harbour which facilitated exports.

Ramesh Flowers works in harmony with nature creating exquisite home and lifestyle products using natural botanicals. Over the years the company has expanded its product portfolio tremendously by manufacturing home fragrance products like candles, essential oils and incense. Starting with just 5 employees, today Ramesh Flowers has grown into a distinguished company that proudly employs over 2600 people, 81% of which are women. With around 40 years of experience in manufacturing and exporting high quality products to leading brands across thirty two countries, the company has set a benchmark for quality and creativity.

Through constant innovation and new product development Ramesh Flowers offers consumers worldwide with design-driven, high quality products that are up to date with the latest trends. Flora Classique Inc., has been a subsidiary of Ramesh Flowers in California for over a decade which extends its support in activities like marketing, distribution and strategic development in the American sub-continent.

Ramesh Flowers proudly supports the "Make in India" initiative and works towards presenting India's treasure trove of botanicals and exotics in the form of beautiful home decoration products to the rest of the world.



## Accreditation

QMS ISO 9001:2015

EMS ISO 14001:2015

OHSAS ISO 45001:2018

## Vision

### 1. Be Innovative

We are devoted to innovation. We look forward to raise our focus on novelty in products, technologies, organizational structure, and accomplishments. We are also committed to bring about changes in the organizational culture so as to enable us to meet the emerging challenges of the industry.

### 2. Be Advanced

We are responsive to the volatile business environment dynamics. The proceedings of the organization are and will be always directed towards bringing about the variations that are and would be required in the near future.

### 3. Be Authentic

We wish to be seen as an organisation that our Customers and our Society at large, can always count upon, that is, whatever or however we do or make, adheres to strict International laws and standards, so we always intend to be an organisation which is exhorted to go absolutely "green" minus the "mean", which signifies our efforts towards the progression of the society and environment without any business or ulterior motives.

### 4. Be Global

We are an organization with our footprints in more than 32 countries, spread across 4 continents, but here we believe, it's not enough to pander our vanity, we wish to



broaden our horizons as well as our reach, as we look forward to spread the essence of our invaluable products to each nook and cranny of the globe.

### **Be the Preferred Supplier**

We have been the frontrunners in manufacturing of high quality Home Fragrance and Home Decoration products for close to three decades now. With a coveted clientele of Big Wholesalers, Manufacturers and Retail Giants, we wish to continue with our success story and sustain the title of being known as the 'Preferred Ones' in this industry.

### **Be in Harmony with Nature**

As an organization, we understand our roles and responsibilities towards our employees' general health and well-being, the environment and the society as a whole, that's why our commitment and actions have always been directed towards forging a relationship with them, that is not only beneficial to us but mutual.

**Company Logo**



# **RAMESH FLOWERS**

PRIVATE LIMITED

*In harmony with nature*

SINCE 1982

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**A MEMBER OF THE GALA GROUP**

## Corporate Social Responsibilities (CSR)

### EDUCATIONAL RESPONSIBILITY

We aim to bring about a significant positive change in the socio-economic status of rural India by offering quality education to deserving individuals.

We also provide training in life and work skills outside of the formal education system to adolescent girls and boys, to enable them to live a more materially improved and fulfilled life. In 2016 around 1180 children of our invaluable employees availed benefits of the 'Free Notebooks Scheme'. We also sponsored part of the tuition fee for 69 children.

### SOCIAL RESPONSIBILITY

We do our best to help the physically challenged, mentally challenged and orphans. We also have a 'Workers Marriage Welfare Scheme' that benefitted around 48 physically challenged employees in 2016.

We also provide our employees with 'Foundational Training' in Health and Nutrition, Work-Life balance, Communication Skills and Occupational Safety. Additionally we offer 'Advanced Training' in Functional Literacy and Leadership.

We proudly support Women Empowerment Initiatives to motivate all our female employees and to boost their self-confidence. Recently, we provided them with Self-Defence training.

## HEALTH RESPONSIBILITY

We believe in the health and safety of our employees and work extensively towards providing them with healthcare facilities that are not available to them. With the help of the SSS Foundation we organise Cancer Awareness Camps, HIV/AIDS Awareness Camps and other Health Initiatives.

Our female employees are given the opportunity of getting free cancer tests, and all expenses borne by the SSS Foundation and the Bhomiaji Trust in case any of the tests are positive.

## ENVIRONMENTAL RESPONSIBILITY

Our level of compliance with city, state and federal regulations is unmatched in the Industry. We focus on:

1. Minimizing waste
2. Reducing chemical usage
3. Reusing Water: In 2015, we recycled 10,60,100 litres of water.
4. Rainwater Harvesting Systems with a capacity of 12 Lakh Litres.
5. Preventing Pollution
6. Conserving Energy through the use of Solar Panels
7. Using Cleaner Production Techniques
8. Complying with Environmental Legislations and Regulations

## SPORTS + RECREATION RESPONSIBILITY

As a contribution to the Sports Development in India, we identify budding talent in Cricket from rural India and provide them with a monthly stipend and provide them with facilities to hone their skills. Our players have participated in District and State Level Tournaments organised by the Tamil Nadu Cricket Association. We organise a cricket tournament annually, called the 'Ratan Trophy' which is a great platform for young cricket enthusiasts to showcase their talent and progress in the field.

## **CAPABILITIES:**

### **MANUFACTURING + SALES**

1. Factories located in close proximity (~15 km) to the port in Tuticorin, Tamil Nadu.
2. We undertake private label manufacturing.
3. In-house dyeing, bleaching, fragrance and packaging amenities.
4. Top-notch Effluent Treatment Plants, Green Houses and Solar Heating Systems.
5. Spread across a sprawling area of 314860 sq. meters.
6. Offices and showrooms in Tuticorin, Delhi and Murietta.
7. Electronic Data Interchange (EDI) & Enterprise Resource Planning software - Navision systems in place.
8. Compliant to Stringent 'International Laws & Standards' and ratified by independent audit agencies.
9. State of the art Manufacturing capability with a workforce of 2800 personnel.

### **RESEARCH + DEVELOPMENT**

1. Extensive Market Research and Trend Analysis performed by our global market research teams.
2. Top-notch In-house Research and Development facilities for New product development.
3. A well trained team to conceptualise and develop competitive and cutting-edge home fragrance and home decor products.
4. Highest quality equipment's for research and testing.



## CHAPTER-3

# A STUDY ON ORGANIZATIONAL CULTURE AND IT'S IMPACT ON EMPLOYEES BEHAVIOR

An organization's culture defines the proper way to behave within the organization. This culture consists of shared beliefs and values established by leaders and then communicated and reinforced through various methods, ultimately shaping employee perceptions, behaviors and understanding.

**What employees learn from company culture of Ramesh Flower Pvt.Ltd:**

- Which policies and procedures are important to follow
- How to get recognized
- How to get promoted
- How to avoid failure or (public) shame
- How transparent and honest to be
- When it's appropriate to take a break

**4 Ways manufacturer of Ramesh Flower Ltd follow to Improve Company Culture :**

### **1. Praise Publicly**

Public praise for individuals, on some kind of standard weekly or monthly basis, goes a long way. Be clear why someone is getting praised and share an example of the tangible impact they made. Remember, the purpose of public praise is two-fold: recognize the employee while reinforcing the activities and attitudes want to see more of.

## **2. Have Clear Core Values (keep them short)**

Use them to hire and fire. Display them proudly. Talk about them. The more employees hear and understand what the core values are, and see leaders demonstrating those values, the more company culture will influence every employee to maintain those values.

## **3. Invest in workforce**

Reward employees with opportunities for cross training or other forms of continuing education. How can organization teach an employee in an informal way? Mini internal apprenticeships, for instance, can go a long way to grow close relationships and make the workforce more flexible.

## **4. Promote your culture**

As manufacturers build their company culture they also need to promote it. Letting potential candidates know about the recognition, the opportunity, or the investment of company is making in its people will make a huge difference in attracting the right people. Make sure website's About Us page, Careers page, homepage and social media accounts all show the behind-the-scenes efforts to develop company's culture. If don't know where to start when it comes to digital promotion, check out our Ultimate Guide for Manufacturers.

## **Steps Followed by Ramesh Flower Pvt.Ltd to Build a Strong Company Culture:**

### **1. Start with a purpose.**

The purpose should be authentic, inspirational, and aspirational. Do what's right for company.

...define a common language, values and standards.  
...ready for a culture to be successful, those at your company must speak the same language and  
...the same page about what your values are. This common language needs to be understood  
...everyone in the company -- from the CEO down to the mail room worker.

...Lead by example:

...culture is shaped by how a company's leaders act. Every leader needs to internally and  
...externally reflect the company's values and be its strongest advocates.

...Identity (cultural) ambassadors.

...The role of these ambassadors doesn't diminish with time. On the contrary, their role increases  
...as your company grows and in the end, gives a competitive advantage

...Be truthful and always communicate:

...Integrity has been defined as "doing the right thing, even when nobody's watching." Whatever  
...we do, we must always demand that everyone in company adhere to being truthful and approach  
...everything with the utmost integrity.

...Treat people right.

When employer thinking about hiring new employees, spend time screening for character rather  
...than skill. Hiring someone with impressive skills and a bad attitude is a sure-fire way to sabotage  
...company's own culture, but once hired the right people, treat them right.

**Workplace Practices**

In RAMESH FLOWER PVT. LTD., they set some workplace practices to transcend policies and  
...practices. It is about how their leaders are doing such practices in the company.

- Recruitment
- Training and Development
- Encourage Employees to Contribute Ideas and get Involved in Decisions .
- Fun at Work

### ● Recruitment

In RAMESH FLOWERPVT. LTD., their main objective is to select right person for the right job. company selects only experienced people at the management level, so that only experienced people can do their work perfectly. This process is done by HR manager. As for some units are also selected based on their experience, only then process can be done without any hazards to achieve their daily target.

### ● Training and Development

In RAMESH FLOWERPVT. LTD., the management staff is given training for once in six months, while the employees are given training whenever the culture changes technologically. Also fresher's are given training on their joining. Only through proper training the company has achieved its goal. Also comparing to the past years the company has gained development by through training the employees.

### ● Encourage Employees to Contribute Ideas and get Involved in Decisions

In RAMESH FLOWERPVT. LTD., they involving employees, asking their opinions and listening. their advice and feedback makes a huge difference to them and will provide an environment that is open to innovation and improvements..

### ● Fun at Work

In RAMESH FLOWERPVT. LTD., they provide downtime from work to their employees. This should be a casual day, afternoon break with a difference like culturally focused food, team outing, etc.



## CHAPTER 4

### CONCLUSION

The study was conducted on the organizational culture and its impact on employee behavior regarding RAMESH FLOWER PVT LTD . The study was to know whether organization culture helps to improve employee behavior. In today's highly competitive business environment, everything from sales to recruiting becomes more challenging. One way to make it all easier is by being a Organization that people want to do business with and work for. Smart organizations know that a strong, positive Organization culture is one of their most important assets. Culture within an organization is very important, playing a large role in whether or not the organization is a happy and healthy place to work . Through communicating and promoting the organizational vision to subordinates, and in getting their acknowledgement of the vision, it is possible to influence their work Employee behavior and attitudes. There is a good organization culture it helps functional heads to motivate the employees for increasing productivity and organizational development.

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**AN INTERNSHIP REPORT ON WAGES FIXING  
ADMINISTRATION WITH SPECIAL REFERENCE TO ABI  
TECHNOCHEM PRIVATE LIMITED, THOOTHUKUDI.**

*(An internship report submitted in partial fulfilment of the requirements for the degree)*

**Of  
MASTER OF HUMAN RESOURCE MANAGEMENT  
Of**

**ST. MARY'S COLLEGE (Autonomous) – THOOTHUKUDI**

Submitted by

**N. ATHI LAKSHMI**

**REG NO: 20SPHR02**

Under the guidance of

**Ms. M. FATIMA LUCIA SHEEBA B.Com. MBA. NET** Department of  
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St. Mary's College (Autonomous)

(Re-accredited with "A+" Grade by NAAC)

Thoothukudi – 628001



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Thoothukudi – 628001

November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT ST. MARY'S  
COLLEGE (AUTONOMOUS) THOOTHUKUDI**



**CERTIFICATE**

This is to certify that **N. ATHILAKSHMI** of second year Master of Human Resource Management has undergone Internship training on "**WAGES FIXING ADMINISTRATION**" With Special Reference to **Abi Technochem Private Limited, Thoothukudi**" under the guidance of **Ms. M. FATIMA LUCIA SHEEBA B.COM., MBA, NET** and this is an original work up to my knowledge.

  
**CO-ORDINATOR**

  
**FACULTY GUIDE**

  
**DIRECTOR OF SSC**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

  
**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

  
**EXTERNAL EXAMINER**



## **DECLARATION**

I hereby declare that the internship entitled "**A Study on WAGES FIXING ADMINISTRATION With Special Reference To Abi Technochem Private Limited, Thoothukudi.**" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, Fellowship or other similar titles.

**Place:** Thoothukudi

N. Athilakshmi  
**Signature of the candidate**

**Date:** 9/12/2021

**(N. ATHI LAKSHMI)**

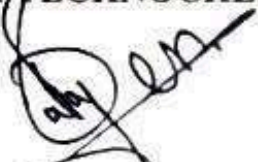
09.06.2021

**INTERNSHIP TRAINING CERTIFICATE**

This is to certify that **Ms. Athi Lakshmi. N (20SPHR02) II MHRM** student of **St. Mary's College (Autonomous), Thoothukudi** has undergone online internship on the topic "**A Study on Wages Fixing Administration**" at our Organization for 15days during the period from May 2021 to June 2021

Her conduct and performance was good during the period of internship.

For **ABI TECHNOCHEM PRIVATE LIMITED**



**S. D. PONSEELAN**  
**MANAGING DIRECTOR**

## ACKNOWLEDGEMENT

Thank you is a small word filled with heartfelt gratitude. I express my heartfelt thanks to the **Lord Almighty** for showering his blessing towards the successful completion of my internship.

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Assistant professor of the Department of Human Resource Management, for her excellent guidance and persistent encouragement throughout the completion of my internship report.

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Finally, I also thank my parents and friends for their ethical support and encouragement which has helped me in completing this work.

## **ABSTRACT**

Stress is a problem in almost all the countries of the world, irrespective of whether the company is strong or weak. Considered from an individual's point of view. Stress is body's physical, mental, and chemical reactions to circumstance that frighten, body's general response to environmental situations. It can lead to physiological discomfort, some kind of emotional unhappiness and strained relationships with other people.

However, repeated stressful situations put a strain on the body that may contribute to physical and psychological problems. Chronic (long-term) stress can have real health consequences and should be addressed like any other health concern. Fortunately, the organization should take certain stress-reduction techniques. That would help people learn to manage their stress.

This study was conducted on stress management in ABI TECHNOCHEM PVT LTD, the aim of this study is to know about the stress level of the employees and the steps taken by the organization to reduce stress.

Remedies are taken by the ABI TECHNOCHEM PVT.LTD, to reduce stress so that it would improve the work efficiency and it motivates the employees and thereby the bond get stronger between the employees and the organization.



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# **CHAPTER - I**

## **CHAPTER - 1**

### **INTRODUCTION**

Wages constitute the major factor in the economic and social life of any community in an economic sense; wages represent payment of compensation in return for work done. In a sociological sense, wages characterize stratification of occupational categories. In a psychological sense, wages satisfy need directly and indirectly in response to changing employee aspiration. The determination of wages policies and satisfying the employees as regards to wages and rates of wages is an important aspect of wage administration. As a matter of fact wage and salary administration is one of the major responsibilities of modern manpower management.

### **MEANING**

In simple words wages means reward for the laborer for his services rendered to the industry. These can be paid on per unit, per hour, daily, fortnightly, weekly, or monthly basis. Laborers render services of both types i.e. mental and physical. Labor is one of the most important factors of production. Labor expects fair wages for the services it renders to the process of production. Normally, the term wages is used to refer to payment made for services given by manual labor or non-supervisory and non-clerical staff.

### **DEFINITION:**

According to Prof. Straitoff, "Wages is the reward of that labor which creates utility."

As per the ILO, "Wages refer to the payment which is made by the employer to the laborer for his services hired on the conditions of payment per hour, per day, per week, or per fortnight."



## **BASIC CONCEPTS:**

A 'wage' is the remuneration paid, for the service of labor in production, periodically to an employee/ worker. "Wages" usually refer to the hourly rate or daily rate paid to such groups as production and maintenance employees ["blue-collar workers"]

Indian Labor Organization [ILO] defined the term wage as "the remuneration paid by the employer for the services of hourly, daily, weekly and fortnightly employees".

'Salary' normally refers to the weekly or the weekly or monthly rates paid to clerical, administrative and professional employee ["white-collar workers"].

### **Nominal Wages:**

It is the wage paid or received in monetary term. It is also known as money wage.

### **Real wage:**

It is the amount of wage arrived after discounting nominal wage by the living cost. It represents the purchasing power of money wage.

### **Take home salary:**

It is the amount of salary left to the employee after making authorized deductions like contribution to the provident fund, life insurance premium, income tax and other charges.

### **Cost to the company (CTC):**

The concept 'cost to the company' includes payment made to the employee including pensions, health insurance, death in service, gratuity, company car or own the car scheme, child care provisions, subsidized meals, etc.

The 'wage levels' represent the money an average worker makes in a geographic area or in his organization.



**Wage rate:**

It is the amount of remuneration to a unit of time excluding incentives, overtime pay, etc. The term 'wage structure' is used to describe wage/ salary relationships within a particular grouping. The grouping can be according to occupation, or organization, such as wage structure of craftsman (carpenters, mechanics, bricklayers, etc.

The wage structure or 'Grade' is comprised of jobs of approximately equal difficulty or importance as determined by job evaluation.

**Job:**

A "job is a group o positions that are similar as to the kind and level of wok." In some instances, only one position may be involved, simply because no on the position exists.

**Job analysis:**

It is the determination of the task which comprises of the jobs and of the skills, knowledge, abilities and responsibilities required of the worker for a successful performance and which differentiate one job from all other. Job analysis include job description and job specification.

**Job description:**

"Job description is an organized, factual statement of the duties and responsibilities of a specific job." It is a standard of function, in that it defines the appropriate and authorized content of a job.

**Job specification:**

A job specification is "a statement of minimum acceptable human qualities necessary to perform a job properly." It is a standard or personnel and designates the qualities required for acceptable performance.

## **Job classification:**

A job classification is "a grouping of jobs on some specified basis such as the kind of work or pay." For example, a teacher, a doctor, an engineer, etc.

Wage and salary structure consists of the various salary grades and their different levels of single jobs or groups of jobs. The term wage structure is used to describe wage/salary relationships within a particular grouping.

## **NATURE:**

1. The basic purpose of wage and salary administration is to establish and maintain an equitable wage and salary structure.
2. It is concerned with the establishment and maintenance of equitable labor cost structure i.e. an optimal balancing of conflicting personnel interest so that the satisfaction of the employees and employers is maximized and conflicts are minimized.
3. The wage and salary administration is concerned with the financial aspects of needs, motivation and rewards.
4. Employees should be paid according to the requirements of their jobs i.e. highly skilled jobs are paid more compensation than low skilled jobs.
5. To minimize the chances of favoritism.
6. To establish the job sequences and lines of production wherever they are applicable.
7. To increase the employees morale and motivation because a wage programmer can be explained and is based upon facts.

## **CHARACTERISTIE:**

1. Payment of wages is in accordance with the terms of contract between the employer and the worker.
2. The wages are determined on the basis of time-rate system or piece-rate system.

3. Wages change with the change in the time spent by the laborer.
4. Wages create utility.
5. Wages may be paid weekly, fortnightly, hourly, or on monthly basis.
6. Wage is the reward paid to the workers for the service rendered by them.
7. Wages can be paid in cash or in kind
8. All kinds of allowances are included in wages.

### **OBJECTIVES:**

1. To compare or draft company HR policy
2. Find out the income level and return ratio of similar industries
3. To understand wage differentiation
4. To examine the competitiveness of entry level employees
5. To establish hiring rates favorable to the community
6. To keep abreast wage and salary rates with production cost
7. To minimize labor turnover due to pay disparity
8. To increase employee's satisfaction and morale
9. To learn about the trend of perks and benefits in the market
10. To resolve existing labor problems concerning compensation

### **IMPORTANT ASPECTS:**

- Wage policies need to be properly made keeping in mind
  - Interest of employees,
  - Interest of management,
  - Interest of consumers, and
  - Community
- Difference of pay based on job requirements like skill, effort, responsibility, working conditions and mental and physical requirements.
- Wages and salaries should have parity existing in the labor market.



- The payment plan should distinguish between jobs and employees.
- Wage policies should have clarify, and it should be in written form so as to enable uniformity and stability.
- Wage decisions need to be carried out only against organisation's well formulated policies.
- Management should ensure that employees are fully aware of the existing wage policies.
- Proper evaluation of wage policies to be carried out as and when it is required and also to be checked .They need to be adequately amended and updated at regular intervals.
- Performance rating and job descriptions should be periodically checked and updated for ready reference.

## **MAIN PRINCIPLES:**

Development and administration of sound wages and salary policies are not only important but also complex managerial functions. The complexities stem from the fact that on the one hand, a majority of union management problems and disputes relate to the question of wage payment and on the other, remuneration is often one of the largest components of the cost of production. Thus, it influence the survival and growth of an organization to the greatest extent.

## **THE IMPORTANT AMOUNG THEY ARE:**

- ❖ Wage and salary plans and policies should be sufficiently flexible.
- ❖ Job evaluation must be done scientifically;
- ❖ Wage and salary administration plans must always be consistent with overall organizational plans and programmers;



- ❖ These plans and programmes should be in conformity with the social and economic objectives of the country like attainment of equality in income distribution and controlling inflationary trends;
- ❖ Both these plans and programmes should be responsive to the changing local and national conditions; and
- ❖ These plans should simplify and expedite other administrative processes.

## **ELEMENTS OF WAGE AND SALARY SYSTEM:**

Wage and salary system should have relationship with the performance, satisfaction and attainment of goals of an individual.

- Henderson identified the following elements of wage and salary system:
- Identifying the available salary opportunities, their costs, estimating the worth of its members of these salary opportunities and communicating them to employees
- Relating salary to needs and goals
- Developing quality, quantity and time standards relating to work and goal
- Determining the effort necessary to achieve standards
- Measuring the actual performance
- Comparing the performance with salary received
- Measuring the job satisfaction gained by the employees
- Evaluating the unsatisfied wants and unreach goals of the employees
- Finding out the dissatisfaction arising from unfulfilled needs and unattained goals
- adjusting the salary levels accordingly with a view to enabling the employees to reach unreach goals and fulfill the unfulfilled needs

## **STEPS INVOLVED IN DETERMINATION OF WAGE RATE**

- Determination of wage rate of employees is one of the basic activities of management. Good wage package creates a situation for attraction of outside/external candidates for any organizational job and also for retention of existing dynamic, competent employees in the organization.
- Classifying similar jobs into pay grades (establishing pay grades) For determining such wage rate organization needs to take steps like:
- Collecting information from other companies in respect of wages paid by them to their employees (wage survey)
- Evaluation of each job (ascertaining worth of each job ) of the organization
- Developing wage curve for assigning pay rates to each pay grade.
- Developing pay-rate level (pay rate ranges) and adjusting pay rates.

## **STEPS INVOLVED IN WAGE AND SALARY SURVEY:**

Wage and salary survey is conducted in varied forms depending upon the purpose, time constraints and scope.

The method, however, follows the following steps:

### **1 .PLANNING:**

Decide- what? Why? Where? Who? And when?

First of all, which jobs of which nature are to be compared, what class of workers' compensation is to be surveyed, which company and area are to be surveyed and the

Employee's cadre are to be determined

## **2. SOURCE AND SAMPLE SELECTION:**

Source and the sample size will again depend on the class or the type of survey, and the survey method adopted. If it is a commissioned or packaged survey, we need to decide the institution, agency or the management consultancy to collect the data

## **3. CONDUCTING SURVEY:**

Again depending upon the type of survey, the questionnaire, the points for discussions and the format for recording the data should be first determined. Using the predetermined tools and the formats, the required data to be collected is disseminated and recorded.

## **4. ANALYZING AND INTERPRETING:**

Data is then analyzed and interpreted in line with the purpose of the survey such as:

- Entry-level job rates,
- Position of the company on the market,
- Company pay structure in line with competitors, and
- Factors to be considered for designing pay structures.

## **5. CONCLUDING:**

The observations or findings are then summarized to have comprehensive data to design the appropriate compensation structures.

## **MAIN FACTORS AFFECTING WAGE AND SALARY LEVELS:**

The wage policies differ from organization to organization. Marginal units pay the minimum necessary to attract the required number and kind of labor. Often, these units pay only the minimum wage rates required by labor legislation, and recruit marginal labor.



**The main factors influencing wage or salary levels are:**

### **JOB NEEDS:**

Different types of jobs require different levels of both physical and mental skills. Some require high skills so pay is high on the other hand simple, routine jobs where skill requirement is low are paid low.

### **ABILITY TO PAY:**

Ability to pay depends upon the profit earning capacity of the organization MNCs pay relatively higher salaries due to their higher paying capacity.

### **COST OF LIVING:**

Due to inflation, the real wages decline affecting the purchasing power of workers. Therefore, dearness allowance is given according to change in consumer price index.

### **PREVAILING WAGE RATE**

Prevailing wage rates in competing firms within an industry are into account while fixing wages & company that does not pay comparable wages may find it difficult to attract and retain talent.

### **UNION**

Highly unionized sectors generally have higher wages because well-organized unions can exert pressure on management and obtain all sorts of benefits and concession to workers.

### **PRODUCTIVITY**

In many organizations, pay is linked to productivity or performance of workers.



## **DEMAND AND SUPPLY OF LABOUR:**

The demand for and the supply of certain skills determine prevailing wage rates.

E.G.- High demand for IT professionals ensure higher pay for them.

## **STATE REGULATIONS**

Wage policy and laws of the government exercise a significant influence on wage levels. Government has enacted laws to protect the interests of the working class. No organization can violate laws relating to minimum wages, payment of bonus, dearness allowance and other allowance etc.

## **IMPORTANT FACTORS CONSIDERED TO FORM A SOUND WAGE POLICY**

The price to be paid as wage or salary for the utilization of services of an individual worker or executive – is affected by a number of factors as follows:

### **1. DEMAND AND SUPPLY**

Demand for and supply of labor and its availability will have great influence on the determination of wage rates. If there is a shortage of labor, the wages demanded will be high. If, on the other hand, labor is plentiful, workers will be too willing to work at low rates of wages. But in recent years both management and labor has been becoming less and less dependent on this “law” as a basic factor.

### **2. “GIVING WAGES”**

The giving wage is usually the ruling wage, in any locality, but some companies pay higher rates in order to foster the continued goodwill of workers in the community.

### **3. COST OF LIVING**

The cost of living or more precisely changes in the cost of living which affect the purchasing power of the wage have been used with profit by many companies. Where,

however, the employers are short sighted and ignore the changes in the cost of living, trade unions come out with a demand for a wage rate which takes into account the current cost of living index.

#### **4. UNION-MANAGEMENT NEGOTIATIONS**

A well-organized labor which is directed by strong leadership is usually in a position to secure higher wage levels through union management negotiations. Collective bargaining can be a useful method if pursued rationally by both the managements and unions. It can give the enterprise a predictable wage burden, and the workers the predictable income.

#### **5. STATE OF COMPETITION**

The wage level is also affected by the degree of competition in the market for the products of an industry. In a state of perfect competition (which is hardly ever present), the level of wages may be at par with the value of the net addition made by the workers to the total output. If there is imperfect competition in the product market, the wages are not likely to reach this level.

#### **6. STATE REGULATION**

Often it was found that the bargaining power of the workers was not strong enough to ensure fair wages. Consequently, the state found it necessary to step in. To ensure the payment of a minimum wage in certain specified industries and occupation the minimum wages act was passed in 1948. Payment of bonus was made compulsory under the payment of bonus act, 1965, and fringe benefits given under the employees state insurance act, 1948, and provident fund act, 1952 and so on.

#### **7. OTHER FACTORS:**

In addition to above factors, there are some other which influence actual wage levels in an organization. These may be the firm's ability to pay, the level of national

income and its distribution, the place of industry in the national economy, e.g., in a strategic industry wage level could be quite high.

## **TYPES OF WAGE AND SALARY SURVEYS:**

Wage surveys are conducted in different ways depending upon the company's objectives or purpose, the size of the company and the time and cost constraints.

### **THE TYPES OF SURVEY ARE MOSTLY OF FOLLOWING TYPES:**

1. Commissioned or packaged
2. External or participative 3. Internal or mutual.

### **THESE CAN BE CATEGORIZED AS:**

1. Generally published surveys
2. Compensation club survey 3. Customized surveys.

## **COMMISSIONED /PACKAGED SURVEY:**

These are also termed as generally published surveys as the data are collected from a research body or agency that keeps on conducting such surveys and provides the data on request. However, they charge for it. These data should, however, be scrutinized as they may be for the same industry but may not match the size or the numbers of employees and the numbers of jobs necessary for any particular industry.

## **EXTERNAL OR PARTICIPATIVE SURVEY:**

This is also referred to as a compensation club survey as in this survey member industries share the data with the member who wishes to do the survey through questionnaires or personal meetings or phone calls.



## **INTERNAL SURVEY:**

This type of survey is done within the organization and involves dissemination of the internal records or questioning personnel or employees.

In this type of survey, the surveyors extrapolate the existing secondary data of the company to work out wage differentials.

## **CLASSIFICATION OF WAGES:**

1. Living wages
2. Minimum wages

### **1. LIVING WAGES**

According to the fair wages committee report, the living wages must be able to make the male earner to provide himself and his family not only basic necessities, viz.- food, clothing and shelter but also education for the children and protection against ill-health and essential social needs. The living wages means provision for the bare necessities with certain amenities considered necessary for the well-being of a worker in terms of his social status. This provision has the reference to Article 43 of Indian constitution.

### **2. MINIMUM WAGES:**

This is the lowest wage. With this wage a worker and his family can just pull on the life; in other words, it can provide a minimum level of subsistence. This includes food, shelter and clothing. Minimum wage in a country is fixed by the government in consultation with business organizations and trade unions. When minimum wages are fixed, it is the duty of the government that employers are not exploiting the work force.

Government of India passed the minimum wage Act in 1948. According to the Act, wage should include such factors as local economic conditions, transportation cost and the size of units in the industry in fixing minimum wages.



**Minimum wage act is supposed to have the following benefits:**

- This law prevents exploitation of employees, undue advantage of employing individuals who possess very little bargaining power.
- The law abolishes the competition in lower strata of workers with the upper grades and tends to prevent depressing the wages.
- The productivity of industry is increased by foreign employees to use the most efficient production methods and ultramodern equipment in order to enable employees earn their living / wages and at the same time the worker is stimulated to increase his efficiency so as to help him hold his position.

## **STRUCTURE OF WAGE/ SALAERY IN INDIA**

In simple language, a salary and wage structure is a series of wage rates/grades that obtain in an organization for compensating labor. According to Prof. Dunlop, a wage structure 'is the complex of rates within firms differentiated by occupation and employees and the complex of inter-firm rate structure'.

Progressive employers like the Tatas, the Aditya Birla Group, Wipro and others have Well-designed wage structure as per their wage policy.

In the Indian context, a wage/salary structure may be divided into four components:

- a) Basic wage,
- b) Dearness allowance,
- c) Allowances, and
- d) Fringe benefits

## **BASIC WAGE:**

A basic wage is the base rate in the respective grade/scale of the wage structure developed after the collective bargaining process, or on the basis of the recommendations made by the fair wages committee, 1948 as also the 15<sup>th</sup> Indian Labour Conference, 1957 and the various rulings of tribunals and courts in the post- independence period.

To summarize, the following factors are taken into consideration in working out the wage differential:

- Level of skill required on the job
- Level of experience needed on the job
- Fatigue arising out of stress/ strain on the job
- Level of responsibility the job demands

## **DEARNESS ALLOWANCE:**

Dearness allowance is a part of the negotiated wages/pay agreement in an organization. The objective for paying dearness allowance is to neutralize the rise in prices of essential commodities. Dearness allowance is linked to the ALL- India consumer price/index AICPL.

Every point rise or fall in the index is linked to money value. And, so the dearness allowance varies according to the index.

## **ALLOWANCES:**

Allowances are another form of compensation to a wage earner, which are negotiated as a part of wage revision in the collective bargaining process.

Today there are a large number of allowances paid in the variety of organization:

- Car allowance/ conveyance reimbursement
- City compensatory allowance
- Transport all allowance/ subsidy for outstation workers
- Deputation allowance for staff on deputation
- Education, servant, mail and cook allowance
- Cash allowance for staff of accounts dept. On cash disbursement
- Book allowance

### **FRINGE BENEFITS:**

A fringe benefit is an indirect benefit and constitutes a major part of the wage and the benefit is not merely fringe or peripheral. Some define fringe benefits as a wage cost, not directly linked to employees' productive efforts, sacrifice, service/ performance. Fringe benefits no doubt, are non-wage benefits offered to staff/ employees in an organization.

### **Fringe benefits also known as perks or perquisites include:**

- providing status to an executive by giving entitlement to use company's car with/ without chauffeur, allowing entertainment facilities, holidays, foreign travel, telephone facility at home, mobile phone, etc.,
- providing security through insurance coverage and the employee medical facilities for himself, family and his dependents, children's education facilities/ subsidies; and work benefits like air conditioner in office and
- key benefits are provided which includes share scheme, profit sharing, retirement counseling and loan for housing at normal rates of interest

## **IMPORTANT SYSTEMS FOR FIXING SALARY**

The important among them are;

- Wage theories;
- Job evaluation ;
- Wage/ salary survey;
- Various factors affecting wage and salary levels
- Wage fixation institutions in India.

### **WAGE THEORIES:**

There are a number of theories on wages.

Important among them are discussed hereunder:

#### **THE JUST WAGE THEORY**

This was the first theory on wages advocated during medieval period. The essence of this theory is that the worker should be paid on the level of maintaining himself and his family.

#### **SUBSISTENCE THEORY**

According to Ricardo "the laborers are paid to enable them to subsist and perpetuate the race without increase or diminution."

#### **STANDARD OF LIVING THEORY:**

Karl Marx pointed out that the "wage of labor is determined by the mode of production of the country concerned."



## **THE WAGE FUND THEORY:**

According to J.S. mill, the wages are determined on the basis of the relationship between the amount of fund allocated for the purpose of wage payment and number of workers in a country.

## **RESIDUAL CLAIMANT THEORY:**

According to walker, the wages are determined on the basis of the amount left after the payment of rent, profits and interest to land, entrepreneur and capital respectively out of the production value.

The amount of wages = production value – (rent + profits + interest).

## **MARGINAL PRODUCTIVITY THEORY:**

According to J.B. Clark, the wages are determined on the basis of marginal contributions of the worker to the production. The employer stops employing further workers where the contributions of the most recently employed worker are equal to his wages.

## **THE BARGAINING THEORY OF WAGES:**

According to this theory the wages and other terms of employment are determined on the basis of the relative bargaining strength of the two parties, viz., the employer and the employees. Webs stated that, "the conditions of the market which under a system of free competition and individual bargaining determines the conditions of employment."

## **CONTRIBUTION OF BEHAVIOURAL SCIENTISTS TO THE WAGE THEORIES:**

According to behavioral scientists, wages are determined on the basis of several factors like the size, nature, prestige of the organization, strength of the union, social norms, traditions, customs, prestige of certain jobs in terms of authority, responsibility

and status, level of job satisfaction, morale, desired lines of employee behavior and level of performance.

### **JOB EVALUATION:**

Job evaluation determines the relative worth or money value of jobs. It may be defined as a process of determining the relative worth of jobs, ranking and grading them by comparing the duties, responsibilities, requirements like skill, knowledge of a job with other jobs, with a view to fixing compensation payable to concerned job holder.

### **WAGE/SALARY SURVEY:**

Survey is an investigation of current position. Salary survey is one of the techniques useful in salary administration. The purpose of this survey is to collect competitive salary data regarding various jobs in the labor market and provide the same for salary administration.

### **FACTORS AFFECTING WAGE/SALARY LEVEL**

Generally, a large number of factors influence the salary levels in an organization.

Significant among them are i) remuneration in comparable industries; ii) firm's ability to pay; iii) cost of living; iv) productivity; v) union pressure and strategies; and vi) government legislations.

### **REMUNERATION IN COMPARABLE INDUSTRIES:**

Prevailing rates of remuneration in comparable industries constituted an important factor in determining salary levels. The organization, in the long-run, must pay at least equal to the going rate for similar jobs in similar organizations. Further, the salary rate for the similar jobs in the firms located in the same geographical region also influence the wage rate in the organization.

## **FIRM'S ABILITY TO PAY:**

One of the principal considerations that weights with the management in fixing the salary levels is its ability to pay may be practically nil. However, in the long-run, it is quite an influential factor. In examining the paying capacity of an organization, apart from profitability, various expenses that the industry has to bear, certain trends in prices of products/services that are to be charged by the industry should also be taken into account.

## **COST OF LIVING:**

The cost of living is another important factor that influence the quantum of salary. The employees expect that their purchasing power be maintained at least at the same level, if not increased by adjusting wages to change in cost of living. In fact, in recent years, in advanced countries, "a number of labor agreements have 'escalator' clauses, providing for automatic wage and salary increase as cost of living index rises. Dearness allowance is an allowance granted to the employees with a view to combating onslaughts of soaring prices.

## **PRODUCTIVITY:**

An interesting development in wage determination has been productivity standard. This is based on the fact that productivity increase is also the result of employee satisfaction and contribution to the organization. But wage productivity linkage does not appear to be so easy since many problems crop up in respect of the concept and measurement of productivity.

## **UNION PRESSURE AND STRATEGIES:**

The wages are also often influenced by the strength of unions, their bargaining capacity and their strategies. Arthur M. Ross, concluded that "real hourly earnings have advanced more sharply in highly organized industries than in less unionized industries." Unions pressurize management through their collective bargaining strategies, political tactics and by organization strikes etc.



## **GOVERNMENT LEGISLATIONS:**

Government legislations influence wage determination. The two important legislations which affect wage fixation are – The Payment of Wages Act, 1936 and The Minimum Wages Act, 1948. The important provisions of The Payment of Wages Act, 1936 are- ensuring proper payment of wages and avoiding all malpractices like non-payment, under payment, delayed and irregular payment, and payment in kind and under-measurement of work.

## **COLLECTIVE BARGAINING AND ADJUDICATION, WAGE BOARDS AND PAY COMMISSIONS:**

### **COLLECTIVE BARGAINING AND ADJUDICATION:**

Collective bargaining is a procedure in which compromise is reached through balancing of opposed strengths. It is a means through which employee problems relating to various issues including wages are settled. If these problems are not settled through collective bargaining, they may be settled through voluntary arbitration or adjudication. The awards given or reached by or through the arbitrator or adjudicator or collective bargaining agreements form the basis for fixing wages in various organizations.

### **WAGE BOARDS:**

This is one of the important institutions set-up by the government of India for fixation and revision of wages. Separate wage boards are set-up for separate industries. Government of India started instituting wage boards in accordance with the recommendation of second five year plan, which were reiterated by the third five year plan. Wage boards are not governed by any legislation but are appointed on ad-hoc basis by the government.



## **THE WAGE BOARDS TAKE THE FOLLOWING FACTORS INTO CONSIDERATION FOR FIXING OR REVISING THE WAGES IN VARIOUS INDUSTRIES:**

- ✓ Job evaluation.
- ✓ Wage rates for similar jobs in comparable industries.
- ✓ Employee's productivity.
- ✓ Firm's ability to pay.
- ✓ Various wage legislations.
- ✓ Existing level of wage differentials and their desirability.
- ✓ Government's objectives regarding social justice and economic quality.
- ✓ Place of industry in the economy and society of the country and the region.
- ✓ Need for incentives, improvement in productivity etc.

## **PAY COMMISSIONS:**

This is another institution which fixes and revises the wages and allowances to the employees working in government and government departments. Pay commissions are separately constituted by central and state governments. Central government so far has appointed four pay commissions.

## **HOW TO CONTROL WAGE AND SALARY ADMINISTRATION**

Wage and salary administration should be controlled by some proper agency. This responsibility may be entrusted to the personnel department or to some job executive. Since the problem of wages and salary is very delicate and complicated, it is usually entrusted to a committee composed of high-ranking executives representing major fine organizations.

### **THE MAJOR FUNCTIONS OF SUCH COMMITTEE IS:**

- Approval and/or recommendation to management on job evaluation methods and Findings
- Review and recommendation of basic wage and salary structure;
- Help in the formulation of wage policies; from time to time;
- Coordination and review of relative departmental rates to ensure conformity; and review of budget estimates for wage and salary adjustments and increases.

### **PROBLEMS:**

Wage and salary administration involves consideration of various interests such as those of employers, employees, government and society at large. The employer is interested in securing a satisfactory level of output in tune with the remuneration paid to his employees, establishing standard wages for standard occupations, adjusting wages to change in the market, maintaining equity in wage relativities, rewarding efficient employees through incentives or performance-based remuneration and providing effective's arrangements for dealing with compensation issues.

## **CHAPTER – II**

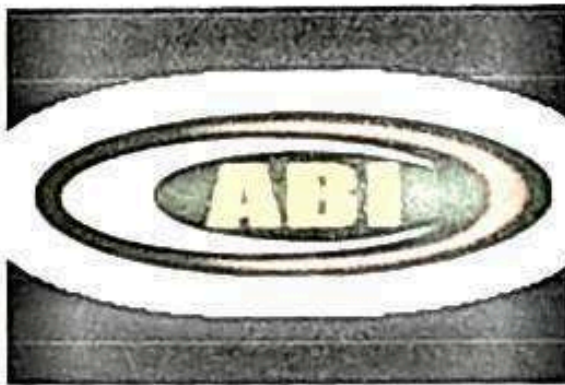
## **CHAPTER- II**

### **ORGANISATIONAL HISTORY**

#### **ABI TECHNOCHEM PRIVATE LIMITED- THOOTHUKUDI**

##### **COMPANY PROFILE:**

ABI group of companies was established on 1993 and has expanded itself over the years. This experienced walk started by distributing carbonated drinks from 1993 to 1997. We were, fortunately able to cover all the obstacles laid before us into stepping stones for our success. We have business interests that range from transport to information technology (ABI Solutions Private Limited) and the media industry (ABI Media). In 1993, the first seed for the entire group of companies was sown in 1993 when **DR. SD.PONSEELAN** stepped into the field of distribution. He was inspired by Pepsi Co Holding to starts this venture and this helped him to emerge as a great and reputed distributor of many essential commodities.



In 1993, he started the transport of fresh water from his own bore well to hotels, restaurants and other industries. This paved a way to gain a lot of experience and also helped him to expand business in other sectors.

Managing Director always says "MANPOWER IS ONE OF PRECIOUS



**INVESTMENTS FOR A COMPANY™** With this in mind and also to take great care in the welfare of the people who work on contract basis, SAM& Co was started to offer a wide range of manpower solutions to various industries.

With a vision to provide quality channels, our first step in media industry was SDR TV, established in the year 2004, followed by ABITV, ABI Music channel in 2007. The channel provides programs with new and latest technology in telecasting programs. We have now introduced the channels as Trunefvels after attaining a niche in Tubocorn.

With a vision of offer high quality and a wide range of manpower solutions to various industries, hence ABI Engineering was established to manufacture medium and heavy mechanical engineering equipment and to undertake several structural contract works including structuring conveyors, belt conveyors, industrial machines etc.

To help software engineers during the recession period our Managing Director formed ABI solutions Private Limited in 2008 to create a corporate environment right here in Tubocorn and also to provide job opportunities for many emerging engineering students. Currently we are also having a franchise with orange Computer Education to provide the best training of computer skills in and around the region.

Managing Director's lovely daughter was born in the year 2008 and that is when he realized that any parent would want to provide the best to their baby and this inspired him to open ABI Fancy Baby in 2009 and today it is the best place to go for the shopping of all leading brands in baby products. This was made possible by our MD who showed great interest in delivering best and affordable products for babies and toddlers.

**ABI Media Network Private Limited- Local Channels.**

**ABI Technochem Private Limited- Manufacturers of activated carbon.**

**ABI Confectionery Private Limited -Manufacturers of confectionery products.**

ABI group of companies was established in the year 1993 with a vision to render an array of services and to reach out to a large consumer base with reach out to a large consumer base with various products. First venture was distribution of soft drinks, which as a result of our sincerity and dedication has grown exponentially since then. Inspired with our success, in the year 2004, we forayed into entertainment sector, SDR TV, to provide quality programs equipped with the latest technology and our success followed with the launch of ABI TV and ABI music channels in the year 2007.

A vision to delivery our interests, next effort was concentrated on manufacturing of activated carbon, which is 100% export oriented unit in the year 2009. Vision came to light in the next few years and more success followed as ABI group of companies grew exponentially diversifying across different sectors. By our track record, we are one of the fastest growing companies in the city, and we are currently doing multi-level business in diligence.

The journey of ABI Group of companies was started in the year 1993 by DR.SD.PONSEELAN who has expanded the company to operate in 12 different sectors through his hard work and team's co-ordination. Through ABI group of company products and services, we touch the life of people every day. We value the trust of people and keep their interests Par amount in every business decision we make, every choice we exercise. We work cohesively with colleagues across the group and with company customers and partners around the world, building strong relationships based on tolerance, understanding and mutual cooperation.

Managing director DR.S.D.PONSEELAN was born in Tuticorin, TamilNadu on July 13, 1970. He came from a family where agriculture was the main occupation. He learned the ropes of business form his father MR.Dharmaraj and kindness from his mother. The foundation of what would grow to become the ABI group of companies was laid by S.D.Ponseelan while working in his father's transport business in Tuticorin. A visionary entrepreneur, an avowed nationalist and a committed philanthropist, S.D.Ponseelan helped pave the path by planting pioneering businesses kernels in sectors

such as transport, engineering and media. He always pursues his goals even in the face of difficulties and converted adversities into opportunities to build this empire. He doesn't want to bring up a rapid progress in whatever he does, but makes sure that there is always a constant progress.

DR.SD.PONSEELAN has watched his dad producing charcoal and supplying it to many states and this inspired him to ABI Technochem private Ltd in the year 2009 to produce activated carbon and export it to various countries.

DR.SD.PONSEELAN has a keen desire to help and also inspire others to help. ABI Educational trust has helped young minds to move ahead in their career and this trust has helped many students to have a bright career.

DR.SD.PONSEELAN learn the value of the lifesaving component, "blood" by an incident in his personal life and he at once formed the ABI Blood bank in 2009 and today it has saved hundreds of life by finding blood donors at the right time. The number of volunteers in ABI Blood bank is growing day by day and we continue to show our little support and we hope to inspire others in the process.

## **INFRASTRUCTURE:**

ABI group of companies operates in twelve business sectors. Each of these companies or enterprise operates independently. Everyone has its own board of directors to whom it is answerable.

## **BOARD OF DIRECTORS:**

**MR.S.D.PONSEELAN** –Managing Director cum Chairman, ABI group of companies. Directors of ABI Technochem Private Limited are **Samuel Dharmaraj Ponceelan and Pathina pandi Geetha Anitha Roselin. Mrs. Anitha Ponceelan**



**MISSION:**

Manage the supply chain and the manufacture of the products in a safe, environmentally sound and cost effective manner. Maximize the capital efficient long-term growth of our business using innovation, science, and technology.

**VISION:**

Vision is achieving "Excellent Through Quality" by continuously improving the value of the products and services that we provide to our customers.

**COMPANY PRODUCTS:**

ABI LADIE CHOICE- Female Apparel Stores.

ABI CHEMICALS – Home Care Products.

SAM & CO.

ABI & CO.

ABI FANCIBABI- One Stop Baby Shop

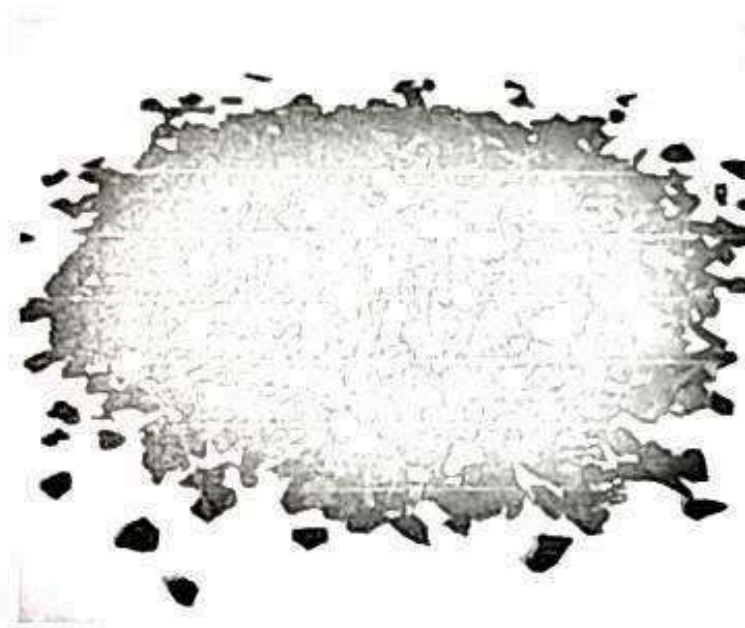
All our products confirm to the standards and quality norms set by the international market. The wide spectrums of chemicals and all products what we produce are pure, safe and available at a cost effective price.



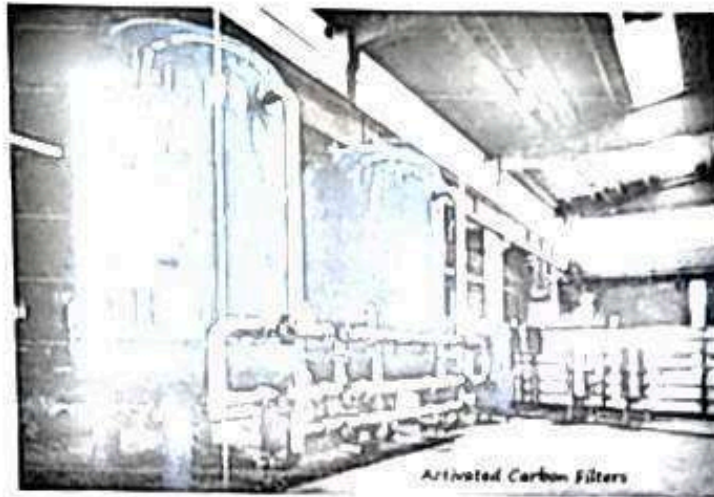
### **ACTIVATE CARBON POWDER**



### **GRANULAR ACTIVATED CARBON**



## ACTIVATED CARBON FILTER



## MAJOR MARKET:



## COMPANY CAPITAL:

ABI Technochem private Limited is a private incorporated on 06 June 2008. It is classified as Non-government Company and is registered at Registrar of companies, Chennai. Its authorized share capital is RS.15, 000,000. It is involved in other computer

related activities. [For maintenance of websites of other firms/creation of multimedia presentations for other firms etc.]

ABI Technochem private Limited's Annual General Meeting (AGM) was last held on 30 September 2019 and as per records from Ministry of Corporate Affairs (MCA) its balance sheet was last filed on 31 March 2019.

### **COMPANY ADDRESS:**

ABI group of companies Corporate Identification Number is (CIN) U72900TN2008PTC068075 and its registration number is 68075. Its Email address is [sundar@abigroup.co.in](mailto:sundar@abigroup.co.in) and its registered address 145/4 Ettayapuram road, Tuticorin TN 628002

Current status of ABI TECHNOCHEM PRIVATE LIMITED IS -Active.

### **COMPANY DETAILS:**

Company name - ABI GROUP OF COMPANY

Company status - Active

CIN - U72900TN2008PTC068075

ROC - ROC Chennai

Registration number - 68075

Company category - Company limited by shares

Company sub-category - Non-government Company

Class of company - Private

Date of incorporation - June 6, 2008

Age of company - 13 years, 2 month, 10 days

## CONTACT

**ABI Group Of Companies**

**Contact Us**

ABI Group Of Companies  
Mr. M. V. Pradeep Kumar  
No. 145/4, Ettayapuram Road,  
Tuticorin, Tamil Nadu - 628002, India  
[www.abigroupofcompanies.in](http://www.abigroupofcompanies.in)

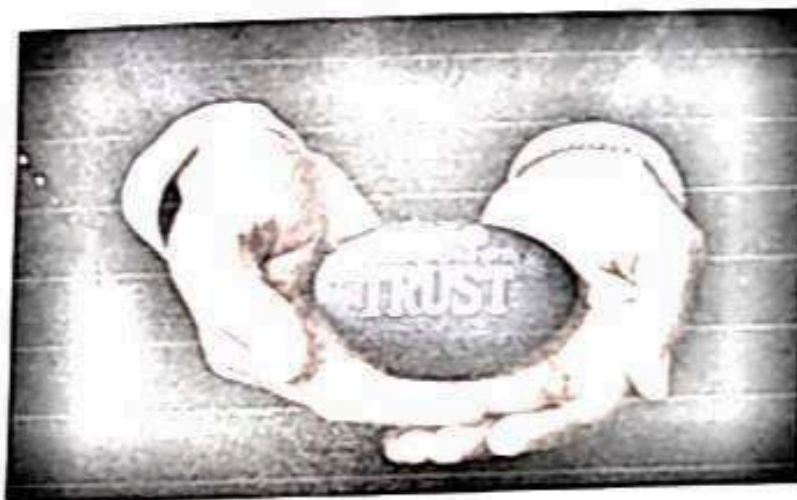
[View Full Contact](#)



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Abilance.com

## TRUST:



- ABI Educational Trust - Charitable institution providing education.
- ABI Blood Donors club - Charitable institution rendering services ABI group is  
Actively involved in philanthropy and believes in positively contributing to the society.  
Charitable activities include providing education and rendering services through blood  
donations



## **CHAPTER- III**

## **CHAPTER - III**

### **A STUDY ON WORK MEASUREMENT AND WAGE PAYMENT PLANS**

#### **IN ABI TECHNOCHEM PRIVATED LIMITED**

Work measurement it is related with measurement of work required for job, to arrive at the best method of work, improved planning and control. Select the work to be studied. Record all the relevant data relating to the circumstances examine the recorded data and the detailed breakdown critically measure the quantity of work involved in each element compile the standard time for the operation define precisely the series of activities and method of operation. There are basic systems of wage payment time rate system and piece rate system. These systems are also known as incentive wages systems, progressive wage systems and bonus schemes etc. Under these systems, both the time and speed are considered as the basis of wage payment.

#### **WORK PLACE TRAINING AT ABI TECHNOCHEM:**

Workplace training is the process of educating employees in a skill, a topic or a workplace strategy. Training takes place according to the requirements of the organization, such as a shortage of skills, implementations of new work ethic or introducing new policies.

Training programs occur as function of human resources management (HRM). Such programs usually involve seminars, workplaces and extended periods of tutoring. Some organizations also promote online learning for upgrading the skill sets of their employees.

#### **QUALITY OF ABI TECHNOCHEM:**

ABI, delivering value to our quality process, customer, is our prime objective. Customers count on us to deliver quality product on time, every time. We believe that by utilizing quality process we will provide added value to the product which customer required and deserve. To achieve this, we have invested in research and development

capacity, which also meet the ever growing requirement to the end customers. We adhere to strict quality control by monitoring the critical parameters at desired frequencies are maintained during all the stages of operation. At every stage of the production, samples are taken at specified frequencies and analyzed to ensure strict adherence to specification. Carry out all the test procedure prescribed in international standards.

## **ALLOWANCE AT ABI TECHNOCHEM**

### **HOUSE RENT ALLOWANCE:**

A house rent allowance is that component of the salary which is paid to Abi employees for meeting the cost of renting a home. It offers tax benefits to the employees for the sum that they pay towards their accommodation every year. Salaried individuals residing in rented homes can claim this exemption and reduce their tax liability.

### **CONVEYANCE ALLOWANCE:**

Conveyance allowance, also known as transport allowance, is a kind of allowance offered by employers to their employees to compensate for their travel expense to and from their residence and workplace. Note - In Union Budget 2018, a standard deduction of Rs. 40,000 has been introduced in lieu of transport (Rs 19,200) and medical (Rs 15,000) allowances.

### **LEAVE TRAVEL ALLOWANCE:**

Leave travel allowance is eligible for tax exemption. It is offered by employers to their employees to cover the latter's travel expense when he or she is on leave from work. The amount paid as leave travel allowance is exempt from tax under Section 10(5) of Income Tax Act, 1961. Leave travel allowance only covers domestic travel and the mode of travel needs to be air, railway or public transport.

### **MEDICAL ALLOWANCE:**

Medical allowance is a fixed allowance paid to the employees of an Abi Technochem organization to meet their medical expenditure. Note - In Union Budget 2018, a standard deduction



of Rs. 40,000 has been introduced in lieu of transport (Rs 19,200) and medical (Rs 15,000) allowances.

### **BOOKS AND PERIODICALS ALLOWANCE AT ABI TECHNOCHEM:**

Books and periodicals allowance is a type of allowance provided to employees for helping them meet the expenses associated with purchase of books, periodicals and newspapers. It is tax exempt to the extent of actual expenditure incurred towards purchase of books and periodicals.

### **GRATUITY OF ABI TECHNOCHEM:**

Gratuity is a lump sum benefit paid by employers to those employees who are retiring from the Abi Technochem organization. This is only payable to those who have completed 5 or more years with the company. The gratuity amount is paid in gratitude for the services rendered by the individual during the period of employment. According to the Payment of Gratuity Act, 1972, gratuity is calculated as 4.81% of the basic pay. Most firms with a workforce of 10 or more employees come under the Act.

### **EMPLOYEE PROVIDENT FUND AT ABI TECHNOCHEM:**

Employee Provident Fund is an employee benefit scheme where investments are made by both the employer and the employee each month. It is a savings platform that aids employees to save a portion of their salary each month, from which withdrawals can be made following a month from the date of cessation of service or upon retirement. At least 12% of an employee's basic salary is automatically deducted and goes to the Employee Provident Fund every month. The contributions are maintained by the Employees Provident Fund Organization (EPFO).

### **FACILITY IN ABI TECHNOCHEM:**

#### **MEALS OR MEAL COUPONS OR ACCOMMODATION PROVIDED BY THE EMPLOYER**

During ordinary working hours, the business can provide a meal, meal ticket, or lodging to employees as a personal benefit.



## **SALARY ARREAR:**

Employees might also choose to grant arrears from their salary as a payment in advance.

## **HEALTH AND WELLNESS BENEFITS**

The Abi Technochem organization can also take initiatives to preserve and improve their employees' health and overall well-being.

## **UTILITY BILLS SUCH AS ELECTRICITY, GAS, WATER, TELEPHONE, ETC. ARE PAID BY THE EMPLOYER**

Employees' utility bills might also be reimbursed or paid directly by the Abi Technochem Company.

## **TRAVEL AND FOOD REIMBURSEMENTS**

In Abi Technochem Corporation reimburses expenses incurred during business travel or food purchased during business meetings.

## **FINDING IN ABI TECHNOCHEM:**

- ABI Technochem the employees, that their salary is providing good feeling and accomplishment
- ABI Technochem the employees, get their rewards on the basis of performance in the organization
- The employees agreed with the organization policies in ABI Technochem.
- Many of the employees in ABI Technochem receiving recognition of employee's contribution
- The wages, Salaries and increments are followed every year in ABI Technochem.

## **RECOMMENDATION FOR ABI TECHNOCHEM:**

- The Wages and Salary policy adopted by ABI Technochem is not up to standard level.
- The ABI Technochem is paying acting allowance if a person acts in place of another and plays additional expenditure. The additional expenditure can be avoided by employing multiskilled workers.
- The Abi Technochem may announce efficiently based increments to attract deficient, skilled, committed and personal. So that the experienced skilled employee do not go to others small industries and create a competition to this organization.
- Standard safety precautions are not followed at the work spot
- In order to solve the problem management started a current plan but is not in use today it become a dead weight.

## **CHAPTER- IV**

## **CHAPTER-IV**

### **CONCLUSION**

ABI TECHNOCHEM PRIVATE LIMITED COMPANY wage and salary administration must fix the wages in that way which enough for employees to fulfill his basic needs and organization are able to pay that wage.

The goals of compensation administration are to design a cost-effective pay structure that will attract, motivate and retain competent employees. Thus, wage and salary administration aims to establish wage and salary structure and an equitable labour cost structure. One of the most important functions of human resources is the payment of the proper salaries and the wages to all company employees. The pay that the employees receive from their employer is the very reason for their being in the job. The function of the pay roll in a company is usually the wage and salary administration and it is carried out by the human resources.



**APPENDIX**  
**&**  
**BIBLIOGRAPHY**

# **APPENDIX**

## **&**

# **BIBLIOGRAPHY**

### **WEBSITE:**

[https:// abiabi. Org](https://abiabi.Org)

<https:// WWW.abigroup.co.in>

<http://WWW.lkoniv.ac.in>

<http://aissmschmct.in>

**INTERNSHIP REPORT ON ANALYSIS OF LABOUR WELFARE SCHEMES  
AND ITS IMPACT ON JOB SATISFACTION OF PSTS SHIPPING  
SERVICES - THOOTHUKUDI.**

(As internship report submitted in partial fulfillment of the requirements for the degree)

Of  
**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of  
**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

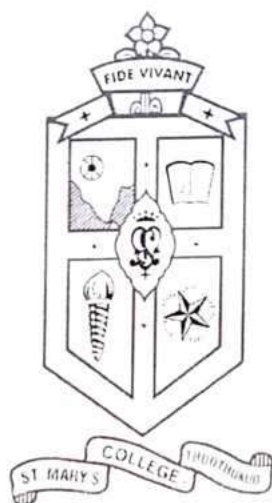
Submitted by

**R. GOMATHI**

**(REG.NO: 20SPHR07)**

Under the Supervision and guidance of

**MS. M. FATIMA LUCIA SHEEBA B.com., MBA., NET.**



**Department of Human Resource Management**

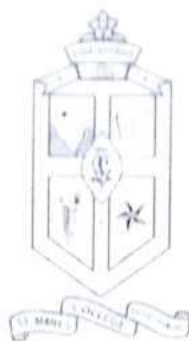
**St. Mary's college (Autonomous)**

**(Re-accredited with "A+" Grade by NAAC)**

**Thoothukudi-628 001**

**November 2021**

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI – 628001**



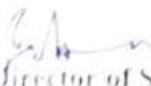
**CERTIFICATE**

This is to certify that **GOMATHI R** of Second year Master of Human Resource Management has undergone Internship training on “**ANALYSIS OF LABOUR WELFARE SCHEMES AND ITS IMPACT ON JOB SATISFACTION**” under the guidance of **MS. M. FATIMA LUCIA SHEEBA B.com., MBA., NET** and this is an original work up to my knowledge.

  
Co-ordinator

Faculty Guide



  
Director of SSC  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

  
Principal  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

  
External Examiner



**Date: 02.08.2021**

**TO WHOM SOEVER IT MAY CONCERN**

This is to certify that Miss. Gomathi R (Reg. No. 20SPHR07), II year MHRM student of ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI has done online internship Programme on the topic "ANALYSIS OF LABOUR WELFARE SCHEMES AND ITS IMPACT ON JOB SATISFACTION" at our Organization PSTS Shipping Services, Thoothukudi for 15 days (From 16.07.2021 to 30.07.2021).

During this tenure she gained knowledge on various activities.

Her Conduct and Character was good.

For PSTS SHIPPING SERVICES

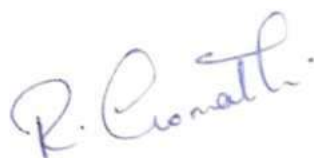
  
PARTNER

## **DECLARATION**

I hereby declare that the internship entitled “**ANALYSIS OF LABOUR WELFARE SCHEMES AND ITS IMPACT ON JOB SATISFACTION**” is submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted any other Degree, Diploma and Fellowship of other similar titles.

**Place: Thoothukudi**

**Date: 09/12/2021**



**Signature of the candidate**

**(R. GOMATHI)**

## ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to **Principal Dr. Sr. A.S.J. Lucia Rose, M.Sc.,B.Ed.,M.Phil.,PGDCA.,Ph.D** for permitting me to do my internship report.

I also thank **Sr.Josephine Jeyarani, M.A.,M.Phil., Director,,** Self- supporting Courses for her encouragement.

I express my heartfelt thanks to **Mrs.Mary Judith Reese Fernando, M.Com.,M.Phil.,Ph.D.,** Co-ordinator of Human Resource Management and for her kind support and guidance.

I wish a deep sense of gratitude to my internship guide **MS. M.FATIMA LUCIA SHEEBA B.Com., MBA., NET** Assistant Professor of Department of Human Resource Management St. Mary's College for providing foundation in internship work and I am grateful to her, for giving invaluable guidance to complete my internship report.

I express my sincere thanks to **Mr. RAJESH KANNAN,** Senior manager of PSTS Shipping services, Thoothukudi for allowing me to complete my internship report in their esteemed institution.

I thank **all the employees** of PSTS Shipping services, Thoothukudi, for their kind co-operation extended to me providing the necessary data & information to complete my internship report successfully.

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

## ABSTRACT

The aim of this research is to examine the impact of labor welfare measures on job satisfaction. This study will help the management to know that Labor welfare measures play a significant role in influencing the level of job satisfaction of employees. So it is some kind of investment for the success and the progress of the organization. The study analyzed the most critical variable like Employee Satisfaction, Benefits from the company, Safety and Friendly Work Environment, and Support from the Employer. Results indicated that there is a significant impact of labor welfare measures on job satisfaction.



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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 LABOUR WELFARE SCHEMES AND ITS IMPACT ON JOB SATISFACTION**

The aim of the study is Employee satisfaction. It is the term used to describe whether employees are happy and fulfilling their desires and needs at work. The critical factor with employee satisfaction is that satisfied employees must do the job and make the contributions that the employer needs.

The main focus of this dissertation is an evaluation and measurement of employee satisfaction. Employee satisfaction is a comprehensive term that comprises job satisfaction of employees and their satisfaction overall with companies' policies, company environment etc.

### **1.2 DEFINITION OF WELFARE**

Welfare means faring or doing well. It is a comprehensive term, and refers to the physical, mental, moral and emotional well-being of an individual. The term welfare is a relative concept, relative in time and space. It, therefore, varies from time to time, region to region and from country to country.

Labor welfare refers to taking care of the well-being of workers by employers, trade unions and governmental and nongovernmental agencies. Recognizing the unique place of the worker in the society and doing good for him/her, retaining and motivating employees, minimizing social evils, and building up the local reputation of the company are the argument in favor of employee welfare.

Welfare facilities help in motivating and retaining employees, most welfare facilities are hygiene factors which, according to Herzberg, create dissatisfaction if not provided. Welfare facilities besides removing dissatisfaction help develop loyalty in workers towards the organization.

## **1.3 OBJECTIVES OF STUDY**

### PRIMARY OBJECTIVES

- ✓ To determine the awareness and level satisfaction of the employees towards the welfare measures, working conditions and social security schemes provided by the organization to the employees.

### SECONDARY OBJECTIVES

- ✓ To study on employee satisfaction on welfare facilities.
- ✓ To evaluate the level of employee satisfaction.
- ✓ To know the employee satisfaction towards working environment.
- ✓ To know various welfare facilities provided by organization to their employees.
- ✓ To know the employee satisfaction on canteen facilities.
- ✓ To study various factors that influence employee satisfaction.

## **1.4 SCOPE OF LABOUR WELFARE**

A perusal of the definitions indicate that the term labour welfare is a very comprehensive concept and is wide in its scope. It includes in its fold all efforts in the form of amenities and activities which vary from place to place, industry to industry and time to time.

Labour welfare activities are broadly classified as (i) statutory, (ii) non-statutory or voluntary and (iii) mutual.

Statutory provisions relating to welfare of workers have been promulgated by the government of India in different enactments viz. Factories Act, 1948; Mines Act, 1952; The Motor transport Workers Act, 1961; Dock Workers (Safety, Health Act, 1951; The Merchant Act 1961; Plantation Labour Act, 1951, The Merchant Shipping Act, 1958; Coal Mines Labour Welfare Fund Act, 1974 and Mines Labour Welfare Fund etc. The provisions contained in these Acts provide the minimum standards of health, safety and welfare of workers. Employers are supposed to adhere to these provisions.



Voluntary welfare includes all those activities which employers undertake for their employees on voluntary basis. It is a philanthropic approach on the part of the employer to provide various welfare facilities to the workers over and above the statutory measures.

Some of the important voluntary welfare activities on the part of the employers may be provision of housing facilities, transportation, recreational facilities, formation of cooperative societies, children's education, and loans for purchasing scooters, cars and grains, provision of library, leave travel concessions, uniforms and gifts etc.

Mutual welfare is "a corporate enterprise" undertaken by the workers themselves or their organisation called trade unions. In India, the trade unions are financially weak and are unable to undertake such activities on the large scale. However, in advanced countries the labour welfare activities are the important functions of trade unions.

The Committee of experts on welfare facilities for Industrial workers constituted by the I.L.O. in 1963 had divided the welfare services into two groups.

**(a) Welfare amenities within the precincts of the establishment (intra-mural):**

Latrines and urinals, washing and bathing facilities, creches, rest rooms and canteens, arrangements for drinking water, arrangements for prevention of fatigue, health services including occupational safety, administrative arrangements within a plant to look after welfare, uniforms and protective clothing and shift allowance.

**(b) Welfare amenities outside the establishments (extra-mural):**

Maternity benefit, social insurance measures including sports, cultural activities, library and reading room, holiday homes and leave travel facilities, workers' co-operatives including consumers co-operative stores, fair price shops and co-operative thrift and credit societies, vocational training for dependents of workers, other programmes for the welfare of women, youth and children and transport to and from the place of work.

Thus, labour welfare is very comprehensive and embraces a multitude of activities of employers, state, trade unions and other agencies to help workers and their families in

the context of their industrial life. Thus the scope of labour welfare is fairly wide.

The concept of labour welfare embraces a multitude of activities including all extra-mural, intra-mural activities, as well as statutory and non-statutory welfare measures undertaken by the employees, the government and the trade unions to help workers and their families in the context of their industrial life. It is, therefore, concluded that labour welfare is a convenient term to cover all those aspects of industrial life which contribute to the well being of a worker.

## 1.5 EVOLUTION IN INDIA

In India, labor welfare programmes are evolved through philanthropist, religious leaders, social workers and voluntary organisations. With the inception of industrial revolution, large-scale industries were established in big cities.

Workers migrated from villages to cities. They were attracted by higher wages, comforts and recreation of city life; but they were exposed to bad working conditions, long hours of work, low wages, health hazards, and absence of safety measures and unsatisfactory working and living conditions.

First Factories Act was passed in 1881. At that time it was applicable to factories employing not less 100 workers using power. Today, the Act is implemented in factories employing 10 or more workers with the aid of power and 20 or more workers without the use of power.

The Government of India appointed a committee to review the conditions of industrial labour in 1907. On the basis of the recommendations of the committee a more comprehensive Act, the Indian factories Act of 1910 was introduced for all seasonal factories. The hours of work for adult male workers were specified to 12 per day. Today it is 8 hours a day.

Some voluntary efforts in the interest of welfare of workers were made by the amalgamated society of Railway servants of India and Burma. The Printers Union, Calcutta (1905) and the Bombay Postal Union (1907) introduced mutual insurance schemes, night schools, educational stipends, funeral allowances, etc.

The First World War 1914 led to new developments. The number of factories and the number of persons employed therein increased. Wages did not keep pace with the rising prices and profits.

The establishment of the International Labour organisation in 1919 was a landmark in the history of labour movement. ILO created a conciseness and unity amongst workers. All India Trade Union Congress (AITUC) was established in 1920. The Indian Factories Amendment Act of 1922 was passed.

It was applicable to all factories employing not less than 20 persons. Children below the age of 12 and 14 were not allowed to work for more than 6 hours a day. Children and women were not employed between 7.00 p.m. and 5.30 a.m.

The Royal Commission on labour was appointed in 1929. It made an exhaustive survey of conditions of workers. Its observation led to the enactment of a number of legislations like Payment of Wages Act, Minimum Wages Act, etc. In 1949 Labour Investigation Committee (Rege Committee) was appointed. The committee made a detailed survey of working conditions, housing, slum, education of workers, etc.

In the meanwhile Second World War had its own impact. After independence different central trade unions were established AITUC (1949), HMS (1948), INTUC (1994), BMS (1995), CITU (1990) and NLO.

On the basis of the recommendations of Rege Committee Governments of India enacted the present Factories Act, 1948. The directive principle of state policy of the constitution of India also states that, "The state shall strive to promote the welfare of the people by securing and promoting as effectively as it may a social order in which justice, social, economic and political shall inform all the institutions of national life".

All the Five Year Plans have protected the interest of workers. The National Commission on Labour was introduced in 1960-69. It has dealt with labour problems most comprehensively.



## 1.6 FEATURES OF EMPLOYEE WELFARE

The basic features of labor welfare measures are as follows:

- ✓ Labour welfare includes various facilities, services and amenities provided to workers for improving their health, efficiency, economic betterment and social status.
- ✓ Welfare measures are in addition to regular wages and other economic benefits available to workers due to legal provisions and collective bargaining.
- ✓ Labour welfare schemes are flexible and ever-changing. New welfare measures are added to the existing ones from time to time.
- ✓ Welfare measures may be introduced by the employers, government, employees or by any social or charitable agency.
- ✓ The basic purpose of employee welfare is to improve the lot of the working class and thereby make a worker a good employee and a happy citizen.
- ✓ Employee welfare is an essential part of social welfare. It involves adjustment of an employee's work life and family life to the community or social life.
- ✓ Welfare measures may be both voluntary and statutory



## 1.7 IMPORTANCE (OR NEED OF LABOUR WELFARE)

The necessity for labour welfare is felt all the more in our country because ours is a developing economy aiming at rapid economic and social development.

The need for labour welfare was felt by the Royal Commission on Labour in 1931.

The philosophy of labour welfare and its necessity was mentioned in a resolution passed by the Indian National Congress on fundamental rights and economic programme in its Karachi Session in 1931.

The resolution demanded that the organisation of economic life in the country must conform to the principles of justice and it might secure a decent standard of living. It also emphasized that the state should safeguard the interest of industrial workers and should secure for them by suitable legislation a living wage, healthy conditions of work, limited hours of work, suitable machinery for the settlement of disputes consequences of old age sickness and unemployment.

**Following motives and considerations have promoted employers to provide welfare measures:**

- (1) It is helpful in winning over their employees' loyalty and to combat trade unionism.
- (2) It builds up a stable labour force by reducing labour turnover and absenteeism.
- (3) It raises the morale of workers. A feeling is developed among the workers that they are being looked after properly.
- (4) One of the reasons for provision of welfare activities in recent times by certain employers is to save themselves from heavy taxes on surplus.
- (5) The motive behind provision of welfare activities by some companies is to enhance their image and to create an atmosphere of goodwill between the labour and management and also between management and the public.

(6) The social evils prevalent in the labour force such as gambling, drinking etc. are reduced to the minimum. It brings improvement in the health of the workers and keeps them cheerful.

Employee welfare raises the company's expenses but if it is done correctly, it has huge benefits for both employer and employee. Under the principles of employee welfare, if an employee feels that the management is concerned and cares for him/her as a person and not just as another employee, he/she will be more committed to his/her work. Other forms of welfare will aid the employee of financial burdens while welfare activities break the monotony of work.

An employee who feels appreciated will be more fulfilled, satisfied and more productive. This will not only lead to higher productivity but also satisfied customers and hence profitability for the company. A satisfied employee will also not go looking for other job opportunities and hence an employer will get to keep the best talents and record lower employee turnover.

During employment, the offered benefits will determine whether an employee commits to an organization or not. As such, good employee welfare enables a company to compete favourably with other employers for the recruitment and retention of quality personnel.

## **1.8 ROLE OF LABOUR WELFARE**

- i. It fosters harmony and good relations with the employees' union and leads to higher productivity.
- ii. The provision of welfare amenities reduces labour turnover and absenteeism.
- iii. It helps the employer to get a stable workforce because the employees are satisfied and more interested and involved in their work.
- iv. The provision of various welfare measures will make the workers feel and realize that they also have some stake in the undertaking in which they are engaged and, therefore, any reckless action on their part which may damage the interests of the undertaking is likely to have an effect upon their own interest. The development of such a feeling helps to minimize and further the chances of conflict between labour and management on flimsy grounds. Thus, an all-round increase in production is possible.

v. The social advantages of welfare measures to workers are many and varied. It improves their physique; medical and maternity and child welfare improve the health of workers and their families, and bring down the rates of general mortality and infant mortality. Educational facilities increase their mental efficiency and economic productivity.

## **1.9 LABOUR WELFARE SCHEMES**

The Tamil Nadu Labour Welfare Board has been implementing various schemes for the benefits of the workers who contribute to the labour welfare fund. The maximum salary limit for availing the below schemes should be Rs.25,000 per month.

### **LABOUR WELFARE CENTERS**

Under labour welfare centres, various centres are functioning in the State, which consists of Tailoring section, pre-school and Reading room.

#### **Tailoring centres**

Under this tailoring scheme, the spouse and unmarried daughters or sisters of workmen who are the contributors of the labour welfare fund are eligible to undergo training in tailoring centre.

#### **• Course Details**

The trainees are required to pay an amount of Rs.150 per month as stipend. The duration of the course is for one year commencing from January. At the end of the program, the trainees are allowed to take examination carried by the State Government. In each centre, the first rank holders given with a prize of sewing machine for lower as well as a higher grade.

#### **Pre-Schools**

Under this pre-schools, the Children of the workers within the age group of

2 to 5 can be taken care of by the creche. Every day the children are provided nutritious mid-day meals, eggs and 150 ml — milk in the evening. Children are imparted with education in Tamil, Maths and English and also provided with two sets of Teri-cotton Uniforms. Pre-schools will be functioning from June to April of every year.

### **Educational Scholarship**

Scholarships are provided to the children of the workers for pursuing their higher education at the rates as mentioned below:

<b>S. No</b>	<b>Degree</b>	<b>Scholarship Amount</b>
1.	Master Degree in Engineering	Rs.12,000
2.	Master Degree in Medical	
3.	Master Degree in Law	
4.	Master Degree in Agriculture	
5.	Master Degree in Education	
6.	Master Degree in Physical Education	



7.	Bachelor Degree in Engineering	Rs.8000
8.	Bachelor Degree in Medical	
9.	Bachelor Degree in Law	
10.	Bachelor Degree in Agriculture	
11.	Bachelor Degree in Education	
12.	Bachelor Degree in Physical Education	
13.	Diploma in Engineering	Rs.5000
14.	Diploma in Medicine	
15.	Certificate Course in Physical Education	
16.	Diploma in Teacher Training education	

17.	Higher Secondary	Rs.4000
18.	I.T.I.	Rs.4000

### **Educational Incentive**

Under the educational incentive, the incentive of Rs.2000 for 10th standard and Rs.3000 for 12th standard is being provided to the children of the workers who secured first 10 places in Government Public Examination in each educational district.

### **Book Allowance**

The book allowance is provided to the children of workers for pursuing their studies at the rates as specified below:

<b>S. No</b>	<b>Educational Qualification</b>	<b>Book Allowance</b>
1.	Higher Secondary	Rs.1000
2.	Diploma course	Rs.1500
3.	Bachelor Degree	Rs.2000
4.	Master Degree	Rs.3000

## **Assistance for Basic Computer Training**

Under this scheme, the financial assistance of Rs.1000 will be provided to 5 employees or dependants in each revenue district for undertaking basic computer training.

## **Marriage Assistance Scheme**

Under this marriage scheme, the amount of Rs.10,000 will be provided as marriage assistance to employees or their daughter or son who legally attain the age of marriage.

## **Spectacles Assistance**

Under this spectacles assistance, the reimbursement of Rs.1000 will be provided to the workers on submission of doctor's prescription.

## **Typewriting/Shorthand Assistance**

Under this Typewriting/Shorthand Assistance, the children of the workmen who have passed the typewriting or shorthand government examinations will be provided with the assistance of Rs.1000 for typewriting lower, Rs.600 for typewriting higher and Rs.1500 for shorthand lower and higher.

## **Uzhaippavar Ulagam**

A monthly magazine is known as "Uzhaippaavar Ulagam" is published by the Tamil Nadu Labour Welfare Board. This magazine carries articles on judgements associated with labour disputes, amendments, details of labour laws, question-answers and letters from readers etc. The cost of an issue is Rs.10, annual subscription Rs.100 and Life subscription is Rs.1000.

# Holiday Homes

Holiday homes have been built by the Tamil Nadu Labour Welfare Board at Courtallam, Valparai and Mamallapuram for the workers and their family to enjoy the holidays.

- A holiday home named “Jawaharlal Illam” is functioning at Mamallapuram forty-four rooms.
- A holiday home named “Singaravelar Illam” is functioning at Valparai with thirty rooms.
- A holiday home named “Thiru-vi-ka Illam” is functioning at Courtallam with ninety-three rooms.

## Rent for Holiday Homes

Rest House	Labor		Public	
	Double Room	Dormitory	Double Room	Dormitory
Mamallapuram	Rs.70	Rs.40	Rs.375	Rs.190
Valparai	Rs.80	Rs.40	Rs.250	Rs.190



## **Jeeva Illam**

A rest house entitled "Jeeva Illam" has been constructed in Chennai for the accommodation of the office bearers of registered trade unions who come to Chennai from various places in Tamil Nadu to conduct cases on behalf of the workers.

### **Assistance for Accident Death and Funeral Expenses**

In case of accidental death, the assistance of Rs.1 lakh will be given to the dependant of the workmen. In addition to the above, the assistance of Rs.5,000 towards the funeral expenses of the worker will be given to the dependant of the workmen.

### **Hearing Aid, Artificial Limbs and Three Wheelers**

Reimbursement of cost of hearing aid up to Rs.1000 will be reimbursed to hearing-impaired workers or their dependents. Similarly, the cost of artificial limbs are also reimbursed, and Three-wheelers are provided free of cost to the handicapped workers.

## **1.10 APPROACHES TO LABOUR WELFARE**

The approaches to labor welfare reflect the attitudes and beliefs of the agencies which are engaged in welfare activities. Welfare facilities may be provided on religious, philanthropic or some other grounds. Moreover, the different approaches to labor welfare reflect the evolution of the concept of welfare. Much progressive management today provides welfare facilities, voluntarily and with enlightened willingness and enthusiasm. In fact welfare facilities are not restricted to the workers alone. They have now been extended to the society in general.

In other words, labor welfare has been extended to include social welfare.

#### **1. The policing theory of labour welfare:**

This is based on the contention that a minimum standard of welfare for labourers. Here the assumption is that without policing that is without compulsion employers do not provide even the minimum facilities for worker.

#### **2. The religion theory of labour welfare:**

This is based on the concept that man is essentially "a religious animal", even today. Many acts of man are related to religious sentiments and benefits. These religious feelings sometimes prompt and employer to take up welfare activities in the expectation of future emancipation either in this life or after it.

#### **3. The philanthropic theory of employee welfare:**

This theory is based on man's love for human kind philanthropy means "loving mankind". Man is believed to have an instinctive urge by which he strives to remove the sufferings of others and promote their well-being.

#### **4. The trusteeship theory of labour welfare:**

This is also called the paternalistic theory of labor welfare according to this the industrialist or employer holds the total industrial estate, properties, and profits accruing from them in a trust. The main emphasis of this theory is that employers should provide funds on an ongoing basis for the well-being of their employees.

#### **5. The placating theory of labour welfare:**

This theory is based on the labour groups are becoming demanding and militant and are more conscious of their rights and privileges than even before. Their demand for higher wages and better standards of living cannot be ignored.

## **6. The public relations theory of labour welfare:**

The theory provides the basis for an atmosphere of good will between labour and management and between management and the public, labour welfare programs under theory work as a sort of an advertisement and help an organization to project its good image and build up and promote good and healthy public relations.

## **7. The functional theory of labour welfare:**

This also called the efficiency theory. Here, welfare work is used as a means to secure, preserve, and develop the efficiency and productivity of labour, it is obvious that if an employer takes good care of his workers, they will tend to become more efficient and will there by step up production.

## **1.11 TYPES OF WELFARE MEASURES**

### **1. WELFARE MEASURES INSIDE THE ORGANISATION**

#### **1) Conditions of the work environment**

- a) Neighbourhood safety and cleanliness
- b) Housekeeping, up keeping of premises
- c) Workshop sanitation and cleanliness
- d) Control of effluence
- e) Convenience and comfort during work.
- f) Distribution of work hours and rest rooms.
- g) Workmen's safety measures
- h) Supply of necessary beverages, and pills and tablets.
- i) Notice boards



## **II. Conveniences**

- a) Urinal and lavatories, washbasins, bathroom
- b) Provision for drinking water
- c) Canteen services
- d) Management of worker's cloak rooms, rest rooms

## **III. Worker's health services**

Factory health centres, dispensary, ambulance emergency aid, medical examination of workers etc.

## **IV. Women and child welfare**

Antenatal and postnatal care, maternity aid, crèche and child car, women's general education, separate services for women workers for rest room, urinals, lunch rooms, women's recreation.

## **V. Recreation**

Indoor games, strenuous games should be avoided during interval of work.

## **VI. Employment follow-up**

Progress of the operative in his his/her works, adjustment problems regarding machines and workload, supervisions and colleagues, industrial counselling.

## **VII. Economic services**

Co-operatives, loans, financial grants, thrift and saving schemes, budget knowledge, unemployment insurance, profit sharing and bonus scheme etc.

## **VIII. Labour management participation**

Work committee, safety committee, canteen committee, consultation in welfare area, in production area, in administration area and public relation.



## **XI. Worker's education**

Reading rooms, library, circulation library, visual education, literary classes, adult education, social education, daily news reviews factory news bulletin.

### **2. WELFARE MEASURES OUTSIDE THE WORK PLACE**

- I. Housing, bachelor's quarter, family residence
- II. Water, sanitation, waste disposal
- III Road, lighting, parks, recreation, playground
- IV. Schools, nursery etc.
- V. Bank VI Transport

## **1.12 BENEFITS OF LABOUR WELFARE**

The following points highlight the significance of labour welfare:

### **1. Benefits to Employees:**

- i. Providing physical and mental health to workers and keeping them happy.
- ii. Keeping the employees contented by providing housing facilities, medical facilities, education and recreation facilities.
- iii. Bringing about improvements in material, intellectual and cultural conditions of employees.
- iv. Weaning the employees from drug or drinking addiction through counselling.
- v. Heightening the morale of employees.

### **2. Benefits to Employers:**

- i. Enhancing productivity and efficiency of employees by improving their physical and mental health.
- ii. Enhancing the employer branding in the market.
- iii. Improving industrial peace.

- iv. Checking or containing, the turnover of employees.
- v. Controlling absenteeism in the facility.
- vi. Improving job satisfaction of employees.

### **3. Benefits to Society:**

Labour welfare is also in the interest of the larger society, because the efficiency and happiness of each individual represents the general well-being of all. Well-housed, well-fed and well-looked after labour is not only an asset to the employer but also serves to raise the standards of industry and labour in the country.

## **1.13 PRINCIPLES OF LABOUR WELFARE**

The various principles of labour welfare are as follows:

### **Principle # 1. Adequacy of Wages:**

High wage alone cannot create a healthy and desirable working environment in an organization. A combination of adequate wages, welfare activities and the right working environment is essential for job satisfaction of employees in an organization.

### **Principle # 2. Social Responsibility:**

The organization or the industry in which the employees are being employed have the responsibility and obligation in terms of taking care of the well-being and welfare of the employees.

### **Principle # 3. Efficiency:**

Organizations should perceive that by contributing to employee welfare they can motivate their employees, which can also contribute to enhance the efficiency of the employees as well as that of the entire organization.

### **Principle # 4. Re-Personalization:**

This emphasizes the development of human personality as the principal objective welfare activities in the organization.

### **Principle # 5. Totality of Welfare:**

The need and the importance of employee welfare must be felt and practiced at all levels of the organization.

### **Principle # 6. Integration and Coordination:**

Coordinated approach is crucial in order to achieve a successful welfare program for the organization. At the same time care should be taken so as to integrate all the subsystems of the organization along with the fundamental welfare initiatives taken by the organization.

### **Principle # 7. Participation:**

For the success of any welfare initiatives in an organization it is essential for employee participation from all levels of the organization.

### **Principle # 8. Responsibility:**

For the success of any welfare initiatives both the employer as well as the employees should be mutually responsible. The trade unions should also take the

responsibility of emphasizing upon labour welfare initiatives rather than focusing on their vested political interests.

### **Principle # 9. Accountability:**

Management of any organization should be critical with respect to the accountability of labour welfare initiatives taken by them. The management representative should be given the authority to take necessary decisions in order to ensure accountability of the welfare activities.

### **Principle # 10. Timeliness:**

Employee welfare measures must be provided on a timely basis as and when required on a priority basis, otherwise this could lead to decrease the effectiveness of the HR function in terms of increased cost and wastage. In this regard the management of any organization should emphasize upon proper planning and control.



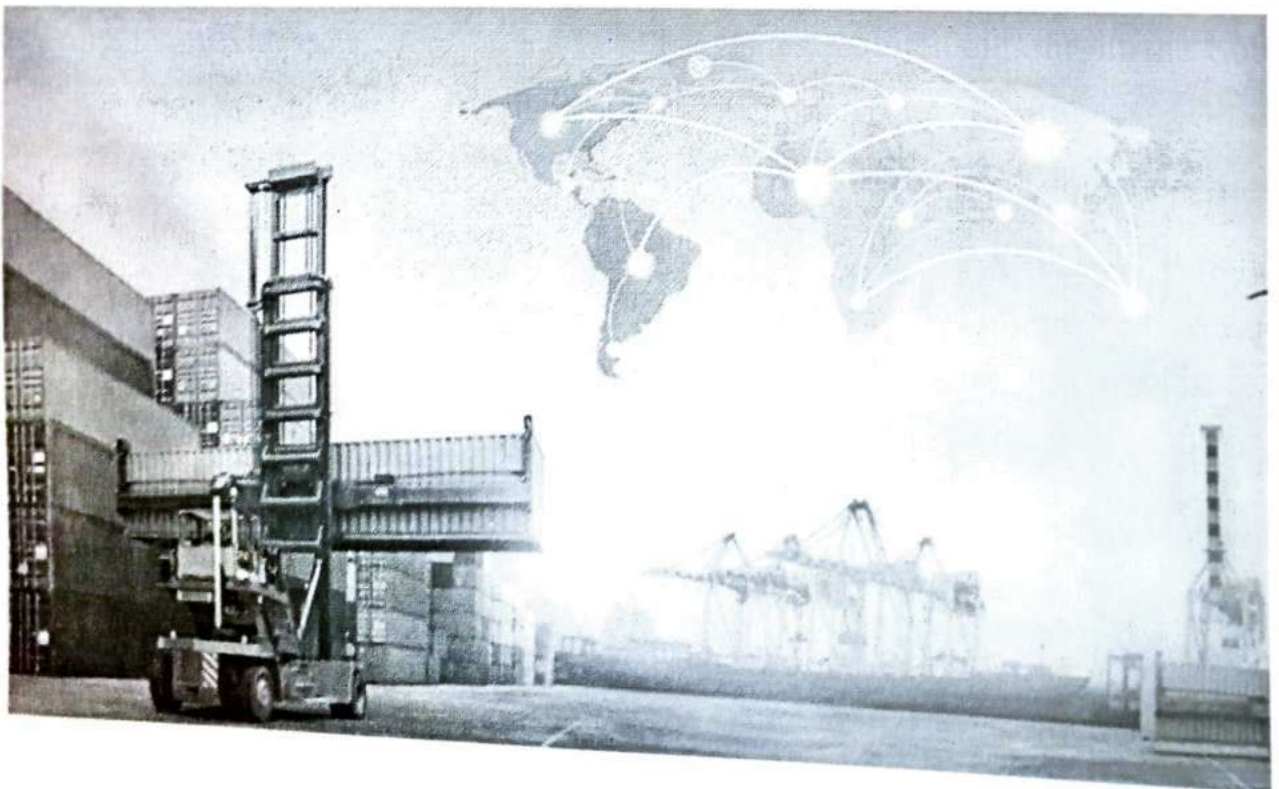
# **CHAPTER 2**

## **ORGANIZATIONAL HISTORY**

### **PSTS Shipping services - Thoothukudi**

#### **2.1 COMPANY PROFILE**

PSTS provides one stop service for all logistics requirements in all the South-East Indian ports of India – major/minor and private ports. The company offers a range of logistics services viz, port related logistics services, road/rail logistics, heavy equipment hiring & trading and in-plant logistics services. Under Port related logistic services, it offers Agency, Stevedoring, Customs Clearance, Freight Forwarding, Chartering, Packaging & Warehousing, Container Freight Station (CFS) management and Port Management. Under Road/Rail logistics, the company offers Trucking and Wagon handling services. Heavy equipment hiring & trading services includes Transportation & Distribution and Project Cargo handling.



The in-Plant logistics services include in-Plant logistics support in Processing, Assembling and Manufacturing industries. PSTS group is handling varied cargoes such as Coal, Coke, Fertilizer, Granite, Copper Concentrate, Rock Phosphate, Bauxite, Steel Coils and Project cargo. These cargoes were collectively handled by the offices that are located in Chennai and Tuticorin. PSTS's clientele includes Sterlite Industries, Indian Potash Ltd, , Essar Steel, , Coal & Oil Ltd, Dalmia refractories Ltd, Hatsun agro products Ltd, Navalmar (UK) Ltd, SPIC Ltd, Apeejay shipping ,India Cements Ltd,

## **2.2 MISSION**

- Innovative solutions for our demanding customers
- Service with uncompromising quality and timely response
- Long-term relationship and commitment to every customer
- Forward-looking to maintain leadership in the industry

## **2.3 VISION**

- Our highly efficient customs brokerage
- Clearance and compliance service
- We ensure complete security

## **2.4 COMPANY LOGO**





## **2.5 COMPANY HISTORY**

PSTS Shipping is a family run enterprise, a part of PSTS Group. The Group was founded in 1940 by Mr. PSTS Thiraviaratnam, a visionary and doyen of South India's shipping industry, strived for the port infrastructure to be developed in South India. Stepping in to satisfy that need, ShriThiraviaratnam went beyond leading his company, to lead a delegation of Tuticorin Port Development Council to New Delhi, to meet then Prime Minister Shri. Jawaharlal Nehru in 1958. This meeting paved the way for Tuticorin port to be recognized as one of the Major Ports of India. During the foundation laying ceremony for the construction of Berth No. 9, on 10th Dec, 2006, Mr.Thiraviaratnam was named as "Father of Tuticorin Port" by Tuticorin Port Trust. He was also felicitated by the then minister of Shipping ShriT.R.Baalu for his contribution to the development of the port of Tuticorin.

The Group, which began with providing ship agency services for 3 liners before independence, now provides integrated logistics services covering sea, air, road and rail related logistics. The PSTS Group has been active in almost every area of the shipping business. Today, PSTS is a distinct corporate entity, with a leadership position in the East Coast of India, ably managed by Directors with professional qualifications in Shipping, Engineering and Business Management.

## **2.6 LOCATION AND OVERVIEW**

Psts & Sons PVT LTD in Tuticorin, Thoothukudi is a top player in the category Freight Forwarding Agencies 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 customer, 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 hear 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. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is known to provide top service in the following categories: Freight Forwarding Agencies, Freight Forwarding Agencies For Sea, Freight Forwarding Agencies For Air.

## 2.7 CURRENT AUTHORITY PROFILES

### Manager's Profile:



**Rajesh Kannan**

**Sr. Manager (Shipping) @ M/s. PSTS SHIPPING SERVICES. Tuticorin.**

**Thoothukudi, Tamil Nadu, India.**

### ✈ About

- 14+ years of experience on Shipping industry playing different roles such as  
"Sr. Manager -Shipping Agency  
"A Ship Chandler  
" Manager in Container Freight Station  
" Provided services for Europe and UK Based shipping company such as Navalmar UK Ltd. and Navalmar S.R.L



## ✈ Experience

Sr. Manager (Shipping)

M/s. PSTS SHIPPING SERVICES

Sep 2013 – Present 7 years 9 months

Tuticorin, Tamil Nadu, India

## ✈ Description of duties:

Attend the vessel once arrived at VOC Port Tuticorin during cargo operation at terminal, ship-to-ship operations.

Responsible for the execution of all enquiries from ships & Customer.

Coordinate with Ship Chandlers, Spares Brokers, Labours (Handymen), Technicians, Drivers, Bunker Suppliers and Bunker Quantity Surveyor the time of attendance of the vessel.

Keep informed of the Estimate Time of Arrival (ETA) of the ships to all parts involved (Authorities, Customers and Suppliers), as required.

Responsible to present all documents required by VOC Port Tuticorin and Ports authorities to ensure traffic or operation of the ships.

Submit all vessel information at Tuticorin Port IPA PCS System; documents required to avoid any penalties or delays with the transit.

Prepare documents / reports requested by the department as Statement of Facts (SOF) of bulk carriers Ships.

## ✈ Export CFS Manager

SEC services Ltd.,

Apr 2011 - Mar 2013 2 years

Tuticorin

Container Freight Station (Import & Export )

## **Sr. Manager**

Spencer Marine International - India

Apr 2006 - Mar 2011 5 years

Mumbai, Maharashtra, India

Ship- Chandling (All type of vessels)

## **Director's Profile:**



## **Arjun sankar**

Director at PSTS Logistics Pvt. Ltd

Thoothukudi, Tamil Nadu, India.

## **❖ Experience**

Partner

PSTS SHIPPING SERVICES

Feb 2006 – Present 15 years 4 months

Tuticorin.

## **❖ Education**

Montfort School

## **2.8 COMPANY FEATURES**

- Company type - Private
- Sector - Non-Govt. Company

## **Industry type**

- Industry - Courier, Logistics, Packaging, Transport.
- Sub - Industry - Courier, Logistics, Warehouse, Transport.
- Services - Customized Logistics Solutions, Warehousing and Packaging, Transportation And Distribution, Customs Clearance, Freight Forwarding.

## **2.9 SHARECAPITAL**

Authorized Capital - Rs. 2, 00, 000

Paid up capital - Rs. 1, 00, 000

## **2.10 LISTING AND ANNUAL COMPLIANCE DETAILS**

Listing status	- Unlisted
Date of Last Annual General Meeting	- 30 September 2019
Date of Latest Balance Sheet	- 31 March 2019

## **2.11 SERVICES**

With transportation and warehousing resources in over 35 countries around the globe, PSTS Logistics offers integrated, single source solutions to meet the needs of every type of customer, regardless of size or location.

### **✓ SHIPPING SERVICES**

We, PSTS group provides integrated logistics services covering sea, air, road and rail related logistics.

### **✓ STEVEDORING**

Our stevedore foreman is well experienced and expert in well-handling all the stevedoring equipment.

✓ CUSTOMS CLEARANCE

As an authorized company, we make it fast and reliable customs clearance in export and imports.

✓ CONTAINER FREIGHT STATION MANAGEMENT

For its end-to-end solutions, PSTS covers more than 100 countries and 300+ different cities worldwide.

✓ FREIGHT FORWARDING

Strong market presence on every continent, supported by total global warehousing capacity of 4.4 million sq meters.

✓ HEAVY EQUIPMENT HIRING & OVER DIMENSIONAL CARGO HANDLING

We have a team of trained and experienced people in heavy equipment hiring and over-dimensional cargo handling.

✓ CHARTERING

We provide maritime chartering services. We also offer Under Port related logistic services like Stevedoring, Customs Clearance, etc.

✓ HEAVY EQUIPMENT TRADING

As a leading and long time business in logistics, we provide heavy equipment trading with customized logistic services.

✓ WAREHOUSING AND PACKAGING

Asset-backed warehouse logistics network with over 4.4 million square feet of commercial storage space worldwide.



### ✓ TRANSPORTATION AND DISTRIBUTION

Under Road/Rail logistics, the company offers Trucking and Wagon handling includes Transportation and Project Cargo handling.

### ✓ IN-PLANT LOGISTICS SERVICES

The in-Plant logistics services include in-Plant logistics support in Processing, Assembling and Manufacturing industries.

### ✓ CUSTOMIZED LOGISTICS SOLUTIONS

We offers a range of logistics services viz, port related logistics services, road/rail logistics, heavy equipment hiring & trading and more.

## **2.12 CUSTOMER FOCUS**

PSTS is forever evolving in its commitment to deliver value to its customers.

Over the decades, company has expanded its service net, ventured into related yet diversified activities to provide comprehensive and customized services to its clients. Today, Group's strengths in Size, Capacity, Resources, Market Presence, Expertise and Experience, works cohesively with the intent of catering to customer delight by all means and always.

## **2.13 CLIENTS**

Company is committed to doing their part for our environment. PSTS has invested heavily on new functional and operational management software with objective to go completely paperless for all their internal reporting and records management. PSTS is also encouraging shipping industry to shift to completely paperless documentation and related transactions.



sterlite copper



## 2.14 CAREER

PSTS employs 100+ full time employees and 750 skilled and semi-skilled labourers for port related operations. It is important for us to create a safe, friendly and

happy workplace that employees value as a great place to work. We believe the happiness of our employees is reflected on everything we do. To keep the lines of communications open department managers and employees conduct weekly meeting to understand any operational or personal issues within or at inter-department level. PSTS also observes founders day as PSTS Family day where employees are invited with their families, which encourages them to develop a sense of family within group and also they get to know colleagues more personally.

We continuously identifies training requirements and offers job and soft skill training opportunities to help its people provide the clients with efficient, cost effective, safe and appropriate logistics solutions

PSTS has some of the best people in the industry working under its banner. Top managers are seasoned professionals with many decades of experience both in India and abroad. Also for new entrants PSTS continuously identifies training requirements and offers job and soft skill training opportunities to help its people provide the clients with efficient, cost effective, safe and appropriate logistics solution.



## **Chapter – 3**

# **A STUDY ON ANALYSIS OF LABOR WELFARE SCHEMES AND ITS IMPACT ON JOB SATISFACTION – PSTS Shipping services**

### **LABOUR WELFARE SCHEMES**

1. Labour Welfare Schemes Presented By Ramkrishna Rajput
2. Organizations provide welfare facilities to their employees to keep their motivation levels high. The labour welfare schemes can be classified into two categories viz. statutory and non-statutory welfare schemes.
3. Factories Act, 1948:- Washing facilities (Sec 42) Adequate and suitable facilities for washing for the use of workers in the factories.

### **3.1. WORKING ENVIRONMENT**

PSTS shipping services has a positive working environment that promotes employee's safety, growth and goals attainment. This environment is most conducive to a successful workforce as it encourages employees to perform to their highest abilities. Companies can achieve a positive working environment by focusing on their overall culture supporting employee growth and making employees feel safe and comfortable.

### **3.2 CORDIAL RELATIONSHIP**

PSTS shipping services is often able to provide an employee a supportive work culture and environment in terms of personal or professional relationships. A supportive work culture helps to grow employee professionally and boosts employee satisfactions.

### **3.3 TRAINING**

Training refers to a planned effort by a company to facilitate employee's learning of



job-related competencies. The goal of training is for employee's to master the knowledge, skill, and behaviors emphasized in training programs, and apply them to their day-to-day activities.

PSTS shipping services follows three methods of training.

- Induction training,
- On the job training, and
- Off the job training.

## **I. Induction training:**

In PSTS Shipping services induction training is provided to newly recruited employees. They are introduced to various concepts like welfare, safety information and the employees are informed about the company rules and regulations. This training provides necessary information and helps in gain their knowledge and skill about their job.

## **II. Off the job training:**

This training is conducted to minimize error. In this company off the job training conducted in Chennai or some other places. It is a compulsory training process where all employees must go through this training in yearly basis.

## **III. On the job training**

In PSTS Shipping services coaching is offered to employees by senior staff or an experienced person. They coach their employees but to give a more detailed and classified information about the job that is required to be performed.

## **3.4 REWARD**

The achievement and benefit received by employees for their job performance in an organization are known as reward. The basic salary only encourages employees to work at the level that is required of them. Reward system helps to improve employees' job satisfaction and retain their staff.

Reward can be classified into two types. They are

- Monetary
- Non-monetary

### **3.5 MONETARY**

#### **Bonus:**

A bonus is a financial compensation that is above and beyond the normal payment expectations of its recipient. Bonuses may be awarded by a company as an incentive or to reward good performance. PSTS Shipping services gives bonus to best performance in certain branches. They provide yearly bonus to their employees. Bonus amount is equal to basic salary.

#### **Allowances:**

An allowance is the financial benefit given to the employee by the employer over and above regular salary.

PSTS shipping services provides

- Medical allowances
- Travelling allowances
- Provident fund
- ESI- (Employees State Insurance)

#### **✦ Medical allowances:**

Medical allowance is a fixed amount paid by some employers to their employees on a monthly basis. In PSTS Shipping services they provide a full body checkup to all employees. This allowance is not only employees are included in employee's family members.

#### ✦ **Travelling allowances:**

Travelling Allowance It refers to the amount of money paid to the employee for the travelling and other expenses during a business tour. In PSTS Shipping services they spends money for work related travelling expenses to the employees.

#### ✦ **Provident fund:**

Provident Fund is a compulsory, government-managed retirement savings scheme for employees, who can contribute a part of their savings towards their pension fund, every month. Provident fund is an additional payment of interest is given by company. PSTS Shipping services is added to the employee salary.

#### ✦ **ESI-(Employees State Insurance)**

Employees' State Insurance is a self-financing social security and health insurance scheme for employees. In PSTS Shipping services free medical service for employees and family members,

#### **Incentives:**

Anything that can attract an employee's attention and motivate them to work can be called as incentive. An incentive aims at improving the overall performance of an organization. Incentives are the additional payment given to the employees. In PSTS Shipping services provides short term incentives for their employees who have been within a company for more than one year.

### **3.6 NON-MONETARY**

- Time -off
- Paid on leave

#### + **Time-off:**

Time off is the period of time when you do not work because of illness or holidays, or because your employer has given you permission to do something else. PSTS Shipping services the employees need to take holiday or break from work the employees can take time-off.

For example: It includes leave of absence, leisure time, free time, etc.,

#### + **Paid on leave:**

Paid leave means time away from work by an employee for which the employee receives compensation, and is limited to sick time, vacation time, compensatory time and leave that is provided as an aggregate amount for use at the discretion of the employee for any of these same purposes. PSTS Shipping services employees to takes leave of absence from work it can be paid.

For example: Death of family members, sick, etc.



## **Chapter – 4**

# **CONCLUSION**

With the advent of industrial revolution in India, the migration of rural population to the urban centre's and the industrial belts caused socio-economic problems for thousands of persons having been uprooted from the rural moorings. The industrial workers needed welfare services to be provided to them in their surroundings, so as to enable them to adapt themselves to the fast changing economic environments. Employee welfare schemes are initiated to strengthen manpower both physically and mentally. The study of various welfare measures brings into light that the present measures taken by the Small Scale Industries. The improvement in working condition and basic amenities that come under statutory welfare means such as Canteen facilities, Creche facilities, insurance coverage against accidents on work place, clean urinals, clean and safe drinking water, availability of dustbin at workplace, first aid facilities, measures to prevent the accident, hygienic and subsidized food at canteen, shelter & rest room facilities, proper ventilation & lighting facilities are more effective in building the morale and increase the job satisfaction of the employees. Therefore, to improve the level of the job satisfaction of employees, it is suggested that organization must often get feedback from employees, towards welfare measures as employee welfare facilities enable workers to live a richer and more satisfactory life, increase the productivity of organization and promote healthy industrial relations.

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**“INTERNSHIP REPORT ON EMPLOYEES MOTIVATIONAL  
FACTORS ISHWARYA FLYASH LIMITED CHENNAI”**

(An internship report submitted in partial fulfillment of the requirements for the degree)

**Of**

**MASTER OF HUMAN RESOURCE MANAGEMENT**

**Of**

**ST. MARY’S COLLEGE (Autonomous)- THOOTHUKUDI**

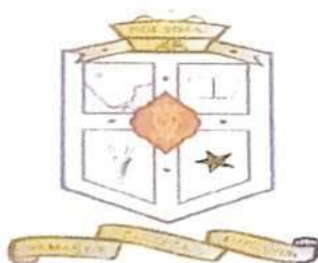
*Submitted by*

**R. DEEPIKA**

**REG NO: 20SPHR03**

*Under the guidance of*

**Mrs. M. Fatima Lucia Sheeba B.Com., MBA., NET.,**



Department Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with “A+” Grade by NAAC)

Thoothukudi – 628001

November 2021

## DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

St. Mary's College (Autonomous) THOOTHUKUDI 628001



### CERTIFICATE

This is to certify that R. Deepika of second year Master of Human Resource Management has undergone internship training on "Ishwarya fly ash limited Chennai" under the guidance of **MS. M. FATIMA LUCIA SHEEBA B.com., MBA., NET** and this guidance original work up to my knowledge.

**CO-ORDINATOR**

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# ISWARYA FLYASH BRICK

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Date: 15/6/2021

## CERTIFICATE

This is to certify that Miss DEEPIKA.R(Reg. Number: 20SPHR03) II year student of St.Mary's College(Autonomous) Thoothukudi, has done an online internship programme on the topic **"A STUDY ON EMPLOYEES MOTIVATIONAL FACTORS IN AN ORGANIZATION"** at our organization Lotus Hallow Blocks, Chennai for 15 days (from 2<sup>nd</sup> May 2021 to 30<sup>th</sup> May 2021).

During this tenure, she gained knowledge of various activities. Her conduct and character were good. We wish her all success.

Best Regards,

For ISWARYA FLYASH BRICK

Partner

## DECLARATION

I hereby declare that the internship entitled “**Employees motivational factors**” is submitted to St. Mary’s College (Autonomous) Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, fellowship of other similar titles.

**Place:** Thoothukudi

**Date:** 9/12/2021.

R. Deepika.  
**Signature of candidate**

**(R. DEEPIKA)**

## ACKNOWLEDGEMENT

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## **ABSTRACT**

Motivational factors play an important role in increasing employee job satisfaction. Satisfied employee return can help in improving organisational performance. Maslow proposed the motivational is the result of a person's attempt at fulfilling five basic needs; physiological, safety, esteem, and self- actualization. The purpose of motivational create condition in which employees are willing to work zeal, initiative, interest, enthusiasm, with the high personal and group moral satisfaction. With a sense of responsibility. Motivation is the correct choice of cultivate discipline and confidence. So that, the goal of an organisation are achieved effectively. In Aishwarya fly ash bricks companies there are 320 employees are working. This study is based on motivation in Aishwarya fly ash bricks which includes monetary, salary, or wages, bonus, financial, incentive, promotion, profit sharing. Nonmonetary factors on status, appreciation and recognition work-life balance, delegation, working conditions job security. The objectives of this study is to analyse the effects of motivational factors on employee job satisfaction. Motivating in high level of an employee performance is an important organizational responsibility.



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# CHAPTER 1

## CHAPTER I

### INTRODUCTION

#### 1.1. MEANING TO EMPLOYEES MOTIVATIONAL FACTORS :

“Motivation is an inspiration process which impels the member of the team to accomplish their desired goals.”

**J.E. Rosenzweig and F.K. kast**

Motivation is derived from the word ‘motive’ which means needs, wants, or derives, with the individuals. It’s the process of stimulating people actions to accomplish the goals. In the work goal context the psychological factors stimulating the people’s behavior can be:

- Desire
- Success
- Recognition
- Job-satisfaction
- Team work

One of the most important functions of management is create willingness amongst the employees to perform the best their abilities.

Management is the art of getting things by others getting working done is difficult task. It related to human behavior. The success of any organization depends upon the behavior and interest of the employees. The organizational goals are achieved through the right direction of human behavior in a desired manner. Before guiding or directing the employees, the reasons for such behavior should be identified. The management can strategically motivate the employees based on the such reasons. Drivers are human behavior related to the intrinsic nature of the work but not necessarily to the surrounding circumstances or environment. Motivating factors include achievement, advancement, autonomy, personal growth, recognition, responsibility, and the work itself employee motivation is the factor that causes to employee to pursue work tasks or goals.

## **1.2. NATURE OF MOTIVATION:**

Motivation is concerned with the direction of the function of management, so the nature of motivation can be understood from the following points:

### **1) Unending process:**

A social animal (a man) has number of wants. These wants includes a man to work. All wants cannot be satisfied at one time. The another want emerges. Motivation is also an unending just like satisfaction of wants is an unending process.

### **2) A psychological concept:**

Motivation is deals with psychology of workers. An efficient worker will not perform the workers desirably well unless he is properly motivated. So effective performance requires motivation. Proper motivation is possibly only through proper analysis of the psychology

### **3) The whole individual is motivated:**

An individual is motivated fully and partially because motivation is related to psychology. Besides, the basic needs of man determine motivation to a great extent. All these needs are interrelated and cannot be separated from each other.

### **4) Motivation may be financial or non-financial:**

Motivation is may be divided into two i.e., financial and non-financial. Financial motivation includes increasing wages, allowances, bonus, perquisites, and the like. Non-financial motivation includes recognition, praise, giving more responsibility and inducting participate in decision-making process.

### **5) Frustrated man cannot be motivated:**

If a man does not have his basic needs satisfied, he may be frustrated. He may be mentally ill to some extent. Such frustrated man cannot be motivated unless his basic needs are satisfied.



## **6) Goal are motivators:**

A man works to achieve his individual goals. Whatever the goal is achieved, he will be no longer interested to work. So, the management should identify the goals of individual and it can persuade them to work by directions.

## **7) Motivation can be positive or negative:**

Positive motivation means use of incentives. The incentives may be financial and non-financial, pay revision conformation of job and the like are positive motivation. negative motivation means emphasizing penalties. Demotion and termination and the service are some of examples of negative motivation.

## **8) Motivation or job satisfaction are different:**

Motivation is goal-oriented behavior. Job satisfaction is an outcome or a job performance. So, motivation is entirely different from the job satisfaction.

## **1.3. IMPORTANCE OF MOTIVATION:**

A manager guides the people in a desired manner in order to achieve organizational objectives. Two important thinks are necessary to perform any job. People have ability to work and willingness to work is of no use. Hence there is a need for motivation to create willingness in the minds of workers to do a job. So, the performance may be expressed in the following formula.

- **Job performance= Ability x Motivation**

The importance of motivation is briefly discussed below:

### **1) Maximum utilization of factors of production:**

Workers perform the work sincerely through the inspiration of motivation. This creates the possibility of maximum utilization of factors of production viz., labour and capital.

## **2) Willingness to work:**

Motivation is willingness of people to work. A man is technically, mentally and physically fit to perform the work but he may not be willing to work. Motivation creates a willingness on a part of workers to do the work in a better way.

## **3) Reduced absenteeism:**

Financial incentive schemes coerce the workers to work more. Financial incentive schemes is framed in such a way that monetary benefits are given on the basis of number of hours engaged. This reduces absenteeism.

## **4) Reduce labour reduction:**

Financial and non-financial incentives schemes. This helps to retain the existing laborers. The enterprise can plan its activities on long term basis with the help of reduced labor turnover.

## **5) Availability of right personnel:**

Financial and non-financial incentive not only retaining the existing employees from outside the enterprise. In other words, the right people are attracted from outside to work for the enterprise.

## **6) Building of good labor relation:**

Motivation helps to solve the labor problems of absenteeism, labor turnover, indiscipline and grievances. This ensures the building of good labor relations.

## **7) Increase in efficiency and output:**

Both workers and management get benefits from motivational plans. Wages of the workers increase corresponding to the increase of output and efficiency.

### **8) Sense of belonging:**

Proper motivation scheme promotes closer rapport between enterprise and workers. The workers begin to feel that enterprise belong to them and consider its interest as their own. Thus, there is no difference between workers and enterprise.

### **9) Basis of co-operation:**

Efficiency and output are increase through co-operation. The co-operation could not be obtained without motivation so, motivation is a basis of co-operation.

## **1.4 TYPES OF MOTIVATION**

The following are the some of the motivation:

### **1) Negative motivation:**

Negative, motivation is force of fear. If the worker fails to complete the work, they may be threatened with demotion lay-off, pay-cut, etc. the negative motivation gives maximum benefits in the short-run. In the long-run there are no such benefits available to the organization. Negative motivation is results in disloyalty the group as well is to organization.

### **2) Positive motivation:**

Positive motivation is based on rewards. According to Flipps, "Positive motivation is a process of attempting to influence others others to do yours will through the possibility of gain or reward".

### **3) Extrinsic motivation:**

Motivation is available only after the completion of a job. Increase in wages, retirement benefit, rest periods, holidays, health wages, health insurance and the like are the examples of extrinsic motivation.

### **4) Intrinsic motivation:**

Intrinsic motivation is available at the time of performance of work. These motivations provide a satisfaction during the performance of the work itself. Praise, recognition, power, delegation of authority and responsibility, Competition and participation in the decision-making process are some of example of intrinsic motivation.

## **5) Financial motivation:**

Financial motivation is directly or indirectly associated with money. The most important financial motivation are wages and salaries. Bonus, profit-sharing, vacation pay, free-medical services, retirement benefits and insurance are some of other financial motivation.

## **6) Non- financial motivation**

Non- financial motivation is that motivation which is not associated with monetary rewards. Praise, job rotation, recognition, power, delegation of authority and responsibility, Competition and participation in the decision-making process are some of example of non-financial motivation.

## **1.5 THEORIES OF MOTIVATION**

Prof. Douglas McGregor has introduced two theories in his famous book. "The Human side of Enterprise" they are called X theory and Y theory.

### **X- theory:**

This theory is based on what is known best. In other words, as manager has through knowledge and exclude workers from decision making process. A manager has authority or power to take decisions. The worker should follow whatever decisions that are taken by manager.

### **ASSUMPTIONS OF X THEORY**

Workers may find out the way to postpone the work completion in laziness.

- Workers have an aversion to work inherently.
- Workers may do the job half -heartedly.
- Fear of punishment can motivate the workers into action.
- Workers may know the hazards of non-performance of a work.
- No workers is ready to accept any responsibility.
- There is a need for explaining the consequences of being inactive.
- Workers are not interested in achievement.



- A worker prefers to be directed by others.
- Workers hate to improve their efficiency. The reason is that they fear losing their present job.
- Worker is also one of the productions and does not deserve any special treatment.
- Workers lack integrity.
- Worker avoids taking decision whenever necessary

## Y-theory

Y- theory is just opposite to X- theory is considered as traditional theory and Y- theory is considered as modern theory. Y- theory emphasizes the importance of workers in the accomplishment of enterprise objectives.

### ASSUMPTION OF Y-THEORY

- The of human being has no tendency to work. A job is natural just like a play.
- Once the workers understand the purpose of job he may extend his co-operation for job completion.
- Worker can put in his best efforts for the accomplishments of enterprise objectives early.
- Worker has self-direction, self-discipline and self-control.
- If the right motivation scheme is prepared by management the worker is ready to accept extra responsibility.
- The existing worker has competence to work can task right decision.
- The potentialities of human beings are not fully utilized by any Industry

According to Y-theory, a worker has integrity and readiness to work hard he is willing to participate in the decision-making process and shows the sense of creativity and imagination. So, X-theory may be said to be negative and pessimistic one and Y-theory may be said to be positive and optimistic.

## Theory Z

Prof. William G. Ouchi has developed theory Z. This theory based on comparative study of Japanese and American management practices. This theory focus

attention on the organizational behavior side of management. Theory Z can be treated as a model for the motivation.

## **Features of theory Z**

The distinguishing features of theory 'Z' are briefly explained below

### **Trust :**

The existence trust and openness between employees, workers trade unions and management executives avoid conflict at the maximum. Besides, employees extend their co-operation fully achieve their objectives of the organization. According to William G. Ouchi, trust, integrity, and openness are necessary to an effective organization.

### **Life-time settlement:**

Life- employment should be given all employees in order to promote a strong bond between employees and organization. Shareholders are owners of the company should forgot their dividends are profit to retrenchment of workers during adverse business conditions.

### **Involvement of employees:**

Involvement of employees means participation of employees in decision making process. Participation of the employee is not necessary in all decisions. But the same time, any decision affecting employees should be taken jointly. If the management wants to take a decision independently, the employees should be informed the position of management so that employees do not feel ignored. Such involvement generates a sense of responsibility.

### **Integrated organization:**

An integrated organization gives important to job rotation. The reason is that job rotation improves understanding of interdependence of task. This type of understanding leads to team spirit.

### **Restricted promotions**

Promotion worker is restricted to the maximum the reason is that promotion leads to saturation in the adoption of latest technology. The promoted workers are not ready to

cope with changes. Instead, the management gives importance to horizontal movement of workers do not have a sense of stagnation in the same post for long time.

### **Co-ordination**

The role of any leader is to co-ordinate the effects of employees and creates class feeling in the organization. The leader should have a discussion with each and every employee and analyses the problem.

### **Motivation**

If the workers are allowed to work with their superiors or on specific projects they will be motivated. The reason is that there are the prospects of greater income in future, due to their involvement.

### **No formal structure**

There is no formal structure to the organization as per the theory Z. at the same time, there should be a perfect team-work with co-operation, ideas, strategies, plans and information. For example, cricket teams play well and solve problems with no formal reporting relationships.

### **Informal control system**

Organization should make the control system an informal one. So, importance is given to mutual trust and co-operation rather than superior sub-ordinate relationship for this purpose.

### **Working environment**

The stable working environment is necessary to the workers for increasing their satisfaction.

## **1.6. MASLOW'S HIERARCHY OF NEEDS**

According to Maslow, human wants are innumerable and never ending. If want is satisfied, another want emerges in that place.

### **1) Basic physiology needs:**

The basic physiology needs are concerned with breeding shelter, sexual gratification, clothing etc. these needs are inherent in nature. These are necessary both man to animals. If these needs are satisfied, other needs will not emerge. Man lives by food alone. These needs are powerful motivating force than others.

### **2) Safety and security needs:**

Safety and security needs emerge only when the basic physiological needs are satisfied. Safety needs concerned with physical danger or loss illness and the like. Hence the workers attempt to get the job security, pensionary benefits as so on.

### **3) Belonging and social needs:**

A man is a social animal he wants be love and be loved in a society or in a family. Exchange of feeling and grievances, love, sociability, recognition, conversation, and belonginess are some of the examples of social needs.

### **4) Esteem and status needs:**

Esteem and status needs are otherwise called Ego needs or egoistic needs. Self-confidence, independence, achievement, competence, knowledge status recognition are appreciation are some of the example of esteem and status needs. Most of these are rarely satisfied.

### **5) Self- actualization needs:**

Self-actualization needs are otherwise called self-realization needs. Self-actualization refers to the desire to become every4thing that one is capable of becoming. For example, a doctor thinks that he is capable of the saving the life of patient. Teacher thinks that he is capable of giving best teaching to students. In other words, a maximum level of excellent performance is done by the individual.



## **1.6 HERZBERG'S THEORY OF NEEDS**

According to Herzberg motivational factors are responsible for job satisfaction. Hygiene or maintenance factors are responsible for job dissatisfaction.

### **MOTIVATIONAL FACTORS**

- Achievement
- Recognition
- Work itself
- Responsibility
- Advancement
- Growth

### **MAINTENANCE FACTORS**

- Company policy
- Technical supervision
- Interpersonal relation with sub-ordinates
- Salary
- Job security
- Personal life
- Working conditions
- Status
- Inter-personal relations with supervisors
- Inter-personal relations with peers

## **1.7 MOTIVATIONAL TECHNIQUES**

### **1) Monetary incentives:**

The term monetary incentives include pay revision or increase, fringe benefits, bonus, etc. monetary incentive have motivation power than non- monetary incentives.

## **2) Job-based technique:**

Job based technique cover job simplification, job rotation, job enlargement, job enrichment, job analysis, and evaluation, increase the awareness of performing a particular.

## **3) MBO technique:**

Both workers and managers participate in the determination of the area of responsibility and the expected results. They are used MBO as guidance for operation and assessing their contribution towards organizational development.

## **4) Leadership techniques:**

Autocratic, democratic and persuasiveness are some of the styles of the leadership. They have their own implication for workers motivation in their short run as well as in the long-run.

## **5) Sensitivity training:**

This type of training is to given to group of managers. They, in turn motivate their subordinates after receiving sensitivity, training, helps the managers to understand themselves better, develop insight into work situations, scientific thinking and acquire behavioral skills in dealing with sub-ordinates.

## Chapter II

### Organizational History

Ishwarya fly ash bricks was formed in the year 2009 by a team of technically qualified entrepreneurs with the sole aim of being "Better than the Best". Sure enough, in this short span, IFABPL has earned the reputation of being the finest fly ash brick available in the market. With emphasis on quality and customer service, IFABPL has grown to become the partner of the building industry.

We have reputation for being able to deliver cost-effective and innovative solutions to meet a variety of requirements. We manufacturing excellent quality product such as Fly Ash Bricks, Solid Blocks and etc. In all products we make use of high grade raw material. Our product promise to have high compressive strength, more resistance to weather, super thermal insulation, a fine finish and a secure structure that complies with the relevant Indian Standard specification.

Since the inception of our firm, we are dedicated to cater qualitative range of Fly ash Bricks Solid Blocks and Concrete to our clients.

We manufacture and supply best quality Fly Ash Bricks. Manufactured as per the international quality standards, these fly ash bricks are highly demanded for their durability, robust design and lightweight.

**Fly ash Bricks and Solid Blocks-** These are highly strong, durable and are extremely useful in construction.

We use a high-end automated setup and thus, we do not compromise on the quality. We ensure that our products conform to all standards needed for a good construction product and pass all the IS standards of testing. "Our building products are eco-friendly and cost-effective and thus do not cause any harm to nature, environment as well as humans. These blocks are manufactured from common and abundant natural raw materials producing finished products twice in the volume of the raw materials used, making it extremely resource-efficient and eco-friendly. Our automated machinery and testing process ensure high quality for each and every block that we produce.

The silica is obtained from silica sand, fly ash (PFA), crushed silica rock or stone. It is possible to obtain silica as a by-product from other process, e.g., foundry sand or burgee from glass grinding, provided the levels of alkalis or other impurities are not too high.

This product is key equipment with a wide application in building material factories to autoclaved cure different kinds of building materials. It is also used in areas chemical, textile, wood, metallurgy, military industry. Convenient operation security and reliability are its advantages.

## **2.1 FLY ASH BRICK**

The raw materials for fly ash brick are: fly ash, sand/stone dust, lime, gypsum and cement. The manufacturing method saves energy, reduces pollution of Fly ash which otherwise will have to be dumped away.

**Size:** 230\*110\*75 mm

**Weight of the Brick** – 3.3 kg to 3.5 kg

**Density of the Brick**–1700 Kg/m<sup>3</sup> approx.

We manufacture and supply best quality Fly Ash Bricks. Manufactured as per the international quality standards, these fly ash bricks are highly demanded for their durability, robust design and lightweight.

## **2.2 SOLID BLOCKS**

Solid blocks are environment friendly cost saving building product. These Solid Blocks are three times stronger than conventional bricks with consistent strength. These Bricks with higher strength/weight ratio (about 3 to 4 times that of burnt clay bricks) aid in designing stronger, yet more economic structures.

We are one of the trusted names of the industry engaged in offering a high quality range of Concrete Solid Blocks to the esteemed customers. Our range of products is manufactured using high quality raw material, with the assistance of our team of People.



Solid Blocks Size:

- 400\*200\*200mm [8 inch]
- 400\*200\*150mm[6 inch]
- 400\*200\*100 mm[4 inch]

The sturdy construction, durability, seamless finish, accurate dimension and high strength of these products make them highly demanded in the market. These products are available with us in user-defined specifications. Offered by us at industry leading prices, these blocks and bricks are highly demanded in the market.

### **2.3 On Site Survey**

We provide door delivery of all the construction material across South In

#### **Quantity Surveying**

We offer sound quantity surveying service on the construction site. Our expert help in cost planning and commercial site management. They also interact with contractors or architects and help them determine and measure the size of the building so that accordingly, the quality of construction material material can be decided.

#### **Material at Door step**

We conduct a thorough site survey where the construction site is inspected to measure and determine the quantity of construction material required. The site survey also estimates how long it will take for the project to reach completion.

#### **Hands on Training**

We provide adequate training on the usage of all our products. The usage of the products requires a unique application method compared to the traditional red bricks. The blocks are easy to install and set and harden quickly too.

### **2.4 ACQUIRING THE RAWMATERIAL**

- Fly ash is available with thermal power plants and can be acquired from them even without spending on transportations. Lime, gypsum and sand, are available in the market and can purchase as per requirement.

## 2.5. STORAGE OF RAWMATERIAL

- Fly ash is open yard. Duly wetted and covered with plastic sheet.
- Lime dumped in open yard or stored in packets.
- Sand in open yard. Duly wetted and covered with plastic sheet.
- Gypsum in bags stored in godowns.

## 2.6 Ishwarya fly ash bricks limited

Ishwarya fly ash bricks was formed in the year 2009 by a team of technically qualified entrepreneurs with the sole aim of being "Better than the Best". Sure enough, in this short span, IFABPL has earned the reputation of being the finest fly ash brick available in Ever the market with emphasis on quality and customer service, IFABPL has grown to become the partner of building industry.

Compressed at 28 MPA and cured for 24 hours in a 66 °C steam bath, then toughened with an air entrainment agent, the bricks can last for more than 100 freeze-thaw cycles. Owing to the high concentration of calcium oxide in class C fly ash, the brick is described as "self-cementing". The manufacturing method saves energy, reduces mercury pollution in the environment, and often costs 20% less than traditional clay brick manufacturing.

During the nineteenth century coal ash was taken by 'scavengers' and delivered to local brick works, where the ash would be mixed with clay. The income from the sale of ash would normally pay for the collection of waste. Loss on Ignition (LOI): fly ash loses weight when it burns at about 1000 °C due to presence of carbon and water. The weight loss happens due to carbon combustion and moisture evaporation is called "Loss on Ignition(LOI)". This is expressed as percentage. The lower the loss of Ignition, the better will be fly ash. As per BIS it should not be more than 5%.

1. **Fineness:** fine fly ash has more surface area available to react with lime. This increases pozzolanic activity, which contributes to the strength of fly ash bricks. As per BIS it should not be more than 320 m<sup>2</sup>/kg.
2. **Calcium (CaO) content:** the pozzolanic reactivity of fly ash is more in high calcium fly ash. The greater the pozzolanic activity leads to higher the strength of fly ash brick. As per ASTM

C618 fly ash is classified into two types: Class C contains more than 10% lime and Class F fly ash contains less than 10% lime.

Based on boiler operations, fly ash can be additionally classified as LT (low temperature) and HT (high temperature). LT fly ash containing amorphous phases is generated where boiler temperature is not more than 800 °C, whereas HT fly ash containing glassy reactive phases is generated at more than 1000 °C in super thermal plants. LT fly ash reacts well with lime whereas HT fly ash reacts well with OPC.

It reduces dead load on structures due to light weight (2.6 kg, dimension: 230 mm X 110 mm X 70 mm). Same number of bricks will cover more area than clay bricks. High fire Insulation. Due to high strength, practically no breakage during transport and use. Due to uniform size of bricks mortar required for joints and plaster reduces almost by 50. Due to lower water penetration seepage of water through bricks is considerably reduced. Gypsum plaster can be directly applied on these bricks without a backing coat of lime plaster. These bricks do not require soaking in water for 24 hours. Sprinkling of water before use is enough.

Depending on the mixtussre mechanical strength can be low. This can be partially rectified by adding marble waste or mortar between blocks. Large size can have more breakages depending on the mix of materials. It has high thermal conductivity. Extra insulation is required in colder regions.

## Procurement of Raw Materials

- Lime and gypsum from chemical plants.
- Fly ash from thermal power plants.
- Sand from local contractors.

Uniform colour with pleasing appearance. Non uniform colour because the colour of these bricks depends on soil. **Plastering is not required due to smooth finish.**  
Plastering is always required



## **Disadvantages Of Using Fly Ash Bricks**

Fly ash in concrete is believed to improve performance in some ways, however, it has some evident disadvantages. We've highlighted a few disadvantages of using Fly Ash in concrete below:

### **1. Slow Strength Gain**

Once concrete changes to a solid state a few hours after pouring but its curing process takes longer. After its initial setting period, It continues to gain strength for weeks. The addition of fly ash can increase the length of time concrete takes to reach its full strength, this can be a big issue as slow strength gain directly affects the speed of construction.

### **2. Longer Setting Times:**

Fly ash admixtures can increase the time concrete takes for settling. Occasionally this could be desirable, mostly in hot weather where concrete set times are hustled, but during other times it can be a matter of inconvenience as it can delay construction. In such scenarios, other admixtures could be needed to adjust the set time of the concrete. Again, this proportion of admixtures could depend on the percent fly ash in the mixture and the outside temperature.

### **3. Poor Air Content Control:**

Concrete is vulnerable to damage from freeze/thaw cycles if it does not contain air. Here, tiny air bubbles can be created in concrete by using air-entraining admixtures which cause the concrete to foam in the mixing and pouring stage. Fly ash reduces the amount of air entrainment, and concrete mixtures high in fly ash often require more air-entraining admixture.

### **4. Seasonal Restrictions**

Now, the winter season is very problematic for concrete pouring, and mixtures high in fly ash are even more prone to low temperatures. As we highlighted before, low temperatures increase the setting times and cause slow strength gain even in concrete mixtures without fly ash. And, when fly ash is added it can exaggerate these problems.



## **5.Colour Inconsistency**

While the structural effects of fly ash in concrete are more critical, it also has some cosmetic concerns. If there is fly ash in concrete it becomes more difficult to control the colour. Fly ash can also cause many more visual inconsistencies on the finished surface, like dark streaks rising due to carbon particles.

## **6. Size limitations**

Fly Ash Bricks face major limitations in size. Also, only modular size bricks can be produced. Large size bricks face the danger of getting more breakages or cracks.

## **7.Restricted Suitability**

Not all fly ash is suitable for construction, only those produced in power plants are usually compatible with concrete. Other fly ash may need beneficiation. It is very important to use only high-quality fly ash otherwise it can have negative effects on the structure.

## **2.9. Advantages of Fly Ash Bricks**

Fly ash bricks are nowadays mostly used for construction and gaining its popularity overbuilders and engineers because of its high strength, uniformity and less consumption of mortar plastering.

Fly ash bricks are lightweight material compared to clay bricks, so it is suitable for multi-storey building, less weight means less stress on the building. safety assured. It's a proven fact that Fly ash bricks which is made with the BIS standards are 100 % reliable and long-lasting than normal red clay bricks of any other conventional building material. Using fly ash is economical and environment-friendly. There is no emission of greenhouse gases during production. The required operational area is smaller than any other brick producing unit.

Using fly ash in concrete creates a denser mix that provides a smoother surface. Fly ash is the residue that is left from burning coal, and this is formed when the gaseous releases of the coal is efficiently cooled. It is somewhat like a glass powder that is fine in nature.

However, the chemical constituents of this residue might vary from one other. Fly ash has several industrial applications and is widely found in power plant chimneys. The material is also used as substitute cement by mixing it with lime and water. The material is embedded with myriad beneficial features and so is being utilized as a significant building material for the construction purposes. This type of concrete is much dense and smooth. Below listed are few of the advantages.

Smaller builders and housing contractors may not be very familiar with fly ash products, that can have different properties depending on where and how the fly ash was obtained. Also, fly ash applications can face resistance from traditional builders who are well aware of its tendency to effloresce along with the concerns about thaw/freeze performance. Other prominent concerns of using fly ash bricks include:

- Slower strength gain
- Seasonal limitation
- Increased need for air-entraining admixtures
- Increase of salt scaling produced by higher proportions of fly ash

Alternatively, Walls made with Porotherm Smart Bricks i.e. has the power of Clay provides the home builders with a lifetime opportunity of building strong, comfortable, and healthy homes during all seasons.

The perforated design of the brick ensures excellent thermal insulation that keeps indoor temperatures cool at all times. The best thing about the blocks is that they are entirely made of clay making Porotherm a Natural walling material rated by the Green Building Council of India.

The large size of the blocks promotes savings in mortar consumption since one Porotherm 8" block is equivalent in area to 9 small bricks. Another spectacular feature of Porotherm is the precision in design. The blocks are highly dimensionally tolerant making Porotherm a one-of-a-kind wall solution in the market. Also, Porotherm blocks are 60% light in weight than any other conventional walling block thus aiding in faster construction. Apart from all these, Porotherm blocks also have the lowest water absorption because of which

possibility of superficial or shrinkage cracks on plaster is none...no wonder they are called POROTHERM SMART BRICKS.

Fly ash bricks are lighter and stronger than clay bricks. Main ingredients include fly ash, water, quicklime or lime sludge, cement, aluminum powder and gypsum. Autoclaving increases the hardness of the block by promoting quick curing of the cem

## **2.10 Best raw material ratio for fly ash bricks:**

### **Mix Proportion For Fly Ash Bricks**

- manufacturing – (Here Hydrated Lime is used instead of Sludge Lime)
- Fly ash – 57 to 65%
- River Sand or Stone dust – 18 to 27%
- Hydrated Lime – 9 to 12 %
- Gypsum – 5%
- This is the widely practiced mix proportion to make quality fly ash bricks. Hydrated lime is easily available and this is the most common method followed by many successful brick makers.

## **2. 11 Mix Proportion For Bricks manufacturing using**

- Fly ash
- Sand or stone dust
- Sludge Lime
- Gypsum
- Fly Ash (major part) – 55 to 60%
- River Sand or Stone dust – 20 to 25%
- Sludge Lime – 15 to 22%
- Gypsum – 5%

- Sludge Lime is less expensive than Hydrated Lime, this mix ratio is more profitable than other two proportions listed below. Sludge lime is a waste material and hence it costs less than hydrated lime. Sludge lime is normally wet and has lumps, However it can be used to make quality fly ash bricks.

## 2.12 Mix Proportion for Flyash Bricks Manufacturing using cement instead of gypsum and Lime

- Fly Ash – 50 to 60%
- River Sand or Stone Dust – 30 to 40%
- Cement – 8 to 12%
- In this Mix design, gypsum and lime are replaced with cement.
- This mix ratio is not so popular and not a profitable design for entrepreneurs. Cement is more expensive than Gypsum and Lime, hence this formula is useful only during non-availability of gypsum and lime. For profitable business.
- Fly Ash (major part) – 55 to 60%
- River Sand or Stone dust – 20 to 25%
- Sludge Lime – 15 to 22%
- Gypsum – 5%

### Comparison of Clay Bricks and Fly Ash Bricks

Properties	Red Bricks/Clay Bricks	Fly Ash Bricks
Density	1600-1750 kg/m <sup>3</sup>	1700-1850 kg/m <sup>3</sup>
Compressive strength	30-35 kg/cm <sup>2</sup>	90-100 kg/cm <sup>2</sup>
Absorption	15-25%	10-14%
Dimensional stability	Very low tolerance	High tolerance



## 2.13 Manufacturing of Fly Ash Bricks

**Manufacturing of Fly ash bricks process** is done by using a manually operated machine. The following points were followed in the manufacturing of compacted fly ash bricks

(1) Fly ash and sand (**fly ash bricks mixing ratio is 0.35 fly ash and 0.65 sand, by weight**) were mixed in a dry state. Required quantities of lime and gypsum were added to the dry mixture. Both these procedures were carried out in a mechanical mixer (for 5 minutes) extremely that a uniform mixture of fly, ash-sand-stabilizer was collected.

(2). A Uniformed combination of fly ash-sand-stabilizer was spread into a thin layer (100 mm thickness). The required quantity of water (10% for FAL10 and FALG10 bricks, and 12% for FAL17 and FALG17 bricks) was sprinkled and mixed manually with the relief of a spade in order to assure that moisture is uniformly allocated in the mixture.

(3) Known amount of the raw mixture was weighed and poured into the machine mould. indicates the filled mould prepared for compaction. After closing the lid the compaction is accomplished through the movement of a piston connected to the toggle lever

(4) After the compaction stroke the lid is opened and the brick is ejected out and protected in a stack for curing. The stack of fly ash bricks was coated with wet gunny cloth and water is sprinkled three to four times every day such that the whole stack is moist. The bricks were cured for 28 days and then were enabled to dry in the open atmosphere for four weeks and then utilized for testing.

The following are the **fly ash bricks uses in construction**,

- Fly ash bricks are generally used in low and medium-sized structures, load-bearing exterior walls.
- On load-bearing structure internal walls.
- Fly ash bricks can be used in the building industry.
- Brick is used in high load-bearing exterior or interior walls in high-rise buildings.

- Fly ash bricks are used as an alternative material for burnt clay bricks which is one of the most important building materials obtained for the construction of housing and buildings.
- The fly ash building bricks are inefficient in all types of brick masonry works and can replace the conventional burnt clay bricks in almost all applications.
- Fly ash bricks used in multistory structures, factories, house construction, high-rise buildings, power plants, warehouses.

## CHAPTER 3

## **Chapter III**

### **EMPLOYEES MOTIVATIONAL FACTORS IN ISHWARYA FLYASH BRICKS LIMITED**

Motivation is the word derived from the word 'motive' which means needs, desire, wants, or drives, with individuals. It is the process of stimulating people to actions to accomplish the goals. Motivation is the stimulating the people to action to accomplish goals. The satisfaction of employee is essential for organizational effectiveness. Motivation helps to satisfying employees and develop morality among them. Employees with high more become dedicated to the organization. They also perform job in the best manner.

Motivation leads employees to increase in productivity, can achieve higher levels of output and helps to retain employees. Always look for better way to completetask. Retain the high level of innovation while producing higher quality work at the higher level.

Motivating factors include monetary and non-monetary factors

#### **Monetary factors:**

- Salary or wages
- Bonus
- Financial incentives
- Promotion
- Profit sharing

#### **Non-monetary factors**

- Status
- Appreciation and recognition
- Work-life balance
- Delegation
- Work conditions
- Job security



Ishwarya fly ash brick limited is a successful infrastructure development company with focus on establishment of power projects of different capabilities and utilizing different fuels spread over the country. Ishwarya fly ash bricks limited there are 320 employees are working. The success of a company comes from the employee who are being motivated to do their job. Therefore motivating high level of employee the performance is an important organization concern.

Motivational factors which are followed by Ishwarya flyash limited

### **3.1 Monetary factors:**

Monetary factors are extrinsic to work, such as the following:

#### **Salary or wages:**

This is one of the most important motivational factors in Ishwarya fly ash bricks limited salary or wages are fixed reasonably and paid on time.

#### **Bonus:**

Bonus is an extra payment over and above salary and it acts as an incentive to perform better. It is linked to the profitability and productivity of the organization.

#### **Financial incentives**

Ishwarya fly ash bricks provides additional incentives to their employees such as medical allowance, travelling allowance, house allowance, hard duty allowance, and children educational allowance.

#### **Promotion**

Ishwarya fly ash bricks gives promotion to employees based on their effective performance. Promotion is attached with increase in pay, and this motivates the employees to perform better.

## **Profit sharing**

This is an arrangement by which Ishwarya fly ash bricks distribute compensation based on some established company design around profitability.

## **Non-monetary factors:**

Non-monetary factors are rewards intrinsic to work such as the following:

### **Status:**

Employees motivated by better status and designation Ishwarya fly ash bricks limited offer job title that convey the importance of the position.

## **Appreciation and recognition:**

Ishwarya fly ash bricks employees appreciate and reasonably and compensated for their achievements and contribution. Employees get satisfaction by this type of motivation.

## **Work life balance:**

Employees are in position balance the two important segments of their life -work and life. This balance makes the ensure the quality of work and life. A balance employee is the motivated employee.

## **Delegation:**

Delegation of authority promotes dedication and commitment among employees. Ishwarya fly ash employees are satisfied that their employer has faith in them to perform better.

## **Working conditions:**

Ishwarya fly ash bricks limited provides healthy working conditions such as ventilation, proper lightning and proper sanitation improve the work performance of employees.

## **Satisfaction of social**

This company satisfies the employees social needs. The company has maintained the corporate culture of its startup days and that culture is the huge part of what makes it so successful good place to work.

## **Fulfillment esteem needs:**

This company fulfills the employees esteem needs by valuing emphasis self-respect and respect for others and praise for hard work. Appraisal system helps to recognize individuals contribution.

## **Satisfaction of self- actualization needs:**

This company also satisfied its employees self-actualization needs. Personal and development throughout one's life. The tendency for employees to become actualized what he is potentially.

## **Goal setting helps in job satisfaction:**

Employees are highly motivated to accomplish their task goals which give direction to people in their work. The proper setting and management of goals with ishwaraya fly ash brick helps to clarify the performance and job satisfaction.

## **Health and Safety:**

Their salary structure is appropriate, reasonable and competitive. Besides, it has offered health care plans to its employees and provides the safe, clean and hygienic working environment as well as update and well maintained work equipment to the employees.

## **Employee participation in decision making:**

The employees who are working in ishwaraya company are task oriented. Employees are feeling free to express their opinion and suggestions and they also gather information from various sources for decision making purpose.

**Pleasant environment:**

Working environment in ishwareya company is comfortable freedom in the working, freedom in the working free transportation, food. They also focus on the hard work and commitment of the employees, build social relationship in work places.

**Other facilities to motivate the employees:**

Ishwareya fly ash company maintain a rest room, fully equipped with massage chairs, on site, doctors, canteen and dry cleaning can allow employees to have more time to modify the project before due date.



## CHAPTER 4

## Chapter IV

### Conclusion

The enterprise has created the right environment for motivating and engaging its people through the development of good communication channels, appropriate training and honest and timely feedback. Enterprise managers recognize that motivation is personal to the individual. If employee feels that they are being treated fairly they will be more likely to give more their best motivation comes from within an individual. Everyone needs to be motivated to perform better whatever the current situation may be this directly related to what they expect to receive in return for their efforts. Motivation techniques utilize to stimulate employee growth. Performance results from interaction of physical financial and human resource. Ishwarya fly ash bricks limited company was converted into a public limited company. This company is known importance of motivation and they provide motivational factors include monetary factors include salary or wages, bonus, financial incentives, promotion, profit sharing. Non-monetary factors are status, appreciation and recognition, work life balance, delegation, working condition, job security. Motivation leads to effective achievement of goal objectives.

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**AN INTERNSHIP REPORT ON GENDER EQUALITY IN WORKPLACE  
WITH SPECIAL REFERENCE TO ABI TECHNOCHEM PRIVATE LIMITED,  
THOOTHUKUDI.**

*(An internship report submitted in partial fulfillment of the requirements for the degree)*

**Of**

**MASTER OF HUMAN RESOURCE MANAGEMENT**

**Of**

**ST. MARY'S COLLEGE (Autonomous) – THOOTHUKUDI**

Submitted by

**R.KANCHANA**

**REG NO: 20SPHR14**

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November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST.MARY'S COLLEGE (AUTONOMOUS)**  
**THOOTHUKUDI**



**CERTIFICATE**

This is to certify that **R.KANCHANA** of second year Master of Human Resource Management has undergone Internship training on “Gender Equality In Workplaces With Special Reference To Abi Technochem Private Limited, Thoothukudi” under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA.,NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

**DIRECTOR OF SSC**  
St. Mary's College (Autonomous)  
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**PRINCIPAL**  
St. Mary's College (Autonomous)  
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**EXTERNAL EXAMINER**



## DECLARATION

I hereby declare that the internship entitled "**A Study On Gender Equality In Workplace With Special Reference To Abi Technochem Private Limited, Thoothukudi.**" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, Fellowship or other similar titles.

**Place:** Thoothukudi

*R. kanchana*  
**Signature of the candidate**

**Date:** 09/10/2021

**(R. KANCHANA)**

09.06.2021

**INTERNSHIP TRAINING CERTIFICATE**

This is to certify that **Ms. Kanchana. R (20SPHR14) II MHRM** student of **St. Mary's College (Autonomous), Thoothukudi** has undergone online internship on the topic "A Study on Gender Equality in the Workplace" at our Organization for 15days during the period from May 2021 to June 2021.

Her conduct and performance was good during the period of internship.

For **ABI TECHNOCHEM PRIVATE LIMITED**



**S. D. PONSEELAN**  
**MANAGING DIRECTOR**

**ABI TECHNOCHEM PRIVATE LIMITED** 100% E.O.U.

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## **ABSTRACT**

Gender is a social construct that outline the roles, behaviors, activities and features that a particular society believes are appropriate for men and women. Gender equality is necessary in order to ensure a fair and productive labor market. Even though, Bosnia and Herzegovina has established legal frame work including gender equality pass. Women are still facing barriers to participation in the labor market. This research paper will indicate what are the main challenges behind the low participation of women in the labor market. It will provide information in gender difference: the main challenges and also emphasize gender stereotypes which are contributing the gendered division in labor market.

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## CHAPTER - I



## CHAPTER- 1

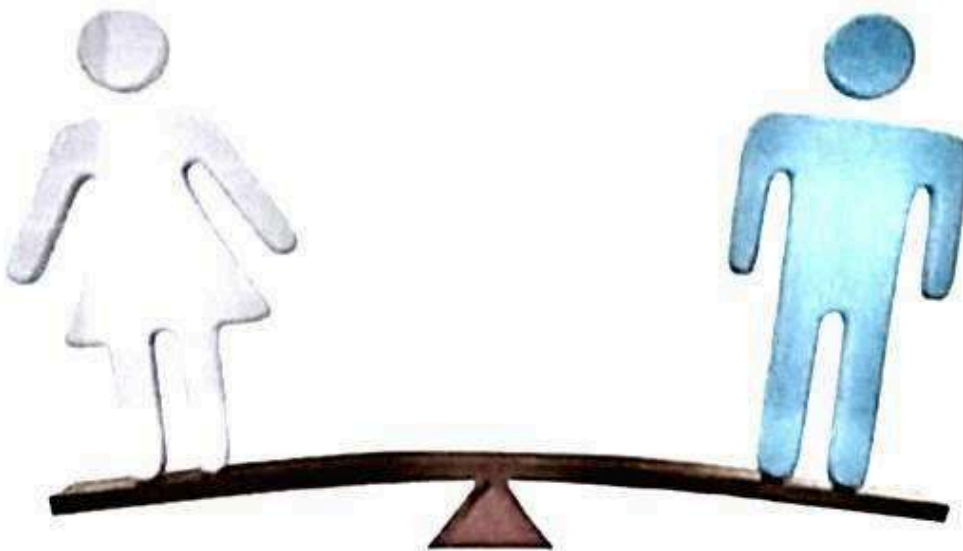
### INTRODUCTION

#### INTRODUCTION ABOUT THE TOPIC

**Gender equality** aims to achieve genuine equality between men and women by planting the idea of respecting human rights deeply into society's soil. This century is significant in that equality between men and women has become accepted as a universal value and that the construction of the social framework has taken place to materialize that concept for the first time in human history. Referring to suffrage, for example, which is one of the most basic indices of male-and-female equality, in the beginning of the century, only New Zealand had given women the right to vote at the national-government level; almost a century later, there are few countries today that do not extend suffrage to women. In line with efforts made by the international community such as those by the United Nations, Japan has been endeavoring to establish laws and systems to realize gender equality in the post-war years, ever since gender equality was enshrined in the Japanese Constitution. As a result, it seems that gender equality has been achieved to a significant extent. Yet, many problems remain unsolved, preventing a gender-equal society from being achieved. As the 21st century is only 4 years away, it is a pressing and important issue to realize a gender-equal society.

Although laws and systems may appear impartial to men and women, they sometimes maintain and reinforce discrimination against women and the entrenched norms imposing stereotyped roles for men and women. In some aspects, people's thoughts and actions, as well as customs and traditions, are discriminatory and prejudiced against women and are based on stereotyping regarding men and women's roles. Such a way of thinking in society makes it difficult to achieve genuine gender equality, and not only prevents women from reaching their full potential in various fields but also hinders men from seeking freedom in their lives. Hence, it is necessary to broadly analyze and reform people's thoughts, customs and traditions in society, not merely to consolidate laws and systems, in view of substantial equality between men and women. Japan's socioeconomic environment is at a historic turning point, experiencing changes at an

unprecedented rate, including the lower birth rate, the progress of an aging society, the maturation and internationalization of economic activities, and the sophistication of info-communications. Such socioeconomic changes raise the need to swiftly achieve a society with gender equality. Gender equality is basically an issue concerning human rights, and we need to make constant efforts to ensure it regardless of the socioeconomic conditions. At the same time, we should strongly recognize that it is absolutely essential for both men and women to participate in all corners of society as equal partners, in order to explore new frontiers for the development of Japanese society amid the rapidly changing socioeconomic environment.



The preamble of the Charter of the United Nations enshrines the "faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women." However, many women throughout the world still suffer from poverty and starvation and are threatened by the violation of their human rights due to civil war and regional conflicts. Looking at the facts in the real world, we must admit that many problems are serious and need to be tackled by the global community. It is impossible to raise women's status without solving problems at an international scale such as poverty, population and environmental issues. But on the other hand, such global-scale problems cannot be solved without pursuing gender equality.



The United Nations has been aiming for "equality, development, and peace" since 1975, the International Women's Year. Gender equality is indispensable to achieve harmonious, sustainable socioeconomic and human development. Fusae Ichikawa, the pioneer of the Japanese suffragette movement stated "no equality without peace, no peace without equality", stressing that peace and equality are mutually dependent to achieve either. The significance of her statement remains unchanged today. Peace, development and equality are closely correlated and are complements of each other, each one being equally indispensable.

## **GENDER QUALITY IN MEANING**

Recommended approaches exist that focus on creating gender equality in the workplace. This means that everyone has the same opportunities and equal pay for equal work. Workplaces should be a place where men and women want to work and feel rewarded and cared for with their work.

## **DEFINITION**

**The United Nations regards gender equality as a human right.**

Gender quality is the measurable equal representation of women or men. Gender quality does not imply that women and men are the same, but that they have equal value and should be accorded equal treatment.

## **OBJECTIVE**

- To main stress gender equality.
- To promote work – life balance.
- To tackle gender – based violence.
- To enhance knowledge and raise awareness of gender issues.
- To faster capacity of gender NGOs.

## **PROMOTE GENDER EQUALITY AT WORKPLACE**

During the past few decades, an increasing trend within industrialized countries has been evidenced to promote equal opportunity in order to attract skilled women and at the same time to redress their public image (Cockburn 1989). However, a number of different approaches have been used to achieve this goal. For example, Jewson and Mason (1986) discuss radical and liberal change ideologies to explain this wave of change. Cockburn (1989) proposes the concept of transformational change ideology. These three ideologies constitute the framework within which organizations operate. Each of these ideologies is examined below.

### **A. Liberal approaches:**

The liberal approach towards equal employment opportunity in organizations is aimed at achieving the removal of discriminatory policies and practices in employment. The approach to create equal terms and conditions of employment for women and men. The proponents of the liberal approach regard men and women equal in terms of their current socio-economic positions and do not acknowledge any differences between them. They argue that employment practices and policies should be the same for both men and women (Jewson and Mason, 1986).

Straw's (1989) work on equal employment opportunities draws on the liberal approach. Straw defines equality at three levels in organizations equal chances at the recruitment level, equal access to the selection level, and equal shares in the organizational hierarchy. Since the argument is founded on the assumption of gender neutrality, the liberal approach tends to discount or simply ignore the structural inequalities in employment, which are rooted in traditions, history and culture. For instance, the institution of patriarchy deeply entrenched in the form of certain religious practices is hardly acknowledged.

The liberal approach towards equal employment opportunity (EEO) has been in practice in the USA, Australia and other European contexts for the last few decades. The related business case for equal employment opportunities emerged in the 1990s in USA businesses, introducing the liberal approach into mainstream capitalist ideology.



## **B. Radical approaches:**

In contrast to the liberal perspective of EEO, the radical approach differentiates between dominant groups, such as middle class white able-bodied men, and subordinate groups, such as women, ethnic minorities and the disabled (in the context of the USA and Australia for Example). The radical approach challenges the existing organizational and social structures, in the quest of equality for such disadvantaged groups based on some ethical and moral principles (Jewson and Mason 1986). Organizations that seek to implement equal employment opportunity through radical approaches use affirmative action and positive discrimination as a commonly adopted tool. The approach treats men and women as essentially different from each other in terms of their biologically as well as social identities. Radical approaches ensure the noticeable attendance of both women and men at the workplace, and seek the eradication of the barriers to advancement faced by disadvantaged groups. The approach is usually adopted by organizations possessing strong political and ethical considerations and values.

Adler and Israeli (1988: 6) identify three phases of a radical change strategy for women's Employment: 1) identifying the distinctive contributions of both women and men, 2) creating enabling conditions for both kinds of contributions to be made and rewarded within organizations, and 3) finding ways in which both contributions can be combined for more powerful managerial procedures and solutions to the organization's problem.

Since the radical approach is aimed at making a women's position better to bring them in line with their male counterparts, Lowery (1995) argues that affirmative action becomes the thrashing post and rallying cry of many white men. However, there is no evidence that women have disenfranchised the power of male middle-class or have even begun to challenge their dominance at workplace (Lowery 1995). In contrast, Watson (1994: 211) argues that equal employment policy is usually "a compromise which recognizes women's differences from men, but tries to iron these out by finding ways to enable more women to join men's worlds." Watson argues that the structure of organizations should be changed in a way that these differences can no longer serve as a barrier to women's employment.

Discrimination into hiring decisions is a complex phenomenon in organizational life. Members of the discriminated groups experience different kinds and levels of discrimination because of several complexes and intersectional attributes, which they may possess. Improving one group's position does not necessarily translate into equal opportunities for others.

### **C. Transfer national approaches:**

Cockburn proposes the concept of transformational change towards equal employment opportunities as an alternate mechanism. Cockburn treats the liberal approach as being incapable of meeting its equality targets and radical approach. The approach, she argues, ends to boost the interests of some disadvantaged groups such as women, ethnic minorities and disabled workers, yet it does not challenge gendered hierarchal structures. Her proposed transformational change approach has a two-pronged agenda: short-term and long-term. The Short-term agenda is aimed at struggling inequalities in organizational life. The long-term agenda by comparison seeks to change the organizational structures and cultures to form a democratic organization, where equality is sustained throughout the organizational system.

This ideal workforce profile proposed by the transformational approach is somewhat similar to the one that is identified by other scholars (such as Morrison et al. 1987) whose approaches towards EEO is informed from diversity theory. The approach argues that organizations benefit from diverse workforces including workers from disadvantaged groups of the society. However, the type of organization assumed by transformational change is broader than the one offered by diversity theory (Ozbilgin & Woodward 2003). Diversity theory is predominantly focused on the business case. In contrast, the transformational approach is mainly concerned with moral and ethical cases for equality. Diversity theory is focused on the multicultural approach to promote equality in organizations, which assumes that women and ethnic minorities (underrepresented groups) will provide organizations with new ideas and ways of working if they have greater representation in the workforce. The business case for diversity does not recognize the existence of gender and racial imbalance and power and culture in current organizational settings. The business case tends to discriminate legitimately against some disadvantaged groups who are under-skilled and cannot improve the competitive edge of the organization (at least partially because of their marginal position in society). The diversity discourse's exclusive emphasis is on the diversity of managerial elite where policies originate. The transformational change aims at changing organizational systems to promote diversity among its entire staff, not only as a business choice but also as a moral and ethical requirement. At least in the short-term, the transformational change relies on measures such as mainstreaming. Mainstreaming can be the major organizational task for equal opportunity. It is an action that aims to amalgamate equal opportunities into the mainstream of organizational thinking, strategy,



planning, resource allocation and decision making within organizations (Foster 1990). Mainstreaming seems to support the short-term agenda of transformational ideology in aiming to ensure equality within organizational systems. To achieve change in organizations, actions should be organized and alliances should be built with the members of the organization who currently enjoy power and support equal opportunity initiatives, despite the fact that these policies will bring restrictions on their currently favored positions.

#### **D. Multilevel approaches:**

Previous research suggests that societal and institutional contexts may play a major role in shaping the status of disadvantaged groups, e.g., women in employment (Beller 1982; Blau and Beller 1988; Dickens 2007). While in the last few decades, there has been significant progress in many countries regarding legislation on equal opportunity (Kelly and Dobbin 1999, Leonard 1986), legislation per se is not sufficient to explain the progress (or lack of progress) on equal opportunity in a society. There are several other factors (discussed next) which need to be considered to develop a holistic view of equal opportunity.

There is evidence of the use of multi-level approach in recent academic research. For example, drawing on a qualitative study of Lebanese skilled self-initiated expatriates in France, Al Arises and Ozbilgin (2010) adopted a multi-level approach as an alternative to theories of management that frame expatriate careers as either organizationally or individually driven. In doing so, the authors explicated how the international work experiences of self-initiated expatriates can be captured in ways true to their nature as multifaceted and multi-level phenomena. Similarly, in their study of the English language related challenges facing migrant women, Syed and Murray (2009) took a multi-level perspective on the labor market issues and challenges facing migrant women from non-English speaking backgrounds in Australia. The authors theorized their findings through a multi-level construct, examining the macro-societal, meso-organizational, and micro-individual challenges facing migrant women in the Australian labor mark.

## **SCOPE**

Workplaces to provide equal pay for work of equal or comparable value. Removal of barriers to the full and equal participation of women in the workforce. Access to all occupations and industries, including leadership roles, regardless of gender. Elimination of discrimination on the basis of gender, particularly in relation to family and caring responsibilities.

Benefits of Equality in the workplace. "It turns out that advancing equal opportunity and economic empowerment is both morally right and good economics because discrimination, poverty, and ignorance restrict growth.

## **BENEFITS OF GENDER EQUALITY IN WORKPLACE:**

### **A) ATTRACT AND RETAIN COMPETENT:**

#### **1. Talent:**

When a company fosters equality in the workplace, the most significant advantage is the massive increase in opportunities to find competent candidates for hire. It brings the best people on board from the talent selection pool. It also plays a unique role in employee retention. Employees love to be part of a culture where they are perceived as equals. They stay longer where they are valued for their individuality and unique contribution.

#### **2. Boosts Collaboration:**

Modern workplaces are changing rapidly. They are now driven by collaboration and teamwork. When you create a culture where people from all backgrounds are treated equally, it enhances collaboration. A variety of skills and experiences among the team also means that employees can learn from each other. It helps in building cohesive teams focused on attaining the common goals and of the company.



### **3. Helps to Reach More Customers:**

Another big win for companies embracing equality is in emerging as a global brand. A diverse workforce means more representation of your consumer persona within the workforce. When your workforce reflects your customers, it helps in greater capture of the target market.

## **B) ENHANCE COMPANY BRAND:**

### **1. Reputation:**

How a company is perceived outside of the organization is a matter of great importance. Candidates rely heavily on reviews on social media sites like Glass door before joining a new job to get a gist of the company. Companies are in fierce competition to make it to the "Best Places to Work" lists provided by various magazines and websites. Having a diverse and inclusive workforce is one of the topmost criteria in determining a company's culture and building a positive brand image. According to a survey by Glass door, 78% of employees expect their employers to be inclusive and treat everyone equally.

### **2. Increased Productivity:**

Businesses can't grow if everyone within them thinks the same, acts the same, and has similar interests. When you bring together people from diverse backgrounds to a table, it widens the range of ideas to deal with a situation. You are stimulating creative and thought-proving ideas. Naturally, problem-solving and innovation are enhanced.

## **PRIORITY FOR WOMEN IN GENDER EQUALITY:**

Employees feel invested in a job where everyone is treated with respect no matter who they are, where they're from, or what they look like. Nearly two-thirds (65%) of employees felt that the respectful treatment of all employees was a significant factor in their job satisfaction. Upholding equality in the workforce ensures a more balanced and representative workforce. It builds inclusive company culture and boosts communication and teamwork. Therefore, equality in the workforce is a huge driver of employee satisfaction, productivity and company growth.

Gender Equality and Women's Empowerment gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life. Equality between men and women exists when both sexes are able to share equally in the distribution of power and influence; have equal opportunities for financial independence through work or through setting up businesses; enjoy equal access to education and the opportunity to develop personal ambitions. A critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. Women's empowerment is vital to sustainable development and the realization of human rights for all. Where women's status is low, family size tends to be large, which makes it more difficult for families to thrive. Population and development and reproductive health programs are more effective when they address the educational opportunities, status and empowerment of women. When women are empowered, whole families benefit, and these benefits often have ripple effects to future generations. The roles that men and women play in society are not biologically determined they are socially determined, changing and changeable. Although they may be justified as being required by culture or religion, these roles vary widely by locality and change over time.

## **IMPORTANCE OF GENDER EQUALITY IN WORKPLACE:**

Improves prospects for future generation and strengthens political and social system.  
Companies with a female board representation outperform those who has no women No their board. Businesses who include females in leadership di better than those who do not.  
Organizations With gender diversity practices. Attract and retain the best talent.

Equal opportunities don't have to double my efforts to gain the same appreciation even if many of us women are not the direct recipient of many atrocities against women, if it were equal, I wouldn't have to feel that I'm living in a man's world or my game is tougher or is unfair or get a chill down my spine every time a woman suffers due to a man. The weight and pressure of being the bread winner will be lifted off men's shoulders as we women would share it I can truly live in a world where I can do anything I want to do and will not be held back because I'm a girl/woman. A more diverse workforce leads to more creative ideas and problem-solving. A larger pool of potential employees allows employers to pick better candidates for a job. Families have more options for earning money, sharing household duties, creating different schedules. It takes away the pressure on the man to be the only breadwinner for the entire family. It allows both genders to choose whatever career or family role that best suits their personality and skills. Both genders have equal rights to divorce, to have access to their children after divorce, to get justice and treatments in cases of sexual harassment and sexual assault. Both genders would have legally protected body autonomy.

There are no disadvantages, although steps taken to get from inequality to true equality could lead to disadvantages for certain people, depending on how it's done. But actually having a truly equal society would be best for all of society.

## **STEPS OF GENDER EQUALITY IN WORKPLACE**

### **1. Talk to women and girls:**

A fundamental reason we have not yet achieved gender equality in every realm is that women and girls voices are too often excluded from global and national decision-making.

### **2. Let girls use mobile phones:**

The majority of girls in India don't have access to using basic technology such as phones and computers because of infrastructure related challenges and economic reasons.



### **3. Stop child marriage and sexual harassment:**

If we want girls to be able to complete education we have to end child marriage. We also have to seriously address sexual harassment of girls.

### **4. Make education gender sensitive:**

There has been much progress in increasing access to education, but progress has been slow in improving the gender sensitivity of the education system, including ensuring textbooks promote positive stereotypes.

### **5. Raise aspirations of girls and their parents:**

We need to give girls images and role models that expand their dreams.

### **6. Empower mothers:**

When mothers are educated and empowered to make choices in their lives, they enable their daughters to go to school.

### **7. Give proper value to 'women's work':**

The unpaid work women and girls do provide the foundation for the global economy. This fact needs to be highlighted more in the media, with the private sector, and in communities.

### **8. Get women into power:**

A proven way to overcome many systematic barriers to a woman's success has been increased participation by women in local, regional and national legislation as empowered change agent.

### **9. Encourage women into non-traditional vocations:**

Supporting women in non-traditional jobs is crucial in not only making long-lasting change in their lives but also help break social taboos.



## **10. Work together:**

Between 1999 and 2010, the ratio of girls in secondary school fell from 83 to 82 girls for every 100 boys at the secondary level and from 67 to 63 girls for every 100 boys at the tertiary level. This is stalled progress and a reversion to the deep gender inequalities that characterized previous eras. To address this gap, our efforts cannot be done in silos, but must involve the people (girls in this case).

## **11. Stop the violence:**

The UN has found that globally, one in three women will experience violence in her lifetime, with most violence against women perpetrated by a current or former intimate partner.

## **12. Beware the backlash:**

One of the realities that we need to remember and address is that, when women "trespass" in spaces that were previously completely male-dominated there is often a penalty. In education and in the workplace that backlash often takes the form of sexual harassment, humiliation, violence.

# **PROCESS OF GENDER EQUALITY IN WORK PLACE:**

## **PART 1- PROSPECTS OF A GENDER-EQUAL SOCIETY:**

### **1) The Basic Idea of the Gender-Equal Society:**

- ✓ What is the "Gender-Equal Society".
- ✓ Ideals and Aims of the Gender-Equal Society.

### **2) The Gender- Equal Society and Socioeconomic Environment:**

- ✓ The Falling Birth Rate and the Aging Population.
- ✓ The Maturation and Internationalization of Domestic Economic Activities.
- ✓ Changes in the Family Make-up.
- ✓ Changes in the Local Community.

## **PART 2- TOWARDS A GENDER-EQUAL SOCIETY:**

### **1) Forming a Society with No Gender-Related Prejudice:**

- ✓ Revision of Systems and Customs which might lead to Gender-Related Prejudice.
- ✓ The Construction of a Social System Where Men and Women have an Equal Share of Paid and Unpaid Work.
- ✓ Making a Social Infrastructure from the Standpoint of Socially-Oriented People.
- ✓ Establishing Gender Equality in the Workplace, Family, and Community
- ✓ Equal Opportunity and Equal Treatment at the Workplace.
- ✓ Promotion of Gender Equality in Agriculture, Forestry, Fisheries, and Self-Employed Businesses.
- ✓ Support for Men and Women to Reconcile Work with Family and Community Life.
- ✓ Promotion of Gender Equality in the Aging Society.

### **2) Promotion of Joint Participation by Men and Women in Policy Decision-Making:**

- ✓ Promoting the Participation by Men and Women in Policy Decision-Making Processes.
- ✓ Studying the Measures of "Positive Actions".

### **3) Reinforcing Efforts to Promote/Protect the Right to Live without Discrimination by Gender:**

- ✓ Elimination of Violence against Women.
- ✓ Promoting Protecting Human Rights in the Media.
- ✓ Establishing Reproductive Health/Rights.
- ✓ Promotion of Gender Equality to Open the Way for a Diversity of Choices through Enrichment of Education and Learning.

### **4) Contributing to the "Equality, Development and Peace" of the Global Community:**

- ✓ Infiltrating International Norms and Standards into Japan.
- ✓ Contributing towards "Equality, Development and Peace".

### **PART 3- IMPROVING/REINFORCING SYSTEMS TO PROMOTE COMPREHENSIVE EFFORTS:**

Clarifying the System and Reinforcing Organization/Functions of the National Machinery.  
Strengthening Cooperation among the State, Local Public Bodies and NGOs.

## **CHAPTER – II**



## **CHAPTER- II**

### **ORGANIZATIONAL HISTORY**

#### **ABI TECHNOCHEM PRIVATE LIMITED – THOOTHUKUDI.**

##### **COMPANY PROFILE:**

ABI group of companies was established on 1993 and has expanded itself over the years. This experienced walk started by distributing carbonated drinks from 1993 to 1997. We were, fortunately able to cover all the obstacles laid before us into stepping stones for our success. We have business interests that range from transport to information technology (ABI Solutions Private Limited) and the media industry (ABI Media). In 1993, the first seed for the entire group of companies was sown in 1993 when **DR. SD.PONSEELAN** stepped into the field of distribution. He was inspired by Pepsi Co Holding to starts this venture and this helped him to emerge as a great and reputed distributor of many essential commodities.

In 1993, he started the transport of fresh water form his own bore well to hotels, restaurants and other industries. This paved a way to gain a lot of experience and also helped him to expand business in other sectors. Managing Director always says **“MANPOWER IS ONE OF PRECIOUS INVESTMENTS FOR A COMPANY”**. With this in mind and also to take great care in the welfare of the people who work on contract basis, SAM& Co was started to offer a wide range of manpower solutions to various industries.

With a vision to provide quality channels, our first step in media industry was SDR TV, established in the year 2004; followed by ABITV, **ABI Music channel** in 2007. The channel provides programs with new and latest technology in telecasting programs. We have now introduced the channels is Tirunelveli after attaining a niche in Tuticorin. With a vision of offer high quality and a wide range of manpower solutions to various industries; hence ABI Engineering was established to manufacture medium and heavy mechanical engineering equipment and to undertake several structural contract works including structuring conveyers, belt conveyers, industrial machines etc.

To help software engineers during the recession period our Managing Director formed ABI solutions Private Limited in 2008 to create a corporate environment right here in Tuticorin and also to provide job opportunities for many emerging engineering students. Currently we are also having a franchise with orange Computer Education to provide the best training of computer skills in and around the region. Managing Director's lovely daughter was born in the year 2008 and that is when he realized that any parent would want to provide the best to their baby and this inspired him to open **ABI Fancy Baby** in 2009 and today it is the best place to go for the shopping of all leading brands in baby products. This was made possible by our MD who showed great interest in delivering best and affordable products for babies and toddlers.

- ABI Media Network Private Limited- Local Channels.
- ABI Technochem Private Limited- Manufacturers of activated carbon.
- ABI Confectionery Private Limited –Manufacturers of confectionery products.

**ABI group of companies** was established in the year 1993 with a vision to render an array of services and to reach out to a large consumer base with reach out to a large consumer base with various products. First venture was distribution of soft drinks, which as a result of our sincerity and dedication has grown exponentially since then. Inspired with our success, in the year 2004, we forayed into entertainment sector, SDR TV, to provide quality programs equipped with the latest technology and our success followed with the launch of ABI TV and ABI music channels in the year 2007. A vision to delivery our interests, next effort was concentrated on manufacturing of activated carbon, which is 100% export oriented unit in the year 2009. Vision came to light in the next few years and more success followed as ABI group of companies grew exponentially diversifying across different sectors. By our track record, we are one of the fastest growing companies in the city, and we are currently doing multi-level business in diligence.

The journey of ABI Group of companies was started in the year 1993 by **DR.SD.PONSEELAN** who has expanded the company to operate in 12 different sectors through his hard work and team's co-ordination. Through ABI group of company products and services, we touch the life of people every day. We value the trust of people and keep their interests Paramount in every business decision we make, every choice we exercise. We work cohesively



with colleagues across the group and with company customers and partners around the world, building strong relationships based on tolerance, understanding and mutual co-operation

Managing director **DR.SD.PONSEELAN** was born in Tuticorin, TamilNadu on July 13, 1970. He came from a family where agriculture was the main occupation. He learned the ropes of business from his father MR.Dharmaraj and kindness from his mother. The foundation of what would grow to become the ABI group of companies was laid by S.D.Ponseelan while working in his father's transport business in Tuticorin. A visionary entrepreneur, an avowed nationalist and a committed philanthropist, S.D.Ponseelan helped pave the path by planting pioneering businesses kernels in sectors such as transport, engineering and media. He always pursues his goals even in the face of difficulties and converted adversities into opportunities to build this empire. He doesn't want to bring up a rapid progress in whatever he does, but makes sure that there is always a constant progress.

**DR.SD.PONSEELAN** has watched his dad producing charcoal and supplying it to many states and this inspired him to ABI Technochem private Ltd in the year 2009 to produce activated carbon and export it to various countries. DR.SD.PONSEELAN has a keen desire to help and also inspire others to help. ABI Educational trust has helped young minds to move ahead in their career and this trust has helped many students to have a bright career. DR.SD.PONSEELAN learn the value of the lifesaving component, "blood" by an incident in his personal life and he at once formed the ABI Blood bank in 2009 and today it has saved hundreds of life by finding blood donors at the right time. The number of volunteers in ABI Blood bank is growing day by day and we continue to show our little support and we hope to inspire other in the process.

## **MISSION:**

Manage the supply chain and the manufacture of the products in a safe, environmentally sound and cost effective manner. Maximize the capital efficient long-term growth of our business using innovation, science, and technology.

## **VISION:**

Vision is achieving "Excellent Through Quality" by continuously improving the value of the products and services that we provide to our customers.

## **COMPANY LOGO:**



## **BOARD OF DIRECTORS:**

**MRS.D.PONSEELAN** –Managing Director cum Chairman, ABI group of companies.

Directors of ABI Technochem Private Limited are **Samuel Dharmaraj Ponceelan** and **Pathina pandi Geetha Anitha Roselin**.

**MRS. ANITHA PONSEELAN**

## **INFRASTRUCTURE:**

ABI group of companies operates in twelve business sectors. Each of these companies or enterprise operates independently. Everyone has its own board of directors to whom it is answerable.



## **COMPANY PRODUCTS:**

- ABI CHEMICALS – Home Care Products.
- SAM & CO.
- ABI & CO.
- ABI FANCIBABI- One Stop Baby Shop
- ABI LADIE CHOICE- Female Apparel Stores.
- ABI CARBON.
- ABI CONFECTIONERY.

All our products confirm to the standards and quality norms set by the international market. The wide spectrums of chemicals and all products what we produce are pure, safe and available at a cost effective price.

## **GOAL:**

ABI group of companies most important goal customer satisfaction, we have been fleet footedly keeping abreast with the changing environment, that is witnessing a new world without walls. ABI group of companies assiduous efforts in being the best choice to the customers, be it in terms of quality, price, availability or in providing in overall solution in environment matters.

## **COMPANY TEAM:**

We have a team of committed and talented professionals who is highly experienced and qualified in this domain and supports us in offering high quality products in timely fashion. Company team includes engineers, technicians, R&D professionals, warehousing personnel, skilled and semi-skilled workers and marketing people. The close association of our employees with the customers helps us to offer the products according to their requirement. ABI group of company staff works with passion and in high spirits to make organization a monopoly in this industry.

## **PRODUCT PORTFOLIO:**

ABI group of company specializes in processing wide assortment of coconut shell charcoal based products that include Granular, Carbon, Powder carbon, Gold Carbon, Catalyst Carbon, Water Washed Carbon, Acid washed carbon, Impregnated carbon and Chemical Produce like Magnesium Sulphate Heptahydrate, Ferrous Sulphate Heptahydrate and Ferric Sulphate. These products are processed by employing top grade raw material sourced from the certified vendors and advanced methods of production. We stringently follow international standards of quality and ensure they offer excellent performance for long term usage. Company quality parameters are monitored all through the production process to make sure they are delivered to clients in most flawless state. We strive hard in delivering the products timely to meet the requirements of the customers. We offer company products at most affordable prices.

## **RESEARCH AND DEVELOPMENT:**

The heavy investment on R&D unit that we have made, has helped us immensely in product development and innovation. Company has invested in research and development capacity that supports us meeting the growing requirement of the market. This department is handle by our team of professionals who are highly experienced. The never ending research work and valuable suggestions of this people have helped us to reach the heights of success in this industry

## **COMPANY CAPITAL:**

ABI Technochem private Limited is a private in corporation 06 June 2008. It is classified as Non-government Company and is registered at Registrar of companies, Chennai. Its authorized share capital is RS.15, 000,000. It is involved in other computer related activities. [For maintenance of websites of other firms/creation of multimedia presentations for other firms etc.]

ABI Technochem private Limited's Annual General Meeting (AGM) was last held on 30 September 2019 and as per records form Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31March 2019.

### **COMPANY DETAILS:**

Company Name	-	ABI GROUP OF COMPANY
Company Status	-	Active
CIN	-	U72900TN2008PTC068075
ROC	-	ROC Chennai
Registration number	-	68075
Company category	-	Company limited by shares
Company sub- category	-	Non-government Company
Class of company	-	Private
Date of incorporation	-	June 6, 2008
Age of company	-	13 years, 2 month, 10 days
Activity	-	Other computer related activities (For examples maintenance of websites of other firms/creations of multimedia presentations for other firms etc.)

### **COMPANY ADDRESS:**

ABI group of companies Corporate Identification Number is (CIN) U72900TN2008PTC068075 and its registration number is 68075. Its Email address is [sundar@abigroup.co.in](mailto:sundar@abigroup.co.in) and its registered address 145/4 Ettayapuram road, Tuticorin TN 628002

**Current status of ABI TECHNOCHEM PRIVATE LIMITED IS –Active.**

## **TRUST:**



ABI Educational Trust - Charitable institution providing education.

ABI Blood Donors club - Charitable institution rendering services

ABI group is actively involved in philanthropy and believes in positively contributing to the society. Charitable activities include providing education and rendering services through blood donations.

## **CONTACT US:**

**ABI GROUP OF COMPANIES**

**Mr.M.V Pradeep Kumar**

**No.145/4 Ettayapuram Road**

**Tuticorin, TamilNadu- 628002, India**

**Web Site: [abigroupofcompanies.in](http://abigroupofcompanies.in)**



## **CHAPTER- III**

**CHAPTER- III**  
**A STUDY ON GENDER EQUALITY IN WORK PLACE**  
**IN**  
**ABI TECHNOCHEM PRIVATE LIMITED COMPANY**

Gender equality in the workplace means employees of all genders have access to the same rewards, opportunities and resources at a company, including Equal pay and benefits for comparable roles with similar responsibilities. Equal opportunities for promotions and career progression. Equal consideration of needs.

Equality in the workplace means equal job opportunities and fairness for employees and job applicants. You must not treat people unfairly because of reasons protected by discrimination law ('protected characteristics'). For example, because of a person's sex, age or race. Achieving gender equality is important for workplaces not only because it is 'fair' and 'the right thing to do,' but because it is also linked to a country's overall economic performance. Workplace gender equality is associated with: Improved national productivity and economic growth.

**WORKPLACE GENDER EQUALITY IN ABI TECHNOCHEM PVT LTD**

The aim of gender equality in the **ABI TECHNOCHEM** is to achieve broadly equal opportunities and outcomes for women and men, not necessarily outcomes that are exactly the same for all. Workplace gender equality will be achieved when people are able to access and enjoy equal rewards, resources and opportunities regardless of gender.

Workplaces to provide equal pay for work of equal or comparable value. Removal of barriers to the full and equal participation of women in the workforce. Access to all occupations and industries, including leadership roles, regardless of gender. Elimination of discrimination on the basis of gender, particularly in relation to family and caring responsibilities.

## **GENDER EQUALITY MATTER IN ABI TECHNOCHEM PVT LTD:**

Achieving gender equality is important for workplaces not only because it is 'fair' and 'the right thing to do,' but because it is also linked to a country's overall economic performance. Workplace gender equality is associated with:

- ❖ Improved national productivity and economic growth.
- ❖ Increased organizational performance.
- ❖ Enhanced ability of companies to attract talent and retain employees.
- ❖ Enhanced organizational reputation.

## **THE BENEFITS OF GENDER EQUALITY IN ABI TECHNOCHEM PVT LTD:**

**"Equality is not a women's issue, it's a business issue."**

### **1. A Better Economy:**

If more women fully participated in paid work and earned equal pay for their work, it would improve the economy. Women spend double the amount of time as men do on unpaid work such as caregiving and household tasks. This prevents them from participating fully in the economy. Add to that the gender pay gap and you have a serious problem.

### **2. Improved Productivity:**

Gender equal workforces work better in many ways. One of the major benefits of improved gender equality in the workplace is a more cohesive and more productive workforce. According to multiple research studies, diversity of opinion leads to a more holistic approach and therefore higher achievement. Gender equal workforces are more likely to have varied perspectives and approaches, resulting in better decisions.

### **3. Increased Growth and Innovation:**

Abi Technochem that have a culture of equality exponentially increase their ability to do both. An empowering, bias-free and supportive gender equal workplace leads to an innovation mindset. Key aspects of this are willingness to get inspiration from beyond the organization, to work across the organization, and to be willing to experiment.

### **4. Diversity of Views:**

As one business leader points out, if everyone looks the same and has the same background, then they also have the same blind spots. A more diverse approach gives Abi Technochem the chance to benefit from views that fall outside the norm. That's another major benefit of gender equality. Learn more about the benefits of workplace diversity.

### **5. More Flexible Working:**

As mentioned earlier, women around the world do the bulk of the unpaid caring. This negatively affects their career and income prospects. A more flexible work culture can minimize or eliminate this issue.

### **6. A More Stable Workforce:**

In Abi Technochem when people feel excluded, they don't stick around. That means that companies that are not gender equal run the risk of failing to attract or retain the best talent for individual roles. A good starting point, says Talent Culture, is to avoid asking for salary history when interviewing. This unfairly penalizes women who are already affected by the gender pay gap. Plus avoid preconceptions about which gender is right for which role. If you're hiring the best people, regardless of gender, then you have laid the foundation for a stronger and more stable business.

### **7. Happier Employees:**

When things are more equal, the workplace is happier. Gender equality isn't just good for women. In fact, as Global Women points out, it makes the whole workforce happier. Any steps



you take to level the playing field for women level it for all genders. Gender equity means that men can assume roles that normally go to women, if those roles make them happy – a win-win.

### **8. Improved Customer Targeting:**

If you get women involved at all levels of your company, then it's easier for you to target this huge segment of your customer base effectively- and early. This has the potential to make Abi Technochem much more profitable in the long run.

### **9. Better Quality of Life:**

It goes without saying that a company with flexible work, equal pay, diverse hiring and is continuing to innovate, grow and be productive leads to a better quality of life for employees of all genders. Men may find they're able to spend more time with their families and have a more balanced life. Meanwhile, women may find their contributions are prized, and feel more fulfilled in their working lives.

### **10. Improved Company Reputation:**

More and more, consumers care about company's ethics and social responsibility. Fair employment practices are one key issue, says research from Accenture. In addition, a quart consumers won't go back to a brand after they've been disappointed.

## **FINDINGS IN ABI TECHNOCHEM PRIVATE LIMITED:**

- ❖ Abi Technochem has a lack of information curtails a proper analysis and thus produces inconclusive findings, it is important that this is explicitly mentioned in the gender impact assessment report.
- ❖ The company is promoting the access of women to decision- making
- ❖ Abi Technochem has promoting the co- responsibility of public administration, companies and care work.
- ❖ The company is promoting the access of women sectors where they are underrepresented.
- ❖ Abi Technochem will proactive the action to eradicate gender- based violence.

## **RECOMMENDATION FOR ABI TECHNOCHEM PRIVATE LIMITED:**

- ❖ Abi Technochem has to analyze the access what indicators are currently available and how that are tracking progress on gender equality.
- ❖ The company has to eliminate the gender stereotypes and roles.
- ❖ The company has to take action to reduce imbalances and inequalities and measure to promote gender equality should be include among the different aspect.
- ❖ Abi Technochem has to prevent gender- based violence.
- ❖ Abi Technochem has to guarantee that there is a fair visualization of both women and men.

## CHAPTER- IV

## **CHAPTER- IV**

### **CONCLUSION**

In ABI TECHNOCHEM PVT LTD, men and women have increasingly similar educational backgrounds and demographics, which led to narrow career outcome. Nonetheless, women continue to show systematic differences in labor force participation, full- time status, and the effect of children on careers. These differences significantly shape career outcomes.

The report did not behind the numbers to investigate the web of decision making by those who have the power to influence careers. Both men and women encounter such guidance and gatekeeping at all stages of their careers. Nor has it looked at decision making by the men and women themselves as they balance pursuit of career with marriage, children, and geographical location.

Thus the report presents only outcomes, which indicate that women, although they have made great progress towards equality in past years, are still more likely than their male counterparts to have lower status and lower pay.

The authority can help locate women mentors, appoint women to influential committees, and generally take steps to ensure that people who are equal receive equal treatment.



**APPENDIX**  
**&**  
**BIBLIOGRAPHY**

# **APPENDIX**

## **&**

# **BIBLIOGRAPHY**

### **WEBSITES:**

<https://WWW.slideshare.net>

<https://WWW.acadmia.edu>

<https://WWW.researchgate.net>

<https://core.ac.uk>

**INTERNSHIP REPORT ON A STUDY ON TALENT MANAGEMENT**

**IN RT SAFE BALLAST PVT.LTD, CHENNAI**

(As internship report submitted in partial fulfillment of the requirements for the degree) Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**R. SHIVANI**

**REG NO: 20SPHR30**

Under the guidance of

**Mrs. C.S. PURNIMA B.Sc(Horti), MBA., NET.,**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade) Thoothukudi– 628001.

NOVEMBER 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT ST.MARY'S  
COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

to certify that **R. SHIVANI** of second year Master of Human Resource Management  
undergone Internship training on “**A STUDY ON TALENT MANAGEMENT IN RT  
BALLAST PVT. LTD.,**” under the guidance of **Mrs. C.S. PURNIMA B.Sc(Horti),  
NET.,** and this is an original work up to my knowledge.

  
**COORDINATOR**

  
**FACULTY GUIDE**

  
**INTERNAL EXAMINER**

  
**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

  
**DIRECTOR**  
St. Mary's College (Autonomous)  
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SAFE BALLAST

# RT SAFE BALLAST PRIVATE LIMITED

Ref: RTSBPL / HR / 019 / 2021

DATE: 18 / 06 / 2021

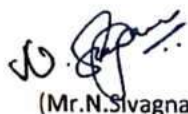
## TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. R.SHIVANI** Age 22, Female, and Register No: 20SPHR30, presently studying at **ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI, and TAMILNADU** had undergone an **INTERNSHIP TRAINING** at our company for the period of 24<sup>th</sup> May, 2021 to 09<sup>th</sup> June, 2021

During the **INTERNSHIP TRAINING**, she has undergone an online training by zoom call and obtained very good knowledge

"We wish her for better prosperous and bright future"

FOR RT SAFE BALLAST PVT LTD



(Mr.N.Sivagnanam)

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## DECLARATION

I hereby declare that the internship entitled "**A Study on Talent Management In RT Safe Ballast Pvt. Ltd.,**" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place:** Thoothukudi

**Date:** 9.12.2021

  
**Signature of the candidate**  
**(R. SHIVANI)**

## ACKNOWLEDGMENT

First of all, I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil. PGDCA. Ph. D.** for permitting me to do my internship report.

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I express my sincere thanks to **Mr. Sivagnanam,** General Manager of RT Safe Ballast Pvt. Ltd, Chennai for allowing me to complete my internship report in their esteemed institution.

I thank all the employees RT Safe Ballast Pvt. Ltd, Chennai, of for their kind co-operation extended to me providing the necessary data & information to complete my internship report successfully.

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

## **ABSTRACT**

Employees are the major assets of any organization. Every organization needs well trained employees to perform the activities effectively and efficiently. It is the continuous process of the organizations that helps to develop skills, knowledge, and abilities. Training and development leads to better performance of employees. The success of the organizations depends on employee performance. In this globalization era training is crucial for the competent and challenging business. It is the nerve that needs to help enhancing the quality of work life of employees and development the organization. Training and development are the crucial factors of enlightening the employee performance in most organizations. The purpose of the study is to find out the impact of training and development on employee performance. The study found out that employees are aware about training; employees are motivated through training; and training and development results into higher performance. The study suggested that training and development of all staff should be dynamically followed and made obligatory and the employer should give compulsory training programs for all employees in order to improve performance. The study decided that there is need for continuous training and development taking into deliberation the opposition, market dynamics, customer satisfaction, and net promoter score among others.



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# CHAPTER I



## CHAPTER I

## 1.1 Introduction:

Talent management implies recognizing a person's inherent skills, traits, personality and offering him a matching job. Every person has a unique talent that suits a particular job profile and any other position will cause discomfort. It is the job of the Management, particularly the HR Department, to place candidates with prudence and caution. A wrong fit will result in further hiring, re-training and other wasteful activities. Talent Management is beneficial to both the organization and the employees.

### 1.1.1 Benefits of organization:

Increased productivity and capability; a better linkage between individuals' efforts and business goals; commitment of valued employees; reduced turnover; increased bench strength and a better fit between people's jobs and skills.

### 1.1.2 Benefit of Employees:

Higher motivation and commitment; career development; increased knowledge about and contribution to company goals; sustained motivation and job satisfaction.



In these days of highly competitive world, where change is the only constant factor, it is important for an organization to develop the most important resource of all the Human Resource. In this globalize world, it is only the Human Resource that can provide an organization the competitive edge because under the new trade agreements, technology can be easily transferred from one country to another and there is no dearth for sources of cheap finance. But it is the talented workforce that is very hard to find. Talent signals an ability to learn and develop in the face of new challenges. Talent is about future potential rather than past track record. So, talent tends to be measured in terms of having certain attributes, such as a willingness to take risks and learn from mistakes, a reasonable level of ambition and competitiveness, the ability to focus on 'big picture' issues, and an awareness of their own strengths, limitations and impact on others. Several talent management processes need to be in place on a strategic level in order ensure its success. Such processes/strategies include talent identification, recruitment & assessment, competency management, performance management, career development, learning management, compensation, succession planning etc. Talent management has a number of benefits to offer such as employee engagement, retention, aligning to strategic goals in order to identify the future leadership of the organization, increased productivity, culture of excellence and much more.

## **1.2 Definition:**

**M. Armstrong** "Talent management is the processes of ensuring that talented people are attracted, retained, motivated and developed in line with the needs of the organization".

Talent management is the systematic process of identifying the vacant position, hiring the suitable person, developing the skills and expertise of the person to match the position and retaining him to achieve long-term business objectives.

## **1.3 Objectives of Study:**

- To understand the entire procedure of Talent management.
- To study the talent management in ballast water system manufacturing company
- To study the accuracy and quality of work of employees by talent management procedure.
- To suggest possible improvement in Talent Management process.

## **1.4 Talent Management in HR**

- Talent management naturally encompasses many of the responsibilities of HR.
- All the same, it is not enough to expect that just because you have an HR department, you are managing talent.
- You need to have a talent management strategy in place designed just for your company to gain optimal results.

## **1.5 Scope of Talent Management:**

The HR department of any organization is vested with the responsibility of managing the talent in addition to its conventional function of providing good human capital to an organization.

- Identifying the talent which is required.
- Right selection of the talent.
- Implementing competitive compensation plan.
- Training and continual development of competencies.
- Practicing state of the art performance appraisal system.
- Aligning the acquired talent.
- Developing and nurturing the talent.
- Retaining the talent.

## **1.6 Need for managing talent in company:**

No organization is good without the right talent managing it. The right people can create the right processes and adopt the right technology to propel any organization in the desired direction. Organization realized that people could be that crucial differentiating edge for them in the increasingly competitive marketplace

### **1. To align the workforce with the business needs:**

It implies fitment of right set skills to the right set of job requirements. This alignment of skills to job tasks ensures synergy between the staffing process and the business demands.



**2. Effective talent management helps in increasing the employee satisfaction:**

Employee satisfaction can be understood as cognitive, emotive, and social comfort that respect employee sentiment. Developing fair transparent and just employee related policies and ensuring their smooth execution is very much an integral part of talent management.

**3. To effectively balance diversity in workforce enabling highest possible employee engagement:**

Workforce diversity is a challenging theme. Organizations are today spending on diversity training among other things on a high priority basis. Employees belonging to different age, gender, race, community, linguistic groups and religion, all expect and rightly so to be treated fairly to say the least.

## **1.7 Process of Talent Management:**

### **Planning:**

Planning is the initial step in the process of Talent Management. It involves the following:

- Identifying the human capital requirement.
- Developing the job description and key roles.
- Proposing a workforce plan for recruitment.

### **Attracting:**

Deciding whether the source of recruitment should be internal or external and seeking for the suitable individuals to fill in the vacant positions through:

- At Job Portals websites.
- Social Network such as LinkedIn.
- Referrals.

### **Selecting:**

Recruiting and selecting the personnel. It involves the following steps:

- Scheduling written test and interviews.
- Scrutinizing the most suitable candidate for the profile.



## Developing:

Identifying the employee is prepared according to and for the organization and the profile.

Following are the steps involved in the process

- Enhancing the skills, aptitude and proficiency of the personnel to match the profile. □
- Counselling, guiding, coaching, educating, mentoring employees and job rotation. □

## Retaining:

Employee retention is essential for any organizational existence and survival. Following are the ways of employee retention:

- Promotions and increments.
- Providing opportunities for growth by handing over special projects.
- Teaching new job skills.
- Identifying the individual's contribution and efforts.

## Transitioning:

Talent management aims at the overall transformation of the employees to achieve the organizational vision. It can be done through:

- Retirement benefits to employees.
- Conducting Exit interviews.



## 1.8 Importance of Talent Management:

### ➤ It helps to improve performance:

With top specialists in your organization, you can reach any goal. Talent management is most effective of all when it combines three key components: rapid talent allocation, positive employee experience, and a strategic HR team.

### ➤ It allows companies to stay competitive:

By hiring and developing talented employees, your organization becomes stronger and better prepared to face changes and risks.

### ➤ It drives innovation:

New technologies are always hitting the scene, whatever your industry. Talented employees are able to find ways to harness the capabilities of tools and solve problems or come up with original ideas.

### ➤ It helps form productive teams:

The appropriate talent management strategy will allow you to form a more productive team. This is far more useful than just having a bunch of creative and talented people in your organization.

### ➤ It decreases turnover:

When employees feel valued at a company, when they know they will have plenty of opportunities to grow in the business, they are less likely to seek work elsewhere.

•

### ➤ It leads to strong employer branding:

Talent management brands your company as an employer. This helps you to attract the best candidates for future hires.

➤ **It motivates others to grow:**

Having inspiring talent on your team will motivate other employees and help they grow.

## **1.9 Building Your Talent Management Strategy**

Talent management is not a mere checklist of requirements that need to be sufficed – it is a strategy that needs careful implementation, regular checks, and continual improvement. The following are the six primary talent management strategies that serve as the pillars of people function

➤ **Detailed job descriptions:**

A well-informed, detailed job description helps the source and the Candidate understand the job-role better. Generic job descriptions only serve to confuse all parties involved in the talent acquisition process and lead to a wave of irrelevant applications. Information that must be a part of the job description includes the following:

- Job title and location
- Overall duties
- Skills required
- Reporting lines
- Tools and equipment used
- Salary and benefits

With these, candidates can make an informed decision on whether to apply or not and sources get CVs that fit the bill better.

➤ **Person-organization fit:**

An employee that does not fit into the organizational culture can neither be the happiest employee nor the most sustainably productive one. While the culture can be difficult to define

in words, it is prevalent in actions and quite easy to understand whether a candidate would be a good fit or not. Personal and organizational values need to have a certain degree of overlap for any employee to feel at home within the organization. Without a comfortable person-organization fit, the most amount of time, effort and energy would go into attempts at adjustment. Hiring candidate with the right P-O fit or P-E fit thus greatly improves the chances of better employee engagement, higher employee satisfaction, and usually better performance.

➤ **Collaborate-coach-evolve:**

An important strategy to make talent management more effective involves creating a culture of coaching, mentoring and collaboration. Constructive feedback goes a long way when it comes to helping employees evolve and develop their skills and expertise. Managing talent is thus also about preparing them for the future of the organization – to be ready for changes down the path and to be able to rely on each other.

➤ **Reward and recognize right:**

The process of rewards and recognition forms an important part of the strategy to motivate, engage and manage employees better. This goes beyond financial rewards and bonus packages. Studies point towards the fact that employees often want R&R schemes that motivate them with “prizes” that are most relevant to them as individuals. This is a great opportunity for organizations to show their employees how much they care for them as persons and as integral aspects of the organizational machinery.

➤ **Opportunities for continuous improvement:**

Managing talent needs to be put in the context of the future that the organization has envisioned for itself. Thus, employees need to be equipped with the right tools to be able to maximize their own potential. For the continuous improvement of the organization, there needs to be the scope and opportunities for the continuous development of its employees. Moreover, this ensures that the cumulative skills within the organization is updated, upgraded and unscaled. Talent management involves strategically planning career paths that make sense for every employee. We all tend to work better we know where we are headed and what the next stop is for our



careers. This does not entail making empty promises of promotions but rather creating a career map in discussion with the employee, making sure that they relate to it and feel that it is realistic while also providing them with all the necessary tools to make the map a reality. Having a map to follow also improves retention scores since employees then know what they have to look forward to and work towards and can then collaborate effectively to achieve it.

### **1.10 Advantages of Talent Management:**

- Helps to make informed business decisions.
- Helps in connecting and effectively sharing data.
- Helps your business here the most talented candidates.
- Uses a unique approach of on-boarding candidates.
- Saves time of the employer and the employees.
- Helps retain the best talent.
- Easy to analysis employee production.
- All the employee data can be hosted on one single platform.
- Excellently improves the employee experience.
- Increases engagement of employee and higher management.
- Ensures safety and the protection of business models.
- Makes the hiring process easier.
- Helps the employer in shaping the future of employees.
- Easy to conduct hiring assessments.
- Helps businesses to be more strategic

### **1.11 Disadvantages of Talent Management:**

- Can be quite expensive, especially if it's a start-up.

- Lack of understanding can at times lead to loss of trust.
- Can cause conflicts between the human resources team and management.
- Getting the needed support from every department can be challenging.
- Not all companies are prepared for its implementation.
- Proper implementation would need the support of the top management.
- Not ideal for businesses hiring part-time or contract-based employees.
- It can often conflict with the leadership limitations.
- Can increase the overall costs when hiring from other locations.
- Can cause frustration among HR professionals.
- The hiring process can at times be long and arduous.
- Can cause dissatisfaction among employees if the salaries are below market value.
- Hiring is mostly based on the interview skills and not on experience.
- No proper career paths defined.
- Lack of proper training.

## **1.12 Challenges and Opportunities:**

- Companies need to recognize that applications and technology alone can't address the entire talent management challenges. Getting the support from every department can be a challenging task.
- Talent management process demands to have the involvement of business process owners who have the authority to break down organizational silos. Proper communication needed from every front to deal with the circumstances more effectively.
- At certain circumstances, companies may not be prepared internally to deal with the looming talent shortages and critical skills needs.

- Successful orchestration of business and talent starts with a holistic talent management plan but practical implementation involves top management consideration and support.

### **1.13 Components of Talent Management:**

Talent management includes seven components that, when implemented strategically, combine to keep an organization on the leading edge.

#### **❖ Strategic Employee Planning:**

Developing your organizational goals and strategic plan is the first step. Next you must think about how to reach your goals and implement the plan. More specifically, you must identify the key roles and personnel who will get you there. You may already have the positions and people in place, or you may need to adjust the current structure to fill the gaps.

#### **❖ Talent Acquisition and Retention:**

Bringing new talent into your organization is important, yet equally so is recognizing and cultivating talent you already have in-house. Hiring from within your organization is more cost-effective, so when you're working at talent pooling, remember to look internally as well as externally.

#### **❖ Performance Management:**

Aligning the right person with the right role is the heart of performance management. Its ultimate goal is to ensure that roles align with business strategy to achieve goals. It enables you to ensure that you're aligning a talented employee with a role that suits them, develops goals for success, supports their development, and moves the organization forward.

#### **❖ Learning and Motivating:**

Semantics became important here, because learning is more than training. Learning is the acquisition of information and skills, which yields knowledge and experience. Implement learning programs that include activities and tasks that support the organization's culture and initiatives. When employees see how their growth impacts the organization, they'll see just how valuable their role is.

#### ❖ **Compensation:**

Alignment remains the important concept. Aligning your strategic goals with incentives means recognizing employees, rewarding contributions to success, and acknowledging their value to the organization.

#### ❖ **Career Development:**

This ties back to the talent retention component and the notion that hiring from within is not only an option, but often preferable. Nurture potential leaders by providing professional development tools that can advance their career.

#### ❖ **Succession Planning:**

Knowing the talent within your organization is a start. Knowing the key roles essential to its success is equally vital. Which roles are critical to success? Who currently fills those roles? What happens when those positions become available? Having a plan in place means that the decisions are already made, and that the organization will continue to run smoothly if a key position must be filled quickly.

### **1.14 Benefits of Talent Management:**

Talent management strives to ensure companies recruit the best employees for the job, then on-board, develop, challenge and compensate them properly. Software should gather information to guide improvements and reinforce what makes employees feel good about working for their company.

#### **1.14.1 Benefits of Talent Management for Companies:**

##### ❖ **Better recruiting:**

For certain roles and across some industries, there is still significant competition for qualified talent. Lapses in communication with qualified candidates—and a lack of tools to push the top applicants through the process—impact your ability to hire the best people. Processes and technology that help with workforce planning, sourcing, applicant tracking and analytics are



important to an agile recruiting process. Recruiting software enables companies to track and organize applicants and provide an easy way to see where they are in the hiring pipeline. It lets recruiters to source and track the applicants who applied through different hiring platforms and provides an easy way for feedback on those applicants to be collected.

❖ **Increased diversity, equity and inclusion (DE&I):**

DE&I offers businesses a strategic and financial advantage, and it's becoming a priority for candidates as they job hunt. For instance, employer review site Glass door now let's current and former employees rate their satisfaction with DE&I at companies. In one study, more than 70% of companies that classified their talent programs as "world-class" expect to focus more on gender issues and global diversity. That compares to just 43% that plan to concentrate on gender issues and 61% on diversity at businesses that don't rate their talent programs as highly. Diverse workforces increase employee learning, creativity, sense of belonging and pride in work, and that brings positive business results—highly inclusive organizations bring in 1.4x more revenue per employee and are 120% more capable of meeting financial targets, per Gartner.

❖ **Deeper employee engagement:**

Good processes around on boarding, learning and development drive deeper employee engagement. Companies with great experiences outperform the S&P 500 by 122%, and those with highly engaged workforces have 21% higher profits than those with poor engagement. Talent management functionality such as innovative performance management is essential to more deeply engage employees. Related technology such as delivering quick pulse and annual employee engagement surveys and collecting that data to easily connect it with other data to link employee engagement KPIs to financial metrics helps ensure efforts around employee engagement are working.

❖ **Minimize attrition:**

Turnover metrics are hugely important because they provide so many clues about weaknesses across the talent management process. The average turnover rate across all industries is around 10%, and turnover is expensive—the cost of replacing an individual employee can range from one-half to two times the employee's annual salary. It estimates that a 100-person organization that provides an average salary of \$50,000 could have turnover and replacement costs of \$660,000 to \$2.6 million per year. Talent management systems help collect and make it easy to track and

analyses data that will point to causes of attrition by being able to see, for instance, turnover by manager, demographic trends and more.

#### ❖ **Better succession planning**

People in senior roles often hold specialized knowledge that's critical to completing key business processes. Without a formalized structure for transferring this knowledge, the business can find itself in a bad spot, so succession planning is crucial. Every single company will have people retire or leave the company, but only 35% of organizations have a formalized succession planning process. A talent management system can help with succession planning by using data to visualize bench strength (employees ready and willing to take on advanced roles), map skills to open positions, identify areas where needs will surface and more.

### **1.14.2 Benefits of Talent Management for Employees:**

#### ❖ **Better on boarding experience:**

On boarding is the employee's first real impression of life with that company, and it shouldn't begin and end with a PowerPoint deck. Organizations that view on boarding as a crucial part of the talent management process make on boarding personalized and interactive by including mentors and introducing the new hire to key people in other departments. It makes a big difference for employees. Automation is of course crucial in the on boarding process to streamline benefits enrolment. But the best talent management systems look beyond simply automating paperwork in the process to really personalize the on boarding experience—making it easy for employees to match with mentors, training and more.

#### ❖ **More opportunities for training and reskilling:**

Strong training programs help attract the best candidates. Gen Z job applicants rank training as a top factor when considering a new job. Once hired, training programs provide a way to help advance employees' careers, so this can be particularly important for more experienced workers. Talent management systems make it easy to see where there are skills gaps—and allow the organization to identify people and connect them with training opportunities to enable business continuity.



#### ❖ **Career advancement:**

When companies tie training and development opportunities to performance goals, employees are more engaged in their work and stay with the company longer. Talent management systems make it easy to track goals and match employees with the right opportunities to help them progress in their careers. One interesting example is Schneider Electric, a global technology company that's earned much praise for providing career growth opportunities. The company offers, "Schneider Electric University," which has programs for executive development, leadership, customer education and functional skills.

#### ❖ **Improved performance management:**

Only about one-quarter of workers say the feedback they're given improves their work. Talent management software can help organizations shift to dynamic performance management, in which feedback is more open and continuous between a manager and an employee. It recognizes that employees want feedback, but that much of what they receive isn't all that helpful, and tries to give them information that will help them improve their weaknesses and further develop their strengths.

#### ❖ **Employee experience:**

All of these practices work together to enhance the overall employee experience, which is an employee's overall feelings toward a company that determines whether they decide to enter into a deeper relationship with the company. Companies with great employee experiences attract and retain great employees because the mission of their business is echoed across every part of their business universal—from the benefits and rewards they offer employees, to the way day-to-day operations are run to the way they recognize milestones and important events. This isn't something reserved to start-ups and newer companies. More than a century old, Whirlpool has a process that allows any employee to submit ideas for innovation and new products, and provides the collaboration tools to track and develop them. The company won five CES Innovation Awards in 2019 for products ranging from smart ovens to smart dishwashers.

## CHAPTER II



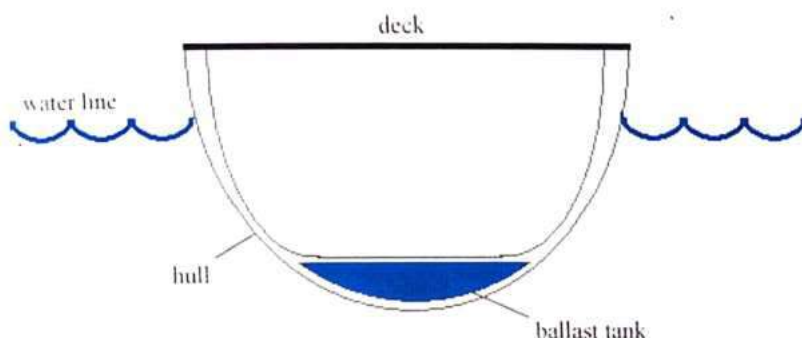
## CHAPTER II

### COMPANY PROFILE

#### RT SAFE BALLAST PRIVATE LIMITED

##### 2.1 About Ballast:

Ballast is material that is used to provide stability to a vehicle or structure. Ballast, other than cargo, may be placed in a vehicle, often a ship or the gondola of a balloon or airship, to provide stability. A compartment within a boat, ship, submarine, or other floating structure that holds water is called a ballast tank. Water should move in and out from the ballast tank to balance the ship. In a vessel that travels on the water, the ballast will remain below the water level, to counteract the effects of weight above the water level. The ballast may be redistributed in the vessel or disposed of altogether to change its effects on the movement of the vessels.



If a cargo vessel (such as a tanker, bulk carrier or container ship) wishes to travel empty or partially empty to collect a cargo, it must travel in ballast. This keeps the vessel in trim and keeps the propeller and rudder submerged. Typically, being "in ballast" will mean flooding the ballast tanks with sea water. Serious problems arise when the ballast water is discharged, as water-borne organisms may create havoc when deposited in new environments.

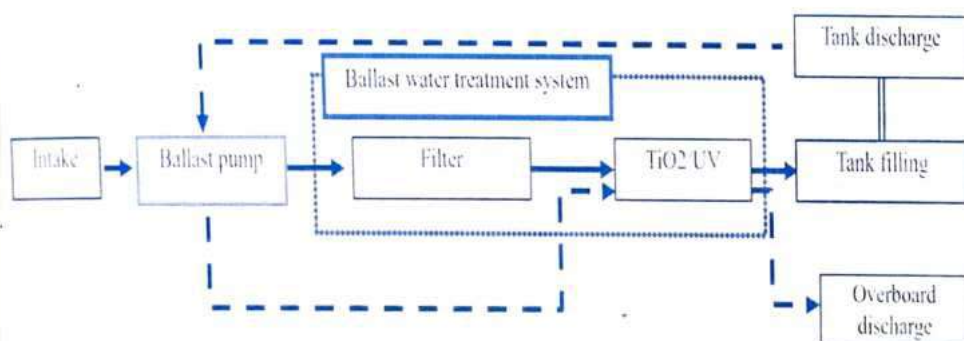
## 2.2 Benefits of ballast:

- Modular, Prepacked / Containerized System
- Easy Retrofit.
- Fits within available space.
- Low and easy maintenance.
- Onsite services available.

## 2.3 BWT System Integrators

We offer Ballast water Treatment Systems and BWT electrolyzers for new build ships and retrofit of existing ships.

We are experts in this industry with over 100 years of experience. What that means is you are going to get right solution, experts also recommend us.



## 2.4 Company Motto:

Our company's motto is to offer technology support to develop BWT system meeting IMO & US Coast Guard reputation to potential companies interested in venturing the regulatory driven Sunrise Industry which is estimated 60Bn \$

Our motto is to help in getting BWT Certification as per the stringent IMO and US Coast Guard regulation & guidelines for BWT (ballast water treatment). And also we would like to offer

our Expertise in Designing Electrochemical Based Ballast Water Treatment System (BWTS) meeting IMO & US Coast Guard Standards.

## 2.5 Company Logo:



## 2.6 Company History:

RT Safe Ballast Private Limited is a Nongovernment company, incorporated on 11 Aug, 2009. It's a private unlisted company and is classified as company limited by shares. Company's authorized capital stands at Rs.500.0 lakhs and has 100.0% paid-up capital which is Rs.500.0 lakhs. RT Safe Ballast Private Limited last annual general meet happened on 30 Sep, 2017. The company last updated its financials on 31 Mar, 2017 as per Ministry of Corporate Affairs. RT Safe Ballast Private Limited is majorly in Manufacturing (Machinery & Equipments) business from last 12 years and currently, company operations are active.

## 2.7 Current board members & directors:

- Sivagnanam Natarajan.
- Raman Nagarajan.
- JohnMichael Periyamayagasamy. □ Jayamohan Jaykiran.

### 2.8 Company Details:

CIN	U29268TN2009PTC072546
Date of Incorporation	11 Aug, 2009
Status	Active
Category Company	Company limited by Shares
Sub-category	Non-government company
Company Class	Private
Activity Authorised	Manufacturing (Machinery & Equipments)
Capital	500.0 lakhs
Paid-up Capital	500.0 lakhs
Paid-up Capital in Percentage	100.0
Registrar Office City	Chennai
Registered State	Tamil Nadu
Registration Number	72546
Registration Date	11 Aug, 2009

### 2.9 Products:

1. Water treatment system range.
2. Electrolyzer.
3. Electrodes.



## 1. Electrolyser:

- Horizontal Electrolyser
- Vertical Electrolyser

## 2. Electrodes:

### Titanium Anodes / MMO Anodes:

#### ➤ Chlore Alkali Anode:

Chlore alkali industries electrolytic process anode for the production of caustic, chlorine, hypochlorite chemicals: Membrane cell process [louver anode, mesh anodes]

#### ➤ Mixed Metal Oxide (MMO) Anodes:

MMO Titanium Anodes for swimming pool water disinfection MMO Titanium Anodes for electrowinning MMO Titanium Anodes for chlorine-di-oxide-plant MMO Titanium Anodes for water ionizer MMO Titanium Anodes for effluent treatment...

#### ➤ Hypochlorite generator (Chlorinator) anodes:

Precious mixed metal oxide coated [activated] titanium anodes for use in all type of sea water electrolyser and domestic chlorinator [hypo chlorite generators].

#### ➤ Sodium / Potassium Perchlorate Cell Anode:

Sodium or Potassium Per chlorate electrolyser mmo coated metal anodes.

#### ➤ Chlorate Cell Anode:

Chlorate ( $\text{NaClO}_3$ ) to Sodium Chloride ( $\text{NaCl}$ ) chlorate cell – mixed metal oxide coated titanium anodes.

#### ➤ Titanium Anodes:

Activated Titanium Metal Anode – ATMA: RUO ATMA: IRO ATMA: MMO ATMA: TIO  
ATMA: PDO Platinized Titanium Metal Anode – PLATMA PLATMA : PTO PLATMA : PIO  
Electroplated Titanium Metal Anode – EPMA : Ti Anodes

### **2.10 Services:**

- BWTS Certification Support
- BWTS Technical Support
- BWTS Electrolyser Integration

### **2.11 Contact:**

- Address: No: 1/64, First Main Road, Indira Nagar, Vengaiwasal, Chennai- 600073, India.
- Numbers: (+91) 95512 88545, (+91)-44-22781951

### **2.12 Company email address:**

- Email: [td@rtballast.com](mailto:td@rtballast.com)

### **2.13 Working time:**

- Mon to Sat: 9.00am to 5.00pm.

### **2.14 Other company of RT Ballast:**



### **2.15 Products:**

#### **1. Covid-19 Disinfection and On-demand Sodium Hypochlorite Production**

Aim of the disinfection measure was to clean the work surfaces from bacteria, viruses and fungus. Cleaning and Disinfection prevents the spread of the coronavirus inside hospitals and other public places and undeniably it is an essential phenomenon to keep surfaces disinfected. SB CHLOR

generates Sodium Hypochlorite Solution at present concentrations and offers the public safety solutions that ensure safety for medical and health workers and for the larger public.

## **2. Mobile Sewage Treatment Plant:**

RT Pure Mobile Sewage Treatment Plant are uniquely arranged units designed to provide reclaimed water from sewage water or storm water when and where it's needed. STP units are easily transportable and are readily available as truck mounted or minivan mounted, or in the back of a compact pickup, or air lifted by helicopter with its own standard sling. All you need is a sewage or storm water source and a tank in which to store the clean water. Everything else are delivered ready-to-use.

RT Pure® Mobile STP units are lightweight, enough to be moved to remote locations when roads are blocked or damaged. Prepacked vehicle mounted-units (truck, minivan or other) can be easily transported and used for water recycling and water reuse and saves your time.

## **3. Domestic Sewage treatment Systems:**

Recycling domestic sewage is one way of recycling water which saves energy – treating the sewage saves money. Water conservation – using recycled wastewater to water lawns and non- food gardens conserves fresh water. Currently there is wastage, as large volumes of potable water are used on lawns and gardens.

## **4. Commercial Sewage Treatment Plant:**

Electrolytic Systems for commercial (industrial) wastewater, larger capacity of sewage water treatment.

RT Pure Commercial sewage, wastewater Treatment system successfully eliminate the persistent pollutants from sewage using synergistic combination of electrocoagulation, electro-chemical oxidation and electro-flotation -electrolysis processes.

RT Pure, Electrolytic Commercial Wastewater Treatment system successfully eliminate the persistent pollutants from sewage using synergistic combination of electrocoagulation, electro-chemical oxidation and electro-flotation -electrolysis processes. System has been powered by two

electrochemical reactors - Pixecell for electro-coagulation, Nuraicell for electro-flotation and Electrogen for electro-oxidation that converts the sewage water to clean and safe re-usable water.

#### **5. Marine Sewage Treatment Plant (Electrolytic Systems):**

RT PURE-M, a multi-functional, bio-friendly marine wastewater treatment system generates sodium hypochlorite with mixed radicals – a safe, reliable and secure solution for Neutralization of Various Contaminating Species in marine waste streams.

#### **6. Sewage Treatment Electrolysers:**

Sewage Treatment Electrolysers / Electrolysis Systems are available for integration into new or existing electro-chemical systems, replacement and are delivered ready-to-use. Electro- coagulation, Electro-Oxidation Cells are manufactured as standard models or custom tailored and can easily be loaded and shipped through all common means.

- **Electro Oxidation reactors for Sewage Treatment**

Electro-Oxidation Electrolysers / System effectively removes, oxygen demanding organisms and substances (BODs), Chemical Oxygen Demand (CODs) from residential, commercial waste water streams.

- **Electro coagulation Cells for Sewage Treatment**

Pixecell's electrocoagulation process removes FOG, Silica, Organic particulate matter and helps in reduction of COD, BOD and suspended solids. Pixecell Series wastewater treatment electrolysers



## **CHAPTER III**

## **CHAPTER III**

### **A STUDY ON TALENT MANAGEMENT IN RT SAFEBALLAST PRIVATE LIMITED COMPANY.**

Talent management is an organization's ability to recruit, retain, and produce the most talented employees available in the job market. Talent consistently uncovers benefits in these critical economic areas: revenue, customer satisfaction, quality, productivity, cost, cycle time, and market capitalization. Having good talent management is when one has good skills, knowledge, cognitive abilities, and the potential to do well.

Talent management is also an important and necessary skill for people in the work force to acquire. Finding good and talented people is not a hard thing to do, but making sure that they want to stay working for the same business is the challenge. If someone has so much talent and they are good at what they do, businesses will want them to stay and work there forever. However, most of those people are either satisfied with the job they have, or they go out and look for better opportunities.

On RT Safe ballast company Talent Management plays crucial role. In here it improve employee's performance, through it productivity also will increase on their organization. By it they can get a good welfare among the business and also exorbitant recognize among the people. And it works to keep current employees and advance them to higher position. It assist to develop and retain key talent than source, hire and retain new ones in the organization

In here the HR team is responsible for talent management it plays a critical role in talent development, overseeing all key components of an effective talent development strategy, from recruitment to performance management to succession planning and beyond. HR should scale its knowledge and experience to help streamline talent reviews and employee development

### **3.1 At RT Safe Ballast Company How They Undergoing The Study:**

#### **Employees Satisfaction:**

- In here they prefer only talented people through competency, so by that employee receive more salary and get satisfied.

#### **Recognition:**

- They provide Recognition among employee contribution towards their work on individual grounds, boost up self-confidence in them.
- Such as motivate them with financial incentives, demonstrate appreciation for work well performed.

#### **Remuneration:**

- They will pay more for the employee who work more and sufficient.
- Such as overtime pay, hourly pay, commissions, bonus, vacation leave, sick leave, personal leave, employee's work related travel expenses, pension and retirement allowance etc. So through it they will retain the talented employees in their organization even.

#### **Reward:**

- They frequently reward to the employees who work more enthusiastically and Industriously on the work
- Such as award, gifts, offering time off, providing free vacation, incentives, employee appreciation week, etc.

#### **Providing Opportunities:**

- Giving the charge of challenging projects to the employees along with the authority and responsibility of the same, makes them more confident to work.
- In other ways, online training sessions and webinars, manager coaching and mentorship, peer coaching, etc.

### **Job Rotation:**

- Employees lack enthusiasm if they perform the same kind of work daily.
- So they provide job rotation or temporary shifting of employees from one job to another within the organization is essential to keep them engaged and motivated.

### **Training and Development:**

- In here training and development are essential to enhance the competencies, skills, and knowledge of their employees.
- Such as job training, e-learning programmes, work-related tutorials, educational courses, internship, etc.

### **Promotions:**

- In here promotions help to identify and develop an individual who can be the successor to senior positions in the organization.
- By increasing their salary, providing high responsibilities and position, creating an alpine status between the organizations.

### **Flexibility:**

- Providing a flexible work environment to the employees
- So it makes them more adaptable to the organization and brings out their creativity.

### **Relationship Management:**

- They Maintaining a positive workplace to employees so they free to express their ideas□
- So they eagerly takes part in the decision-making process. •
- And it encourage employees to achieve their goals.

### **Attract the right people:**

- To attract the right people they will create advertisement and post it on top job sites.



- Plan interviews to identify the best person for the job. In addition to regular questions, consider using personality assessments, references, and tests.

### **Retention:**

- Employee retention is the organizational goal of keeping talented employees and reducing turnover by fostering a positive work atmosphere to promote engagement.
- By showing appreciation towards the employees and providing competitive pay, benefits and healthy work-life balance.

### **Compensation:**

- Compensation is a systematic approach to providing monetary value to employees in exchange for work performed.
- In here they mostly give direct compensation to the employees like as commission, bonuses, hourly, etc.

### **Career development:**

- Career development helps to improve the organizational efficiency through the satisfaction of employee demands and to offer an attractive organizational life cycle
- They take a personal interest in employee career goals, by training, rotate employee roles.

### **Succession planning:**

- Succession planning is a talent management process that builds a pool of trained workers who ready to fill key roles.
- Organization with succession planning programs in place foster a talent-oriented culture by recruiting skilled workers and top talent.
- Being proactive with plan, by building competencies, doing a trail run of their succession plan.

### **On-board and organize work:**

- Helping new employees to feel orientated by being ready for them as soon as they enter the company and to know them what tasks they need to do and assign current employees to support them to settle in.

### **Create a healthy work environment:**

- Ensuring whether their staff have a healthy, positive and safe work environment.
- At RT safe ballast water treatment they will provide emergency jacket, hand gloves, employees suits, etc.
- So by it employee talent will remain engaged, happy, more productive and loyal to your organization.

### **Self-motivation:**

- At last but not least, nothing can be effective if the employee is not self- determined and motivated to work.
- So in here their employees will more affordable to the work at any time.

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## CHAPTER IV

## **CHAPTER IV**

### **CONCLUSION**

At present talent management is one of the uttermost important to the organizations, Talent management is the full scope of HR processes to attract, onboard, develop, motivate and retain high-performing employees. Talent management is aimed at improving business performance through practices that make employees more productive

At RT safe ballast private limited company talent management works to keep current employees and promote them to higher positions in the organization. This saves money that could otherwise be lost to high employee turnover and it makes much more sense to develop and retain key talent than source, hire and train a new one also. But still they revisit the benefits packages, invest in company culture and peer to peer feedback culture.

•



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### Websites:

- [www.valamis.com](http://www.valamis.com)
- [www.rtballast.com](http://www.rtballast.com)
- [www.rtpure.com](http://www.rtpure.com)
- [www.wikipedia.com](http://www.wikipedia.com)

### References books:

- Dorothy R Berger and Lance Berger-The Talent Management handbook.
- Louis L. Carter and Marshall Goldsmith- Best practices in Talent Management.

**INTERNSHIP REPORT ON A STUDY ON EMPLOYEE JOB  
SATISFACTION OF RAMESH FLOWER PVT LTD., THOOTHUKUDI.**

(As internship report submitted in partial fulfilment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**S. GEETHA**

**REG NO: 20SPHR06**

Under the guidance of

**Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET**



**Department of Human Resource Management**

**St. Mary's College (Autonomous)**

**(Re-accredited with 'A+' Grade)**

**Thoothukudi - 628001.**

**November 2021**

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **S. Geetha** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON EMPLOYEE JOB SATISFACTION"** under the guidance of **Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**EXTERNAL EXAMINER**

**FACULTY GUIDE**

**PRINCIPAL**

**St. Mary's College (Autonomous)  
Thoothukudi-628 001.**

**DIRECTOR**

**St. Mary's College (Autonomous)  
Thoothukudi-628 001.**



# Ramesh Flowers Private Limited

REGISTERED OFFICE  
A-82(A) SIPCOT INDUSTRIAL COMPLEX  
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www.rameshflowers.com

Date 15 06 2021

## CERTIFICATE

This is to certificate that Miss GEETHA S (Reg no 20SPHR06), II year MHRM student of ST MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI has done an Internship programme on the topic "STUDY ON EMPLOYEES JOB SATISFACTION" at our Ramesh flowers(P)Ltd, tuticorin, for 15 days (from may24, 2021 to June 8, 2021).

During this tenure, she gained knowledge on various activities. Her conduct and character was good.

We wish her success.



For Ramesh Flowers (P) Ltd

*N. Balakrishnan*

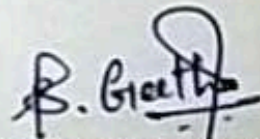
(Authorized signatory)

## DECLARATION

I hereby declare that the internship entitled "**A Study on employee JOB SATISFACTION**" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

DATE: 9.12.2021



Signature of the candidate

(S.GEETHA)

## ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph.D. for permitting me to do my internship report.

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I express my sincere thanks to MS. SUBULAKSHMI, manger of RAMESH FLOWER PVT. LTD.,Thoothukudi for allowing me to complete my internship report in their esteemed institution.

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Finally I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.



## ABSTRACT

Job satisfaction is, quite simply, how content or satisfied employees are with their jobs. Employee satisfaction is typically measured using an employee satisfaction survey. Factors that influence employee satisfaction addressed in these surveys might include compensation, workload, perceptions of management, flexibility, teamwork, resources, etc.

These things are all important to companies who want to keep their employees happy and reduce turnover, but employee satisfaction is only a part of the overall solution. In fact, for some organizations, satisfied employees are people the organization might be better off without. Satisfaction doesn't mean high performance or engagement. HR ideas and strategies focused on how to improve employee satisfaction oftentimes have results that demoralize high performers.

Employee satisfaction and employee engagement are similar concepts on the surface, and many people use these terms interchangeably. The importance of knowing the difference between satisfaction and engagement is critical for an organization to make strategic decisions to create a culture of engagement. Employee satisfaction covers the basic concerns and needs of employees. It is a good starting point, but it usually stops short of what really matters.



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<b>3</b>	<b>A Study On Employee Job Satisfaction</b>	<b>20 to 23</b>
<b>5</b>	<b>Conclusion</b>	<b>24</b>

## CHAPTER 1

### INTRODUCTION

#### **Employee Job Satisfaction:**

Job satisfaction refers to a person's feeling of satisfaction on the job, which acts as a motivation to work. It is not the self-satisfaction, happiness or self-contentment but the satisfaction on the job. Satisfaction means the simple feeling of attainment of any goal or objective. Job dissatisfaction brings an absence of motivation at work. When employees are satisfied, they tend to care more about the quality of their work, they are more committed to the organization, they have higher retention rates, and they are generally more productive. Job dissatisfaction brings an absence of motivation at work.

Job satisfaction is defined as the level of contentment employees feel with their job. This goes beyond their daily duties to cover satisfaction with team members/managers, satisfaction with organizational policies, and the impact of their job on employees' personal lives.

Job satisfaction, an unquantifiable metric, is defined as a positive emotional response you experience when doing your job or when you are present at work. Leading organizations are now trying to measure this feeling, with job satisfaction surveys becoming a staple at most workplaces. It's important to remember that job satisfaction varies from employee to employee. In the same workplace under the same conditions, the factors that help one employee feel good about their job may not apply to another employee.

#### **Definition:**

According to **P. E. Spector**, "Job satisfaction is the extent to which people like or dislike their jobs".

According to **S.P. Robbins**, "Job satisfaction refers to an individual's general attitude toward his or her job."



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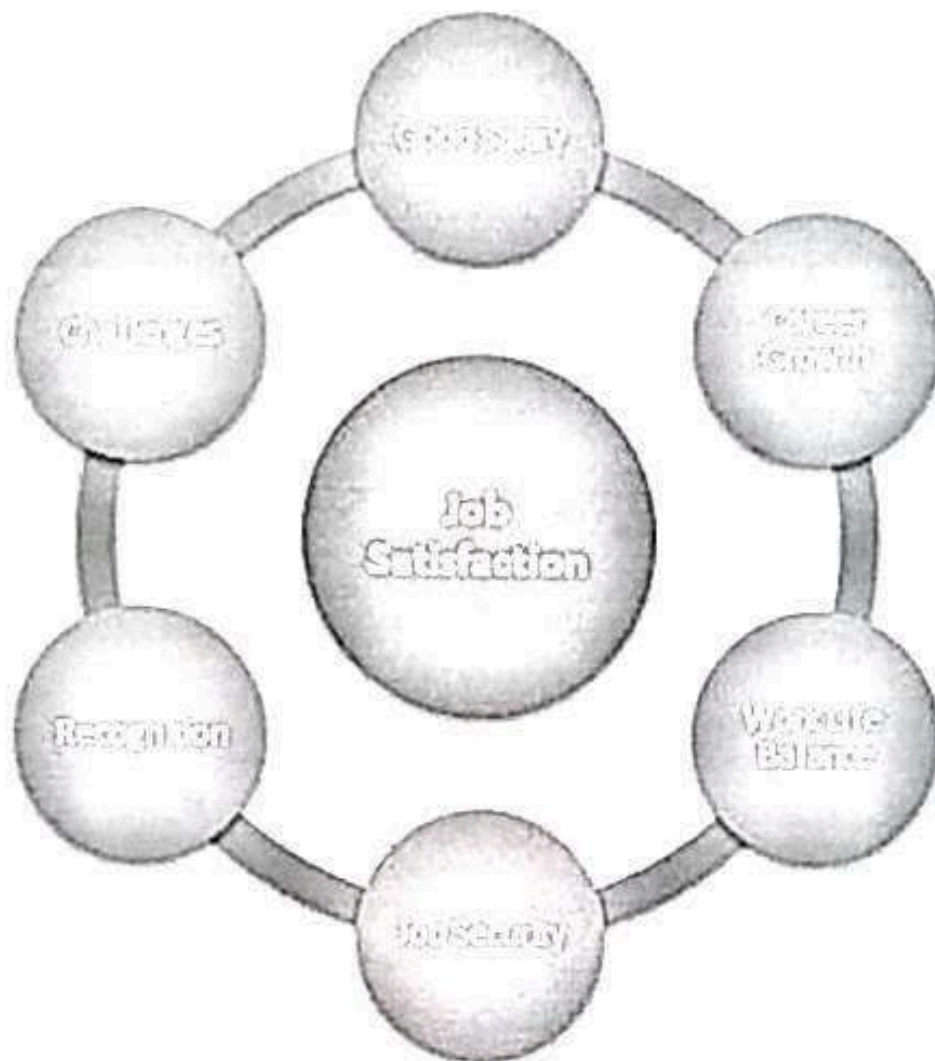
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### **Objective:**

- To measure the employees job satisfaction level.
- To study the employees perception towards their job.
- To identify the factors that motivates the employees.
- To study the employees perception towards organisation.
- The study is helpful to the organization for identifying the area of dissatisfaction of the employee.

### **Scope of the Study:**

The scope of the study is that by analysing the job satisfaction of the employees, then organisation further improve themselves with more benefits and facilities to overcome the drawback and improve the performance level of employees.

## **Importance of Job Satisfaction in Organization:**

The importance of job satisfaction for any organization is huge as it is linked to many variables, including productivity, absenteeism, turn over. Keeping employees satisfied and safe can lead to positive results for both organization and employees. Happy employees are more loyal to the company and its objectives, they go the extra mile to achieve goals and take pride in their jobs, their teams and their achievements.

### **For Employees**

Job satisfaction from an employee perspective is to earn a good gross salary, have job stability, have a steady career growth, get rewards & recognition and constantly have new opportunities.

### **For Employers**

For an employer, job satisfaction for an employee is an important aspect to get the best out of them. A satisfied employee always contributes more to the company, helps control attrition & helps the company grow. Employers needs to ensure a good job description to attract employees and constantly give opportunities to individuals to learn and grow.

The positive effects of job satisfaction include:

1. More efficiency of employees of workplace if they are satisfied with their job.
2. Higher employee loyalty leading to more commitment.
3. Job satisfaction of employees eventually results in higher profits for companies.
4. High employee retention is possible if employees are happy.

## **Importance of job satisfaction are:**

- Higher Productivity.
- Loyalty.
- Employee Absenteeism.
- Staying positive.



### **Higher Productivity:**

Employees who have high job satisfaction tend to achieve higher productivity. Higher productivity in employees is seen when they are happy with their job and focus well on their tasks. A single member's high productivity in a team boosts the confidence of others in the same manner. They seem themselves responsible and accountable for achieving the organizational goal that does make them happy.

### **Loyalty:**

When employees in the organization feel that the company has their best interest, they often support its mission and work hard to produce the best results. In this case, job satisfaction and level of loyalty will be increased, and they will be more likely to communicate positive words around their known.

### **Employee Absenteeism:**

It is likely that a satisfied worker may miss work due to illness or personal matters, while an unsatisfied worker is more likely to take "mental health" days, i.e. days off not due to illness or personal reasons. When people are satisfied with their job they may be more likely to attend work even if they have a cold; however, if they are not satisfied with their job, they will be more likely to call in sick even when they are well enough, to work.

### **Staying positive:**

Sure, there'll be good days and bad days at work. The key is not to get bogged down by the odd monotonous assignments, setbacks or office politics; instead, maintain a positive attitude (view challenging projects as challenges and mistakes as an opportunity to learn) and stride ahead with the confidence that your difficult task is a step in the direction of professional advancement.

### **How to Increase Job Satisfaction:**

#### **➤ A Positive Work Environment**

A positive work environment has a significant influence on how the employees feel. The work environment plays a vital role in keeping the employees motivated. It significantly influences his/her work life. It reflects in the work they do and helps sustain positivity



throughout the day. A positive work environment doesn't only mean the organizational structure. It is the overall experience an employee shares with his/her co-workers, immediate supervisors, and company culture.

### ➤ **Rewards and Recognition**

Each of us has unique skill sets, and we consciously or subconsciously apply those at our jobs. It is, therefore, rewarding for anybody to be appreciated for the application of these skills. When employees are rewarded and recognized for their work, it builds employee morale, productivity, and overall employee satisfaction or job satisfaction. Organizations often miss out on this psychological aspect. Appreciating and recognizing employees from time to time keeps employees motivated. This energizes them to thrive to do better and outdo themselves. You can also offer valuable benefits and perks to your employees to boost their morale and job satisfaction.

### ➤ **Develop Employee Skills**

Helping employees develop their skill sets is also one of the attributes of employee satisfaction. When you give your employees room for developing their skills, it boosts their job satisfaction and increases work efficiency. This also signifies that, along with your organizational growth, you even care about their career development. Evaluating if the employees want to learn something new or need any specific training is always a good practice. Lack of this management approach often makes the employees dissatisfied. Since they feel they have nothing left to learn.

### ➤ **Clearly defined Goals and Objectives**

When an organization fails to provide clear objectives or company values, it leads to employee dissatisfaction. Employees do not only work for a pay. For their satisfaction at work, they also need a direction and a sense of purpose that keeps them going. At the end of the day, we all want to do meaningful work and make a difference.

### ➤ **Improve communication across all levels**

Improving communication in the organisation, from leaders to workers and – importantly – workers to leaders, is credited with increasing job satisfaction in many organisations. Staff should be allowed to be critical and to feel they can raise concerns in a non-threatening

environment. If employees are afraid to speak out, they are unlikely to put much effort into the job and will probably want to leave as soon as possible.

### ➤ **Employee Retention:**

Be sure to keep the workers for the long-term instead of the short term. It means reassuring workers that they can rely on a future with the company. Make your workers understand that they are there to be a part of the family and not a project. In making them stay, you should have better employee development opportunities like promotion, training, etc.

### ➤ **Encourage Employee Health:**

Employee health is a big deal in the workplace today. Nowadays, millennials want to work in an office where they care about their workforce. In this regard, you must have good corporate health programs in order.

### ➤ **Offer Constructive Feedback:**

Every employer must understand that they need **constructive feedback** to grow as a unit. In this regard, you should give importance to your employee's opinions. When you act on your worker's view, they feel valued. It makes them feel great about the company and themselves, which results in better satisfaction.

### ➤ **Respond better to Employees' feedback:**

Most employers disregard any criticism they get from their employees. It is an unfair practice that diminishes job satisfaction. You must respond well to **constructive criticism** and work on developing yourself.

### **Factors That Determine Your Employees' Satisfaction Levels:**

There's no one definition of job satisfaction, and factors contributing to it will depend on the nature of your workplace. For example, a satisfied employee in the manufacturing sector looks different from a satisfied software developer. However, there are ten traits that every workplace geared toward employee well-being and satisfaction will have in common.

## **1. Does your company care about its employees?**

Remember, it's not enough to only care - communicate this care regularly to employees through newsletters, rewards, informal recognition, paid incentives, and other forms of communication. Companies with a high job satisfaction level, such as Google and Starbucks, also feature employee happiness and satisfaction studies as part of their communication strategy.

## **2. Does the workplace have room for employees to engage in their hobbies?**

Indeed, most of us spend a significant part of the week at work, but this doesn't mean we want to ignore our hobbies or personal interests. A workplace where employees have enough free time to read a book, catch up on the news, have a pleasant meal, for example - and where such behaviors are not considered slacking off - will better enable job satisfaction.

## **3. What is the average interval between promotions?**

The current business environment is fast-paced, and employees will switch to greener pastures if promotions aren't forthcoming. A good rule of thumb is to keep the interval between employee promotions below the average employee tenure. For example, if employees stay with your company for five years and two months on average, promotions should be scheduled at least at two-year intervals. If such transitions aren't possible, provide cross-training programs to give every employee a chance to explore new roles in the organization. More importantly, inform an employees about the promotion policies in an organization so they know what to expect and when to expect it.

## **4. Do employees feel respected by their peers?**

A workplace where employees feel regularly criticized or under some type of scrutiny is ripe for dissatisfaction. You can detect their dissatisfaction via one-on-one conversations with employees, or through anonymized data collected via employee satisfaction surveys and then take appropriate measures to improve their experience in this area.



### **5. Is there a culture of two-way feedback?**

Employees need regular feedback (both positive and constructive) to know that they are on the right track. Also, they want to share their opinions with managers/HR/senior management to guide the future of the company. This culture of two-way feedback is essential to maintaining employee satisfaction. It is doubly necessary for you to act on the feedback you receive.

### **6. Where do you stand on the issue of work-life balance?**

Companies must try to build a non-toxic culture of high performance, where productivity isn't prioritized over well-being. Positive work-life balance is integral to this.

### **7. How do employees rate their relationships with their reporting heads?**

Employees don't quit jobs, they quit bosses. And this is confirmed by studies – a poll by Gallup found that 75% of voluntary attrition can be attributed to the behavior of immediate supervisors and not the job itself. Again, targeted job satisfaction surveys (implemented on a team-by-team basis) can help root this out.

### **8. Does your organization follow fair and inclusive policies?**

Diversity and inclusion in the workplace have a positive impact on the business bottom line, while also improving a company's culture and work environment. By ensuring fairness toward all your employees, regardless of age, gender, or disability, you can increase the average level of satisfaction across the company.

### **9. Can employees nurture their creative instincts in their jobs?**

While this depends on your specific industry of operation, employees mustn't be stifled when showing a spirit of creativity in their jobs. In fact, learning and development programs can be deployed to strengthen creative skills, making your company more innovation-friendly. Otherwise, you risk having a workforce that feels unheard, with the same rules imposed upon them over and over again.



## **10. Do employees feel secure about their role?**

Job security is now a major concern as technology upends existing processes, and automation threatens legacy models of working. As a future-focused employer, you must clearly explain how an employee's role will transform over the years and equip them for this change. Employees shouldn't feel insecure about their jobs – you can ensure this by maintaining a consistent line of communication between frontline employees and senior leadership.

### **Key reasons for employee dissatisfaction**

- Low compensation
- Lack of Career growth
- Poor Management
- Poor Relation with Co-workers and Managers
- Lack of Appreciation and Recognition
- Poor Work-Life Balance

### **Advantages of employee Job Satisfaction:**

#### **Low turnover**

Hiring is an expensive process that demands lots of time and effort. Organizations want to retain the existing talent because it is easier for them to groom the current talent and save money.

Job satisfaction will result in a low turnover as satisfied employees are less likely to leave the company

#### **High productivity**

It is a proven fact that job satisfaction results in higher productivity because the employees are eager to do their bit for the company that is taking care of them

### **Higher revenues**

Employee satisfaction leads to higher sales figures, lower costs and increased revenues

### **Loyalty**

Job satisfaction keeps the employees happy. They believe that the company is interested in their welfare, and this is why satisfied employees reciprocate the feeling by being loyal to their organization.

### **Satisfied customers**

Job satisfaction means happy employees and this translates into satisfied customers. Happy employees will be eager to interact with customers and help them out in every possible way. In contrast, unhappy employees will be dissatisfied, and this will reflect in their interactions with customers.

### **Increase the chance of referrals**

Employee referrals are one of the most effective ways of hiring. An employee who is satisfied at his job will encourage his friends and family to join the company

### **Lower absenteeism**

Job satisfaction encourages employees to reach their offices regularly. There is a shallow level of absenteeism in a satisfied and happy workforce.

### **Job Satisfaction Examples**

There can be several examples of job satisfaction as it is related to the psychology of an individual. A particular job can be satisfying for one employee based on the salary, location, workplace, responsibilities, job level etc. and the same be lead to dissatisfaction to some another employee. Consider an employee who has joined an organization 1 year back and has been awarded for his good work with bonuses and incentives.

That the company has chosen him for an exclusive training program which could help in  
improving his career. Also, the employee is entitled for a substantial bonus as well as for a  
promotion. Hence, all these factors and HR policies would lead to job satisfaction.

### Measuring Job Satisfaction

It is critical for any company to measure job satisfaction as the efficiency, productivity and  
loyalty of an employee depends on it. Companies can conduct surveys with open-ended  
asking the employees about their feedback and understand if they are satisfied or dissatisfied  
with their job. Companies can ask the following questions to measure job satisfaction and can  
give multiple options like Satisfied, somewhat satisfied, neutral, somewhat dissatisfied,  
dissatisfied.

1. Are you happy with your salary/incentives?
2. Is your contribution to the company recognized with awards?
3. Do you find your workplace conditions good, hygienic, competitive?
4. Do you have a good work life balance?
5. Are you happy with company policies for your career growth & training and development?

### THEORIES OF JOB SATISFACTION

Job satisfaction theories have a strong overlap with theories explaining human  
motivation. The most common and prominent theories in this area include: Maslow's needs  
hierarchy theory; Herzberg's motivator-hygiene theory; the Job Characteristics Model; and  
the Dispositional approach. These theories are described and discussed below.

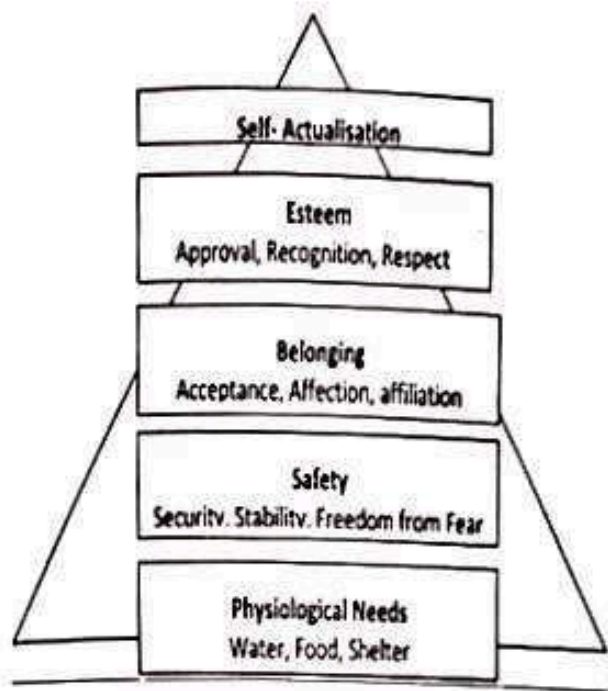
#### Hierarchy of needs

Although commonly known in the human motivation literature, Maslow's needs  
hierarchy theory was one of the first theories to examine the important contributors to job  
satisfaction. The theory suggests that human needs form a five-level hierarchy (Figure 1)  
consisting of: physiological needs, safety, belongingness/love, esteem, and self-actualisation.

Maslow's

Hierarchy of needs postulates that there are essential needs that need to be met first (such as  
physiological needs and safety), before more complex needs can be met (such as belonging  
and esteem).





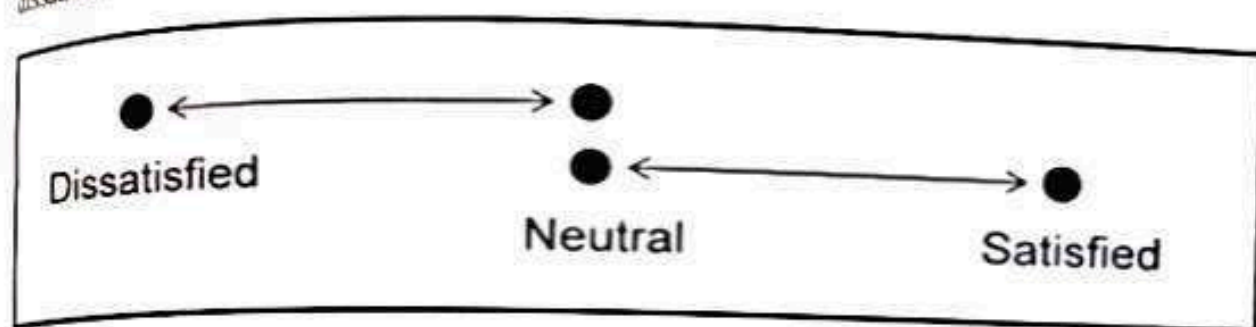
Maslow's needs hierarchy was developed to explain human motivation in general. However, its main tenants are applicable to the work setting, and have been used to explain job satisfaction. Within an organisation, financial compensation and healthcare are some of the benefits which help an employee meet their basic physiological needs. Safety needs can manifest itself through employees feeling physically safe in their work environment, as well as job security and/ or having suitable company structures and policies. When this is satisfied, the employee's can focus on feeling as though they belong to the workplace. This can come in the form of positive relationships with colleagues and supervisors in the workplace, and whether or not they feel they are a part of their team/ organisation. Once satisfied, the employee will seek to feel as though they are valued and appreciated by their colleagues and their organisation. The final step is where the employee seeks to self-actualise; where they need to grow and develop in order to become everything they are capable of becoming. Although it could be seen as separate, the progressions from one step to the next all contribute to the process of self-actualisation. Therefore, organisations looking to improve employee job satisfaction should attempt to meet the basic needs of employees before progressing to address higher-order needs. However, more recently this approach is becoming less popular as it fails to consider the cognitive process of the employee and, in general, lacks empirical supporting evidence. In addition, others have found fault with the final stage of self-actualisation. The lack of a clear definition and conceptual understanding



of self-actualisation, paired with a difficulty of measuring it, makes it difficult to measure what the final goal is or when it has been achieved.

### Motivator-Hygiene Theory

Herzberg's motivator-hygiene theory suggests that job satisfaction and dissatisfaction are not two opposite ends of the same continuum, but instead are two separate and, at times, even unrelated concepts. 'Motivating' factors like pay and benefits, recognition and achievement need to be met in order for an employee to be satisfied with work. On the other hand, 'hygiene' factors (such as, working conditions, company policies and structure, job security, interaction with colleagues and quality of management) are associated with job dissatisfaction.



Because both the hygiene and motivational factors are viewed as independent, it is possible that employees are neither satisfied nor dissatisfied. This theory postulates that when hygiene factors are low the employee is dissatisfied, but when these factors are high it means the employee is not dissatisfied (or neutral), but not necessarily satisfied. Whether or not an employee is satisfied is dependent on the motivator factors. Moreover, it is thought that when motivators are met the employee is thought to be satisfied. This separation may aid in accounting for the complexity of an employee's feelings, as they might feel both satisfied and dissatisfied at the same time; or neither satisfied nor dissatisfied.

Whilst the Motivator-Hygiene theory was crucial in first distinguishing job satisfaction from dissatisfaction, the theory itself has received little empirical support. Herzberg's original study has been criticised for having been conducted with a weak methodology. As a result, subsequent attempts to test this theory have obtained mixed results with some researchers supporting it and others not.

## CHAPTER II

### ORGANIZATIONAL HISTORY

#### Company Profile:

Ramesh Flowers (P) Ltd., has been one of the largest manufacturers and exporters of Home Fragrance and Home Decor products in India since its inception in 1982. The company was founded by **Mr. Mahendra Raj Singhwi**, in a port town called Tuticorin in Tamil Nadu, because of its close proximity to the harbour which facilitated exports.

Ramesh Flowers works in harmony with nature creating exquisite home and lifestyle products using natural botanicals. Over the years the company has expanded its product portfolio tremendously by manufacturing home fragrance products like candles, essential oils and incense. Starting with just 5 employees, today Ramesh Flowers has grown into a distinguished company that proudly employs over **2600** people, 81% of which are women. With around 40 years of experience in manufacturing and exporting high quality products to leading brands across thirty two countries, the company has set a benchmark for quality and creativity.

Through constant innovation and new product development Ramesh Flowers offers consumers worldwide with design-driven, high quality products that are up to date with the latest trends. Flora Classique Inc., has been a subsidiary of Ramesh Flowers in California for over a decade which extends its support in activities like marketing, distribution and strategic development in the American sub-continent.

Ramesh Flowers proudly supports the "Make in India" initiative and works towards presenting India's treasure trove of botanicals and exotics in the form of beautiful home decoration products to the rest of the world.



## **Accreditation**

QMS ISO 9001:2015

EMS ISO 14001:2015

OHSAS ISO 45001:2018

## **Vision**

### **1. Be Innovative**

We are devoted to innovation. We look forward to raise our focus on novelty in products, technologies, organizational structure, and accomplishments. We are also committed to bring about changes in the organizational culture so as to enable us to meet the emerging challenges of the industry.

### **2. Be Advanced**

We are responsive to the volatile business environment dynamics. The proceedings of the organization are and will be always directed towards bringing about the variations that are and would be required in the near future.

### **3. Be Authentic**

We wish to be seen as an organisation that our Customers and our Society at large, can always count upon, that is, whatever or however we do or make, adheres to strict International laws and standards, so we always intend to be an organisation which is exhorted to go absolutely "green" minus the "mean", which signifies our efforts towards the progression of the society and environment without any business or ulterior motives.

### **4. Be Global**

We are an organization with our footprints in more than 32 countries, spread across 4 continents, but here we believe, it's not enough to pander our vanity, we wish to broaden our horizons as well as our reach, as we look forward to spread the essence of our invaluable products to each nook and cranny of the globe.

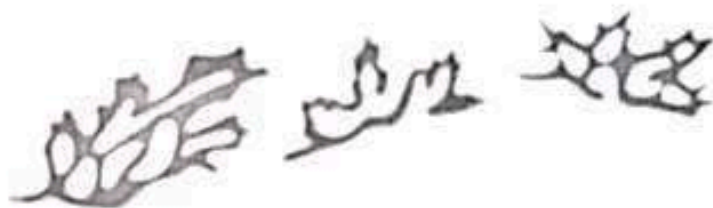
## 5. Be the Preferred Supplier

We have been the front-runner in manufacturing of high quality Home Fragrance and Home Decoration products for close to three decades now. With a covered clientele of Big Wholesalers, Manufacturers and Retail Chains, we wish to continue with our success story and maintain the title of being known as the 'Preferred One' in this industry.

## 6. Be in Harmony with Nature

As an organization, we understand our roles and responsibilities towards our employees' general health and well-being, the environment and the society as a whole. That's why our commitment and actions have always been directed towards forging a relationship with them, that is not only beneficial to us but mutual.

### Company Logo



**RAMESH FLOWERS**  
**PRIVATE LIMITED**

*In harmony with nature*

**SINCE 1982**

---

**A MEMBER OF THE GALA GROUP**



## **Corporate Social Responsibilities (CSR)**

### **EDUCATIONAL RESPONSIBILITY**

We aim to bring about a significant positive change in the socio-economic status of rural India by offering quality education to deserving individuals.

We also provide training in life and work skills outside of the formal education system to adolescent girls and boys, to enable them to live a more materially improved and fulfilled life.

In 2016 around 1180 children of our invaluable employees availed benefits of the 'Free Notebooks Scheme'. We also sponsored part of the tuition fee for 69 children.

### **SOCIAL RESPONSIBILITY**

We do our best to help the physically challenged, mentally challenged and orphans. We also have a Workers Marriage Welfare Scheme' that benefitted around 48 physically challenged employees in 2016.

We also provide our employees with 'Foundational Training' in Health and Nutrition, Work-Life balance, Communication Skills and Occupational Safety. Additionally we offer 'Advanced Training' in Functional Literacy and Leadership.

We proudly support Women Empowerment Initiatives to motivate all our female employees and to boost their self-confidence. Recently, we provided them with Self-Defence training.

### **HEALTH RESPONSIBILITY**

We believe in the health and safety of our employees and work extensively towards providing them with healthcare facilities that are not available to them. With the help of the SSS Foundation we organise Cancer Awareness Camps, HIV/AIDS Awareness Camps and other Government Health Initiatives.

All our female employees are given the opportunity of getting free cancer tests, and all expenses are borne by the SSS Foundation and the Bhomiaji Trust incase any of the tests are positive.

## **ENVIRONMENTAL RESPONSIBILITY**

Our level of compliance with city, state and federal regulations is unmatched in the industry.

We focus on:

1. Minimizing waste
2. Reducing chemical usage
3. Reusing Water: In 2015, we recycled 10,60,100 litres of water.
4. Rainwater Harvesting Systems with a capacity of 12 Lakh Litres.
5. Preventing Pollution
6. Conserving Energy through the use of Solar Panels
7. Using Cleaner Production Techniques
8. Complying with Environmental Legislations and Regulations

## **SPORTS + RECREATION RESPONSIBILITY**

As a contribution to the Sports Development in India, we identify budding talent in Cricket from rural India and provide them with a monthly stipend and provide them with facilities to hone their skills. Our players have participated in District and State Level Tournaments organised by the Tamil Nadu Cricket Association. We organise a cricket tournament annually, called the 'Ratan Trophy' which is a great platform for young cricket enthusiasts to showcase their talent and progress in the field.

## **CAPABILITIES:**

### **MANUFACTURING + SALES**

1. Factories located in close proximity (~15 km) to the port in Tuticorin, Tamil Nadu.
2. We undertake private label manufacturing.
3. In-house dying, bleaching, fragrance and packaging amenities.
4. Top-notch Effluent Treatment Plants, Green Houses and Solar Heating Systems.
5. Spread across a sprawling area of 314860 sq. meters.
6. Offices and showrooms in Tuticorin, Delhi and Murietta.
7. Electronic Data Interchange (EDI) & Enterprise Resource Planning software - Navision systems in place.
8. Compliant to Stringent 'International Laws & Standards' and ratified by independent audit agencies.
9. State of the art Manufacturing capability with a workforce of 2800 personnel.

### **RESEARCH + DEVELOPMENT**

1. Extensive Market Research and Trend Analysis performed by our global market research teams.
2. Top-notch In-house Research and Development facilities for New product development.
3. A well trained team to conceptualise and develop competitive and cutting-edge home fragrance and home decor products.
4. Highest quality equipment's for research and testing.

## **CHAPTER III**

### **Employee Job Satisfaction in Ramesh Flower Pvt. Ltd.**

Job satisfaction refers to a person's feeling of satisfaction on the job, which acts as a motivation to work. It is not the self-satisfaction, happiness or self-contentment but the satisfaction on the job. Satisfaction means the simple feeling of attainment of any goal or objective. Job dissatisfaction brings an absence of motivation at work. When employees are satisfied, they tend to care more about the quality of their work, they are more committed to the organization, they have higher retention rates, and they are generally more productive. Job dissatisfaction brings an absence of motivation at work.

#### **Job Satisfaction Leads To:**

- Motivates towards high productivity
- Want to remain with organization.
- Act effectively in crisis.
- Accept necessary changes without resentment or resistance.
- Promotes the interest of the new workers in the organization.

#### **Positive Working Environment in Ramesh Flower Pvt. Ltd.:**

Ramesh Flower Pvt. Ltd. has a positive working environment. This positive working environment creates happy and satisfied employees. Having a Positive working Environment the production level is increases. This type of environment can lead to employee success and happiness both personally and professionally.

#### **Salary and Reward:**

In Ramesh Flower Pvt. Ltd. Salary are provided to the employee at correct time. Incentives are give to the employee for those who achieve the target with in a short period. This reward system helps to improve the job satisfaction level.



## **Health care:**

The Ramesh Flower Pvt. Ltd. company believe in the health and safety of the employees and work extensively towards providing them with healthcare facilities that are not available to them. With the help of the SSS Foundation we organise Cancer Awareness Camps, HIV/AIDS Awareness Camps and other Government Health Initiatives.

All the female employees working in the company are given the opportunity of getting free cancer tests, and all expenses are borne by the SSS Foundation and the Bhomiaji Trust in case any of the tests are positive. By giving health care facilities the employee are highly satisfied with their job.

## **Training and development Program at Ramesh Flower Pvt. Ltd.:**

Training and development programs helps the employee to develop their skills Ramesh Flower Pvt. Ltd. Recently provided the Self-Defence training program to all the female employee working inside the organization. And they provided Training and development programs to the employee.

## **Financial benefits at Ramesh Flower Pvt. Ltd.:**

Ramesh Flower Pvt. Ltd. Offer a Financial benefits like incentives, bonus, retirement benefits paid leaves to the employees.

### **Allowances:**

Allowances is a kind of financial benefits given to the employee by the employer over and above the regular salary. Ramesh Flower Pvt. Ltd. Provided a allowances to the employees and it will satisfy the employee.

Allowances - HRA, Medical Allowances, Travelling Allowances, PF, ESI, Entertainment Allowances, Over time Allowances, DA .

### **Bonus:**

Ramesh Flower Pvt. Ltd. Gives bonus to the employee for their performance. Bonus amount is equal to the basic salary.

## **Educational Responsibility:**

In 2016 around 1180 children of invaluable employees of Ramesh Flower Pvt. Ltd. company availed benefits of the 'Free Notebooks Scheme'. They also sponsored part of the tuition fee for 69 children.

## **MODERN METHOD OF MEASURING JOB SATISFACTION INSIDE RAMESH FLOWER PVT.LTD:**

In this method of measuring job satisfaction the comparison between various organizational terms and conditions at managerial level and also the organization at a large.

## **SATISFACTION WITH HUMAN RESOURCES MANAGEMENT POLICIES OF THE RAMESH FLOWER PVT. LTD.:**

1. Management of Ramesh Flower Pvt. Ltd. has a clear path for employee's advancement.
2. Decisions are made keeping in mind the good of the employees.
3. Management is extremely fair in personal policies.
4. Physical working conditions are supportive in attaining targets.
5. Innovativeness is encouraged to meet business problems in Ramesh Flower Pvt. Ltd.

## **SATISFACTION WITH SUPERVISION:**

1. In Ramesh Flower Pvt. Ltd. Employee can feel and trust what the supervisor tells to him.
2. In Ramesh Flower Pvt. Ltd. The supervisor treats the employee fairly and with respect.
3. The supervisor handles the employee work-related issues satisfactorily.
4. Employee of Ramesh Flower Pvt. Ltd. will get frequent appreciation of work done from supervisors
5. Employee will get enough support from Ramesh Flower Pvt. Ltd.
6. Individual initiative is encouraged in Ramesh Flower Pvt. Ltd.

### ➤ **SATISFACTION WITH TASK CLARITY IN RAMESH FLOWER PVT. LTD.:**

- Rules and procedures are followed uncompromisingly in Ramesh Flower Pvt. Ltd.
- Their job responsibilities are well defined and clear.

### **SATISFACTION WITH CAREER DEVELOPMENT:**

- Employee have adequate opportunities to learn and grow in Ramesh Flower Pvt. Ltd.
- Employee get opportunities to greater responsibilities

### ➤ **SATISFACTION WITH COMPENSATION LEVELS IN RAMESH FLOWER PVT. LTD.:**

- Overall the employee of Ramesh Flower Pvt. Ltd. are satisfied with the company's compensation package
- The employee are satisfied with the medical benefits which are provided by Ramesh Flower Pvt. Ltd.
- The employee are satisfied with the conveyance allowance given by of Ramesh Flower Pvt. Ltd.
- The employee of the company satisfied with the retirement benefits.
- The employee are satisfied with the reimbursement of the expenses as per the eligibility.
- The employee are satisfied with the holiday (vacation) eligibilities



## CHAPTER IV

### CONCLUSION

As a part of my project work, I got an opportunity to spend a period of Fifteen days in **RAMESH FLOWER PVT. LTD.** It helped me to analyze the working of the organization which helped as to convert my theoretical knowledge into practical.

The present study is an earnest attempt to determine employee's satisfaction in **RAMESH FLOWER PVT. LTD.** It is indeed necessary for any organization to understand the need of their employees and fulfill them before they leave the organization. If nothing is done by the organization then there are chances to lose talented employees from any organization to its competitors.

Hence it is necessary for any organization to ensure employees satisfaction. From the study it was identified that the most of the employees are satisfied with the job.

Majority of the employees are satisfied with the salary structure, promotional programs, working condition, allowances provided by the organization. They are also satisfied with the employer-employee relationship and communication channel in the organization. But still only 40% of the employees get opportunities to participate in decision making.

Also majority of the employees are not provided with the welfare measures. If the firm concentrates of the findings and suggestions of their survey, we hopefully believe that the organization can further bring out their labor with full satisfaction and obtain good result.



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**INTERNSHIP REPORT ON FUTURE TRENDS IN EXPORT MARKET  
AND E-COMMERCE ADOPTION IN LOGISTICS OF INTERSNACK  
CASHEW INDIA PVT LTD., THOOTHUKUDI.**

(As internship report submitted in partial fulfilment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**S. ANTO FUJI**

**REG NO: 20SPHR01**

Under the guidance of

**Mrs. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade) Thoothukudi - 628001.

November 2021

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001



CERTIFICATE

This is to certify that **S. ANTO FUJI** of second year Master of Human Resource Management has undergone Internship training on "**A STUDY ON FUTURE TRENDS IN EXPORT MARKET AND E-COMMERCE ADOPTION IN LOGISTICS**" under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.Com.,MBA.,NET** and this is an original work up to my knowledge.

CO-ORDINATOR

FACULTY GUIDE

EXTERNAL EXAMINER

  
PRINCIPAL

St. Mary's College (Autonomous)  
Thoothukudi-628 001.

DIRECTOR  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.



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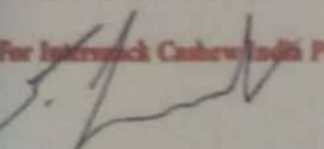
18<sup>th</sup> November 2021

TO WHOM SO EVER IT MAY CONCARE

This is Certify that Ms. Anto Fuji (Register No: 20SPHR01), Master of Business Administration final year student at St. Mary's College (Autonomous) – Tuticorin has done the project work in our company on "A Study on future trends in export market and e-commerce adoption in logistics" under the guidance of our Human Resources Department towards the Partial fulfillment of the requirement for the award of MBA during the period for 11 Days (Apr-2021 (5 days), May (4 Days), June (2 Days)).

Regards,

For Intersnack Cashew India Pvt Ltd

  
~~For Intersnack Cashew India Private Ltd.~~

E Subramaniam **Authorized Signatory**

HR - Manager

**Intersnack Cashew India Private Limited**

(Formerly known as Rajkumar Cashew India Private Limited)

Registered Office : 18/1, Thannothu Village, Anjibaranallur (PO), Tuticorin, Tamil Nadu - 628 851.

Phone: +0461 2269641

CIN No. - U15400TN2016PTC110862 [www.intersnackgroup.com](http://www.intersnackgroup.com)



## DECLARATION

I hereby declare that the internship entitled "A Study on future trends in export market and e-commerce adoption in logistics" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of Master of Human Resource Management is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date 09/12/21

S. Antofuji  
Signature of the candidate

(S. ANTO FUJI)

## ACKNOWLEDGEMENT

First of all, I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph. D.** for permitting me to do my internship report.

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I express my sincere thanks to **Mr. SUBRAMANIAN,** HR manager of **INTERSNACK CASHEW INDIA Pvt Ltd.** Thoothukudi for allowing me to complete my internship report in their esteemed institution.

I thank **all the employees** **INTERSNACK CASHEW INDIA Pvt Ltd,** Thoothukudi, of for their kind co-operation extended to me providing the necessary data & information to complete my internship report successfully.

Finally I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work

## ABSTRACT

E-Commerce is one of the recent inventions and innovative ideas that enable firms to compete with larger market players. Moreover, e-commerce has sufficient potential and productivity. It became the centre of attraction of the many firms in various countries in the different parts of the world. The impact of e-commerce is enormous as it provides platforms for consumers and suppliers to make it a common platform for transactions of goods and services. Suppliers of goods and services considered it a very convenient platform to distribute goods and services. Consumers also considered it one of the best platforms for buying commodities as they can order the product from the online platform from anywhere, they want. Consumers can also compare the goods and services based on their quality, quantity, and price. Even these platforms provide a manifesto to sell their/consumers commodities to the third party. This paper is trying to explain the meaning of e-commerce, the factors for the success of e-commerce, the adoptive e-commerce strategy of firms, reasons for adopting e-commerce, and significant constraints for the firm to adopt this e-commerce platform.

E-commerce is booming with the development of new business model and will be continuously boosted in the several decades. With large number of enterprises carrying out E-commerce, logistics driven under the background has been largely influenced. This paper presents the state-of-the-art E-commerce logistics in supply chain management from a view of practice perspective. Worldwide implementations and corresponding models together with supporting techniques are reviewed in this paper. Typical E-commerce logistics companies from North America, Europe, and Asia Pacific are comprehensively reviewed so as to get the lessons and insights from these practices. Opportunities and future perspectives are summarized from the practical implementations so that interested companies like E-commerce and logistics companies are able to get some guidance when they are contemplating the business.

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CHAPTER 1

# CHAPTER 1

### INTRODUCTION

#### 1.1 Future trends in export market and E-Commerce adoption in logistics

The logistics sector in India has gone through a paradigm shift over the past decade. From an increasing number of policy incentives to tech-enhanced warehouses, the sector is now seeing a change in every aspect of its operation. The integration of retail and logistics real estate continues to unfold, with e-tailers looking for physical outlets and traditional retailers strengthening their online channels and restructuring their warehousing footprint. Stores are increasingly a means to attract and tie-in customers and to generate sales, both through store-based and online channels. Moreover, the rapid growth of the e-commerce sector coupled with the recent policy announcements has impacted sentiments with players across the board forced to have a relook at their operating models and expansion strategies. It thus, becomes imperative to take a closer look at the linkages between the two sectors and understand as to how the two most dynamic sectors in India are responding to changes – one: to changes in their own ecosystem and two: to the changes in the corresponding sector.

Warehouse leasing rise going forward will largely be driven by an anticipated rise in product sizes, continued demand from e-tailers, policy impetus to both sectors and higher demand from tier II cities. The trend for e-commerce to own and operate their own facilities will result in having more built to suit facilities and pure leasing will decline. As demand is expected to remain robust, supply needs to keep up pace to accommodate the significant increase in space take-up over the past couple of years. While majority of the sector is unorganized, however the entry of international players has resulted in the emergence of quality assets, while the overall supply (grade A and inferior grade) for the sector is expected to be around 60 million sq. ft. till 2020, at least 22 million sq. ft. of this supply is estimated to be in the grade A category, with supply infusion by leading players. Serious players with a long-term view would also eventually consider 'green' solutions or establishing logistics networks in an environment friendly way.

However, that the sectors will move beyond the obvious equation of supply and demand. As the sector evolves, we believe that many more variables would be added to this equation which would include modernization of supply chains, increased use of tech and AI, optimization of delivery networks and greater synergy between retail and logistics networks.



## 1.2 Definition

The Council of Logistics Management defines Logistics as follows: "Logistics is part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers'

E-commerce is the buying and selling of goods and services over the internet. E-commerce can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both. Almost anything can be purchased through e-commerce today.

Export market an overseas country to which a firm based in one particular country EXPORTS its products. INTERNATIONAL TRADE provides an opportunity for a firm to increase its sales potential by marketing its products in a number of foreign markets rather than relying solely on sales in its own domestic market. See MARKET DEVELOPMENT, FOREIGN MARKET SERVICING STRATEGY.

## 1.3 Scope of study

There is high scope of e-commerce in each aspect of business, at present it is in the embryonic stage but in future ecommerce would be the part of day today activity of business firms. Following are the marketing areas where we seek scope of e-commerce:

- Marketing, sales and sales promotion.
- Pre-sales, subcontracts, supply.
- Financing and insurance.
- Commercial transactions – ordering, delivery, payment.
- Product service and maintenance.
- Co-operative product development.
- Distributed co-operative working.
- Use of public and private services.
- Business-to-administrations.
- Transport and logistics.
- Public procurement.
- Automatic trading of digital goods like games, learning material, songs and music etc.
- Accounting and financial management.
- Legal advice.

## 1.4 Importance of E- Commerce

Today, we can see e-commerce is becoming a part of study of almost all the courses in management and commerce. It is an integral part of any book or manuscript that is written on retailing, and it claims a significant share in this text also.

The reason behind this lies in the fact that e-commerce technology is different and more powerful than any of the other technologies we have seen in the past century.

The other technologies transformed economic life in the 20th century. The evolving internet and other ITs will shape the 21st century in many ways. The foremost of these is the rise of a sizeable class of Internet-habituated consumers, and then is the creation of an ecosystem essential for e-tailing's growth. In India's case, both these factors are poised to fall into place rapidly.

Prior to the development of e-tailing, the process of marketing and selling goods was a mass-marketing and/or sales force-driven process. Consumers were considered as passive targets of advertising (promotional) "campaigns," and branding blitzes were intended to influence their long-term product perceptions (brand positioning) and immediate purchasing behavior.

Selling was conducted in typical well-insulated "channels." Consumers were viewed to be trapped by geographical and social boundaries, unable to search widely for the alternatives with best price and quality. Information about prices, costs, and tariffs could be hidden from the customers to get the resultant profitable "information asymmetries" for the selling firm.

Here, information asymmetry means any disparity in relevant market information among parties in a transaction. Ecommerce has challenged much of these traditional retail business norms, assumptions, and behavior.

## 1.5 Objectives

Ecommerce business drives profitable growth with reduction in cost-to-customer, developing customer-reach, and providing a unique customer experience. It has become more than essential for B2B as well as other businesses to make the right use of ecommerce. Now, ecommerce is evolving or better say evolved into digital commerce that implies to the entire business journey from buying to delivery with an online experience. Below are the few objectives of ecommerce:

#### ❖ **Reduce management costs**

Businesses aim at reducing the costs incurred for the betterment of their revenue. Automating the ecommerce business can help in reducing the management cost significantly. Moreover, the right use of digital marketing can help in reducing the cost spent on driving customers to such an extent that businesses can bring customers for free of cost.

#### ❖ **Developing business relations**

With ecommerce as the primary use, business development can be easily achieved. The direct communication between a company and the customer, the business relationship can be boosted. Eventually, the ecommerce market shall be expanded.

#### ❖ **Providing a unique customer experience**

Uncountable ecommerce businesses are functioning out there in the market. When a customer searches for a certain product (Example: shampoo), they will probably click on the first three links that are shown on the Google Search Engine Results Page. All the rest links are either avoided, never seen, or are visited by a few. This shows the competition in the ecommerce market. One of the best ways to stand out from the crowd is by providing a unique customer experience. This includes giving a personalized experience to each customer or visitor of your online store, website, or mobile app. Some other pointers to consider are round the clock customer service, immediate responses to the queries rose, engaging with the customers, and so on.

#### ❖ **Increasing the number of loyal customers**

Customers are the core of all business strategies. Therefore, ensuring the great customer experience is of prime importance for the growth of the business. You need to meet your customers where they spend their time. More than 60% of consumers look for purchasing goods and services online. If you meet your customers where they are already active, the chances of them, interacting with your business increases two folds. You can increase the number of loyal customers by giving the best experience to your already existing customers as well as bring in newer customers.

#### ❖ **Boosting the efficiency of services**

With the continually evolving technology, you need to enhance the efficiency of your service. By choosing an online ecommerce platform to create an online store, you can efficiently reduce the cost of managing and selling online. You have various opportunities to boost the efficiency of your service that eventually enhances the revenue earned. By reducing the delivery time, you can witness happy customers getting back to your business two times faster. Another way is to provide your customers with automated services such as status update,



invoice creating, chat support, etc. When you update your efficiency of delivering products or services to your customers, you are creating a strong online presence that helps you sell more.

#### ❖ **Developing relevant target**

Developing relevant traffic for an ecommerce business is a common objective. However, you should know that not all traffic is useful for your business. If you are successfully creating traffic for your ecommerce site or store, but most of the people in the traffic do not require the products or services you provide, the traffic is not causing any good to your business. For instance, your marketing strategies were attractive enough for teenagers; your business would not be receiving any boost in sales. Therefore, along with boosting your traffic, you need to analyze your traffic. Here comes the need for collecting customer data. Collecting customer data include demographics such as age, location, and gender, customer interests, browsing history, browser history, and so on. By saving these data, you can aim in targeting the relevant market.

#### ❖ **Making responsive ecommerce website**

With the increasing use of smartphones for shopping online, it has become more than mandatory for ecommerce businesses to go mobile. Apart from creating a native mobile app, you need to create a responsive ecommerce website. It is one of the major objectives of all leading ecommerce businesses. By responsive, it means to create a website that can be viewed from any devices of varying screen size, equally. Studies say that Google may next rank a website based on its mobile website. It means that any website that has a responsive design would be ranked on top of the website that does not have one. Making your ecommerce website responsive can help you optimize it. A mobile-friendly website earns more traffic than the rest.

#### ❖ **Increasing sales**

The objective of increasing sales will always remain continuous and constant for an ecommerce business. In order to thrive in the ecommerce industry, you need to boost your sales, constantly. All other objectives are zeroed down to make this objective happen. However, you also need to look into your past store analytics and figure out the marketing tactics that have worked well for you to increase sales. Although these objectives could help you in gaining sales, nothing can beat the tried and tested marketing tactics for your business. For instance, the products that are sold the most, ideally the best seller can be used for remarketing and grab more attention. Any marketing strategy you used earlier including the email targeting and traffic boosting tactics must be revisited and worked upon to increase sales. Based on the above-mentioned objectives and the marketing tactics that actually worked for you, you need



to design your marketing plan. Only you can decide what is perfect for your business and what is not. Every business is unique, and so is yours!

### **1.6 Advantages:**

1. Customers have a much wider choice at their fingertips (many e-tail sites, etc.). Thus, the web creates a global bazaar-style marketplace that brings together many consumers and many retailers and sellers.
2. Web search capabilities (which need further development), is easier to find the different types and varieties of goods a customer is searching for.
3. Customers can execute transactions/put orders via the same medium the information is provided, so there is no disconnect between the desire to purchase and the ability to purchase.
4. Payment schemes are still evolving, and therefore, this advantage is likely to become more apparent in the future.
5. E-tailers can use price discrimination more efficiently than other retailers.
6. E-tailers can use previous transactions to identify the likelihood of products being purchased at certain price points.
7. Product placement- E-tailers can change the product placement (user display) based on previous transactions, to increase the visibility of goods that the user is more likely to purchase based on their close relationship with previous purchases. Thus, placement can be designed based on the context of the previous purchases.
8. E-tailing includes some advantages to the consumer that no other form of retailing can provide. The hypertext nature of the medium allows for more flexible forms of transactions—the growth of C2B and C2C highlights this point. It allows for ease of comparison across broad product categories with the evolution of shopping bots and allows for more flexible pricing mechanisms that lead to dynamic pricing.
9. This is giving benefit to marketers who provide products with real (perceived) value and consumers in general. It also penalizes the marketers who have thrived in marketplaces that had “information” barriers to entry, where lack of information for customers restricted their choices and led to inefficient pricing and localized monopolies.
10. Inventory-based e-retailers are known the world over for running highly automated and efficient warehouses, bringing new benchmarks in this function.

### **1.7 Limitations:**

1. All the customers may not have access to the web, as they do to the postal system. This is a temporary issue as the evolution of the web continues.
2. Ease of use may be an issue, as the web design may appear to be complex for some users or at sometimes a bit chaotic.
3. Online retail stores are not standardized in design in the way catalogues and retail stores (which use planograms for the same) have become.
4. Therefore, different user behaviours and patterns (navigation schemes) need to be observed for each online store. This is again a temporary issue as the evolution of the web continues.
5. Many times, trust deficit, security, and privacy concerns prevail. Consumers are concerned with the exposure of the data they provide/insert during transactions.
6. In Indian context, tax demands and regulatory hassles, coupled with low Internet density and sundry other problems, pose some other challenges.

### **1.8 Factors affecting E- Commerce**

Key drivers of e-commerce may be categorized in terms of 4 keys business environment factors which influence the e-commerce industry they are

#### **❖ Technological Factors -**

- State of telecommunication infrastructure
- Access to new technological developments
- Band width availability and Internet rates

#### **❖ Political Factors –**

- Number and type of government initiatives to support use and development of modern technology
- Discouraging rules and regulation of the government
- Ability of the government to adapt and plan for technological growth and development

#### **❖ Social Factors**

- Literacy level of the people and penetration rate of PC's
- Number of internet users
- Willingness and ability of the people to adopt new technology

#### **❖ Economic Factor**

- Economic growth of the country

- Average income of the people
- Cost of Hardware and Software
- Cost of access to telecom infrastructure
- Commercial Structure and innovative

## 1.9 Strategies

Managing logistics in e-commerce is critical — it's essentially the core of your company. Depending on what stage you're in, it may be time to partner with third parties to store your products and fulfil your services.

As you're planning for the future of your business, here are some things you need to consider to take your e-commerce logistics to the next level.

### 1. Demand Planning

Retailers typically base their inventory forecasts on historical data. As a start up, you may not have that luxury. So how do you know how much inventory you'll need? There are a few techniques to use until you build your own sales history.

First, monitor site traffic and social sharing. If your social media efforts start to pay off, demand could spike, and you'll want to be ready. Look at seasonal trends such as changes in the weather and holiday-driven purchases. If spring comes early, outdoor items and apparel could see unanticipated demand.

Of course, stock up to support your promotional efforts such as discount codes and free shipping thresholds. Scalable warehouse space can help you plan for increasing demand without investing in long-term leases.

### 2. Visibility

As your e-commerce logistics needs grow, it becomes more difficult to see the big picture. Companies that experience rapid growth may add logistics capacity in an ad hoc fashion, bolting on pieces to deal with a surge in orders or new products. Perhaps you've expanded to use several warehouses, drop shippers or other logistics tactics.

However, those pieces may not communicate very well, leaving the organization with an incomplete picture of their inventory and sales performance. It can be difficult to see your entire inventory situation and have that reflected in quantity counts on your internal systems as well as on your website.



Shoppers want to be able to see if an item is available before they go through the checkout process. It's a balancing act to keep enough stock on hand but not have excess inventory tying up cash and shelf space. The answers are different depending on your market space, and the best solution is always a moving target. Work with logistics providers who can help you develop the systems and operational discipline to make your inventory work for you.

### 3. Free Shipping

In a recent study, 73 percent of online shoppers said unconditional free shipping was "critical" to their purchase decision, according to Inc. Magazine Amazon boasts more than 100 million Prime subscribers worldwide, Fortune magazine reported, so free and fast shipping is obviously vital to consumers.

The advent of free shipping is both a curse and a blessing for e-commerce sellers. It wasn't too long ago that 10-day delivery time was standard. Then in 2014 delivery times fell to about six days. By 2016, it had shrunk to three days. Now it's closer to two days, and overnight for some Amazon shipments.

The thought of no-cost shipping spurs many online purchases, but of course, the shipping is only free to the consumer. The shipper must be as disciplined as possible to reduce cost while providing the service customers expect.

Your customers now expect two to three days for delivery, but don't want to pay for it. Marketing techniques like minimum order sizes or promotional offers can help drive orders with free-shipping offers. Discipline in your supply chain can reduce costs to make free shipping a competitive advantage rather than a financial drain.

### 4. Last Mile

Consumers may judge their entire interaction with your company based on the delivery experience. A sustainable last-mile strategy must satisfy consumer expectations while balancing costs and resource requirements. For instance, app-based last mile logistics providers may allow smaller players to compete with Amazon for tight delivery windows.

Reflecting the increasing competition, e-commerce companies are beginning to focus on the last yard service -, the next level of granularity. The last yard represents the customer receiving a package and moving to the end user. Think of shippers stocking customers' refrigerators with fresh produce or delivering parcels to package lockers. In a recent study more than 70 percent of shippers and Third Party logistics providers (3PLs) recognized the need for "last-yard" services, supply chain drive reported.



## 5. Managing Returns

Also known as reverse logistics, managing returns may be the most challenging aspect for e-commerce sellers. The average return rate at a brick-and-mortar store is 8 to 9 percent, and for e-commerce can reach 24 to 36 percent, according to Transport topics.

Experts say to handle returns properly. A retailer should consider a return as a reverse purchase with all the same care and oversight that goes into managing the original purchase.

Your return policies help incentive buyers who can purchase with confidence that they won't be stuck with products that don't suit their needs. However, your enterprise must have a clear understanding of the costs and logistics implications to those returns. Do you pay for return shipping? Do you charge a restocking fee? Do you resell the items or liquidate them through a wholesaler?

One key to managing returns is to keep them separate from the forward-moving supply chain of new products. Create separate locations, even a small section of your warehouse, and assign staff to manage the reverse logistics supply chain. Commercial mini-warehouse locations operated by Warehouse Anywhere allow for low-cost, flexible space to handle returns separate from outbound products.

## 6. Decentralized Warehousing

The latest trend in e-commerce is moving the product closer to the customer. Rather than fulfilling orders from a few regional million-square-foot distribution centres, companies are using smaller facilities closer to population centres. The smaller facilities are more responsive to customer orders and can reduce delivery times.

This strategy shortens the last mile to the customer. These facilities could be mini-warehouses or dedicated fulfilment centres. Some brick-and-mortar stores are converting retail locations into shipping centres, devoting some or all the footprint to fulfilment. Warehouse anywhere operates flexible warehouse space in over 10,000 locations nationwide, allowing you to place inventory exactly where you need it.

The distributed inventory strategy enables shippers to offer same day or overnight fulfilment in major cities, allowing them to compete with Amazon on shipping time. Reducing shipping distances will in turn reduce costs and improve service. Regionalized inventory opens up the possibility of using regional carriers, metro area couriers and other delivery options that aren't possible over longer distances.

## 7. 3PL Relationships

Fast-growing e-commerce shippers are outsourcing some or all of their logistics functions to a third-party logistics provider or 3PL. A 3PL can manage inbound shipments of

product, stock and track inventory and handle all aspects of fulfilment. Your company can concentrate on its core competencies and outsource logistics operations.

Functioning as a 3PL, Warehouse Anywhere can handle warehousing, fulfilment and transportation relationships and ensure the customer experience meets your brand standards. Look for a 3PL that provides data on sales and inventory management to support strategic decision-making. Also, a 3PL has long-term relationships with carriers so shippers typically receive better rates than they could negotiate on their own. The 3PL will have relationships with specialized and niche carriers for regional and parcel services.

A 3PL serves as a strategic partner to help e-retailers compete with some of the digital giants in post-click fulfilment.

The lines between online and physical retailer are blurring as e-tailers open stores and retailers add more e-commerce capabilities. No matter where your start up is on that spectrum, the e-commerce supply chain is essential for your company's future. Understanding and leveraging these trends will ensure that you have the strategy and relationships to support your mission.

## CHAPTER 2

## CHAPTER 2

CHAPTER II  
ORGANIZATIONAL HISTORY  
INTERSNACK CASHEW PVT LTD. THOOTHUKUDI

2.1 COMPANY PROFILE

❖ **RAJKUMAR IMPEX**

Rajkumar Impex Private Limited is one of the leading cashew processing companies in India and Vietnam. We enjoy the benefit of global presence by virtue of our ability in procuring quality raw cashew nuts coupled with our passion to produce cashews meeting international standards. Our clientele list spans across Australia, Egypt, France, Germany, Italy, Israel, Japan, Korea, Russia, Thailand, The Netherlands, USA, UAE and UK.

The company expanded its business strategically in a phased manner to processes around 100,000 MT of raw cashew nuts in a year and is expected to accelerate the production further in future. Rajkumar Impex is a USD 230 million company with clear focus on quality and customer service leading to a continuous increase in its market share. The company is manned by a dedicated team of professionals. The company strongly believes that the people are the real driving force for their success and hence has in place good HR practices for all its units. Our Vietnam unit is certified for its ethical practices. The company is planning to go for this certification for all its units.

The company, with its fully automated cashew processing plant at Tuticorin in India, has set up a 6 MW power project to handle its growing power requirements for the cashew plant.

Venkatesan Rajkumar, the founder and Managing Director of Rajkumar Impex started the company in 1994, with a main focus to develop cashew processing units in India and in some of the cashew growing nations. Today he is a trend setter in the cashew industry in India with his innovation and his ability to leverage technology to its fullest advantages. Hailing from a family of cashew producers, Rajkumar's vision is to be a global leader. He has commissioned factories in Vietnam and Ghana and has plans to set up a facility in Tanzania in the immediate future.

RajkumarImpex has now collaborated with Intersnack Cashews Pvt Ltd.





*Figure 1: Company Product (Cashews)*

#### ❖ INTERSNACK CASHEW PVT LTD.

Intersnack Cashew India Private Limited is a Private incorporated on 10 June 2016. It is classified as Non-govt company and is registered at Registrar of Companies, Chennai. Its authorized share capital is Rs. 450,000 and its paid-up capital is Rs. 233,240. It is involved in Manufacture of other food products

Intersnack Cashew India Private Limited's Annual General Meeting (AGM) was last held on 27 September 2019 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2019.

Directors of Intersnack Cashew India Private Limited are YedlaVenkataAppala Ramesh, Lars Joan JetzeKamerling, Abel Santos Saez.

Intersnack Cashew India Private Limited's Corporate Identification Number is (CIN) U15400TN2016PTC110862 and its registration number is 110862. Its Email address is finance@intersnack.co.in and its registered address is No 18/1 Thanoothu Village, Aniabaranallur Post, Srivaikuntam Taluk, Thoothukudi, Thoothukudi TN 628851.



*Figure 2: Location of the company*

### About us

People throughout Europe enjoy the savoury snacks made by the Intersnack Group every day. Our brands have become consumer favourites and annually we produce more than 6,40,000 tonnes of snacks. It is these highly successful brands and private label products that drive our business in all major European markets.

We believe our snacks are popular because we listen carefully to our customers, wherever they live. As a result our team of food scientists across Europe is constantly working to create delicious new products that meet changing expectations and regional tastes. Of course, it goes without saying that the top priority of more than 13,000 employees is to continuously improve the quality and taste of our snacks.

We are a privately owned company with innovation, entrepreneurship, creativity and teamwork at our core. Our philosophy is based on rapid decision-making, efficient actions and intelligent solutions. This has helped us become one of the leading manufacturers of savoury snacks in Europe, with an annual turnover of more than € 2.9 billion Euros.

We recognise the importance of environmental and social responsibilities and place them at the heart of everything we do. This is why we relentlessly challenge our businesses, our colleagues and our partners to live by the highest possible standards, at international, regional and local level. To meet these requirements of environmental and social responsibility we have set ourselves ambitious goals in key areas like raw material cultivation, production and transport.

## 2.2 COMPANY LOGO:



*Figure 3: Company Logo*

2.3 **VISION**  
To be a Global Leader in Cashew Industry

2.4 **OBJECTIVE**  
• To be quality conscious  
• To meet and exceed our commitments

2.5 **VALUES – "RIGHT"**  
• Respect  
• Integrity  
• Growth  
• Humility  
• Trust

2.6 **Facilities**  
Rajkumar being a visionary, has always been with an urge to address the growing skill shortage in this highly Labour intensive industry. This necessitated him to commission the first generation fully automated cashew processing unit in Tuticorin, Port City of India with the capacity to process 200 Metric Tons of raw cashew nuts every day. This facility has given the company a great edge over others in producing best quality cashew in the most enviable ambience while addressing the increasing market demand. In Asia, the company's Tuticorin plant is the single largest fully mechanized cashew processing facility.

The company has commissioned a facility in Tay Ninh in Vietnam with a capacity to process 100 Metric Tons of raw cashews every day. The plan is to increase the capacity to 200 Metric Tons per day in a phased manner.

The company has commissioned a facility in Techiman in western Ghana.



Figure 4: Production unit

## **2.7 Global operation**

Rajkumar as a part of its growth plan, strategically formed Rals International Vietnam Co. Ltd., in 2007 to expand its presence in the cashew world. We have planned and executed our expansion according to the growing requirement of the Global Market.

Our Vietnam operation currently processes 200 Metric Tons of raw cashew nuts per day, of which 50% is in fully mechanized units. In a phased manner, volume will be increased in the fully mechanized unit.

Having achieved the objective of setting up mechanized units in the two large processing countries, the group is now continuing its journey and growth to fulfil the vision of processing cashews in all cashews producing country.

## **2.8 RALS TRADING & MARKETING**

Our participation in all segments of the cashew chain & our global research enables us to service our customers with good quality kernels throughout the year. To cater to the operational needs of our spread of origins and markets across the globe, the group established RALS International Pvt Ltd as a trading arm in Singapore. RALS International has aligned its focus to trade other commodities like Teak, Sesame, Shea Nuts and other products to optimize operations and utilize opportunities in all origins where the group is present.



## CHAPTER 3

## CHAPTER – III

### A STUDY ON E-COMMERCE LOGISTICS OF INTERSNACK CASHEW INDIA

**“The e-commerce industry is a force that no investor can afford to ignore.”**

Ecommerce logistics refers to the processes involved in storing and shipping inventory for an online store or marketplace, including inventory management and the picking, packing, and shipping of online orders. With so many millions of packages shipped across the country on any given day, it's vital that systems are in place to keep them on track and make sure they're delivered to the right place on time. Ecommerce logistics starts with moving inventory from the manufacturer and lasts until it ends up at the end customer's destination.

#### **Working Environment at Intersnack**

Our responsibility for the environment has a high priority. We have defined four key areas in which we want to achieve continuous improvement:

- Environmental management system.
- Energy efficiency.
- Reduce CO2 emissions
- Effective resource management

#### **Environmental management systems at Intersnack**

In our factories we implement the certified energy management system ISO 50001. This helps us to plan, implement and verify measures with the target to raise the energy efficiency in our plants. Moreover, our factories use energy management software for detailed tracking and identification of efficiency improvement potentials

#### **Renewable Energy at Intersnack**

We are committed to expanding the use of renewable energy at our plants, and to developing projects for in-house renewable energy production. Several plants installed photovoltaic modules on the roof to generate electricity, as well as biogas plants for production of renewable energy in the form of biogas from organic waste compounds.

### **Reducing climate impact at Intersnack**

We identified the Sustainable Development Goal No. 13 "Climate Action" as one of the focus areas for our business. Therefore, we set our target to reduce greenhouse gas (GHG) emissions by 30% in 2023. Between 2010 & 2018, we already achieved a reduction of 17% in GHG emissions. This was driven by our ongoing measures to improve energy efficiency, including modernising technology and sharing best practices amongst our production sites.

### **Resource management at Intersnack**

Our goal is to use our resources very carefully along the whole value creation process. We are constantly trying to find opportunities for saving resources in energy and water consumption and the production of packaging materials. We are convinced that our biggest level for saving all resources is the avoidance of waste production in any form. Therefore, waste reduction programmes are in place and progress is constantly reviewed. This pays off both from an economic and environmental perspective.

### **Waste at Intersnack**

We distinguish between edible and non-edible waste. Following our ambitions, we set up specific targets to reduce edible waste in each product category. In the product categories "Chips" and "Baked", we achieved a reduction of 7% (chips) and 16% (baked) between 2014 and 2018.

### **Packaging at Intersnack**



*Figure 5: Product packaging*

Concerning non-edible waste, we put high focus on environment friendly design and reduction of our packaging materials. The Intersnack Group supports the EU circular

economy approach and is committed to continuously working on the prevention, reduction and recyclability of our packaging materials:

- We aim to reduce 10% of our packaging material by 2022 (on a 2014 baseline) by continuously exploring further optimization of and more efficient material use in our existing packaging portfolio.
- By 2025 we strive for 100% of our plastic consumer packaging to be recyclable.

In order to achieve our ambition, we depend on and will contribute where possible to

- The development and availability of recyclable foils by the packaging industry
- A further development & improvement of waste collection, sorting and recycling infrastructure across Europe.
- Consistent legislation and government incentives.
- Correct disposal of packaging by consumers.

We actively engage in stakeholder alliances, public private partnerships and cross industry initiatives to support the development of innovative solutions.

## **INTERSNACK PLANS FOR THE FUTURE**

- Reduction of water usage by 7.5% (2021 vs 2014)
- Reduction of edible waste by 11% (2021 vs 2014)
- Reduction of non-edible waste by 8% (2021 vs 2014)
- Optimization of packaging material
- Review & continuation reduction of energy consumption by 10% (2021 vs 2014)

## **Employee Responsibility at Intersnack**

It is the utmost importance to us that our employee Feel comfortable at Intersnack and enjoy working on the team. Employee Responsibility is a fundamental aspect of our corporate philosophy and culture. It covers three main areas:

- People development



- Health and safety
- Transparent communication

### **Export at Intersnack**

The international brands of Intersnack Chio and Pom-Bär are distributed in more than 70 countries all over the world. The brands are orientated towards the consumer, highest quality, diverse shapes and flavour/taste combined with a wide range for several target groups and market settings. This is the basis for success in relation to growing development.

Intersnack Cashew India Pvt Ltd. is an Indian supplier. The following data of trade reports comes from customs data. This company's import data is updated on 2021-06-29 to a total of 253 transactions. Based on these data, we made statistics and summary from the trade partners, import-export ports, purchasing countries, HS codes, and contact information. It will help you to improve the use sufficiency of trade data. This picture is the market trend analysis of intersnack cashew india pvt, ltd. about a near year and we can learn this company's procurement cycle and business stability from the quantity, weight, price, and the number of transactions.

**FREIGHT INFORMATION**

<b>BUYER</b> Globalink Logistics	<b>CONTAINER QTY</b> 12474,0 OTHER
<b>SUPPLIER</b> Suresh Cashew India Pvt.Ltd.	<b>TOTAL AMOUNT</b> 103399.98(Dollar)
<b>TRADE DATE</b> 2021/05/28	<b>UNIT PRICE</b> 8.289
<b>PURCHASE</b> Netherlands	<b>PACK</b> — (Unit)
<b>ORIGIN</b> India	<b>SHIPPING PORT</b> Vizag Sea Invtz1
<b>HS CODE</b> 08013220	<b>PURCHASE PORT</b> Rotterdam
<b>PRODUCTS</b> 550 CARTONS OF INDIAN CASHEW KERNELS W24	<b>CONTACT</b> —

Table 2: Trading Partner

COMPANY DETAIL	NATION	TRANSACTION	PROPORTION
Sealink Logistics	Netherlands	168	93.9%
Intersnack Cashew India Pvt.Ltd.	India	9	5.0%
Công Ty TNHH Điều Intersnack Việt Nam	Vietnam	2	1.1%

Table 3: Port Statistics

PORT NAME	NATION	TRANSACTION	PROPORTION DETAIL
Tuticorin	India	95	53.1%
Vizag Sea Invtz1	India	73	40.8%
Coimbatore	India	1	0.6%
Dar Es Salaam	India	1	0.6%

Intersnack Cashew India Pvt, Ltd. is an Indian supplier. The data is from India customs data. This company's trade report mainly contains market analysis, contact, trade partners, ports statistics, and trade area analysis. Official reference contact is from India original bill of lading, including email, phone, fax, address, and official website. till 2021-06-29, intersnack cashew India pvt, ltd. a total of 179 transactions. Follow up the company, and then can export this company's contact and B/L. If there is a new transaction, we will also inform you by the system.

Besides, We Are Trying Our Best to Provide Accurate Target Customers Recommend. Through Big Data, Recommend the Company That Buying or Supplying the Same Product (Or HS Code) From the India's Supplier Company Database. That Including Email and Have Transaction Recently Will Be Pushed. So Suggest You Follow Intersnack Cashew India Pvt, Ltd., At the Same Time, Mark This Company's Industry and Products, It Will Help You Receive More Accurate Data Push.

The international brands of Intersnack Chio and Pom-Bär are distributed in more than 70 countries all over the world. The brands are orientated towards the consumer, highest quality, diverse shapes and flavour/taste combined with a wide range for several target groups and market settings. This is the basis for success in relation to growing development.



# ORGANIZATIONAL STRATEGY FOR MANAGING E-COMMERCE LOGISTICS

## INTERNET SNACK CASHEW INDIA:

1. Increase E-commerce search usability.
2. Use high quality photographs and good product descriptions.
3. Try personalizing the home page
4. Focus on consistent and unique content.
5. Optimize shopping cart functionality.

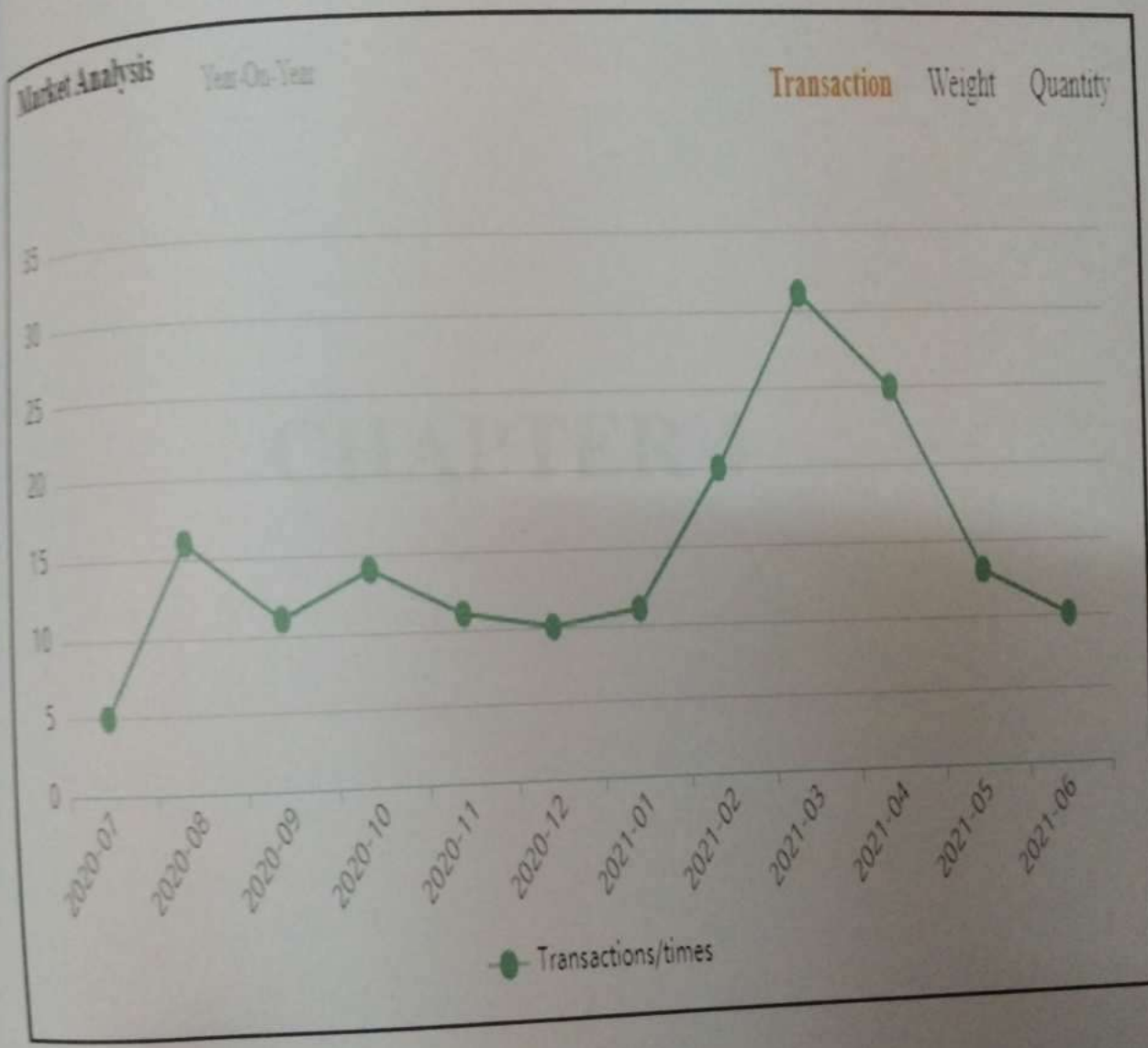


Figure 6: Market Analysis

## **CHAPTER 4**

### CONCLUSION

The market for cashew in Germany is estimated to grow at a CAGR of 4.1% in terms of consumption during the forecast period of 2020-2025. Germany is one of the major markets for cashew consumption in the European Union. The country's market accounts for around the European market demand, which is growing continuously due to the high demand from the food and food processing industries. The favorable exchange rates and stable prices in the regional market are equally triggering the interest of packers and consumers.

The country's market for cashew nut kernels is highly focused on the snack segment, whereas demand for pieces and broken kernels are derived from the growing food industry. The nuts are generally imported directly by the large snack companies such as Intersnack, without the intermediate role of traders. For the small food and snack companies, importers buy and distribute to roasters/packers or the food processing industry. Depending on the sourcing strategies of buying companies, cashew nuts are distributed throughout the country in many different ways. The consumers in Germany are increasingly consuming cashews, mainly due to the lower price differentiation between cashew and other nut crops.

Increasing Import Demand for the Cashew Germany accounts for 53% of the imported cashew circulated within the region. The major countries exporting cashew nuts to Germany are Vietnam, Nigeria, India, Côte d'Ivoire, and Benin. The import demand for cashew is enhancing owing to the increasing health benefits among the customers. In addition to this, cashews are high in monounsaturated and polyunsaturated fats and are a good source of protein. The rich fat content of cashews makes them a seamless substitute for heavy cream, as it can be added to a variety of sweet or savory dishes as a healthy vegan substitute for heavy whipping cream.

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**INTERNSHIP REPORT ON A STUDY ON THE EFFECT OF MOTIVATIONAL  
TOOLS ON EMPLOYEES MORALE IN AN ORGANISATION OF PSIS SHIPPING  
SERVICES THOOTHUKUDI.**

(As internship report submitted in partial fulfillment of the requirements for the degree)

**OF**

**MASTER OF HUMAN RESOURCE MANAGEMENT**

**OF**

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

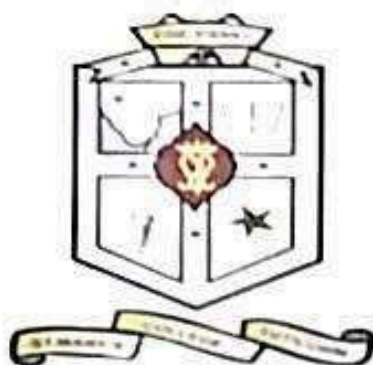
Submitted by

**S. ISWARIYA**

**REG NO: 20SPHR09**

Under the guidance of

**Ms. M. FATIMA LUCIA SHEEBA B.Com., MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Thoothukudi – 628001

November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **S. ISWARIYA** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON THE EFFECT OF MOTIVATIONAL TOOLS ON EMPLOYEES MORALE IN AN ORGANISATION"** under the guidance of **Ms. M. FATIMA LUCIA SHEEBA B.Com.,MBA., NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

  
**EXTERNAL EXAMINER**  
**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.  
**DIRECTOR**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

**Date: 02.08.2021**

**TO WHOM SOEVER IT MAY CONCERN**

This is to certify that Miss. Iswariya (Reg. No. 20SPHR09), II year MHRM student of ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKKUDI has done online internship Programme on the topic "A STUDY ON THE EFFECT OF MOTIVATIONAL TOOLS ON EMPLOYEES MORALE IN AN ORGANISATION" at our Organization PSTS Shipping Services, Thoothukudi for 15 days ( From 16.07.2021 to 30.07.2021).

During this tenure she gained knowledge on various activities.

Her Conduct and Character was good.

For PSTS SHIPPING SERVICES

✓  
PARTNER

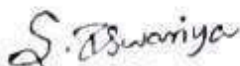


### **DECLARATION**

I hereby declare that the internship entitled "**A Study on The Effect Of Motivational Tools On Employees Morale In An Organisation**" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place: Thoothukudi**

**Date:** 09/12/2021

  
**Signature of the candidate**

**(S. ISWARIYA)**

## ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph. D.** for permitting me to do my internship report.

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Finally I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

## **ABSTRACT**

For many years, motivation has been a key indicator of productive employee performance within an organization, so it has been an area of major concern for the organization and human resource managers. There are wide ranges of factors that are related to management, employees, organization and the workplace which makes it complex and challenging job to motivate employees in an organization. The study concludes that there are different strategies and method should be used by the organization and human resource manager to motivate employees. There are different needs and expectation for an employee to join any organization. Monetary and non-monetary factors are used by human resource managers to achieve different employee and organization related objectives. In view of finding the study shown that motivation can increase workers performance raises productivity, production and efficiency of the employee in any organization.

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## **CHAPTER - I**

# **CHAPTER – I**

## **INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

In motivating employee in an organization, it requires the management to create real and imagined needs for the employee to aspire to. These needs could be increased in wages/salaries. So many experiences have shown that Nigerian workers in both public and private sectors have been frustrated out of their jobs for reasons arising from the dissatisfaction of their job, lack of good training policies and training facilities, absence of adequate incentives etc. As a result, low morale in working behaviour comes into play. The keys to the viability, survival and growth of an organization in the public and private sector are the effective acquisition, utilization and maintenance of the organization's most valued asset human resources. No matter how vast or huge the financial and materials resources may be, somebody who is a human element will have to put them together and make them useful to the accomplishment of goals and objectives. The capacity of an organization to adopt, maintain itself, survive and grow in the face of changing condition depends largely in how effective and efficient the human resource can be managed and utilized. Lots of organizations are confronted with broad range of problems in dealing with the life wire of the organization, which is the human resource, which consists of all individual, irrespective of their roles, status and duties who are engaged in any of the organizations activities and its important, versatile, and valuable assets, it is the only resources that is blessed with the capabilities of thinking, planning, executing and achieving organizational goals. Furthermore, with these central roles played by human resource in an organization, it becomes evidently clear that their motivation should be given a top priority. The expectation of management of every organization is for employees to put in their best to achieve the goals of that said organization. This is the reason why management practitioners and most people tend to pay attention to motivation to boost employee morale at work.

## 1.2 MOTIVATION DEFINED

According to Mathis, R.L and Jackson, J. H. (2006) Motivation is the desire within a person causing that person to act according to them, people usually act for one reason to reach a goal. Thus motivation is a goal directed, driven and as such, it seldom occurs in a void.

Weberich, H and Kuntz, H. (2005) defined motivation as a general term applying to the entire class of drive, desires, needs, wishes and similar forces. They are of the view that, says that manager motivate their subordinate do to say that they do things which they hope will satisfy these drives and induce the subordinate to act in a desired manner.

Cole, R. E (1995) also defined motivation as the term used to describe those processes, both instinctive and rational, by which people seek to satisfy the basic drives, perceived needs and personal goals, which trigger human behaviour.

Nwachukwu C. C. (2006) defined motivation as that energizing force that induces, compels, and maintain behaviour. Human behaviour is motivated and goal directed.

Although, all the definitions above have given a true picture of what motivation entails, but the most preferred definition from the researcher perspective is the one given below because of it more comprehensive components.

The researcher therefore will define motivation as a complex force, drives, tension, state or other mechanism that initiates and maintains voluntary activities, directed towards the achievement of goals.



## **1.3 THEORIES OF MOTIVATION**

Mathis, and Jackson, (2006) posits that the two most discussed groups of theories are content and process theories.

### **i. CONTENT THEORIES OF MOTIVATION**

Are theories that focus on the needs, drive or triggers of human behaviour in a work place.

Examples are:

- a. Abraham Maslow's Hierarchy of needs theory
- b. Douglas McGregor – Theory X and theory Y
- c. Herzberg Motivation – Hygiene theory
- d. McClelland's need theory

### **ii. PROCESS THEORIES OF MOTIVATION**

Are those that try to explain and describe the process of how behaviour is energized, directed, sustained and finally stopped, that is how motivation occurs. Examples are:

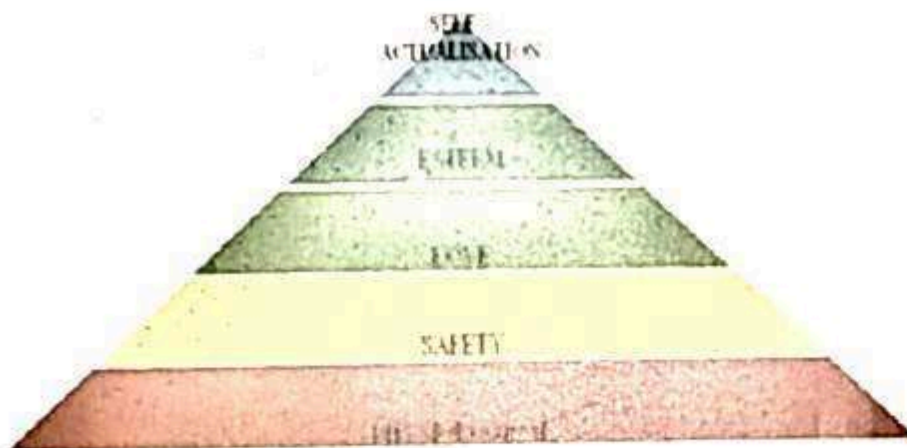
- a. Expectancy theory
- b. Equity theory
- c. Reinforcement theory
- d. Attribution theory
- e. Theory Z – The Japanese Approach

## 1.4 ABRAHAM MASLOW'S HIERARCHY OF NEEDS THEORY

One of the major and most widely recognized theories of motivation is the hierarchy of needs theory propounded by Abraham Maslow. Maslow's studies into human motivation lead him to propose a theory of needs based on a hierarchical model with basic needs at bottom and higher needs at the top. This theory made a considerable influence on developments in management theory during the 1950s/60s due partly to the simplicity of the model and partly to the identification of higher level needs.

The starting point of Maslow's hierarchy theory, first published in 1954, is that most people are motivated by the desire to satisfy specific groups of needs.

These needs are as follows:



### Abraham Maslow's Hierarchy of Needs Theory

- a. **Physiological Needs:** This group needs include such things as food, water, clothing, shelter, sleep and sexual satisfaction. These are basic survival needs. These needs can be satisfied with money. A man who is starting life needs money to obtain shelter, buying food and clothing. His major pre-occupation will be to ensure that these basic needs are substantially satisfied.
- b. **Safety Needs:** Here, Maslow is referring to safety of lives and properties; the needs to be free from physical danger and the fear of losing job, property, food, clothing and shelter.

He posits that once this safety needs are satisfied minimally, it ceases to motivate and another level of motivation comes in.

c. **Belonging and love needs:** The gratification of the physiological and safety needs will give rise to the emergence of the need for affection and belongingness since human are social being they need to belong and to be accepted by others.

d. **Esteem Needs:** Once people begin to satisfy their needs to belong, they tend to want to be held in esteem both by themselves and by others. This kind of need produces such satisfaction as power, prestige, status and self confidence.

e. **Self – Actualization:** Maslow regards this need as the highest need on the hierarchy. They refer to man's desire for self-fulfillment. It is the desire to become what one is capable of becoming to maximize one's potential and to accomplish something.

## **1.5 STATEMENT OF THE PROBLEM**

Many contemporary authors have argued that motivation is a concept that cannot be ignored when talking of workers morale. Yet lack of motivation has made a whole lot of organization to collapse or at must run below their target. Motivated employees are needed in our rapidly changing workplace, motivated employee are more productive and help organizations to survive.

## **1.6 OBJECTIVE OF THE STUDY**

The objectives of the study are;

- To examine the effect of motivation in increasing employee morale
- To find out may be money (pay) is the main motivating factors that can make employee increase their level of performance.
- To examine other inherent problem and constraints militating against effective employee motivation in an organization.



- To suggest personal administrative system, policy and procedure that can assist organization to highly remunerate their workforce and reduction in the labour turnover.

## **1.7 RESEARCH HYPOTHESES**

For the successful completion of the study, the following research hypotheses were formulated by the researcher;

H0 there is no effect of motivation in increasing employee morale

H1: there is effect of motivation in increasing employee morale

H02: there is no other inherent problem and constraints militating against effective employee motivation in an organization.

H2: there is other inherent problem and constraints militating against effective employee motivation in an organization.

## **1.8 SIGNIFICANCE OF THE STUDY**

The study will be of immense importance to different categories of people: namely individuals, students, organisations and the management of Guarantee Trust Bank and United Bank for Africa.

– The research work when accomplished will create ways by which the management of Guarantee Trust Bank will reappraise their present motivation package with the aims of improving employee's performance and reduction in labour.

– It is also hoped to increase the level of knowledge on the existing motivation schemes in the Nigeria Banking Sector. It will assist student as a reference material in their libraries.

– It will also pose a challenge to other researchers who may be interested to research more in their area.



## **1.9 SCOPE AND LIMITATION OF THE STUDY**

The scope of the study covers the effect of motivational tools on employee morale in an organization. The researcher encounters some constrain which limited the scope of the study.

### **a) Availability of Research Material:**

The research material available to the researcher is insufficient, thereby limiting the study

### **b) Time:**

The time frame allocated to the study does not enhance wider coverage as the researcher has to combine other academic activities and examinations with the study.

### **c) Organizational privacy:**

Limited Access to the selected auditing firm makes it difficult to get all the necessary and required information concerning the activities.

## **1.10 DEFINITION OF TERMS**

### **PERFORMANCE:**

This is defined as the ability to achieve result or given objectives.

### **MOTIVATION:**

This refers to an inner drive that Energizes activities compels and moves an individual to act or behave positively on a certain manner.

### **PRODUCTIVITY:**

This means output per unit of Labour input, it is the balance between all factors of production that will give the greatest output for the smallest effort.

## **1.11 ORGANIZATION OF THE STUDY**

This research work is organized in five chapters, for easy understanding, as follows

Chapter one is concern with the introduction, which consist of the (overview, of the study), historical background, statement of problem, objectives of the study, research hypotheses, significance of the study, scope and limitation of the study, definition of terms and historical background of the study. Chapter two highlights the theoretical framework on which the study is based, thus the review of related literature. Chapter three deals on the research design and methodology adopted in the study. Chapter four concentrate on the data collection and analysis and presentation of finding. Chapter five gives summary, conclusion, and recommendations made of the stud

### **1.12 ADVANTAGES:**

- Lower levels of absenteeism
- Retention of workers
- Improved relations between management and workers
- Improved worker performance
- Improved quality and improved customer service

### **1.13 DISADVANTAGES:**

- Can create workplace conflict
- Employees focus solely on incentives
- Low self confidence
- Low expectations for success
- Fear failure
- Achievement Anxiety

### **1.14 Importance of motivation**

Organizations are in deep need of motivated employees as it is being understood that motivation

affects helps achieve following organizational objectives:

- Unified direction of the group/Teams
- Higher level of effectiveness and efficiency
- Elevated organizational commitment

- Optimum use of resources
- Building a performance oriented environment (Creative & Innovative)
- Increases organization ability to face uncertain business challenges
- Employee retention and attraction for stable and continuous manpower supply

### **1.15 Challenges to motivation**

It is altogether not very easy for an organization to create a motivated and committed environment, following are a few challenges faced:

- Dynamic and competitive business environment
- Ignorance and less understanding of importance motivation on the part of management
- Non commitment of organization towards employee expectation, a narrow mindset
- Non- competitive organizational structure and people policies and practices
- Less understanding of the employee expectations
- Existing performance management system
- The vague organizational expectation from employees
- Competitive employee market, creating high mobility of employees

### **1.16 TYPES OF MOTIVATION**

There are five types of motivation that you'll frequently see in the workplace. Each serves a different purpose and can be useful in unique ways. Here are five types of motivation you might find in the workplace:

#### **Affiliation motivation**

Affiliation motivation is the desire to belong to a certain group of people or an organization. If you are motivated by affiliation, you thrive when supporting or interacting with a team of other employees. You find it rewarding when you can contribute to a team effort or when you are considered a valuable member of a particular group. An employee who is affiliation

motivated can be a benefit in the workplace because they strive to promote connections and relationships between people. Other positive results of affiliation motivation include:

- Excelling at interpersonal communication
- Cooperating well with both coworkers and clients
- Negotiating well during team discussions
- Noticing the individual skills of team members

You might want to use affiliation motivation in the workplace when you are working to promote personal relationships, either among coworkers or with customers. Creating a group identity as a part of company culture can encourage employees to be motivated by a need to succeed as a team instead of as individuals.

Examples of affiliation motivation in the workplace include:

- Organizing team-building exercises that encourage the employees to build trust
- Encouraging employees to connect outside of work
- Providing socialization opportunities in the workplace like holiday parties and baby showers
- Prioritizing small-group projects over department-led or individual campaigns
- Encouraging collaboration and cooperation between different teams

## **Competence motivation**

Competence motivation relates to an individual's need to feel competent or capable. People who are motivated by competence work typically toward goals that involve education, training and knowledge. Competence motivation pushes students to ace classes, employees to achieve certification and professionals to master industry-specific techniques. In the workplace, you might be motivated to learn to operate a new software program not because you will be rewarded for it, but rather because you want to be able to list it as a professional skill on your resume.

Companies might specifically provide opportunities for individuals who are competence motivated in order to focus on promoting highly-skilled employees. Employees who are competence motivated seek out opportunities to learn in the workplace and might take initiative when it comes to acquiring new skills. If you are competence motivated, you may be able to:



- Learn new equipment and techniques quickly
- Train other employees in the workplace
- Acquire a wide variety of professional skills
- Promote yourself as a highly-capable leader
- Examples of competence motivation in the workplace include:
- Implementing continuing education programs
- Funding skill-based training sessions
- Hosting a professional development lectureship
- Rewarding employees who achieve certification
- Tasking highly-skilled employees with training new hires

### **Achievement motivation**

Achievement motivation involves the satisfaction that you gain when reaching a goal. Typically, the goal involves some sort of award or professional acknowledgment. People who are achievement motivated are not satisfied with a completed project unless it earns them some level of recognition. Achievement motivation is an extrinsic form of motivation because it requires outside sources in order to provide a sense of accomplishment.

In the workplace, achievement motivation drives individuals to be goal-oriented in their work. Employees who are achievement motivated need to be able to anticipate future acknowledgment in order to remain engaged throughout a process or project.

- Examples of achievement motivation in the workplace include:
- Promising public recognition of employees who exceed expectations
- Guaranteeing acknowledgment of all team members who contribute to a project
- Offering an award or certificate for a job well done
- Implementing some sort of "Employee of the Month" program
- Supplying opportunities for individuals to be considered for industry awards and acknowledgments

### **Incentive motivation**

Incentive motivation involves working to earn predetermined compensation for above-average performance. Incentive motivation drives you to pursue a worthwhile reward in exchange for your time and effort. People who are incentive motivated work best when they

know they will be appropriately compensated. Incentive motivation is an effective form of positive motivation that encourages success instead of punishing failure.

In the workplace, incentive motivation involves managers or supervisors providing opportunities for employees to earn specific awards. This usually fosters a predominantly goal-oriented atmosphere. In some cases, each task that an employee accomplishes each day may count toward earning a certain reward. In other situations, employees might actively exceed expectations in order to qualify for compensation beyond their usual paycheck.

Examples of incentive motivation in the workplace include:

- A weekly bonus that is awarded to the employee who worked the most hours
- Awarding an additional day of PTO to the employee with the highest sales numbers
- Providing free lunch to the departments that reduce their budget by 10% before the new fiscal year
- Allowing the entire office to clock out an hour early if the weekly customer satisfaction scores average 85% or higher

Motivation in the workplace can take many forms. What works to motivate one individual might be ineffective for another. Understanding a wide range of motivation types can help employees find ways to stay motivated at work and can aid managers who are seeking new methods that will help their teams excel. Regardless of which type of motivation you usually use, looking at examples of how others use motivation techniques in the workplace can help you find a long-term plan that suits you and your team.

## **1.17 EFFECTS OF MOTIVATIONAL TOOLS IN AN ORGANISATION**

Here are some techniques you can try in your own workplace:

### **1. Ask for employee input**

Regularly survey employees for their satisfaction. Conduct anonymous polls to show employees that you care about their opinions and value their input. Ask for suggestions of ways that you can improve working conditions. You also have to take action after getting the results of your poll back. This will show employees that you truly value their opinion, want them to be happy in their positions and will take the steps necessary to make that happen. It

will show that you are loyal to them just as you want them to be loyal to you, which will go a long way towards motivating them to perform at their best.

## **2. Offer personal enrichment programs**

Creating a personal enrichment program could mean that you offer tuition reimbursement or send employees to workshops and seminars where they can improve their skills. This will allow you to more easily promote from within. Look for opportunities to encourage employees to engage in professional development.

## **3. Validate good work**

Help inspire the efforts of your team members by validating their good work. And show your appreciation in person—compliments or expressions of gratitude usually have the most impact in this fashion. Give specific examples of the things that they did that benefited the team, the organization or you personally. You may also want to consider taking the time to write a handwritten thank-you note on stationery, as this extra effort will have a bigger impact on the recipient.

If you're speaking to someone in person, you might say something like, "I can tell you worked really hard on that presentation. You did a great job presenting it to the team and the effort you put into it really shows."

## **4. Set intermittent goals**

Smaller, measurable goals are a valuable way to stay motivated during work on a project. Whether your team has a system to keep track of completed work or you develop a tracking system of your own, helping your team to set goals that are reasonable and achievable can keep employees motivated and encouraged when they hit notable milestones.

For example, if your team has been tasked with updating the office space of a client, you might encourage them to set smaller goals such as interviewing general contractor candidates, setting up a contract with the one they choose, meeting with architects and making design and finishing choices. Each of these tasks brings your employees closer to the finished office space and it can be rewarding to check these items off the larger list to show measurable progress.



## **5. Celebrate milestones and achievements**

Particularly if a project has a long-term goal, celebrating smaller milestones along the course of the project can help everyone on the team stay committed to the work and focused on the larger goal. Credit cards and validation are an important part of recognizing these milestones, but tangible rewards can also help. Financial bonuses, a lunch party, time off or a gift certificate for meeting milestones can motivate everyone.

## **6. Radiate positivity**

Creating a positive culture is a great way to maintain the motivation of your employees. The easiest way to do this is to radiate positivity yourself. Play music, yoke around, play games, laugh and just have fun. Research shows that happiness can significantly boost the productivity of your workplace. Enjoy being in the office and consistently showcase high energy.

## **7. Create a mentorship program**

A good mentor can offer encouragement, advice and understanding about the trials and successes employees encounter. If your employees work in a specialized field that friends and family do not understand well, a mentor can be invaluable in helping them sort through concerns and appreciate their successes. Create a mentorship program within your department where you pair more experienced employees with ones who have less experience to guide them along their career journey and offer words of advice and encouragement daily.

## **8. Create a comfortable and inspiring workspace**

Establish an office environment that is both comfortable and inspirational. Add color to the walls and put up motivational posters. If your workplace uses cubicles, encourage your employees to decorate their own space in a way they enjoy. Also, encourage your team to keep their workspaces clean and tidy, as clutter can rapidly begin to feel chaotic.

## **9. Encourage mindfulness**

Encourage employees to de-stress and take breaks during the workday. This could mean a brief walk outside on a nice day or a trip to a nearby coffee shop. You might consider offering yoga or meditation classes over a lunch break or encourage your team to participate



in these activities when they feel stuck about the direction of a project or need to take a short break. Sometimes just taking a few moments of quiet can provide the motivation they need to meet tight deadlines.

### **10. Share profits to improve performance**

By offering a profit-sharing program, employees will recognize that they have a stake in the financial success of the organization. Profit-sharing gives employees a sense of pride in what they have accomplished and a feeling of accomplishment seeing their earnings increase. It can improve performance and reduce turnover as well.

### **11. Take benefits to the next level**

Employees generally expect standard benefits like paid time off, health insurance and even flexibility. You can motivate employees by taking your benefits to the next level. Add game rooms to help employees de-stress throughout the day, a snack bar to keep energy levels up or even implement a work-from-home day each week or month. Childcare or wellness compensation plans are also a great way to incentivize employees. These kinds of benefits boost health, increase team motivation and encourage people to stay with your company longer.

### **12. Offer an incentive program**

Create an incentive program that rewards employees for consistently working hard—separate from celebrating milestones or successes. You could implement non-financial incentives like extra vacation days, compressed work weeks or a choice of parking spots. Your incentive program doesn't even have to be connected to performance. For example, you could use it to encourage your team to participate in training programs—the team members who watch the most videos each week could receive a reward.

## **CHAPTER - II**

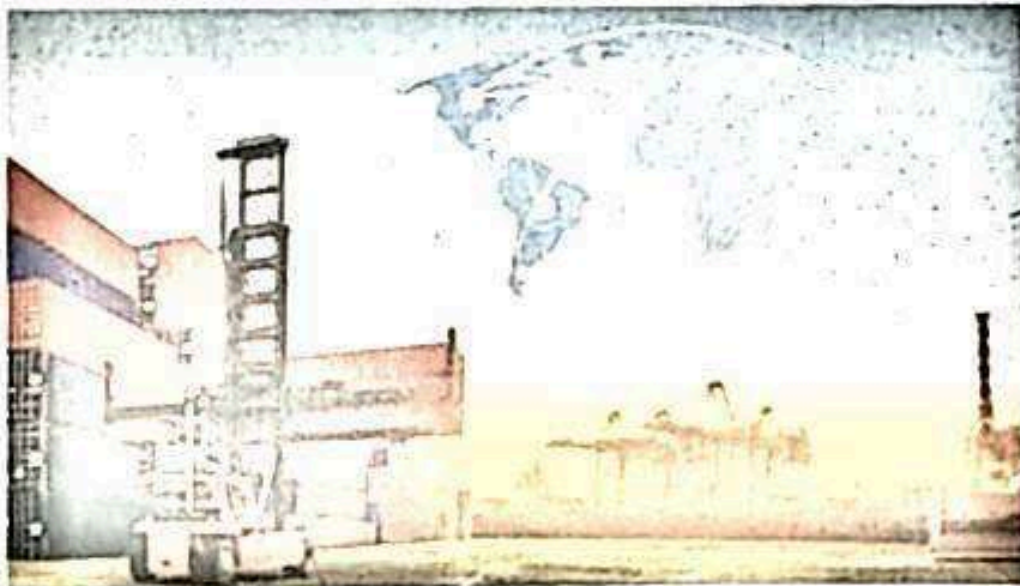
## **CHAPTER 2**

### **ORGANIZATIONAL HISTORY**

#### **PSTS SHIPPING SERVICES - THOOTHUKUDI**

##### **2.1 COMPANY PROFILE**

PSTS provides one stop service for all logistics requirements in all the South-East Indian ports of India – major/minor and private ports. The company offers a range of logistics services viz, port related logistics services, road/rail logistics, heavy equipment hiring & trading and in-plant logistics services. Under Port related logistic services, it offers Agency, Stevedoring, Customs Clearance, Freight Forwarding, Chartering, Packaging & Warehousing, Container Freight Station (CFS) management and Port Management. Under Road/Rail logistics, the company offers Trucking and Wagon handling services. Heavy equipment hiring & trading services includes Transportation & Distribution and Project Cargo handling.



The in-Plant logistics services include in-Plant logistics support in Processing, Assembling and Manufacturing industries. PSTS group is handling varied cargoes such as Coal, Coke, Fertilizer, Granite, Copper Concentrate, Rock Phosphate, Bauxite, Steel Coils and Project cargo. These cargoes were collectively handled by the offices that are located in Chennai and Tuticorin. PSTS's clientele includes Sterline Industries, Indian Petrich Ltd., Essar Steel, Coal & Oil Ltd, Dalmia refractories Ltd, Hataun agro products Ltd, Navalmar (UK) Ltd, SPIC Ltd, Apoorjay shipping, India Cements Ltd.

## 2.2 MISSION

- Innovative solutions for our demanding customers
- Service with uncompromising quality and timely response
- Long-term relationship and commitment to every customer
- Forward-looking to maintain leadership in the industry

## 2.3 VISION

- Our highly efficient customs brokerage
- Clearance and compliance service
- We ensure complete security

## 2.4 COMPANY LOGO



## 2.5 COMPANY HISTORY

PSTS Shipping is a family run enterprise, a part of PSTS Group. The Group was founded in 1940 by Mr. PSTS Thiraviaratnam, a visionary and doyen of South India's shipping industry.



served for the port infrastructure to be developed in South India. Stepping in to satisfy that need, ShriThiraviaratnam went beyond leading his company, to lead a delegation of Tuticorin Port Development Council to New Delhi, to meet then Prime Minister Shri. Jawaharlal Nehru in 1958. This meeting paved the way for Tuticorin port to be recognized as one of the Major Ports of India. During the foundation laying ceremony for the construction of Berth No. 9, on 10th Dec, 2006, Mr.Thiraviaratnam was named as "Father of Tuticorin Port" by Tuticorin Port Trust. He was also felicitated by the then minister of Shipping ShriT.R.Baalu for his contribution to the development of the port of Tuticorin.

The Group, which began with providing ship agency services for 3 liners before independence, now provides integrated logistics services covering sea, air, road and rail related logistics. The PSTS Group has been active in almost every area of the shipping business. Today, PSTS is a distinct corporate entity, with a leadership position in the East Coast of India, ably managed by Directors with professional qualifications in Shipping, Engineering and Business Management.

## **2.6 LOCATION AND OVERVIEW**

Pst& Sons PVT LTD in Tuticorin, Thoothukudi is a top player in the category Freight Forwarding Agencies 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 customer, 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. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is known to provide top service in the following categories: Freight Forwarding Agencies, Freight Forwarding Agencies For Sea, Freight Forwarding Agencies For Air.

## 2.7 CURRENT AUTHORITY PROFILES

### Manager's Profile:



Rajesh Kannan

Sr. Manager (Shipping) @ M/s. PSTS SHIPPING SERVICES, Tuticorin.

Thoothukudi, Tamil Nadu, India.

#### ☐ About

- 14+ years of experience on Shipping industry playing different roles such as

- ☐ Sr. Manager-Shipping Agency

- ☐ A Ship Chandler

- ☐ Manager in Container Freight Station

- ☐ Provided services for Europe and UK Based shipping company such as Navalmar UK Ltd. and Navalmar S.R.L.

#### ☐ Experience

Sr. Manager (Shipping)

M/s. PSTS SHIPPING SERVICES

Sep 2013 – Present 7 years 9 months

Tuticorin, Tamil Nadu, India

□ **Description of duties:**

□ Attend the vessel once arrived at VOC Port Tuticorin during cargo operation at terminal, ship-to-ship operations.

□ Responsible for the execution of all enquiries from ships & Customer.

□ Coordinate with Ship Chandlers, Spares Brokers, Labours (Handymen), Technicians, Drivers, Bunker Suppliers and Bunker Quantity Surveyor the time of attendance of the vessel.

□ Keep informed of the Estimate Time of Arrival (ETA) of the ships to all parts involved (Authorities, Customers and Suppliers), as required.

□ Responsible to present all documents required by VOC Port Tuticorin and Ports authorities to ensure traffic or operation of the ships.

□ Submit all vessel information at Tuticorin Port IPA PCS System; documents required to avoid any penalties or delays with the transit.

□ Prepare documents / reports requested by the department as Statement of Facts (SOF) of bulk carriers Ships.

□ **Export CFS Manager**

SEC services Ltd.,

Apr 2011 - Mar 2013 2 years

Tuticorin

Container Freight Station (Import & Export )

Sr. Manager

Spencer Marine International - India

Apr 2006 - Mar 2011 5 years ,

Mumbai, Maharashtra, India

Ship Chandling (All type of vessels)

### Director's Profile:



Arjun sankar

Director at PSTS Logistics Pvt. Ltd

Thoothukudi, Tamil Nadu, India.

Join to Connect

### □ Experience

Partner

PSTS SHIPPING SERVICES

Feb 2006 – Present 15 years 4 months

Tuticorin.

### □ Education

Montfort School

## 2.8 COMPANY FEATURES

□ Company type - Private

□ Sector - Non-Govt. Company



## Industry type

- Industry - Courier, Logistics, Packaging, Transport.
- Sub - Industry - Courier, Logistics, Warehouse, Transport.
- Services - Customized Logistics Solutions, Warehousing and Packaging, Transportation And Distribution, Customs Clearance, Freight Forwarding.

## 2.9 SHARECAPITAL

Authorized Capital - Rs. 2, 00, 000

Paid up capital - Rs. 1, 00, 000

## 2.10 LISTING AND ANNUAL COMPLIANCE DETAILS

- Listing status - Unlisted
- Date of Last Annual General Meeting - 30 September 2019
- Date of Latest Balance Sheet - 31 March 2019

## 2.11 SERVICES

With transportation and warehousing resources in over 35 countries around the globe, PSTS Logistics offers integrated, single source solutions to meet the needs of every type of customer, regardless of size or location.

### □ SHIPPING SERVICES

We, PSTS group provides integrated logistics services covering sea, air, road and rail related logistics.

### □ STEVEDORING

Our stevedore foreman is well experienced and expert in well-handling all the stevedoring equipment.

### □ CUSTOMS CLEARANCE

As an authorized company, we make it fast and reliable customs clearance in export and imports.

#### **CONTAINER FREIGHT STATION MANAGEMENT**

For its end-to-end solutions, PSTS covers more than 100 countries and 300+ different cities worldwide.

#### **FREIGHT FORWARDING**

Strong market presence on every continent, supported by total global warehousing capacity of 4.4 million sq meters.

#### **HEAVY EQUIPMENT HIRING & OVER DIMENSIONAL CARGO HANDLING**

We have a team of trained and experienced people in heavy equipment hiring and over-dimensional cargo handling.

#### **CHARTERING**

We provide maritime chartering services. We also offer Under Port related logistic services like Stevedoring, Customs Clearance, etc.

#### **HEAVY EQUIPMENT TRADING**

As a leading and long time business in logistics, we provide heavy equipment trading with customized logistic services.

#### **WAREHOUSING AND PACKAGING**

Asset-backed warehouse logistics network with over 4.4 million square feet of commercial storage space worldwide.

#### **TRANSPORTATION AND DISTRIBUTION**

Under Road/Rail logistics, the company offers Trucking and Wagon handling includes Transportation and Project Cargo handling.

#### **IN-PLANT LOGISTICS SERVICES**

The in-Plant logistics services include in-Plant logistics support in Processing, Assembling and Manufacturing industries.

## CUSTOMIZED LOGISTICS SOLUTIONS

We offer a range of logistics services viz, port related logistics services, road/rail logistics, heavy equipment hiring & trading and more.

## 2.12 CUSTOMER FOCUS

PSIS is forever evolving in its commitment to deliver value to its customers. Over the decades, company has expanded its service net, ventured into related yet diversified activities to provide comprehensive and customized services to its clients. Today, Group's strengths in Size, Capacity, Resources, Market Presence, Expertise and Experience, works cohesively with the intent of catering to customer delight by all means and always.

## 2.13 CLIENTS

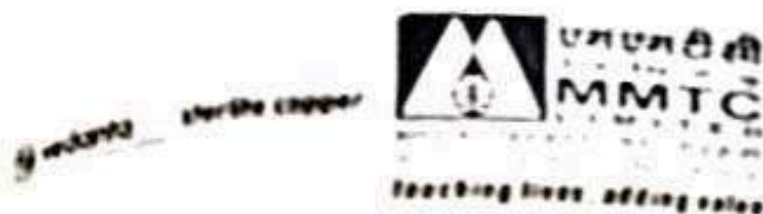
Company is committed to doing their part for our environment. PSIS has invested heavily on new functional and operational management software with objective to go completely paperless for all their internal reporting and records management. PSIS is also encouraging shipping industry to shift to completely paperless documentation and related transactions.



INDIAN POTASH LIMITED







## 24 CAREER

PSTS employs 100+ full time employees and 750 skilled and semi-skilled labourers for port related operations. It is important for us to create a safe, friendly and happy workplace that employees value as a great place to work. We believe the happiness of our employees is reflected on everything we do. To keep the lines of communications open department managers and employees conduct weekly meeting to understand any operational or personal issues within or at inter-department level. PSTS also observes founders day as PSTS Family day where employees are invited with their families, which encourages them to develop a sense of family within group and also they get to know colleagues more personally.

We continuously identifies training requirements and offers job and soft skill training opportunities to help its people provide the clients with efficient, cost effective, safe and appropriate logistics solutions.

PSTS has some of the best people in the industry working under its banner. Top managers are seasoned professionals with many decades of experience both in India and abroad. Also for new entrants PSTS continuously identifies training requirements and offers job and soft skill training opportunities to help its people provide the clients with efficient, cost effective, safe and appropriate logistics solutions.



## **CHAPTER – III**

## **CHAPTER – 3**

### **THE EFFECTS OF MOTIVATIONAL TOOLS ON EMPLOYEES MORALE IN AN ORGANISATION IN PSTS SHIPPING SERVICES IN THOOTHUKUDI**

Employees may be motivated on the job by many things, such as a sense of achievement, recognition, enjoyment of the job, promotion opportunities, responsibility, and the chance for personal growth in PSTS Shipping Services. Employee motivation and performance are tied directly to the style of management that is applied and to principles of positive or negative reinforcement. Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values. The paper focuses on how employee engagement is an antecedent of job involvement and what should company do to make the employees engaged in this PSTS Shipping Services.

#### **3.1 Building a framework of motivation in PSTS Shipping Services:**

The aim of the present research is to examine the concept and exercise of motivation of shore-based personnel in shipping companies and to explore the potential role and effects of individual factors in it. In order to achieve the aforementioned goal a number of more specific objectives have to be attained. Such objectives explicate the purpose of the study and in essence point directly to kind of steps that need to be taken with regard to, for instance, the type of information that needs to be gathered as well as how it should be gathered. In other words, under the light of their description, most of the required methodological choices, are primarily made. In accordance with the above, the main research objectives of the present study were:

- To explore the concept and practice of motivation in shipping companies
- To attempt to provide an answer to the question what crucial motivating factors are for employees in shipping companies in PSTS Shipping Services.

- To examine whether various personal details of employees may have an impact on the perceived important of motivating factors.
- To investigate the relevance of perceived motivating factors in shipping firms to general motivational theories.

Bearing in mind the diverse and sometimes even conflicting ideas expressed in the main motivation theories discussed before and given the exploratory nature of the present study and the time and resources constraints, a decision had to be made about which aspects of the motivation principles reviewed would become the focus of investigation. Instead of attempting to consider the applicability of a particular theory in the shipping industry, the effort was to widen the scope of the examination to a grater extent. Attention was, thus, drawn to discovering a common notion underlying the majority, if not the totality, of motivation theories which would serve as the overall framework of our research. The idea of 'returns', of 'rewards', of 'compensation' of some sort for the effort or the performance exerted appears to be present in one way or another and in one form or another in all the theories expressed. Whether extrinsic or intrinsic, whether related to personal traits, needs or contingencies, whether received for the input or the out of individuals, rewards are the tools in the mechanism of motivation provision. What is more, although "motives can only be inferred, they cannot be seen" rewards are much more tangible and they are the practical way in which companies respond to motivation requirements. There is, of course, perhaps an infinite number of different rewards that can be introduced, all of which would be unfeasible to include in a single study. The direction of the present research with regard to the choice of organisational factors to be explored was take from steers and porter, who provided a relevant application of Maslow's need levels. The list was followed neither strictly nor comprehensively, as a number of other factors reflecting various theoretical points were included an as respondents were given the opportunity to add to these, too, prompted by open-ended questions.

### **3.2 MANAGERIAL IMPLICATIONS OF MOTIVATION IN PSTS SHIPPING SERVICES:**

From the preceding section, it becomes clear that each manager or supervisor needs to study his workers individually and generally in order to come up with adequate measures of



motivation. This calls for a basket of measures to motivate workers. One single measure of motivation is not likely to work in the diverse circumstances in which we live.

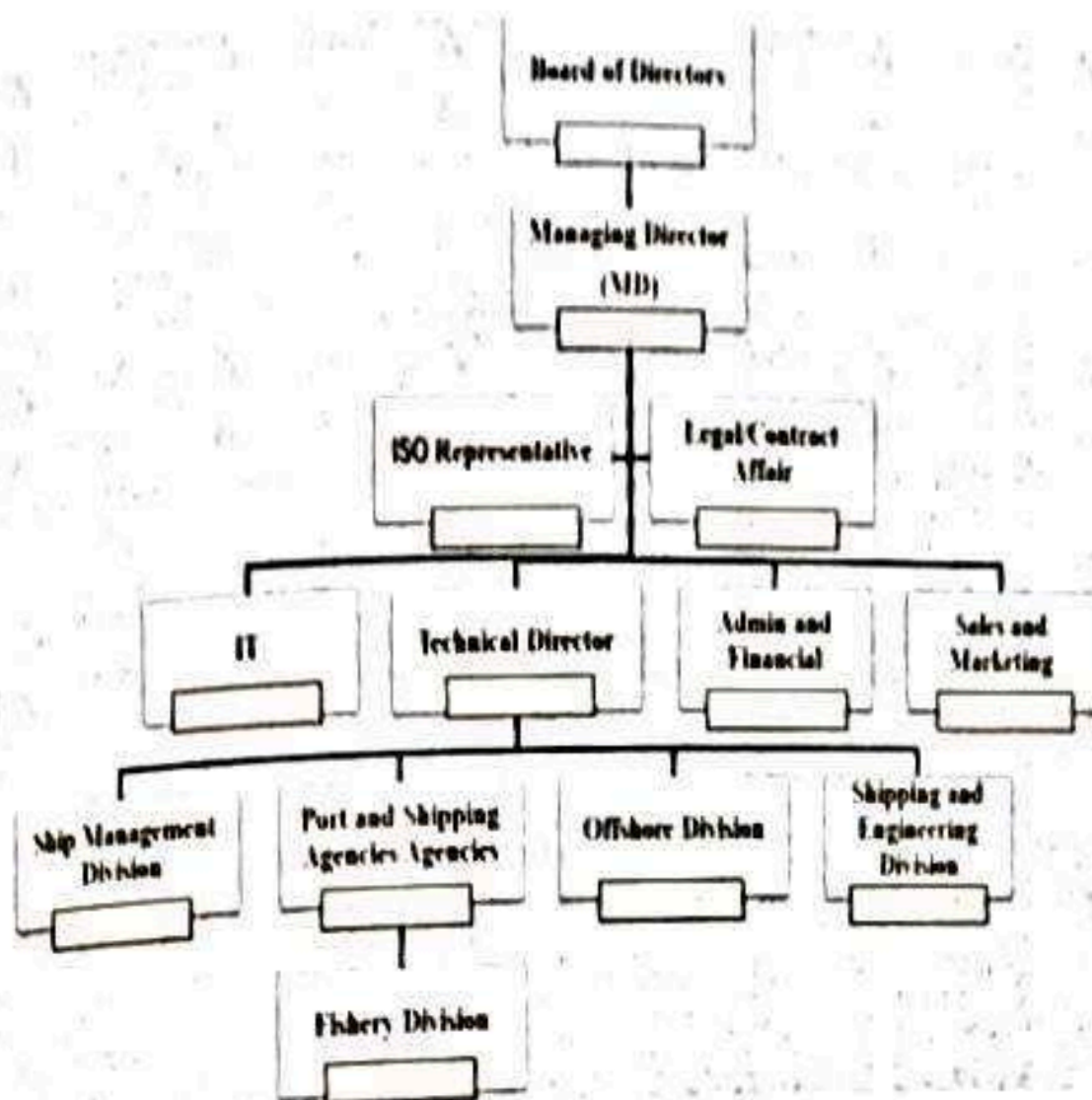
Against this background, the paper provides a selected menu of how to motivate workers to work harder in order to raise productivity in the work place.

The first far reaching practical implication for management practice is the application of Maslow's theory by using employee expectations and lifestyles. It is established that significant difference exists between lower level needs and higher level needs of employees. According to Maslow, physiological needs for food, clothing and shelter are the most dominating in a person while an employee is just starting his career. At this stage if you want to motivate the person, pay him on time. This is because it is quite clear that at this stage the basic form of motivation is salary. An average Nigerian worker is motivated when he receives salary alerts especially if he is expecting some arrears. If that is guaranteed, Management can also consider additional monetary reward (e.g., productivity bonus) and this can motivate him to increase his productivity. Another man who has reasonably satisfied the first need but who is now afraid of losing his job (e.g., pre-mature retirement due to poor performance), can be motivated to put on more effort and increase productivity on account of that fear. But a person who has reasonably satisfied the second need now wants acceptance, to love and be loved, you can motivate him to work harder and increase productivity by providing him with a Staff Club as an easy avenue to make friends or facilitate membership of social and professional associations subsidized by the employer.

A man who satisfied this need for love is now looking for esteem which is bred by accomplishments. The man can be motivated by giving him recognition. A man who has satisfied this need now needs self-actualization. He aspires to reach his highest potential. This man can be motivated by giving him assignments that praises his worth, opportunity for career growth such as promotion, etc.

The second strategy of motivating workers to increase their productivity is to inculcate the culture of appreciation, praise and recognition for the slightest improvement. This will spur them into further improvement. The motivator-hygiene theory provides an essential starting point on which to build a policy of motivating workers. The questions are: which behaviors should be recognized and how? There are several types of recognition schemes.





### Organizational structure in shipping company

The corporate organizational structure should be designed to create the best possible environment to achieve business objectives. Therefore, there is no universally usable optimal organizational structure. For each company, there should be "tailored" structure according to its needs and it primarily should support the implementation of corporate strategy. Classical organizational structures have undergone a long evolution. They achieved some stability and discipline in fulfilling tasks. However, these organizational structures are complex and difficult to control, and they often are not very flexible and adaptable. Present time is full of turbulent change, and it requires companies to cope continuously with these changing conditions. Quality requirements are constantly increasing with the development of information and communication technologies. Current trends in the management of the

organization are ensuring the availability, flexibility, ability to adapt to the changes that occur in the market by competition and in the global environment. The main trend is to reduce organizational levels because this direction enables highly efficient and flexible management.

### **3.3 Current thinking on motivation in PSTS Shipping Services:**

In attempts to develop a more comprehensive theory of employee motivation, researchers look to other disciplines for understanding. The aim of the current research is to bring together and evolve traditional motivation theories by developing a more comprehensive theory that encompasses not only the perspectives of management, human resources, and organization behavior, but also other relevant theories.

In a synthesis of cross-disciplinary research in fields like neuroscience, biology and evolutionary psychology, Lawrence and Nohria (2002) propose the "human drives" theory, which states that employees are guided by four basic emotional drives that are a product of common human evolutionary heritage: the drives to acquire, bond, comprehend, and defend. The researchers survey a financial service giant, a leading IT services firm and 300 Fortune 500 companies and find these four drives led to high levels of engagement, satisfaction, commitment and a reduced intention to quit, and ultimately better corporate performance.

## CHAPTER - IV

## CHAPTER – IV

### CONCLUSION

Employee morale is defined as the attitude, satisfaction and overall outlook of employees during their association with an organization or a business. An employee that is satisfied and motivated at workplace usually tend to have a higher morale than their counterparts. Employee engagement and employee satisfaction play an important role for employees to be happy in their workplace. On the contrary, employees who are not happy in their workplace, who constantly complain and crib about the various attributes in an organization, like employee policies, workplace culture, facilities at work etc. tend to have a low employee morale. This is quite evident in their behaviour. Employee morale is a complex concept because it involves a lot of factors that affect their morale. Employee morale is vital to organization culture- a positive collective attitude will create a positive working environment for everyone. If your organization has a poor morale or a culture of suffering then there is a possibility that in your organization employees have a low or negative morale that can adversely affect the productivity of the organization. It can most certainly lead to greater employee attrition, just to begin with.



### Findings:

- ❖ Employees are satisfied with good pay as the key motivating factor for work efficiency.
- ❖ Employees are satisfied with salary offering at PSTS Shipping services.
- ❖ Majority of the employees don't have other sources of income.
- ❖ Majority of the employees are placed by direct appointment at PSTS Shipping services.
- ❖ Majority of employees are satisfied with employment condition prevailing in PSTS Shipping services.
- ❖ Employees are satisfied with physical working conditions at PSTS Shipping services.
- ❖ Employees have a good chemistry between top level Management.
- ❖ Have Managers focus on employees to really need the attention in PSTS Shipping Services.

### Suggestion:

- ❖ Systematic planning reduces hurdles at workplace and it ensures smooth flow of work methods. So, the present method of planning the work would be maintained as before to attain the goals very effectively.
- ❖ The mutual cooperation between employees at work place is very important to carry out the work at right time, so, the organization should take of providing scope for communication with other departments.
- ❖ Extra and Intra mural facilities are also the boosting factors for efficient work source.
- ❖ Overtime allowances are sometimes resourceful factors for organizational value and its hike factors.

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## BIBLIOGRAPHY

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**INTERNSHIP REPORT ON A STUDY ON IMPACT OF TEAMWORK ON  
ORGANIZATIONAL PRODUCTIVITY OF JARA ENER TEK, TIRUNELVELI.**  
(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS) - THOOTHUKUDI**

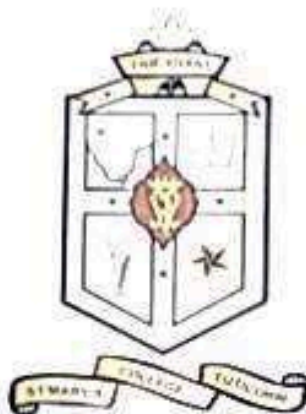
Submitted by

**S. PAVITHRA**

**REG NO: 20SPHR22**

Under the guidance of

**Mrs. C.S. PURNIMA B.Sc(Hortl), MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Thoothukudi – 628001

NOVEMBER 2021



DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI - 628001



**CERTIFICATE**

This is to certify that **S. PAVITHRA** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY ON IMPACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY OF JARA ENERTEK"** under the guidance of **Mrs. C.S. Purnima B.Sc(Hortl), MBA., NET** and this is an original work up to my knowledge.

*Mrs. C.S. Purnima*

**CO-ORDINATOR**

*P. A. Alice*

**FACULTY GUIDE**

*A. A. Alice*  
**EXTERNAL EXAMINER**

*S. M. R. S.*  
**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

*P. A. Alice*  
**DIRECTOR**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

Date: 11/06/2021

**CERTIFICATE**

to certify that **Miss. PAVITHRA S**(Reg. No -- 20SPHR22), II year MHRM student of ST. MARY'S  
GE (AUTONOMOUS), THOOTHUKUDI has done online Internship programme on the topic "**A STUDY  
PACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY**" at our Organisation JaraEnerTek,  
veli for 15 days (From 24<sup>th</sup> May 2021 to 9<sup>th</sup> June 2021).

During this tenure, she gained knowledge on various activities. Her conduct and character was good.

Wishing her all success.

Regards,

JaraEnerTek



Authorized Signatory,

No. 6, 6th Street, Perumalpuram, Tirunelveli - 627 021, Tamil Nadu

94865 86083, 63817 79821, 96005 10355

jaraenertek@gmail.com

www.jaraenertek.com

## **DECLARATION**

I hereby declare that the internship entitled **"A STUDY ON IMPACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY OF JARA ENER TEK"** is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

**Place:** Thoothukudi

**Date:** 09.12.2021



**Signature of the candidate**

**(S. PAVITHRA)**

## ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph.D.** for permitting me to do my internship report.

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I express my heartfelt thanks to **Dr. Mary Judith Reese Fernando, M.Com., M.Phil., Ph.D,** Co-ordinator of the Department of Master of Human Resource Management for her kind support and guidance.

I wish a deep sense of gratitude to my internship guide **Mrs. C.S. Purnima B.Sc(Horti)., MBA., NET,** Assistant Professor of Department of Human Resource Management St. Mary's College for providing foundation in internship work and I am grateful to her, for giving invaluable guidance to complete my internship report.

I express my sincere thanks to **Mrs. A. Vidhya,** HR Manager of JARA ENER TEK, Tirunelveli, for allowing me to complete my internship report in their esteemed .

I thank **all the employees** of JARA ENER TEK for their kind co-operation extended to me providing the necessary data and information to complete my internship report successfully.

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.



## **ABSTRACT**

Teamwork is an essential part of workplace success. It is the process of working collaboratively with a group of people in order to achieve a goal. The external factors of teamwork are the political, economic, social and technological factors that affect teamwork while the internal factors of teamwork constitute leadership style, diversity (culture, talent and personalities) communication, cohesiveness etc. which affects teamwork. The role of teamwork in modern business organizations has been widely debated. The benefits of team working have often been emphasized and a number of examples are to be found in manufacturing. In view of finding, the benefits of adopting teams was to increase productivity, production and efficiency of the employee of the organization. Everyone in the workplace works together to accomplish goals, and achieves more. Organization might expect to "see" this in action in different ways. For example, team members in the workplace plan ahead and work cooperatively to assign tasks, assess progress, and deliver on time.

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## CHAPTER - I

## **CHAPTER – I**

### **INTRODUCTION**

**“Team work is the fuel that allows common people to attain uncommon results.”**

**– Andrew Carnegie**

#### **1.1 Team Work**

Teamwork is when a group of people collaborate to achieve a mutual goal. This means that people within a group use their skills to overcome each other's weaknesses and achieve a goal which was otherwise not possible.

Teamwork in business also means setting aside any personal conflicts and coming to a mutual conclusion that not only benefits the group but also the organization. It involves constructive feedback and improving each other's ability without any personal grudges and feuds.

#### **1.2 Definition**

The American heritage dictionary defines, Team work as “a cooperative effort by group members or team members to achieve a common goal”

Teamwork is defined as being the “combined action of a group of people to become efficient and effective.”

#### **1.3 Background of the Study**

Teamwork is usually an integral part of the workplace. Basic teamwork involves everyone working together to support the organization and complex forms of teamwork could involve “work teams” chosen to complete a project by working closely. Teamwork enhances productivity through joint and collective effort. Allowing team members to bring their specific education and training to a project or a work task, which maximizes the variety of work the team can accomplish as well as the number of tasks completed without additional research. It is true that more minds can sometimes work better than a single one.



Teamwork is the actions of individuals, brought together for a common purpose or goal, which subordinate the needs of the individual to the need of the group. In essence, each person on the team put aside his or her individual needs to work towards organizational objectives. The interaction among the members and the work they complete is called teamwork. Effective teamwork is essential to the success of any business. As "no man is an island", the positive effects of productive teamwork can energize an entire organization, just as the negative effect of a lack of teamwork can cripple an organization. An essential ingredient to effective teamwork is attracting and keeping the right team members that would facilitate productivity in an organization. As such most human resource approaches lay so much emphasis on teamwork due to its importance to organizational productivity. Hence the need to conduct an extended essay on the impact of teamwork on organizational productivity.

#### **1.4 Objectives**

The general objective of this study is to investigate the contributions of teamwork on organizational productivity. The specific objectives of this study are as listed below:

- Determine the effect of teamwork on organizational productivity.
- Investigate the ways of leadership styles used by the organizations affect organizational productivity.
- Determine the effect of poor leadership on work team's leadership.
- Investigate the benefits of motivation to the workforce.
- Determine the prevailing conditions that hinder growth to organizational productivity.

#### **1.5 Scope of the study**

The study will cover an extended essay on the impact of teamwork on organizational productivity. The essay reviews opinions of authority on the concept of teamwork in workplace as well as the key factors influencing team effectiveness and factors militating against teamwork in workplace.

## 1.6 Significance

The study would be beneficial to corporate organization as it would enhance policy formulation as regard teamwork in workplace. The study would also be beneficial to the general public, as it will educate them on the impact of teamwork on organizational productivity. The essay will also contribute to the existing knowledge on organizational teamwork. The study will be a useful material to incoming students who may wish to use this study as a reference material to undertake their own extended essay.

It is very much important to maintain the healthy advantages of productivity as a result of its importance to organizations. And teamwork is the best tool which can be used in helping us to achieve it (organizational productivity). Looking at the important role that teamwork can play, to enable organizations achieve this, this study will be very significant to organizations, employers and employees, students, managers and future researchers.

- **Organizations:** Organizations can take the provided information in this study to use it for saving them from their competitive advantage and improving their productivity and the important role teamwork can play in helping organizations to achieve productivity.
- **Employers and Employees:** They can use it to develop and establish firm ideas that will bring about further development in the way and manner employers and employees can achieve the needed goals and objectives.
- **Managers:** Practicing managers can make adjustments in their roles and leadership towards the attainment of the organizational productivity by introducing teamwork in organizations.
- **Students:** This will serve as a guide and reference material to students who intend to carry out a research, read or write more on this topic.
- **Future Researchers:** Those who will make or carry out a research in future will find it useful in meeting their goals.

## 1.7 Statement of the Problem

Every organization, either large or small, struggles to acquire productivity so as to achieve success and maintain a valuable image in this present world of organizational

competitions and it is the wish of organizations to see the input they use (resources) and the output (goods and services produced) they have at the end.

The population of workers in an organization may be very large and yet that organization achieving a very low productivity and with no improvement in their products. Could this occur as a result of absence of teamwork in such organizations. And if it is, then, there are other organizations that have teams and yet achieve little or no productivity at all. It may be as a result of the following problems:

- **Lack of Teamwork in the Organization:** That is the failure of an organization to coordinate works into work groups in order to tap from the respective human resources the organization possesses.
- **Poor Leadership Styles in the Organization:** It may be as a result of the leadership style of the organization possibly not favorable to teamwork.
- **Poor Leadership of the Work Teams:** Different work teams may exist, but lacking the persons with the team leading acumen to lead them.
- **Lack of Motivation of the Workforce:** The way in which organizations reward their workforce may also lead to low organizational productivity even when their staff work in teams.
- **Prevailing Conditions that hinder growth in an Organization:** The conditions permanently occurring in an organization (lack of picking-up of innovative ideas) like the absence of designing motivational programs, educational growth, bonuses, job rotation and the use of old technologies, etc, may be the cause of low organizational productivity.

## **1.8 Importance of Teamwork**

Knowing the value of teamwork can help HR make a strong case to management on various policy issues, from learning and development to workplace culture. So here are the key reasons teamwork is so important

### **a) Brings Fresh Ideas to the Table:**

A lone employee can only think from the perspective he has grown accustomed to. However, add some new team members to the mixture, and you get different viewpoints to solve a common problem. Teamwork promotes maximizing the sharing of knowledge and



ideas. It, in turn, helps individual team members to learn new skills and gain a better experience.

Instead of looking at an issue from your viewpoint, you get to understand the overall picture. This leads to an exponential increase in new ideas. Additionally, when people work alone, the enthusiasm to innovate may dwindle along the way. However, when you're part of a team, the sense of collaboration and accountability makes employees consistently bring forth their best work.

**b) Teamwork is efficient work:**

Employee teamwork enables your workforce to split difficult tasks into simpler ones, then work together to complete them faster. Develop specialised skills, so that the best person for each task can do it better and faster.

**c) Teams self-monitor:**

In teamwork, many people have responsibility for the same goal. Most significantly, teammates observe and depend on the quality of each other's work. When one team member's performance dips, the other have the knowledge and motivation to help them improve. Without management intervention, effective teams can often regulate their own performance.

**d) Combines Individual Skill Sets:**

In an employees' work-life, he will shine in some areas whereas fall short on others. However, another employee may excel in that very same skill set. Often, to work together as a team means to rely on each other to bring your individual strengths to the group. A capable team is nothing more than a group of people who complements each other skill sets. While one team member might be superior in creativity, another might be excellent in goal setting.

Employees often have their blind spots about their strengths and weaknesses. When employees work together as a team, they become more aware of their behaviors. Additionally, effective teamwork promotes discovering new skill sets you can hone. For example, you might be an excellent communicator but never utilized it until you became part of the team.



**a) Commitment to team success and shared goals:**

Team members are committed to the success of the team and their shared goals for the project. Successful teams are motivated, engaged and aim to achieve at the highest level.

**b) Interdependence:**

Team members need to create an environment where together they can contribute far more than as individuals. A positive interdependent team environment brings out the best in each person enabling the team to achieve their goals at a far superior level (Johnson & Johnson, 1995, 1999). Individuals promote and encourage their fellow team members to achieve, contribute, and learn.

**c) Interpersonal Skills:**

The ability to discuss issues openly with team members, be honest, trustworthy, supportive and show respect and commitment to the team and to its individuals. Fostering a caring work environment is important including the ability to work effectively with other team members.

**d) Open Communication and positive feedback:**

Actively listening to the concerns and needs of team members and valuing their contribution and expressing this helps to create an effective work environment. Team members should be willing to give and receive constructive criticism and provide authentic feedback.

**e) Appropriate team composition:**

It is essential in the creation of a successful team. Team members need to be fully aware of their specific team role and understand what is expected of them in terms of their contribution to the team and the project.

**f) Commitment to team processes, leadership & accountability:**

Team members need to be accountable for their contribution to the team and the project. They need to be aware of team processes, best practice and new ideas. Effective

leadership is essential for team success including shared decision-making and problem solving.

### **1.10 Benefits**

When colleagues work well together, either on specific team-related projects or in various departments, it improves productivity, morale and the overall quality of the organization's product or service. When there is conflict between staffers, it has the potential to inhibit teamwork, which can delay projects, result in cost overruns or decrease the effectiveness of the work that's performed. Successful teams can make a huge contribution to organizational productivity and effectiveness

#### **a) Increased efficiency:**

When team members use their specific skills and experiences, targets will be achieved and tasks will be accomplished, as members of the team achieve synergy by working together.

#### **b) Innovation through constructive conflict:**

When team members have different perspectives, different opinions, and different viewpoints, often better ideas can be brought to the table, as ideas evolve with everyone's input.

#### **c) Less employee turnover:**

A well-functioning team, where everyone is positive and enjoys working with the other team members will make them less likely to leave the organization. Of course, there are downsides to most everything, and team working is no exception.

#### **d) Pushed by the Group Dynamic:**

Strong team members understand the organizational objectives of an organization, including its long- and short-term strategies. One of the important teamwork benefits is that team members are ultimately working toward common goals when approaching their everyday tasks and responsibilities. This creates a strong team dynamic that supports the small business's mission. Working collectively toward achieving the company's objectives,

the team approach drives each team member to be more effective and more productive than each individual would be working alone.

**e) Buoyed by Mutual Support:**

When colleagues support one another, rather than provide constant criticism, members aren't defensive about their work. They can be more effective at collaborating to achieve the common goal of producing high-quality products and services for the business. Staffers who aren't out for themselves, but instead are focused on the success of the organization as a whole, support one another accordingly. This streamlines operations and helps everyone approach tasks in an effective manner.

**f) Meeting Goals through Collective Efforts:**

When team members have collective goals, either for a particular project or as a department, they're more likely to work in tandem to ensure goals are met. Each person knows his or her role on the team and what they're expected to accomplish. This eliminates the problem that can occur with teams, where a few team members do most of the work while the others just ride along. When each member has a task to complete, it will be obvious to everyone whether the task has been completed or not.

Team members help each another meet deadlines and support each other as necessary to reach targets. This can be further enhanced when group incentives are applied, such as bonuses for meeting certain quotas or achieving certain sales or production objectives. Team members are accountable to one another and celebrate achievements together as well.

**g) Celebrate Diversity in Teams:**

The diversity in society should be reflected in the composition of teams as much as possible. Different genders, ages, cultural backgrounds, ethnic heritages and belief systems bring diversity of ideas to the team. One team member may present an idea that wouldn't have occurred to the others because it originated from a cultural background that the others didn't experience. New or unusual ideas have a way of fostering more novel ideas as the entire team digs deeper into a wider net of possibilities.



#### **h) Utilizing Individual Strengths:**

In effective workplace teams, each individual's skills, talents and strengths are used to the team's benefit. Ideally, team members choose or are assigned tasks that fall within their skill set and where they will excel. The entire group will benefit from each individual's expertise, and the group's work will have a positive impact on the business overall.

For example, on a sales team, management should identify individuals who excel in presentation skills, ability to close deals or to develop elaborate and effective support materials. When each person draws on his strengths in a supportive environment, it leads to better overall productivity and better outcomes for everyone.

#### **i) Developing Effective Teams:**

Good teams are led by outstanding leaders who understand the impact of teamwork on organizational productivity. They know to encourage and motivate team members, give them autonomy over certain aspects of their work, and provide regular feedback. They validate each team member's importance to the company's success, giving them buy-in and a sense of loyalty. Leaders who reward efforts and thank team members for their hard work and accomplishments create cohesive teams that thrive together and drive the company's success.

### **1.11 Characteristics of Good Teamwork habits**

Teamwork can provide collective strength and staying power for your business or organization. Whether you are managing employees or volunteers, strong teams can help your group be more productive and create a friendlier, more open environment. By instilling positive teamwork habits, you can build a powerful group that can tackle even the toughest problems.

#### **a) Encouragement of Communication:**

One of the most important characteristics of a good team is open communication. Each team member must be able to communicate with the rest of the group for project



updates, questions, ideas and general input. A team that encourages open communication allows everyone to be able to share their ideas and opinions without fear.

#### **h) Respect for Team Members:**

For a team to be a comfortable and safe place for all members, each person must respect everyone else. Members should respect every aspect of other members, though they may not agree with it: ideas, communication abilities, background, religion, work style and cultural traditions. Because a great team requires open communication, respect can create the trust that will allow members to be vulnerable.

#### **c) Collaboration among Team Members:**

Teamwork requires effective collaboration; each person must figure out how her skills and talents fit with those of the other team members. For a team to work, everyone must understand what their role is and how to use it to contribute to the team's success. Depending on the team, the roles might be as simple as providing support and morale; a well-functioning team uses each person's complementary skill sets. Each member of the team should understand that everyone's part in the project is equally valid.

#### **d) Problem Solving and Conflict Management:**

An effective team must develop its own strategy of problem solving and conflict management. The strategy will differ from team to team based on the situation and the individual members; the individual team must work out the problem-solving methods that work best for it. When your team members can work through roadblocks together, the team will be able to work smoothly even during rough times.

#### **e) Shared Missions and Common Goals:**

A shared mission can help a group of people work together and create enthusiasm. When everyone is using their own abilities to work toward a common goal, the result is greater than the efforts of a single person. In a strong team, the good of the common goal comes before the individual preferences and interests of the members. The goal also contributes to a smooth operation; the team can resolve problems and disagreements by determining what is best for the team and the end goal.

## **1.12 Challenges of Teamwork**

### **a) Role Uncertainty:**

There is a lot of difference in working as an individual employee and working as a part of a team. When you work with a team, your responsibilities are shared with other team members. This culture of shared responsibilities might be a little hard to get used to, if you have never worked with a team before. Working with many people can create a confusion on your role in the team, resulting multiple people taking up the same responsibility or leave out some vital tasks. Asking the manager of the team clearly about your role in the team could help avoid these situations.

### **b) Lack of Trust:**

When you work as an individual, you are used to making decisions and complete tasks individually. But when you work with a team, you have to trust your team mates and let them take a few decisions for the team. Sometimes, team members make mistakes and it could be hard for you to trust them with any other decision. But as a team it is important to trust your teammates and function as a team.

### **c) Unclear Goals:**

Some employees perform better when they function as a team and some perform better as individual contributors. One reason for this could be setting the right goals. You can easily set the right goals for yourself as an individual contributor but when you are a part of the team, you have to consider your teammates before setting goals.

One of the most common reasons for conflicts in teams is the ambiguity of goals. If you are not on the same page with your other team mates about your goals, it affects the productivity of the whole team, so communicate with the team/ manager and be clear about your goals.

### **d) Disengagement:**

Disengagement is one of the most common issues faced by everyone at workplace. Teams tend to get disengaged when there's a lack of proper direction or vision. Team members fail to understand their role in the bigger picture which leads to lack of motivation.

Disengagement in teams is often a result of lack of clarity on team goals and how they contribute to the organization.

#### **e) Talent Differences:**

Some employees contribute more to a team than the rest of the team. The reason is not always that they feel responsible for the team, the share of their contribution depends on their individual talent and efficiency. But sometimes, these talent differences cause conflicts between team members.

Some employees of team could be slower and less efficient than the rest. This could decrease the overall productivity of the team which could be frustrating for the high-performers of the team causing conflicts within the team. To avoid this, the goals should be set based on their capability and skills.

### **1.13 Effectiveness of Teamwork**

Team members who work effectively with one another have the capacity for increased productivity. Successful teams comprise members who have an understanding of their own roles in the group as well as their teammates' role and responsibilities. Working in a collaborative fashion, effective teams have the ability to agree on goals and strategic plans, divide work equitably and work together to develop new ideas and concepts. In this way, each team makes a contribution to organizational productivity and effectiveness.

#### **a) Forming the Right Team:**

Creating an effective team begins with selecting the appropriate people. Good teammates work well in groups, are flexible of others' work strategies and understand how to effectively compromise. Team members should be qualified for their tasks and should have no personal or professional conflicts with other team members, which can decrease productivity, whereas a work environment where teammates are amicable toward one another has the potential for increased group productivity.



#### **b) Providing Appropriate Direction:**

For a team to be effective and increase its productivity, it must have solid project direction from its superiors. A good manager will provide detailed instruction about team projects including goals, measurements and timelines for completion. Depending on the nature of the assignment, a manager might opt to designate specific tasks to individual team members, taking into consideration the individual strengths and performance backgrounds of team members.

#### **c) Ensuring Individual Accountability:**

One of the best ways to increase team productivity is a system in which each person is held individually accountable by the group. Creating an internal system of checks and balances will ensure that each team member is pulling his weight, contributing equitably to the workload and meeting all pre-established deadlines. This approach will help prevent under-contribution and failure to complete work on time, all of which have the potential to slow the productivity of the entire team.

#### **d) Benefits of Team Support:**

Teams that effectively support other members can increase productivity. In any group there are individuals who naturally fall into leadership roles and those who have greater productivity. When team members self-assign tasks that each is best suited for, it leads to a team dynamic in which each individual is using his own strengths and talents for the group's benefit, leading to increased productivity and quality of product..

#### **e) Teams Increase Motivation:**

Just the idea of teamwork improves productivity. Team members who work near each other motivate each member to be more productive, even when they are each working almost entirely individually. In fact, virtual teams that never actually meet also increase their productivity over individuals working without being part of a team. Apparently, simply knowing you're part of a group that shares common goals and depends on each member to excel is enough to increase each worker's productivity.



#### **f) Teams Improve Morale:**

The feeling of belonging to a group increases each person's morale and the team's overall morale as well. Team members report feeling that they have support from others on the team. When each team member has an assigned role, he feels appreciated by the other team members when he meets deadlines and completes his tasks well. This positive feedback from other team members motivates each team member to continue to excel in her work so that she will continue to be appreciated as a valuable member of the team.

#### **1.14 Steps to enhance Teamwork**

Work teams are successful only with the right mix of skills, personalities and commitment to the team process. Employers benefit from work teams since they permit workers with different skill sets to collaborate toward one common goal. Employees can find a sense of camaraderie and motivation through team involvement if they are tapped to work with others who complement what they bring to the table.

##### **a) Right People:**

Successful teamwork requires the right leader and the right mix of team members. Each individual should have an established role and be equipped with the specific skills to fulfill it. Once the team is up and running, members must build trust, and respect each other's place within the group. The team leader must be skilled in conflict-resolution and be able to guide the group toward its goal by providing feedback and advice to individual members and keeping everyone motivated.

##### **b) Clear Goal:**

Team members must have a clear objective and a shared commitment to the team goal. Without a specific outcome in mind, members may lose motivation to fulfill their parts of the project. Task planning is difficult because the direction is uncertain. In particular, when a team goal is consistent with the values of individual team members, camaraderie is enhanced since members share a vision for and desire to work toward the outcome.

### **c) Effective Processes:**

Team members must validate team processes such as conflict resolution and decision making by respecting those processes and participating in them. Established methods for getting past disagreements ensure the team continues to move forward toward its goal. An acceptance of work division by team members means every member is accountable for his work completion and the combination of efforts results in a quality outcome.

### **d) Acceptance of Other Members:**

For a team to work well, team members must demonstrate good interpersonal skills, which means they must work well with their colleagues, proceeding with minimal conflict. Members must understand everyone's role on the team and defer to another when the skills of a colleague are superior to their own. They must also demonstrate patience and understanding when a team member demonstrates skill limitations or a difference in working style; as long as all elements of the project are covered, and work is distributed equally, team members need not be all things to all people.

## **1.15 Limitations of the Study**

### **a) Group think:**

This is when the team stops looking at alternative actions, and "the desire for harmony or conformity in the group results in an irrational or dysfunctional decision-making outcome."

### **b) Complex process:**

A well-functioning team isn't always easy to build. Each set of skills has to be compatible with the rest of the team. There can't be too much conflict, but too little conflict and group think may occur.

**c) Evaluating an individual's contribution:**

Within a team, it is very difficult to determine if an individual has performed above or below expectations, as a poor performer can be carried by the team, and a strong performer's input can be diluted.

**d) Inability to make a decision:**

If there are too many people, with differing opinions, it can result in no decisions being made at all.

## **CHAPTER – II**



## **CHAPTER - II**

### **COMPANY PROFILE**

#### **JARA ENER TEK, TIRUNELVELI**

##### **2.1 Company Profile**

"Jara Ener Tek" is one of the leading businesses in the Lithium Ion Battery Manufacturers. Also they are leading of OEM Manufacturer, Importer and Exporter of Lithium Battery, Electric Vehicle Battery, Integrated Solar LED Street Light and many more. Our organization is supported with a state-of-the-art infrastructure facility, which is spread across a wide area. Our organization is supported by a team of expert professionals who are highly qualified and experienced. They use best quality materials for manufacturing our range.

Jara Ener Tek was established in the year of 2019. It has its name and entity as one of the most efficient organizations in this field, which pays attention to the holistic utilization of solar energy in the products that it manufactures with a strong design and manufacturing back ground. It has developed themselves as a leading manufacturer of Solar Energy Systems to cater to almost the complete range of customer requirements.

Jara Ener Tek is inspired by the benefits of Energy conservation through Solar Products, and LED Lights. The organization consists of extremely talented and experienced personnel and it also possesses fresh minds and energy through the inclusion of young talent as another major source of business and service. Our solar products are incredibly lightweight and powerful, resulting not only in efficiency & sustainability, but a functional aesthetic. Custom Battery Pack Manufacturers, Lithium Battery Manufacturers, Lithium Ion Battery Charger Dealers, E Bike Battery Charger Manufacturers, Solar LED Light Manufacturers and much more.

This well-known establishment acts as a one-stop destination servicing customers both local and from other parts. Over the course of its journey, this business has established a firm foothold in it's 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.

## 2.2 Key Facts

Some important key facts about Jara Ener Tek are given below:

Name of Company	Jara Ener Tek
Nature of Business	Exporter and OEM Manufacturer
Additional Business	Wholesale, Exporter, Importer, Manufacturer
Company CEO	Vidhya Devi
Registered Address	Jara Ener Tek, No. 54, Upstairs, Rail Nagar, North High ground, Near SP House, Tirunelveli – 627011, Tamil Nadu, India
Year of Establishment	2019
Annual Turnover	Rs. 5 - 10 Crore

## 2.3 Objectives

- Good customer service helps us retain clients and generate repeat revenue. Keeping customers happy should be a primary objective of our organization.
- Focus on controlling costs in both production and operations while maintaining the profit margin on products sold.
- Employee training, equipment maintenance and new equipment purchases all go into company productivity. It should be provide all of the resources our employees need to remain as productive as possible.
- Their employees are the backbone. JARA ENER TEK promote employees well being through attractive compensation package, promoting staff morale through training, development and career planning.
- JARA ENER TEK strive for fulfillment of their responsibility to the government through paying entire range of taxes and duties and abiding the other rules.



## **2.4 Infrastructure**

This company has built a robustly constructed facility of infrastructure, where the whole operations of our company is been carried out in a streamlined manner. Covers over an extensive landmass, we have segmented the whole facility into varied departments such as quality control, logistics, administrative, sales and marketing, warehousing and packaging and many others. The whole facility has been upgraded by us on regular intervals that assist us remaining in tune with the upcoming preferences of customers.

## **2.5 Commitment to Quality**

Being an industry leader of solar street light, from raw material to production we insist on the quality first principle, that our products are of premium quality.

## **2.6 Organization Vision**

Empowering India and creating a Sustainable Future through Solar Energy. Continuous endeavor to have high standards in products, installations and technical service.

## **2.7 Mission**

By providing unparalleled value, we will greatly accelerate the adoption of solar energy systems. This will give our customers, our communities, and our nation clean, abundant, low-cost, distributed, renewable energy, and will allow us to provide financial security for all shareholders while giving back to the community.

## **2.8 Products and Services offered**

Jara Ener Tek 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, Cheques.

Jara Ener Tek are committed to providing world-class services to rapidly develop rural India focusing on rural electrification especially in hilly areas, forest regions, far flung villages, unmanned locations and other areas. Our focus is unchanged whereas the type of products & services we offer are continuously improving to remain the latest and best on the market. We boast of prompt after sales services, which gives an edge over the competitors.

We pay complete attention to the quality maintenance in the entire production process. Eliminate obsolete elements in the process and replace them with the latest and the most efficient technology or any other resource.

Jara Ener Tek, it is all about saving the environment which luckily goes hand in hand with saving money for our customers. We have some of the most noble and genuine beliefs supported by extremely strong and truthful working principles. Known for their uses in various industrial, residential and agricultural applications, these products are widely demanded because of their energy efficiency and international quality standards. A strong and reliable R&D department which fosters improvisation and innovation. We assure customer's satisfaction in terms of product quality and service. We guarantee high-quality product and competitive cost and aim to create more benefits for customers. It makes us gain popularity in the field of solar LED lights industry.

## **2.9 Principles**

There are five principles of Jara Ener Tek.

- Freedom to operate
- Delivery (keep promises)
- Openness and Honesty
- Customer led innovation
- Energy for change

## **2.10 Goals**

The people, products and processes of Jara Ener Tek are associated to meet the demand of the judicious customers. Their goal is to achieve a distinction in the sky. Their Prime Objective is to deliver a quality that demonstrates a true reflection of our vision. This means they will give the best possible return for unit holders. And with that they will ensure financial growth for the organization, in the best wellbeing of their stakeholders.

## **2.11 Values**

- Customer Focus
- Reliability



- Teamwork
- Respect for individual
- Quality
- Responsible Citizenship

## 2.12 Strategy

The strategy of this particular company is to provide Energy Saving products with making the clients understand the use and benefit, and to promote save energy around the country. The company penetrates the market by enlisting itself to BSREA (Bangladesh Solar and Renewable Energy Association), IDCOL (Infrastructure Development Company Limited), and DPDC (Dhaka Power Distribution Company), REB (Rural Electrification Board).

The main target is REHAB (Real Estate & Housing Association of Bangladesh) enlisted developer companies and different NGO's (Non-Government Organization). All together there are more than 1000 companies in this target area. PACE Energy Limited is trying to capture this particular market. Another strategy is to provide Solar Home System (SHS) to the remote parts of the country. So in this way domestic user enjoy the service from PACE Energy Limited. Pace Energy has established its marketing & distribution channel all over the country ensuring maximum profit of its dealers & distributors in electric market through lower price of products.

## 2.13 Customer Charter

Jara Ener Tek seek to build long-term, sustainable beneficial relationship with all the customers based on the service-commitments and on their underlying values of mutual respect, the pursuit of excellence and integrity in all their dealings.

- Primary concern is to understand and satisfy customer's needs and expectations. Promise to use all means open to establish and understand these needs which are both mutually beneficial and respect the values and principles in all aspects.
- Promise to deal quickly, courteously and accurately with all correspondence.

- Should disagreement arise between customer and company they undertake to seek a speedy and equitable solution, which takes account of the rights and obligations, both parties and is framed in the context of a long term and enduring relationship.
- Believe in openness, integrity, transparency and accountability and provide high standard of services to the valued customers.

## 2.14 Quality Policy

Jara Ener Tek is fully committed to a Quality Policy which shall ensure delivery of its products and services "defect free and on time".

The Policy of the Company is to:

- Manufacture and supply parts which fully conform to the customer's requirements, relating to quality, reliability and delivery.
- Use the Company's considerable experience and knowledge in the production of repetition turned parts, to assist Customer in the cost effective design and development of both existing and new products.
- Ensure that suppliers of raw materials, goods and services conform to all requirements and are of a consistently high quality, to enable the company to achieve its commitments to all customers.
- Continually improve the effectiveness of the Quality Management system by the setting and achieving of quality objectives/improvement opportunities within a given time scale.
- Maintain an adequate level of profit while ensuring that quality performance and reliability are as a minimum, comparable with any similar competitor.
- Ensure that all specified standards as well as any statutory or regulatory requirements are strictly adhered to.
- Recognize that the responsibility for quality lies with all employees of the company and hence to stimulate and encourage interest and pride in their work.

- Conduct periodic quality system audits to ensure that all elements of the Quality Management System are continually assessed for conformance with the Quality Policy Manual and the requirements of BS EN ISO 9001:2008.
- Fully and effectively communicate the Quality Policy of Jara Ener Tek throughout the organization.
- Hold frequent Quality Management System Review meetings to enable continual review of the suitability of the Quality Policy and all aspects of the Quality Management System.
- Embrace a culture of Continual Improvement throughout the organization employing a quality strategy of waste reduction and increasing competitiveness.

## **2.15 On Time Delivery**

That is a promise Company made to themselves. This Company has taken extreme care to ensure that delivery is met and we are proud of our track record that shows 90% of the candidates selected take up our projects. Company's support function facilitates their consultants to move from project to project. This ensures that they are ready to work 'when and where' our clients need them.

## **2.16 Functioning & Process**

Solar light is a bit of a modern marvel. Sure, we don't often think about the manufacturing process of solar light, or how light is installed, or what fuels the light fixture to begin with. the most important components of a solar light come together to reproduce the light given to us from the Earth's largest bulb in the sky.

### **a) The Quality of Light:**

An average color temperature per light fixture we target is 4000K, commonly referred to as neutral white. It's important to have accurate color reproduction, especially in public. The ability of a public light to accurately reflect an object's true color is referred to as color rendition, and other light technologies don't really score well when discussing that topic. LED produces the best color rendition for subjects illuminated under the fixture. Need convincing?



## **b) Longevity:**

LED light fixtures are designed specifically to last. Since LED lights operate with what's known as solid-state lighting, a lot less heat generates from the light source. If you need a demonstration, check out a video on how a chocolate bunny melts under incandescent light. Of course, we're dealing with much larger fixtures when it comes to outdoor lighting, but it's nice to know that LEDs are built for longevity because they produce significantly less heat than other lighting technologies. LEDs can potentially last over 100,000 hours. That's over 11 years. Some cars don't last that long.

## **c) Energy Efficiency:**

Signed into law in 2007, the Energy Independence and Security Act established an efficiency standard for lighting, stating that bulbs and fixtures on the market needed to utilize 25% less energy. Thankfully, LED lights at this time were well on their way to being affordable and viable for use in public areas under this standard. LED lights today are approximately 80% more efficient than most other lighting technologies! Since they're much more efficient, less energy is required to produce the same amount of light, costing less. It's a literal win with LEDs and energy efficiency, which is why we pair them with our solar powered outdoor lights.

The bottom line, we've done the research to determine the best LED lights on the market for use in our solar lights. The trifecta of success--efficient, color accurate, and long-lasting--is perfect for use in solar lighting fixtures wherever lighting is needed in parking lots, parks, streets, pathways, or other places.

New Energy has been in the solar lighting business since 2007, and every year we've seen improvements to light efficiency, solar technology, and significant price drops for both--panel installation prices have dropped over 50% in the past decade! Our crack team of engineers can design a solar outdoor lighting system to fit your lighting needs and budget. We've saved companies hundreds of thousands of dollars via lighting solutions that save on energy usage, trenching, and wiring.



## 2.17 Responsibilities

- Ensure entire safety of all employees working in manufacturing department.
- Supervise production planning, instrument manufacturing, purchasing and shipping departments.
- Lead and motivate all subordinates to fulfill schedules, improve control costs and quality.
- Train, coach and supervise employees to attain optimum performance considering every employee.
- Ensure to promote atmosphere allowing them to use best of their skills.
- Employ, interview, monitor and conduct disciplinary methods for all subordinates.
- Perform with teams and supply chain management to ensure stable stream of inventory without any excess.
- Conduct routine audits of equipments and schedules.
- Design, prepare and record test and manufacturing methods to ensure high quality and efficiency.
- Comply with entire Q/A manual to assure shipping of exclusive high quality products.
- Write and present employee performance reviews along with recommend financial increases.
- Involve in development plus administration of rewards program apt for high achievers.
- Maintain feasible schedules of entire product teams and expedite material as needed.
- Maintain and present training to subordinates on every manufacturing procedure, processes and equipment.

- Design and change facilities and production line along with assist function areas regularly to reduce space and waste.

## **2.18 SWOT Analysis**

The description below analyses Jara Ener Tek internal strengths, weaknesses, external opportunities and threats. This has been prepared based on their performance since their existence in our country and some other companies are taken into consideration as immediate competitors.

### **Strengths:**

- Young enthusiastic workforce
- Good relationship with employees
- Reputation for having no hidden charges
- Strong brand image
- Training for train up the employees

### **Weaknesses:**

- Narrow operating span
- Centralized decision making
- Limited number of manpower

### **Opportunities:**

- Growing upper class customers
- Weaker marketing approach by other local and foreign companies
- Growing need for websites and social media marketing

### **Threads:**

- Cost of service is high
- Increased number of competitors
- Speed of Internet connection

## CHAPTER - III

## CHAPTER – III

### A STUDY ON IMPACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY OF JARA ENER TEK

**"The strength of the team is each individual member.... the strength of each member is the team"**

**- Phil Jackson**

Team is a group of people that perform similar works, voluntarily gather together to analyze the problems and to create solutions and present them to the management. In other words, team is the place where collective ideas are generated. The employees undertake responsibilities for quality and productivity execute the works and develop their abilities and skills in line with the expectations of the organization (Gustafson and Kleiner, 1994, p.17).

#### **3.1 Working Environment**

Jara Ener Tek has a positive working environment that promotes several benefits for the employees and employers. This environment can lead to employee success and happiness both personally and professionally. It is a great way to increase the work output of the organization. When employees and employers are happier, they may be more productive and more equipped to complete their tasks efficiently.

#### **3.2 Encourage Teamwork**

This Company appreciates the teamwork that goes a long way to getting the best out of team members. Also encourages of collaborating and being open to communication and new ideas. This environment provide regular team rewards. Companies can achieve their goal by focusing on their team culture, supporting team growth and employees feel safe and comfortable.

#### **3.3 Team - Based Rewards**

Jara Ener Tek company implemented a successful, multi-faceted approach to designing rewards for teams. The guidelines, which take into account both individual and team performance. It motivates or drives employee to do something or behave in a certain way.



- **Listen to employees:** When converting three silted departments to a dozen multifunctional teams focused on organizational productivity, the company queried a cross section of employees and learned that they were very resistant to team-based compensation.
- **Identify specific roles:** The firm established a system of differentiated compensation based on the specialized skills each member provides to a team. Because each person has a unique function, it's relatively easy for managers to identify individual contributions. Employees are evaluated on measures such as job knowledge and work quality.
- **Be consistent about evaluation:** All members of a given team are evaluated by one manager rather than an array of functional managers.
- **Unite teams through recognition:** The company encourages teamwork and cooperation by acknowledging individuals' contributions to their teams and explicitly tracking and communicating the teams' role in the company's success."

#### 3.4 Impact of team work on productivity

- Realistic training time-frame for implementation of tasks impact team productivity
- Training on Effective communication.
- Roles, Responsibilities and Timeframe are clearly defined and assigned where training are done.
- Continuous monitoring of Progress, Evaluation, Control and Feedback is shared to the shop floor.
- Adherence to the approved Strategic Plan that is trained to every employee.
- Budget preparation is based on Strategic Plan and stake holders are trained on budget preparations.
- Company Quality management systems affect teamwork at sales and marketing departments.
- Quality management system of Procurement on line systems
- Quality management system of Human Resource Management System
- Quality management system of Leveraging on Management Information Systems.

### **3.5 Teamwork Increases Organizational productivity**

In Jara Ener Tek, staff must communicate and cooperate in order to be successful and achieve business goals. For example, if increased productivity is a goal, teamwork can help achieve it.

#### **a) Workload Sharing:**

Workload sharing is one of the ways teamwork increases work productivity. If one team member has less work than another, teamwork can help balance that out.

In Jara Ener Tek employee could offer assistance to another worker who has too much on their plate. This allows projects to be completed faster. In turn increasing business profits and turn-around times.

#### **b) Brainstorming Sessions:**

When two people work closely together on a project, they have a better chance of completing it. Putting more than one mind to the task generally provides better results. Work can not only be completed faster with more than one person, but with greater creativity and workable solutions.

This Company conduct brainstorming session with two or more people and run ideas by each other until problems are resolved. On the other hand, one person working alone has no sounding board and could become burned out.

#### **c) Co-worker Support:**

Another way teamwork increases work productivity is through co-worker support. Many businesses experience ups and down due to business changes, turnover, or other challenges.

It is during these times that co-worker support can become the glue that holds a business together. A strong team can even mean the difference between a business closing or continuing to operate.

In this Company, team members can offer each other guidance as well as advice and ideas. This can alleviate stress and improve work performance.

#### **d) Employee Cross-training:**

Employee cross-training is another way to improve productivity in the workplace. But this will be an exercise in futility if team members do not work together.

Jara Ener Tek offers a good cross-training plan to staff members to have greater flexibility in work schedules. Personal activities and obligations of workers can be met making for happier employees. At the same time, work that needs to be completed gets done on time and with accuracy.

A cross-trained team member can complete the work if there is a personal emergency. This enables a smooth flow of business with little to no interruptions for customers.

Cross-training allows individual team members to learn valuable skills from each other. This can further strengthen the team as a whole and increase productivity that much more.

#### **e) Moral Boosting:**

One more way teamwork increases work productivity is by boosting moral. Sharing the workload among team members makes all of them feel included. When projects are completed well that couldn't have otherwise been finished, everyone can receive recognition.

Jara Ener Tek, boosting moral in the employees of their business because it gives them job satisfaction. When employees are happy, fulfilled and satisfied they are less likely to seek a job elsewhere at the first opportunity.

Many elements required to make a business successful. But teamwork is one thing that increases work productivity and can have great impact on a business.

### **3.6 Types of Teams in Jara Ener Tek**

Teams is a group of people who share a common team purpose and a number of challenging goals. It also helps organization to maintain their levels and to solve their problems. In Jara Ener Tek, they have various categories of teams to increase their productivity.



#### **a) Functional Teams:**

It is formed from one manager and his/her employees. In Jara EnerTek this team is involved in efforts to solve specific problems within the particular unit or to improve work activities and organizational productivity.

#### **b) Problem-Solving Teams:**

Jara Ener Tek formed five to twelve hourly employees from same department to discuss ways to improve the Organizational productivity, quality, efficiency and work environment.

One of the most used methods during 1980s is "Quality Circles". Eight to ten employees come together, and meet regularly. They discuss quality problems, try to find solutions, investigate, and finally they achieve realistic results belonging to their qualitative findings.

#### **c) Self-Managed Teams:**

This Company formed this self-managed team. It is formed of only employees. They do not have manager. They are responsible for a complete work process or segment that helps to conclude finally a product or service for an internal or external customer.

Xerox, General Motors, Hewlett - Packard are a few of many companies that have performed self managed work teams.

#### **d) Cross-Functional Teams:**

It is composed of employees from same hierarchical level but belonging to different work areas in the organization. They get together to complete specific tasks. Crossfunctional teams have been built by many companies for many years. All the major automobile manufacturers, Toyota, Chrysler, Nissan, General Motors, Ford, Honda, and BMW, use cross-functional teams to manage complex projects.

Jara Ener Tek provide cross-functional teams to exchange information, to develop new opinions, to solve the problems and to execute complex tasks also to increase Organizational productivity. Creativity and diversity is mostly seen in cross-functional teams,



because members have different area of specialization. Therefore, these teams can not be easily managed. This difficulty could be easily returned to an advantage with diversity. The diversity that exists in a team can help to find unique or creative results.

#### **c) Virtual Team:**

Jara Ener Tek, this team uses computer technology to tie together physically dispersed members in order to achieve a goal.

It refers to a group of people who work together from different geographic locations and rely on communication technology such as email, instant messaging, and video or voice conferencing services in order to collaborate.

### **3.7 Team Empowerment in Jara Ener Tek**

#### **a) Give your team members ownership:**

The best leaders in the business understand the power of ownership. This Company giving ownership to their team members to take their own decisions and making them accountable for their work. When they make a team member accountable for his work, this induces a sense of responsibility in him regarding his work. He starts to see his work differently in a way that his decisions can impact the performance of the entire team. Now, giving ownership can take different forms like leading a project, handling the responsibility of a task, maintain organizational productivity etc.

#### **b) Set communication expectations:**

Communication plays a big role in helping team members to understand their job responsibilities. A lot of successful businesses thrive on effective communication. In Jara Ener Tek, communication is one of the key factors that contributes largely in team productivity. Without effective communication, leads miscommunication and this breeds a lot of failure and affect productivity of the organization.

In this Company, it is the duty of a manager to ensure effective communication prevails in a team. And, if there is any communication-gap, it can lead to multiple confusions within a team, which for sure will impact the overall productivity of an organization.

**c) Know your team members strengths and weaknesses:**

In Jara Ener Tek, the team members get along with each other, and are aware about the strengths and weaknesses, the workplace automatically becomes a happier place. If the team members are happy from within, the team relationship, organizational productivity and efficiency will automatically shoot up.

Every human being has some talents and hidden gifts that can be put into good use. In this company, it becomes the duty of a manager or a team lead to discover those talents and keep them in mind while allocating tasks to them. This Company gave the priority of knowing the strengths and weakness of the team members. Knowing their skill-set is the backbone of a team also producing organizational productivity.

For example, if someone in a team likes to think outside of the box, you can make him pitch creative ideas in front of a client(s). Knowing the fact that team members are making the best use of their knowledge, expertise and talents, they look forward to contribute at the workplace. Making them use their strengths will contribute to make your workplace better and productive than before.

**d) Incorporate some team building exercises:**

Jara Ener Tek provides some team building exercise to boost the team members that helps to meet their goals and achievements. This Company has different people are working in a team, so there is a likelihood that not everyone will like each other. To beat the animosity between the team members, they can incorporate some team building exercises. Not only it will add some fun element but will also wash away any grudges or miscommunications between the team members.

**e) Good work environment:**

In this company, the work environment and infrastructure are essential contributors in improving team efficiency and organizational productivity. According to a recent study, physical environment greatly affects how employees feel, think and perform at the workplace.

Due to this, Jara Ener Tek are paying attention while designing their office interiors. They make sure to incorporate bright lighting, comfortable furniture layout and a touch of nature with the help of plants and flowers. Besides the physical setting, environment within the office premises also impacts the team productivity. Dominating boss, condescending



employees and office politics can bring down the overall productivity and efficiency in an organization.

**f) Give them Incentives:**

Employees work best when they are given a reason to do so – probably a monetary one. They want their efforts to be appreciated and prefer to have a little more than a 'virtual pat on the back' from their bosses. That's why Jara Ener Tek choose to implement incentive programs to keep their employees motivated. They also provides rewards and recognition to their employees and team members. It helps their organizational productivity to get increased.

According to a recent study, 85% of the employees felt more motivated to do their best when an incentive was offered. These incentives can be in the form of cash, free vouchers, paid vacation, extra time off, lunch-outs etc.

**g) Get out of the way:**

Every employee or team member works best when they are given an environment where they are allowed to do the things 'their way'. Most employees tend to lose interest as soon as they are being micro-managed by their bosses or managers. Jara Ener Tek gave freedom to their employees to do the things in their own way that helps the employees feel free and get interested to do their work. Automatically the company productivity gets increased.

Now, get out of their way and let them work on their own. At the same time, be approachable so that if someone in the team has a question, they don't need to think twice to clarify their doubts. Always trust their team with utmost confidence. This further strengthens their confidence in themselves that helps them to perform with their best abilities.

**h) Give each other feedback:**

Last but the most important on the list is to introduce a feedback process in a team. There is no hope of boosting employee efficiency if they don't know they are being inefficient at the first place. This is why performance reviews and constructive feedback are essential in boosting teamwork for productivity. Getting to know about the areas of opportunities will motivate the team members to make some changes in their style of working.

Jara Ener Tek give feedback to their team members about their target to be achieved. This will motivate the team members to improve their skills and to increase organizational productivity. When they are done with giving them the feedback, ask them what you could do to help them improve. May be they would like little more guidance on certain tasks or would prefer a little more room for the creative freedom. This encourages the culture of open dialogue that will make future collaborations easier than before.

Overall, this company says that there is no single way to empower their teams to be more productive; rather with small and constant ways to lay the foundation of a productive environment. By providing the employees constant support, feedback and encouragement, will see a huge rise in the productivity meter.



## CHAPTER - IV

## CHAPTER – IV

### CONCLUSION

Teamwork plays a vital role in increasing productivity in the organization. Jara Ener Tek encourages teamwork in their organization which brings benefits in terms of higher productivity, better organizational performance, competitive advantage and increased product quality and quantity highly contributes to organizational productivity compared to other factors. This show that an increase in teamwork, team trust, recognition & rewards will contribute to a 70.5% increase organizational productivity and 29.5% may be due to other factors that was not considered in this study. The independent variables thus teamwork, team trust, recognition & rewards influenced employee performance by 62%, 15.2%, 13.3% and 10.7% respectively. Employers may be able to improve their performance by increasing the volume of teamwork and taking action to raise the performance level of the individual, but to succeed in this they need to pay attention to the quantity and type of teamwork offered. Teamwork activity within the organization is very much beneficial and its effect is directly on employee performance. When an employee acquires adequate opportunities of teamwork his/her performance automatically improves and he/she will be satisfied with the job and this could ensure that skills are better utilized. This might reduce the possibility of an employee quitting a job.

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# **INTERNSHIP REPORT ON THE SEQUEL OF PECUNIARY AND NON-PECUNIARY INCENTIVES AND SPECIAL TRAINING ON STAFF'S PROLIFICACY AT INTERSNACK CASHEW INDIA PVT LTD., THOOTHUKUDI.**

(As internship report submitted in partial fulfilment of the requirements for the degree)

OF

**MASTER OF HUMAN RESOURCE MANAGEMENT**

OF

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**S. PRIYANKA**

**REG NO: 20SPHR23**

Under the guidance of

**Mrs. C.S.PURNIMA B. Sc(Horti)., MBA., NET**



Department of Human Resource Management

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November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST. MARY'S COLLEGE (AUTONOMOUS)**  
**THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **S. PRIYANKA** of second year Master of Human Resource Management has undergone Internship training on “**A STUDY ON THE SEQUEL OF PECUNIARY AND NON-PECUNIARY INCENTIVES AND SPECIAL TRAINING ON STAFF'S PROLIFICACY**” under the guidance of **Mrs. C.S. PURNIMA B.SC(Horti),MBA.,NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

  
**FACULTY GUIDE**

**EXTERNAL EXAMINER**

**PRINCIPAL**

**DIRECTOR**



Intersnack

18<sup>th</sup> November 2021

TO WHOM SO EVER IT MAY CONCARE

This is Certify that Ms. Priyanka S (Register No: 20SPHR23), Master of Business Administration final year student at St. Mary's College (Autonomous) – Tuticorin has done the project work in our company on "The Sequel of Pecuniary and Non – Pecuniary Incentives and Special Training on Staff's Prolificacy" under the guidance of our Human Resources Department towards the Partial fulfilment of the requirement for the award of MBA during the period for 11 Days (Apr-2021 (5 days), May (4 Days), June (2 Days)).

Regards,

For Intersnack Cashew India Pvt Ltd

  
For Intersnack Cashew India Private Ltd.

E. Subramaniam Authorized Signatory

HR - Manager

**Intersnack Cashew India Private Limited**

(Formerly known as Rankumar Cashew India Private Limited)

Registered Office : 18/1 Thannoothi Village, Anabaramallur (P.O. : Thannoothi, Taluk: Nadiyad, Dist: Kollam)  
Phone : 0461 2761641

CIN No : U11400KL2016PT0100062 | www.intersnackgroup.com

## DECLARATION

I hereby declare that the internship entitled "A Study On The Sequel of Pecuniary and Non- Pecuniary Incentives And Special Training On Staff's Prolificacy At Intersnack Cashew India Pvt., Ltd., Thoothukudi" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of Master of Human Resource Management is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Signature of the candidate

Date

(S.PRIYANKA)



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## ABSTRACT

Organizational success relies on its employee's productivity, therefore, the need to stress on elements that will impact on employees' motivation and performance for them to be productive is extremely paramount Liao (2007). The pivotal function of Human resource management is to implement practices that enhance the satisfaction of employees with their jobs. Employees expect pecuniary and non-pecuniary rewards for their services and efforts. In the absence of equitable pay, training and development opportunities and recognition, employees get dissatisfied and do not perform to the standards. It has been generally accepted by organisational theorist that the key asset an organization can have is its human resources, however, the successful achievement of the goals of the organization will be subject to the proper deployment of the human resources within that organization. The responsibility of managers is to ensure that their employees are motivated in such a way that organizational goals will be met in order to get a competitive advantage over their competitors. Both public and private organizations need employees who are motivated so that they can be effective and efficient in the accomplishment of their various task and duties. Motivated employees work with enthusiasm toward the achievement of organizational goals. One important thing that comes in mind when the issue of motivation comes up is incentive. The idea of incentives triggers much consideration especially from the beginning of looking for qualified employees who are able to achieve effectively and efficiently organizational goals.

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# CHAPTER 1

# CHAPTER 1

## INTRODUCTION

### 1.1 PECUNIARY & NON-PECUNIARY INCENTIVES

Pecuniary and Non-Pecuniary incentives have always been a major problem for many organizations. This has been regarded as the very important issue that many organizations are looking forward to ensuring it succeeds. The staff member has to be retained in an organization because of various reasons. They include: long serving employees in an organization gain experience and thus improve on their efficiency, costs of training and workshops are reduced, time wastage is minimized because of employee's experience. This has made it imperative for the management of an organization to guarantee that employees are retained, and the turnover is *The Sequel of Pecuniary and Non-Pecuniary Incentives on Staff Prolificacy*. So it is evident that financial incentives are important in the motivation of executives, but it is not the only incentive used to achieve maximum results. So if the rewards are attractive and linked to performance people are motivated to take action. The intended effort is expected to turn into actual effort when people believe their hard work will result in a good reward. In addition to financial rewards, the job itself must be appealing for the individual to make up a type of reward. One has to get the satisfaction that the job itself is good enough for him or her. Many still ignore that fact that no organization can survive without its workers, and the workers themselves cannot be productive if their needs are not met. Managers of an organization motivate their workers to enable them to exhibit their potential skills and ability effectively for the achievement of the organizational goal and some of the things they do to motivate their workforce is by providing their psychological, social, love, esteem and self-actualization needs (Eboh, 2013). Other nonfinancial incentives such as price, job promotion, upgrading and advancement, job security and recognition may go a long way to advance the confidence of workers. If workers needs are satisfied, it might lead to an increase in output over the less, every manager regardless of the size of the organization can incorporate motivation into the environment to stimulate and influence employee. Based on the above, therefore the study investigated financial and nonfinancial rewards on staff performance.

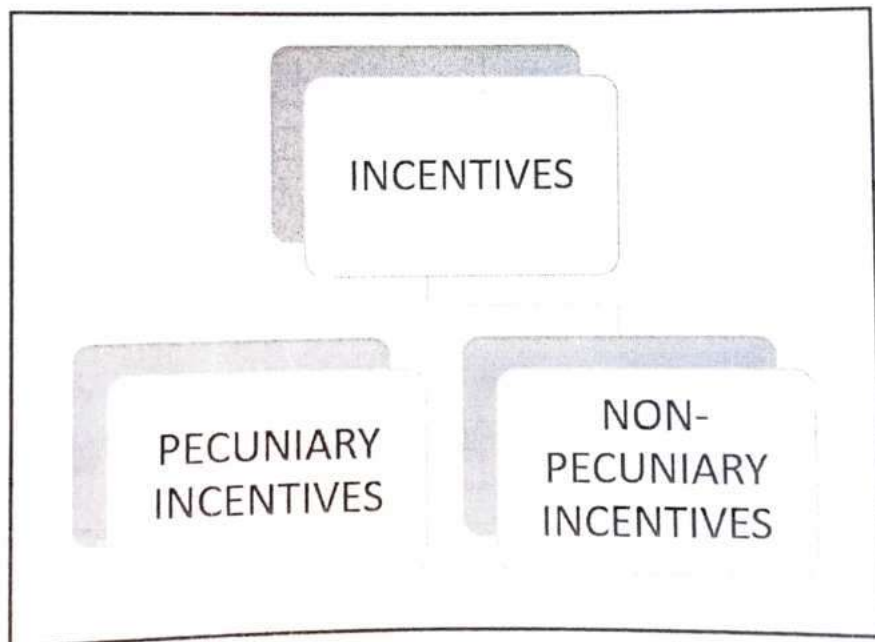
In many organizations, management motivates, rewards, develops and trains their employees and these lead to improved productivity of the worker. Challenges often arise either

because those assigned to handle this responsibility are corrupt or may neglect to handle it appropriately. If employee motivation is not given a serious attention, it might suppress creativity, leading to low productivity, and absenteeism and the organization might have low competitive advantage.

## 1.2 DEFINITION

### ❖ INCENTIVES

Incentives refer to all the concrete and moral methods institutions give in order to positively encourage the employees in a way that increase the production rate and enhance the employee's performance, which has its importance in satisfying the employee's desire and guarantee a loyal attitude towards then institution. Palmer defines incentives as the external temptations and encouraging factors that lead the individual to work harder; they are effective when he or she feel satisfied in the organization. There are two types of incentives.



*Figure 1: Classification of incentives*

### ❖ PECUNIARY INCENTIVES

The Pecuniary incentives are pay, bonuses, fringe benefits, transportation facility, medical facility, health and life insurance and benefits like vacation with pay meal facilities.



Table 1: Types of Pecuniary Incentives

	DEFINITION
<b>Pay</b>	Pay is an approach that rewards higher performing employees with additional pay sometimes called incentive pay. Pay help the employer differentiate between the performance of high and low performing employees and reward the performance of the high performers. This can aid in retention because no organization wants to lose best performers (Susan M. Heathfield, 2018).
<b>Bonuses</b>	Bonus pay is the sum of money employers give to employees beyond their existing wages. Bonuses come in various forms. The reason why most organizations prefer the usage of bonuses is that they are the easy way to thank the workers. Bonus can also increase employee morale and motivate workers to reach goals. When employees are happy, the organization is primed to perform better than ever (Mike Kappel 2018).
<b>Pension</b>	A deferred income that workers gather during their working lives and that belongs to them after specific time duration. When an employee reaches a certain age of 21 and have completed one year of service, they are entitled to company pension plan. The objective behind pension plan is to motivate and retain the employees. It is offered for rewarding employees for staying with the organization until retirement. Employees are disqualified for the pension award if they leave or are fired before retirement.
<b>Vacation With Pay</b>	The Organization ensures the wellbeing of an employee by offering them vacations with pay. If employees have been working for longer duration more than seven years only they are eligible for seven, fifteen and twenty years. These vacations can be advantageous for the employees who need extra time to care for aging parents or fulfil other assignments.
<b>Wages &amp; Salaries</b>	“The salaries most of the time brings to the employees the feeling of security and allow them to feel accomplished and give them a high-status ranking that they enjoy” says Laura Woods (2019). The quantity of cash an individual gets at the end of the month has the potential of becoming the utmost forecaster of a person’s stimulus.

## ❖ NON-PECUNIARY INCENTIVES

According to Business Dictionary (2018), “Non-Financial Incentive is a compensation given in a transaction which does not involve cash. A non-monetary reward can consist of almost any material object such as jewellery, precious metals or an automobile for example. In business, a non-financial incentives can also be a service such as improvements made on a property or repairs done on a car”.

In employment, it is a reward to an employee other than extra pay. Many non-financial incentives are company cars, recognition, training, job promotion. However, an employee may be rewarded, for example, by being given a better office or a bigger budget to control, or by being given the choice of where to take a posting in a company. Non-financial incentives can be very cost effective for companies because, in contrast with a pay increase, little or no income tax or national insurance contributions are paid. Non-financial incentive programmes and reward programmes structured to motivate positive behaviour change through means other than money motivate and retain employees: a motivated employee will achieve a great deal. Non-financial incentives helps to build feelings of confidence and satisfaction in employees and can be very important for their long-term effect (Armstrong, & Brown, 2016).

For a long time the leaders and managers have been using the pecuniary incentive to motivate the top employees, but the truth is that the impact often does not last as long as it should. Nowadays the many business are switching to non-pecuniary incentives.

	an achievement or a contribution to an objective. It can be confidential or public, casual or formal. It is always in addition to pay. If used correctly recognition is a cost-effective way of enhancing achievements and enable people to feel involved in the company culture (Pitts, 2005).
<b>Training</b>	Training has a positive impact on the staff motivation. The lack of training will result in ignorance of the manager about the skills, competencies and knowledge that are decisive for the performance improvement and motivation. There is a positive relationship between the training and staff performance.
<b>Promotion</b>	According to Robbins upgrading is the progression of a worker's level or position in an organization's hierarchical order. Promotion is the potential occupational mobility within an organization. Promotion also reduce turnover since an employee can stay on hopefully eyeing a vacancy. It also acts as a motivator for the staffs.
<b>Allowance</b>	This incentive includes all the medical benefits, travel concession, the PF & ESI provided for employees etc.

## ❖ PERFORMANCE

Performance describes various measures of the efficiency of production. Performance is expressed as the ratio of output to inputs used in a production process, i.e., output per unit of input. Productivity is a crucial factor in the production performance of firms

## ❖ STAFF PERFORMANCE

Staff performance is defined as the outcome or contribution of employees to make them attain goals while performance may be used to define what an organization has accomplished with respect to the process, results, relevance and success.



## ❖ MOTIVATION

Motivation is the inner drive that directs a person's behaviour toward goals. Motivation can be defined as a process which energizes, directs and sustains human behaviour. In HRM the term refers to person's desire to do the best possible job or to exert the maximum effort to perform assigned tasks. An important feature of motivation is that it is behaviour directed towards goal.

## ❖ EMPLOYEE MORALE

Employee morale is defined as the attitude, satisfaction and overall outlook of employee during their association with an organization or a business. An employee that is satisfied and motivated at workplace usually tend to have morale than their counterparts. Employee engagements and employee satisfaction play an important role for employee to be happy in their workplace.

## ❖ WORK

The meaning of work was conceptualized on the basis of the following categories:

- The centrality of work as a life-role
- Valued work outcomes
- Work goals and their importance

## 1.3 OBJECTIVES

There are various important reasons for an organization to focus on a structured incentive plan and providing proper training for their staffs

- **IMPROVE PROFITABILITY:** The incentive is not only to improve your business but to allow employees to share in the returns and therefore take a stronger interest of you, the owner and your employees towards productive and profitable goals.
- **IMPROVE PRODUCTIVITY:** Incentives can be tied to an increase in productivity and encourage your employees to be more efficient, improve systems and processes and eliminate waste.



- **REWARD THE BEST:** A structured incentive plan gives recognition to the key people who make significant contributions to your company. The employees will want to feel that their work and contribution to the company is recognized and appreciated.
- **IMPROVES TEAMWORK:** Teamwork skillsets are often highly sought-after in recruiting new employees and are part of ongoing teamwork development. A discretionary bonus plan that is unequal can make teams reluctant to cooperate and support one another, even turning teams against one another. The consequence of this is an individualistic “all about me” mentality. On the other hand, a discretionary bonus that is equal across the company tends to create “free-rider” mentality and employees often do just enough to get by. A structured performance-based incentive will align individual, team/division and company-wide goals that creates a unified harmony.
- **IMPROVE MORALE:** A discretionary bonus tends to create frustration where employees do not understand how their work impacts the firm, how they can achieve a random set of goals, or how the company’s compensation system works. This confusion is often times a reason for high turnover within the company. A structured incentive plan helps establish the relationship between performance factors so that employees can clearly see the rewards from their efforts and feel improved self-esteem and confidence, and helps foster a positive, team-oriented environment.
- **ATTRACT AND RETAIN TOP TALENT:** As an owner, the ability to create a legacy that lasts beyond your departure from your business and help you transition out of the business is hinged on your ability to attract and retain top talent. Finding talent is difficult, and retaining talent is even more difficult. A structured incentive plan where compensation and performance targets are clearly understood will help your business stay competitive in the marketplace and will also retain talent long-term.
- **TYING IT ALL TOGETHER:** If done right, structured performance incentives can align the interests of you, the owner, and your employees towards productive and profitable goals that support your company’s strategy and vision, improve morale and increase business value.

This study examines primarily the effect of incentives on job performance in Intersnack Cashews Pvt Ltd. This study is only based on that company & does not bound to any other companies.

Although the incentive payments have a universal appeal, their application is confined to certain important industries. Stated differently, payment-by-results schemes are difficult to apply in:

- Industries in which measurement of individual or groups output is rendered difficult or impossible either by technical consideration or by psychological circumstances which might be prejudicial to output
- Industries in which the control of quality is necessary and is particularly difficult, or in the case of certain classes of workers, where high quality and precision of work is of prime importance; and
- Industries in which the work is dangerous and it is particularly difficult to ensure the observance of adequate safety precautions

Barring the above three categories, incentive schemes can be applied to all industries. Specifically, they are being successfully employed in the textile and metallurgical industries, the metal trades, mining, and many branches of clothing, leather and rubber industries. Incentive schemes have also been successfully applied in certain countries and in certain circumstances in the building industry and in chemical and other industries.

Generally speaking, systems of payment by results can be most successfully employed in the large companies which can afford to employ administrative and engineering staff needed to ensure an efficient organization of production, quality and measurement of work. However, such systems frequently yield appreciable results in smaller undertakings which may, in case of need, take recourse to the services of experts for the design of incentive schemes.

It is often argued that incentive schemes are more desirable in labour-intensive manufacturing processes. Their application in fully automated plants is doubted. It may be stated that the schemes of payment by results have their role in mechanized enterprises too. But the justification comes for the wrong reasons. It would be easy for an operator to damage a CNC machine or for a programmer to plant virus in the computer if incentive earnings are denied

to him or her. It is mainly to prevent such damages that incentive schemes are recommended in fully automated plants.

As a rule, incentives must not be introduced in a newly set-up unit. Workers must be content with time-rated earnings, at least during the first four to five years. This time period is necessary for the unit to carve a niche for itself in the market. This being achieved, it would be easy for the unit to sell the increased output brought in by incentives. Furthermore, as was noted earlier, incentives are likely to affect the quality of output. Any defect in quality would seriously affect fortunes of the newly set-up unit, particularly in its formative years.

## **1.5 PURPOSE OF STUDY**

- To establish the pecuniary and non-pecuniary incentives used in the company.
- Try to establish level of employee performance in the company.
- Try to establish the relationship between the monetary incentives and employee performance.

## **1.6 SIGNIFICANCE OF THE STUDY**

This study is important for an organization to understand the relationship between the pecuniary and non-pecuniary incentives provided by the company and the sequel it has on the performance of their employees. Having this study as a base the organization can make the required changes to form a structured incentive plan which in turn boosts the employee morale and improves their performance which results in the improvement of the organization as a whole.

Additionally, the policy makers will be help to formulate new policies that will guide employer relationship by going through the suggestions and recommendation given.

Finally, it will equally serve as a guide to researcher who may wish to develop the cause in the future.



## 1.7 FACTORS AFFECTING INCENTIVES

Determining the right incentive plan can be tricky. Not only money but so many factors affect the process of determining the incentive plan that are both fair and competitive. Incentive pay programs are becoming an increasingly popular supply chain initiative to increase productivity without the need for large capital improvement. The major factors that influence the incentive rates are:

- **Understand the need for incentives:** The first item to consider when implementing an incentive plan is to answer the age old questions of “Who, What, When, Where, Why and How.” Understanding the responses to these questions will help align the behaviours you wish to reward as you develop the actual incentive program details. The best incentive program will focus on one specific purpose, however the concept itself can be used to meet a wide variety of needs. Programs are built to reward high performance. Sometimes that is efficiency or speed, sometimes that’s attention to detail and careful work. Plans can encourage employees to align themselves with business priorities critical to any organization or industry. These goals are all ideally accomplished while boosting employee retention and motivation, decreasing burnout, and allowing your company to thrive.
- **Involve the employees:** It’s important to understand the employee’s perspective and interest level when developing the framework for an incentive plan. Additional pay, paid time-off and rewards are the three most common types of incentives used. The most motivating rewards are not always obvious. Employees may find themselves overly stressed attempting to work for more serious rewards like extra pay or time off, and could find a challenge more enjoyable and motivating for lower-stakes rewards like tickets to sports events or the theatre, casual dress days, a company party, gift cards, dogs at the office, and countless others. The use of focus groups and questionnaires can help identify which type of incentive, if any, will motivate the employees to perform above normal expectations.
- **Simple is best:** When developing the framework for an incentive plan, the “KISS” principle (Keep it Simple) will be easily understood by the employees and will result in a higher implementation success rate. Employees should be given a clear and direct way



to gain their rewards and want to be able to calculate what they have earned. Highly complex instructions or requirements will likely demotivate employees from even attempting to participate, accomplishing the opposite of their intended purpose, and an incentive plan that is not adopted by the organization as a whole and will not achieve the desired results that management expected.

- **Include all employees:** Avoid segmenting out certain employee workgroups when developing the incentive plan. Incentive plans that focus on a small subset of the overall employee staff will lead to jealousy and resentment within the organization. A strategy to help you incentivize a diverse group of workers and job positions is being creative with individual and team incentives. Individual employee incentives boost up one specific team member and can provide recognition for an individual's hard work. These incentives can help other employees picture themselves as the one singled out, encouraging them to work harder. Individual incentives can have their downsides too, however, potentially causing an overly competitive environment or further discouraging employees if they feel they can never reach the standards required. Team-based incentive plans reward a group of employees for their combined efforts and accomplishments. Company-wide incentives are also part of the group incentive plan ideology. These types of plans can empower employees to work together and put in their best effort for the team, but internal team conflict can reverse the effects. Hybrid incentive plans are often used to marry the benefits of individual and team-based plans and mitigate the individual failings. Finding the right balance to include all employees can help boost the longevity of a plan.
- **Use work methods and labour standards:** Just like every house needs a solid foundation, an incentive plan needs a solid foundation based on Preferred Work Methods and Engineered Labour Standards. An employee observation program should be established to ensure each employee is reviewed on a frequent basis to ensure the employee understands the method so he or she can be successful. Multivariable or discrete labour standards are recommended over single variable labour standards, such as line or units per hour.

- **Reward direct work:** Reward work that supports movement of goods in the facility (receiving, transport, put-away, replenishment, picking, packing, shipping, etc.). Indirect work, such as cleaning, meetings, or prep activities, should not be part of the incentive plan. Focusing on peripheral tasks like these promote a lack of motivation to get the required work done in a timely manner.
- **Consider other factors:** When developing the incentive plan, consider other measurable factors besides direct productivity. This ensures a holistic approach and prevents the incentivized value from creating an unfavourable balance in the work being done. For example, a plan that focuses solely on productivity may experience issues with high indirect labour, poor quality work and increased safety violations. Other common factors to consider include attendance, indirect labour percentage, quality, safety and turnover.
- **Communicate the program:** If not properly communicated, an incentive plan will fall short. To ensure a successful incentive plan, first build a company communication plan that establishes the expectations of the employee and management team. Communicating the program will promote buy-in. Make sure to review the plan with the human resources, legal and payroll departments as they also need to understand their objectives and roles. Train the program administrators and supervisors. Present the plan to the entire organization prior to kick-off through meetings and company announcements. If the plan is well thought out and prepared effectively, each party will know, understand, and be ready to play their part by the time it rolls out. A poorly communicated plan will be met with questions, confusion, and lack of buy-in, slowing it down and potentially derailing the entire program. Beyond communicating the original plan, communicating progress made from the program's efforts can reinvigorate employees. Goal failures and transparency have the potential to lead to important fixes and program alterations as well.
- **Minimize administration needs:** Avoid having employees fill out daily production cards as the employees could "write" their own bonus payment. Instead, utilize existing systems, such as warehouse management systems (WMS) and time & attendance systems for data capture. Export the data to the in-house payroll system for monetary

based incentive programs. This assures that the program is sustainable in the long run. Beyond encouraging accuracy, using programs that employees are already familiar with can give incentive plans the foundation they need to be implemented successfully.

- **Don't wait to reward:** Reward the incentives as close to the desired behaviour change as reasonably possible to keep motivation and buy-in high. If you wait too long, the motivation for continued success will wane, discouraging employees from participating. Align the reward with your normal compensation schedule. Consider a separate pay check if monetary rewards are used. Using an incentive plan can help boost motivation in your workforce. To better understand how you can implement basic standard labour reporting so that you can monitor the effectiveness of your plan, download our white paper.

## 1.8 STRATEGIES FOR INCENTIVE PLAN

Nearly 60% of the global employer's find the pecuniary and non-pecuniary incentives to be very effective in motivating employees, according to McKinsey Quarterly Survey.

When implemented well, incentives encourage workers to achieve well-defined business goals & serve as a valuable tool for retention. When executed without strategy, they can actually negatively impact performance by causing employees to take shortcuts or become singularly focused on incentivised targets.

In order to maximize performance through a well-defined incentive program, Trevor Warder, Hay's head of reward strategies, recommended that monetary bonuses be used for the following:

- Customer service and quality focused issues
- Encouraging collaboration and commitment
- Rewarding efficiency
- Realising short-term objectives
- Recognising past performance

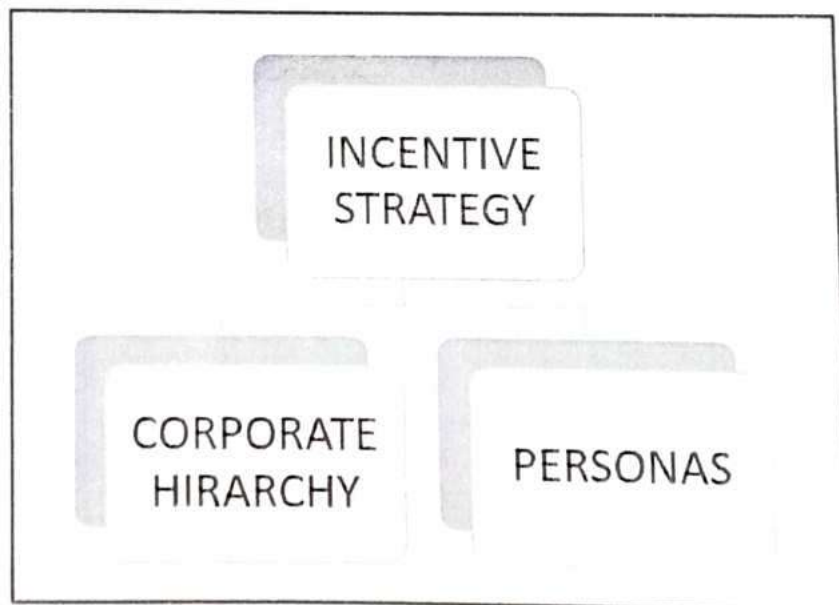


However, other HR imperatives require non-pecuniary incentives as a means to stimulate employees. For example, to boost confidence and foster competence in junior staff, he advises leaders to invest in coaching and mentoring programs.

No matter what the reward structure, though, it's crucial that employers follow through in a transparent and fair manner. "Trust is a crucial issue here: if people don't trust your plan or the way you run it, they won't be happy, no matter how much it pays", says Warder.

Employees are an essential asset to your marketing initiatives. That's why empowering them through tangible and intangible rewards will help secure a strong and sustainable advocacy program. Research shows that 69% of employees would work harder if their efforts were better appreciated. Incentivizing employees makes a huge difference and can really help you bring the results you desire.

A well-planned incentive strategy can be broken into: corporate hierarchy or personas. Whichever one you choose depends on the size of your employee advocacy program – the number of advocates. So, if you have a smaller program with 20 to 50 advocates, you might want to focus on corporate hierarchy, whereas a bigger program of 100+ advocates fits a persona break-down.



*Figure 2: Classification of incentive strategy*



- **Corporate Hierarchy:** From juniors, to managers, to directors, and all the way up to C-level executives, you can choose to incentivize employees based to their level of power and status in the organization. In other words, a CMO who holds more authority should be incentivized very differently to a Junior Marketer who's just starting out.
- **Personas:** Understanding the different personalities that exist within each department is also helpful when building your incentive strategy. For example, salespeople have a different skill-set than marketers. They tend to be more driven by commission and monetary rewards, while marketers might prefer to be glorified or recognized for their work in front of their colleagues.

## 1.9 ADVANTAGES

Incentive plans are tools used by small-business owners to encourage, recognize and reward exceptional performance in their employees. Incentive plans typically surpass standard salary and benefit agreements and usually are given in the form of cash bonuses, extra paid vacation days or gift items of non-monetary value. There are numerous advantages associated with encouraging small-business staffers through the use of incentives.

- **Huge Motivation for Employees:** Incentive plans were created for the express purpose of urging employees to motivate themselves to higher achievement levels. Incentive plans that reward employees for reaching pre-established goals provide encouragement and give staffers something to aim for. The advantage to the employer is increased levels of productivity – and workers tend to be happier when they are rewarded for going above and beyond their everyday work tasks.
- **Financially Self Supporting:** Most incentive plans are tied to earnings. The more revenue an employee generates for a business, the more he is rewarded through his incentive plan. Businesses providing incentive plans have the advantage of seeing their bottom line rise in direct proportion to the sales their employees generate. In this sense, incentive plans can be self-supporting, in that the business essentially pays for performance.
- **More Loyalty to the Company:** Employees who have the ability to positively impact their earning potential through incentive plans are more likely to be loyal to the

company they represent. This is especially true if incentive plans have residual value. For example, if an insurance company employee gets a bonus for signing up a new client, and then gets a residual bonus for every subsequent year that client renews, earnings can increase over the life of his employment. It becomes an advantage to the employee and employer for there to be longevity in the professional relationship.

- **Reduced Staff Turnover:** Employees often look for new employment opportunities when they feel they are under-compensated or unappreciated. Incentive plans are a way of rewarding top-performing employees and showing them you appreciate their contributions to the business. The advantage to the employer is reduced turnover, which also results in time and money savings related to recruiting new hires. Businesses may also attract more well-qualified candidates by offering incentive plans.
- **Strengthened Work Relationships:** When employees work together on team incentive plans, they establish a sense of camaraderie, pulling together for the common good. This can strengthen bonds between colleagues, managers and business owners. The advantage of a unified workforce is a more efficient, pleasant work environment for all. It can also enhance regular work relationships between departments and co-workers, resulting in increased productivity.
- Incentive plans typically surpass standard salary and benefit agreements and usually are given in the form of cash bonuses, extra paid vacation days or gift items of non-monetary value.
- Incentive plans motivate workers for higher efficiency and productivity.
- It can improve the work-flow and work methods.
- Incentive plans make employees hardworking and innovative.
- When employees are dedicated, supervision costs can be reduced.
- The National Commission on Labour says that under our conditions, wage incentives are the cheapest, quickest, and sure means of increasing productivity.
- Incentive plans help establish positive response within an organization.
- It helps workers improve their standard of living.
- The other benefits offered by incentive plans are reduced turnover, reduced absenteeism, and reduced lost time.

# **CHAPTER 2**

## 1.10 DISADVANTAGES

While some workers are naturally loyal and dedicated, incentives can increase motivation to improve productivity. But incentive programs are not perfect. Rewards need to be based on the needs of the employees and the type of business.

- Incentive plans can lead to disputes among workers since some earn more than others.
- Hunger for money among the workers forces them to overwork, which may affect their health.
- Some workers may involve in malpractices in order to earn more money.
- In order to produce more, workers will disregard safety regulations. This may result in injury to workers and breakdown of machinery.
- It also leads to corruption by falsifying the production records.
- Incentive plans can create tensions among different personnel.
- Employees may become fixated on the money rather than the rewards of doing a good job.
- Employees who consistently win rewards may soon take it for granted. At that point, it's no longer an incentive.
- Egotist may decide that receiving awards makes them better than their co-workers, which can hurt team unity.
- Workers tend to sacrifice quality for the sake of quantity. This results in the production of sub-standard goods.
- Workers very often ask for compensation whenever production is disrupted due to the fault of management.



## CHAPTER II

### ORGANIZATIONAL HISTORY

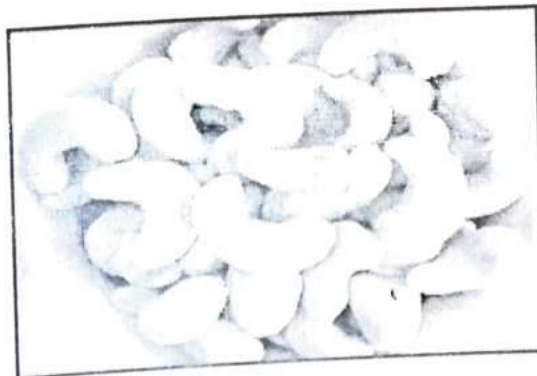
#### INTERSNACK CASHEW PVT LTD. THOOTHUKUDI

## 2.1 COMPANY PROFILE

### ❖ **RAJKUMAR IMPEX**

Rajkumar Impex Private Limited is one of the leading cashew processing companies in India and Vietnam. We enjoy the benefit of global presence by virtue of our ability in procuring quality raw cashew nuts coupled with our passion to produce cashews meeting international standards. Our clientele list spans across Australia, Egypt, France, Germany, Italy, Israel, Japan, Korea, Russia, Thailand, The Netherlands, USA, UAE and UK .

The company expanded its business strategically in a phased manner to processes around 100,000 MT of raw cashew nuts in a year and is expected to accelerate the production further in future. Rajkumar Impex is a USD 230 million company with clear focus on quality and customer service leading to a continuous increase in its market share. The company is manned by a dedicated team of professionals. The company strongly believes that the people are the real driving force for their success and hence has in place good HR practices for all its units. Our Vietnam unit is certified for its ethical practices. The company is planning to go for this certification for all its units. The company, with its fully automated cashew processing plant at Tuticorin in India, has set up a 6 MW power project to handle its growing power requirements for the cashew plant.



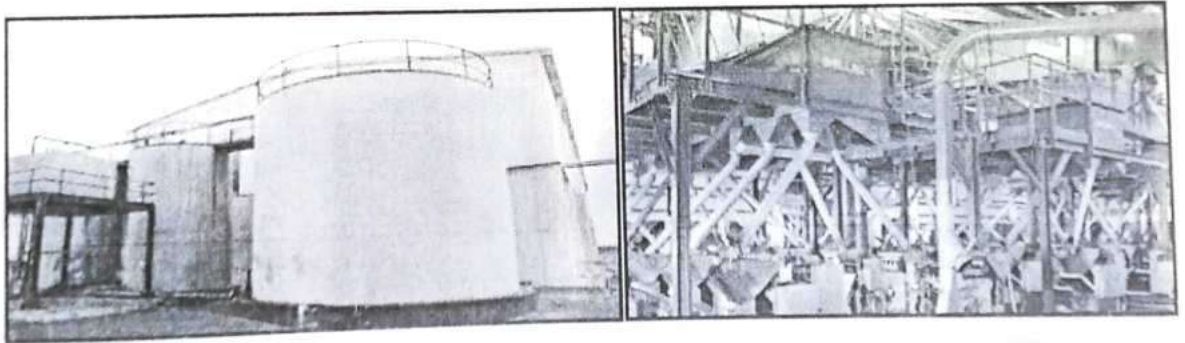
*Figure 3: Company Product (Cashew)*

Venkatesan Rajkumar, the founder and Managing Director of Rajkumar Impex started the company in 1994, with a main focus to develop cashew processing units in India and in some of the cashew growing nations. Today he is a trend setter in the cashew industry in India with his innovation and his ability to leverage technology to its fullest advantages. Hailing from a family of cashew producers, Rajkumar's vision is to be a global leader. He has commissioned factories in Vietnam and Ghana and has plans to set up a facility in Tanzania in the immediate future.

#### ❖ Facilities:

Rajkumar being a visionary, has always been with an urge to address the growing skill shortage in this highly Labour intensive industry. This necessitated him to commission the first generation fully automated cashew processing unit in Tuticorin, Port City of India with the capacity to process 200 Metric Tons of raw cashew nuts every day. This facility has given the company a great edge over others in producing best quality cashew in the most enviable ambience while addressing the increasing market demand. In Asia, the company's Tuticorin plant is the single largest fully mechanized cashew processing facility.

The company has commissioned a facility in Tay Ninh in Vietnam with a capacity to process 100 Metric Tons of raw cashews every day. The plan is to increase the capacity to 200 Metric Tons per day in a phased manner. The company has commissioned a facility in Techiman in western Ghana.



*Figure 4: Production Unit*

#### ❖ **Global operation:**

Rajkumar as a part of its growth plan, strategically formed Rals International Vietnam Co. Ltd., in 2007 to expand its presence in the cashew world. We have planned and executed our expansion according to the growing requirement of the Global Market.

Our Vietnam operation currently processes 200 Metric Tons of raw cashew nuts per day, of which 50% is in fully mechanized units. In a phased manner, volume will be increased in the fully mechanized unit.

Having achieved the objective of setting up mechanized units in the two large processing countries, the group is now continuing its journey and growth to fulfil the vision of processing cashews in all cashew producing country.

#### ❖ **RALS TRADING & MARKETING:**

Our participation in all segments of the cashew chain & our global research enables us to service our customers with good quality kernals throughout the year. To cater to the operational needs of our spread of origins and markets across the globe, the group established RALS International Pvt Ltd as a trading arm in Singapore. RALS International has aligned its focus to trade other commodities like Teak, Sesame, Shea Nuts and other products to optimize operations and utilize opportunities in all origins where the group is present.

**Rajkumar Impex has now collaborated with Intersnack Cashews Pvt Ltd.**

## CORPORATE PROFILE

### ❖ **INTERSNACK GROUP PROFILE**

Intersnack Cashew Pvt Ltd. is a sister company of Intersnack Groups. People throughout Europe enjoy the savoury snacks made by the Intersnack Group every day. Our brands have become consumer favourites and annually we produce more than 6,40,000 tonnes of snacks. It is these highly successful brands and private label products that drive our business in all major European markets.

We believe our snacks are popular because we listen carefully to our customers, wherever they live. As a result our team of food scientists across Europe is constantly working to create delicious new products that meet changing expectations and regional tastes. Of course, it goes without saying that the top priority of more than 13,000 employees is to continuously improve the quality and taste of our snacks.

We are a privately owned company with innovation, entrepreneurship, creativity and teamwork at our core. Our philosophy is based on rapid decision-making, efficient actions and intelligent solutions. This has helped us become one of the leading manufacturers of savoury snacks in Europe, with an annual turnover of more than € 2.9 billion Euros.

We recognise the importance of environmental and social responsibilities and place them at the heart of everything we do. This is why we relentlessly challenge our businesses, our colleagues and our partners to live by the highest possible standards, at international, regional and local level. To meet these requirements of environmental and social responsibility we have set ourselves ambitious goals in key areas like raw material cultivation, production and transport.



#### ❖ INTERSNACK CASHEW PVT LTD.

Intersnack Cashew India Private Limited is a Private incorporated on 10 June 2016. It is classified as a Non-Government company and is registered at Registrar of Companies, Chennai. Its authorized share capital is Rs.4,50,000 and its paid up capital is Rs.2,33,240. It is involved in Manufacture of other food products

Intersnack Cashew India Private Limited's Annual General Meeting (AGM) was last held on 27 September 2019 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2019.

**Directors of Intersnack Cashew India Private Limited are,**

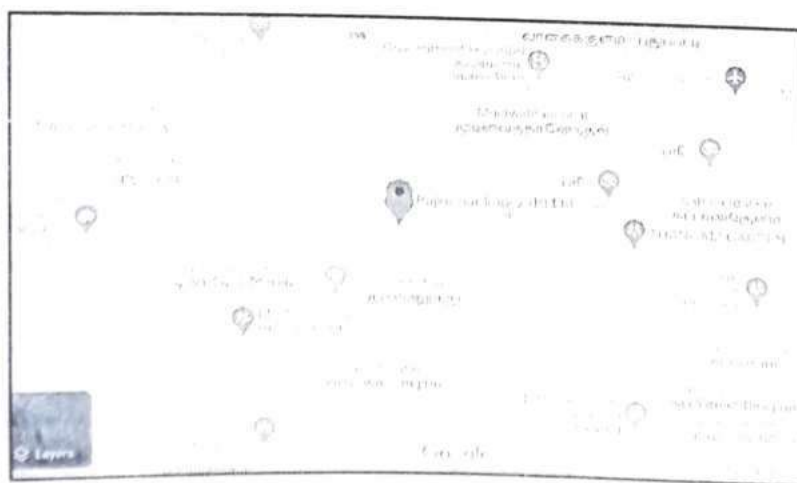
- Yedla Venkata Appala Ramesh
- Lars Joan Jetze Kamerling
- Abel Santos Saez.

**Corporate Identification Number (CIN) = U15400TN2016PTC110862**

**Registration number = 110862**

**Email ID = [finance@intersnack.co.in](mailto:finance@intersnack.co.in)**

**Registered address = No 18/1 Thanoothu Village, Aniabaranallur Post,  
Srivaikuntam Taluk,  
Thoothukudi  
Tamil Nadu - 628851**



*Figure 5 Location of Company*

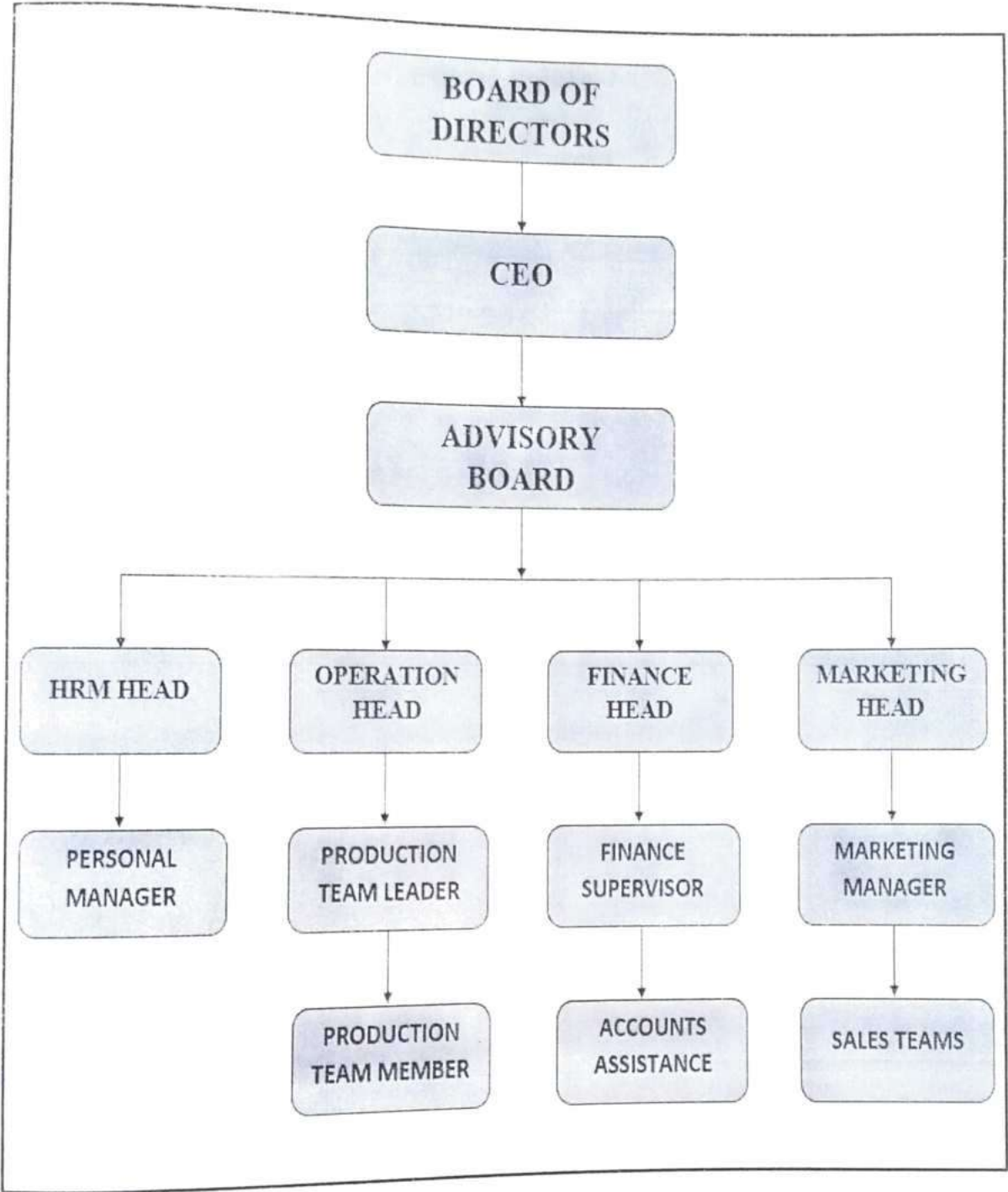


Figure 6: Organizational Structure of Intersnack

## 2.4 COMPANY LOGO



*Figure 7: Intersnack Company Logo*

## 2.5 VISION OF INTERSNACK

To be a Global Leader in Cashew Industry.

## 2.6 OBJECTIVES OF INTERSNACK

- To be quality conscious
- To meet and exceed our commitments

## 2.7 VALUES – “RIGHTS”

- Respect
- Integrity
- Growth
- Humility
- Trust

## 2.8 FINANCIAL STATUS OF INTERSNACK

Authorized Capital = Rs.4,50,000

Paid up Capital = Rs.2,33,240

## **ENVIRONMENTAL MANAGEMENT SYSTEMS AT INTERSNACK**

In our factories we implement the certified energy management system ISO 50001. This helps us to plan, implement and verify measures with the target to raise the energy efficiency in our plants. Moreover, our factories use an energy management software for detailed tracking and identification of efficiency improvement potentials.

## **2.10 RENEWABLE ENERGY AT INTERSNACK**

We are committed to expanding the use of renewable energy at our plants, and to developing projects for in-house renewable energy production. Several plants installed photovoltaic modules on the roof to generate electricity, as well as biogas plants for production of renewable energy in the form of biogas from organic waste compounds.

## **2.11 REDUCING CLIMATE IMPACT**

We identified the Sustainable Development Goal No. 13 “Climate Action” as one of the focus areas for our business. Therefore, we set our target to reduce greenhouse gas (GHG) emissions by 30% in 2023. Between 2010 & 2018, we already achieved a reduction of 17% in GHG emissions. This was driven by our ongoing measures to improve energy efficiency, including modernising technology and sharing best practices amongst our production sites.

## **2.12 RESOURCE MANAGEMENT**

Our goal is to use our resources very carefully along the whole value creation process. We are constantly trying to find opportunities for saving resources in energy and water consumption and the production of packaging materials. We are convinced that our biggest level for saving all resources is the avoidance of waste production in any form. Therefore, waste reduction programmes are in place and progress is constantly reviewed. This pays off both from an economic and environmental perspective.

## **2.13 WASTE**

We distinguish between edible and non-edible waste. Following our ambitions, we set up specific targets to reduce edible waste in each product category. In the product categories “Chips” and “Baked”, we achieved a reduction of 7% (chips) and 16% (baked) between 2014 and 2018.



## 2.14 PACKAGING

Concerning non-edible waste, we put high focus on environment friendly design and reduction of our packaging materials. The Intersnack Group supports the EU circular economy approach and is committed to continuously working on the prevention, reduction and recyclability of our packaging materials:

- We aim to reduce 10% of our packaging material by 2022 (on a 2014 baseline) by continuously exploring further optimization of and more efficient material use in our existing packaging portfolio.
- By 2025 we strive for 100% of our plastic consumer packaging to be recyclable.

In order to achieve our ambition, we depend on and will contribute where possible to

- The development and availability of recyclable foils by the packaging industry
- A further development & improvement of waste collection, sorting and recycling infrastructure across Europe.
- Consistent legislation and government incentives.
- Correct disposal of packaging by consumers.

We actively engage in stakeholder alliances, public private partnerships and cross industry initiatives to support the development of innovative solutions.

## 2.15 OUR PLANS FOR THE FUTURE

- Reduction of water usage by 7.5% (2021 vs 2014)
- Reduction of edible waste by 11% (2021 vs 2014)
- Reduction of non-edible waste by 8% (2021 vs 2014)
- Optimization of packaging material
- Review & continuation reduction of energy consumption by 10% (2021 vs 2014)

## 2.16 EMPLOYEE RESPONSIBILITY

It is the utmost importance to us that our employee feel comfortable at Intersnack and enjoy working on the team. Employee Responsibility is a fundamental aspect of our corporate philosophy and culture. It covers three main areas:

- People development
- Health and safety
- Transparent communication

## CHAPTER 3

### CHAPTER III

## A STUDY OF SEQUEL OF PECUNIARY AND NON-PECUNIARY INCENTIVES AND SPECIAL TRAINING IN STAFF PROLIFICACY AT INTERSNACK CASHEWS PVT LTD

*"An incentive is a bullet, a key: an often tiny object with astonishing power to change a situation."*

*By – Steven Levitt.*

Incentives are variable rewards granted to employees as per the variation in their performance. Incentive is something given in addition to wages. It means additional remuneration or benefit to an employee in recognition of achievement or better work. Incentive provides a spur or zeal in the employees for better performance. An organization can implement an incentive plan to help it reach its objectives or goals. Incentive plans may range from variable pay added to a base rate of pay, prizes for accomplishing specific outcomes or recognition ceremonies to congratulate employees for exhibiting desired behaviours. Incentive are a great way to ensure that the employees stay motivated to do their job to the best of their ability. By offering something they can achieve if they hit a certain target or achieve something, they have something to work towards.

Providing training allows employees to acquire new skills, sharpen existing ones, perform better, increase productivity and be better leaders. As the technology advances & workplace methods & strategies improves, there comes a need for employer & employee to align with these changes in terms of knowledge, skills, values & abilities. One of the best method to align to the changes in the organization is through training. Getting employees exposed to relevant & consistent training can help companies improve performance & increase results in the workplace. Since a company is the sum total of what employees achieve individually, organizations should do everything in their power to ensure that employees perform at their peak. There are several reasons on why the training is important for an employee & an organization, they are,

- Training improves skill and knowledge of employees.
- It satisfies the recommendation of performance appraisal.
- It prepares the employees for higher responsibilities.
- It shows employees they are valued.



- It tests the efficiency of a new performance management system.
- It improves IT & communication skills.
- Increase productivity and performance.
- Uniformity of work processes.
- It will reduce the wastage.
- It will reduce the need for supervision.
- The organization can promote promising employees by providing sufficient training, from within rather than hiring employees for labour market.
- It will improve organizational structure.
- Training will boost the morale of employees.
- It will help to improve the employee's knowledge about the updated policies and goals of the organization.
- It will improve the workplace environment.

### 3.1 WORKING ENVIRONMENT

Intersnack Cashew Pvt Ltd. has a positive environment. The company takes great care on the safety of their employees. The company has certain safety measures to be followed by the employees for the safe & hygienic processing of the cashews and to ensure the safety of the employees. Some of the safety measures followed within the organization premises are,

- Labours are provided with safety coat, head cap, gloves and shoes for their safety.
- There is a functional health centre within the organizational premises with 24x7 ambulance and medical experts for help.
- In the COVID-19 pandemic situation the management has ensured the employee's safety by arranging for proper sanitation, providing masks and work by following all the norms given by the government.
- Employees are prevented from wearing jewellery into the processing unit.
- Employees are not allowed to grow nails and paint them as they may be hazardous to the packed food

### 3.2 EMPLOYEE RELATIONSHIP

Intersnack Cashews Pvt Ltd.'s management is often able to provide an employee a supportive work culture and environment in terms of personal or professional relationships. A supportive work culture helps to grow employee professionally and boosts employee satisfactions. They also show a great concern towards their employee's health. To promote healthy behaviour, they also offer sports plan or discount membership to gyms. They also educate their employees on wellbeing through webinars and training.

### 3.3 SPECIAL TRAINING

Training refers to the process of teaching and learning activities carried on for the primary purpose of helping members of an organization acquire and apply the knowledge, skills, abilities & attitudes needed by a particular job and organization. Training allows employees to acquire new skills, sharpen existing ones, perform better, increase productivity and be better leaders. In general it is a planned effort by a company to facilitate employee's learning of job-related competencies.

At Intersnack Cashews Pvt Ltd, there are various types of training provided by the organization to its employees. They are,

- Induction Training
- Job Instruction Training
- Refresher / Upgradation Training
- E-Learning / Online Training
- Apprenticeship Training
- Safety Training

### **3.3.1 INDUCTION TRAINING:**

In Intersnack Cashews Pvt Ltd. induction training is provided to new recruits in all departments. They are introduced to various concepts and company policies regarding welfare, safety information and the employees are informed about the company rules and regulations. This training provides necessary information and familiarize them with the internal environment of the company. It helps the employees to understand the procedure, code of conduct and policies existing in the company.

### **3.3.2 JOB INSTRUCTION TRAINING:**

In Intersnack Cashews Pvt Ltd. the job instruction training is provided to the recruited employees in all division to provide an overview of the job to be done by them. The supervisors keep a close watch on the performance of the employees & based on the evaluation additional training is provided to the employees if necessary.

### **3.3.3 REFRESHER / UPGRADATION TRAINING:**

In Intersnack Cashews Pvt Ltd. refresher / upgradation training is provided to the management and operational staffs at regular interval in order to incorporate the latest development or advancement in the field of food industry & to familiarize any upgradation or amendment introduced in the government policies which is in accordance with their organization. On average Intersnack employees received 11 hours of training per year in 2019 - 2020

### **3.3.4 E-LEARNING / ONLINE TRAINING:**

Intersnack Cashews Pvt Ltd. has introduced this method of e-learning / online training for their employees considering the present pandemic situation (COVID-19). Currently the upgradation training is conducted through webinars or online courses for the staffs in the company as there are many new regulations being implemented by the government for managing the current pandemic.

### **3.3.5 APPRENTICESHIP TRAINING:**

Apprentice is a worker who spends a prescribed time under a supervisor. Intersnack Cashews Pvt Ltd. provides good opportunity for student interns or trainees to get good experience and knowledge about the functioning of the organization.

**SAFETY TRAINING:**

At Intersnack Cashews Pvt Ltd, all the labours working at high risk or manual work with machines receive safety training. This training creates a safe working environment for the Intersnack employees.

**INCENTIVES**

"Incentives is something that incites or has a tendency to incite to determination or action", says the business dictionary. An incentive is something that motivates an individual to perform an action. Incentives are variable rewards granted according to variations in the achievement of specific results (Milton L. Rock). In general it is the method of rewarding the employees based on their output.

At Intersnack Cashews Pvt Ltd, the employees are provided with two types of incentives to motivate them to work better. They are,

- Pecuniary Incentive
- Non - Pecuniary Incentive

**PECUNIARY INCENTIVE:**

At Intersnack Cashews Pvt Ltd, there are various monetary incentives or rewards given to their employees to motivate them and get better production from the employees. The pecuniary incentives that are provided to the employees at Intersnack Cashews Pvt, Ltd are,

- Salary & Wages
- Bonus
- Increment
- Leave with Pay

**❖ SALARY & WAGES:**

At Intersnack Cashews Pvt Ltd, the management employees and manual labours are being paid based on the time wage system. Based on their job profile a specific pay scale is being fixed for each employee. The time they are working inside the organization premises is being recorded & they are paid for the time they have worked in the organization throughout the month.



### ❖ BONUS:

At Intersnack Cashews Pvt Ltd, the management & organizational staffs are being provided with a yearly bonus based on their performance as decided by the directors of the company. The company also provides festival bonus and gift hampers for both the management staffs and manual labours.

### ❖ INCREMENT:

At Intersnack Cashews Pvt Ltd, earlier the increment was provided based on the seniority or experience for the manual labours. But currently the increment plan based on the performance of the workers. For deciding the increment rate for the employee's the company uses piece wage system. Here the employees daily work details are recorded by the supervisor. An average of the total work done by the employees during the period of one year is calculated and this average is used for calculating the percentage of increment to be given for each labour

*Table 3. Increment structure for workers at Intersnack*

Average Cashews processed per year	Increment Percentage	Increment Amount (If salary = 10000)
10 kg	10 %	Rs.1000
9 kg	9 %	Rs.900
8 kg	8 %	Rs.800
7 kg	7 %	Rs.700

### ❖ LEAVE WITH PAY:

Intersnack Cashews Pvt Ltd, is always concerned about the welfare of their employees. During the pandemic situation of COVID-19 all labours and staffs were paid salary and wages during the lockdown. The company provides health and maternity leave with pay. But in normal situation the company does not provide salary for leave.

**NON – PECUNIARY INCENTIVE:**

At Intersnack Cashews Pvt Ltd. there are various non - monetary incentives or concession given to their employees to motivate them and encourage the employees to work better. The non-pecuniary incentives that are provided to the employees at Intersnack Cashews Pvt. Ltd are,

- Allowance
  - Travel Allowance
  - Health insurance
  - Food allowance
  - Medical Facilities
- Training
  - Induction Training
  - Job Instruction Training
  - Refresher / Upgradation Training
  - E-Learning / Online Training
  - Apprenticeship Training
  - Safety Training
- Promotion
- Recognition

**ALLOWANCE:**

At Intersnack Cashews Pvt. Ltd. they provide various allowances for their employees at various levels. Some of the allowances provided at Intersnack Cashews Pvt. Ltd. are,

**❖ TRAVEL ALLOWANCE:**

The company provides van facility for all the shift manual labours. This will reduce the financial burden on the labours. The management staff receives company cab facilities in case of need.

**❖ HEALTH INSURANCE:**

The company has a medical insurance scheme for all the management staffs and manual workers. The company is very concerned about the health of their workers.

#### ❖ **FOOD ALLOWANCE:**

The employees are provided with coffee and tea during break time. On considering the current pandemic situation, in order to maintain the health of the employees the company is planning to provide the manual labours with healthy fruits on a daily basis.

#### ❖ **MEDICAL FACILITIES:**

Labours are provided with safety coat, head cap, gloves and shoes for their safety. There is a functional health centre within the organizational premises with 24x7 ambulance and medical experts for help.

#### 3.4.2.2 **TRAINING:**

At Intersnack Cashews Pvt, Ltd. there are various types of training provided to the employees at various levels. Training allows employees to acquire new skills, sharpen existing ones, perform better, increase productivity and be better leaders. In general it is a planned effort by a company to facilitate employee's learning of job-related competencies. The training provided to the employees at the company are,

- Induction Training
- Job Instruction Training
- Refresher / Upgradation Training
- E-Learning / Online Training
- Apprenticeship Training
- Safety Training

#### 3.4.2.3 **PROMOTION:**

At Intersnack Cashews Pvt, Ltd. the employees are given promotion based on the analysis of their performance, skills, knowledge, experience and their ability to adapt to the changing and upgrading technology.

**RECOGNITION:**

At Intersnack Cashews Pvt, Ltd. talented employees are recognized and honoured by providing them with gift hampers, gift coupons. For employees who work dedicatedly will be recognized with promotion, will be provided with transfers if wanted, etc.



## **CHAPTER 4**

## CHAPTER IV

### CONCLUSION

#### 4.1 INCENTIVES IN ORGANIZATION

*"Incentives are not strategy, they are tactics. Defensive measures."*

*By - Carlos Ghosn*

Incentives programs are a great way to ensure that the employees stay motivated to do their job to the best of their ability. Incentives helps your employees feel that their contribution are valued in the organization. Palmer defines incentives as the external temptations and encouraging factors that lead the individual to work harder; they are effective when he or she feel satisfied in the organization.

Intersnack Cashews Pvt. Ltd. is an MNC company with various effective processes, schemes, plans and method that benefits and satisfies the employees. Their change of providing the increment based on the performance of the employees rather than considering their experience or tenure of the employee in the organization was accepted by most of the employees. This method gives proper recognition to the work done by the employees. The other incentive plans that are functional in the company also reduces the financial burden on the employees to greater extent.

There were some dissatisfaction noticed even among the employees who received the highest increment percentage. The company can either concentrate on the increment percentage given to the employees or provide other non-pecuniary incentives such as HRA, etc. So that the employees can make the ends meet and stay motivated. If the company concentrates on the financial and non-financial challenges of the employees it will result in overall benefit of the organization.

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**INTERNSHIP REPORT ON A STUDY OF IMPACT ON EMPLOYEE COMMITMENT ON  
ORGANISATIONAL PERFORMANCE AMONG EMPLOYEES OF VASPAL SALT  
& CHEMICALS PVT LTD., THOOTHUKUDI**

(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**S. RASHMI**

**REG NO: 20SPHR25**

Under the guidance of

**Mrs. C.S. PURNIMA B.Sc (Horti), MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Thoothukudi – 628001

NOVEMBER 2021

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001



CERTIFICATE

This is to certify that **S. RASHMI** of second year Master of Human Resource Management has undergone Internship training on **"A STUDY OF IMPACT ON EMPLOYEE COMMITMENT ON ORGANISATIONAL PERFORMANCE AMONG EMPLOYEES OF VASPAL SALT & CHEMICALS PVT LTD., THOOTHUKUDI"** under the guidance of Ms. C.S.Pu B.Sc (Hort.), MBA., NET and this is an original work up to my knowledge.

CO-ORDINATOR

EXTERNAL EXAMINER

FACULTY GUIDE

PRINCIPAL

St. Mary's College (Autonomous)  
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DIRECTOR

St. Mary's College (Autonomous)  
Thoothukudi-628 001.

# VASPAL

## VASPAL SALT & CHEMICALS PRIVATE LTD

Registered Office : 24-A, Toovepuram, 8th Street, Tuticorin - 628 003, Tamil Nadu.

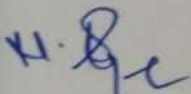
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This is to certify that RASHMI.S (20SPHR25) II<sup>nd</sup> year MHRM, student of ST.Mary's college (autonomous) Tuticorin has done Internship programme on the topic "**A STUDY ON IMPACT OF EMPLOYEE COMMITMENT ON ORGANISATIONAL PERFORMANCE**" at VASPAL SALT AND CHEMICALS PVT LTD for 15 days under the guidance of Mr.Moorthy. During the period of her internship programme with us she was found punctual, hardworking and inquisitive.

We wish her all the best in his future endeavors.

For Vaspal Salt and Chemicals (P) Ltd.,



Authorized signature

### DECLARATION

I hereby declare that the internship entitled **A STUDY OF IMPACT ON EMPLOYEE COMMITMENT ON ORGANISATIONAL PERFORMANCE AMONG EMPLOYEES OF VASPAL SALT & CHEMICALS PVT LTD** is submitted to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University** for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 9.12.21.

Rashmi - S.

Signature of the candidate

RASHMIS



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## ABSTRACT

Employees' organizational commitment is an important issue, because it may be used to predict employees' performance, absenteeism and other behaviors. Employees commitment to an organization has been defined in a variety of ways including an attitude or an orientation that links the identity of the person to the organization, a process by which the goals of the organization and those of the individual become congruent, an involvement with a particular organization, the perceived rewards associated with continued participation in an organization, the cost associated with leaving and normative pressures to act in a way that meets organizational goals. These definitions reflect three broad themes: commitment reflecting an affective orientation toward the organization, recognition of costs associated with leaving the organization and a moral obligation to remain with an organization. So, three types of organizational commitment are affective, continuance and normative organization commitment. If employees are committed to their organizations, they expect their organization to be committed to them. Employee engagement is a strong predictor of positive organizational performance clearly showing the two way relationship between employer and employee compared to three earlier constructs: job satisfaction, employee commitment and organizational citizenship behavior.

## **CHAPTER 1**

# **A STUDY ON THE IMPACT OF ORGANIZATIONAL PERFORMANCE ON EMPLOYEE COMMITMENT AMONG EMPLOYEES**

## **1. EMPLOYEE COMMITMENT:**

Employee commitment is the "bond" that an employee experiences with their organization. Such commitment tends the employees to be more determined in their job or work, be proactive in offering their support for the organization and relatively prove to show their high productivity in their work.

### **1.1 DEFINITION:**

According to Akintayo (2010) employee commitment can be defined as the degree to which the employee feels devoted to their organization.

Ongori (2007) described employee commitment as an affective response to the whole organization and the degree of attachment or loyalty employees feel towards the organization.

Employee commitment also results into the employees getting a sense for an attachment for their organization. The organization gets benefitted by the employees' productivity as well as the quality of the output given by the employees. The measure of employee commitment is an important metric for evaluating the health of the staff and the overall growth of the organization.

### **1.2 TYPES OF EMPLOYEE COMMITMENT:**

When employee commitment prevails in an organization, employees take ownership of their work and complete the assigned tasks effectively. Employee commitment can take different forms therefore as a result it is often seen as a Human resource variable where it is difficult to define.

They say it's a psychological state that binds an employee to an organization.

Hence this leads the employees to be more loyal and never leaving their organization soon. The distinct types of employee commitment are:-



### ➤ **Affective commitment:**

This affective commitment occurs when an employee is emotionally connected or attached to the organization, and also to their work they do. It's highly related to how an employee is affectionate for his work and organizational values or goals. The concept here is that where an employee is more likely to enjoy his work or job is related that he/her is satisfied with the job they are doing in the organization. In turn, having an increased job satisfaction leads to the affective commitment of an employee.

### ➤ **Continuance commitment:**

This continuance commitment occurs when the employee weighs up the positive and negative leaving an organization. In other words, it can also be related to fear of loss. In this case, the employee of an organization wants to stay in it, just because he will experience loss than the greater benefit of leaving the organization. The severity of this "fear loss" often increases with experience and age of the employee. This happens to an employee only when he is in an established, good or successful role or had several promotions within that organization.

### ➤ **Normative commitment:**

When an employee feels a sense of obligation to his/her organization, even having dissatisfaction with their role or work, even if they want to pursue better opportunities in their career, this type of commitment occurs. This can be caused by several factors, for instance where an employee won't leave an organization where he/her feels that the organization is investing its money or time for his/her training

## **1.3. ORGANISATIONAL PERFORMANCE:**

Organizational performance means the actual output or results of an organization as measured against its intended outputs. It's generally thought of how an organization's contribution or support tends an employee to have a better performance through positive reciprocity dynamic with employees.



#### **1.4. DEFINITION:**

Organizational performance involves the recurring activities to establish organizational goals, monitor progress toward the goals, and make adjustments to achieve those goals more effectively and efficiently (Richard, 2009).

The employees are committed to their work will give the better performance. The organization is a part of the global economic system which is responsible for the marketing system, changing resources, competitor and demands of the external systems. The organization needs the ability to survival only by giving higher performance.

#### **1.5. NEED AND SCOPE OF THE STUDY:**

Employee commitment is necessary for every organization in order to have extraordinary performance for long term bias. In the midst of a dynamic corporate world, the concept of "Job Hopping" has taken every sector. Employees shift from one company to the other in a matter of six months or so. Gone are the days, when people stayed committed to their organization for more than fifteen years. What brought about this lack of commitment among employees is an area most human resource professionals are eager to explore, and whether the culture of the organization plays a significant role in impacting the commitment levels of employees is also an area of interest of the researcher. This study can also help in making a better understanding on retaining the talent and much more which will be beneficial for the organization and future researchers as well.

#### **1.6. IMPORTANCE OF THE STUDY:**

This study is important because employee commitment reflects positive behavior in an organization and it allows the employee to meet the goal and vision of the organization. However, if organization support can make the employees feel valued, hence it leads to increase in the work commitment for the employee. But, without having motivated and committed employees will leave the organization in danger. So therefore, having employees who are not committed to their work and dissatisfied, can lead the organization to lose its credibility in the market position.

### **1.7. OBJECTIVE OF THE STUDY:**

The main objective of this study to examine the effect of employee's commitment on organizational performance:

- Determining the effect of employee commitment in relation to job satisfaction
- Ascertaining whether motivation improve employees' commitment to work
- Ascertaining whether employee's commitment determines organizational Performance. • To study on the impact of employee commitment on organizational performance.

### **1.8. STATEMENT OF THE RESEARCH PROBLEM:**

The statement of the problem is to measure how the impact of organization support leads to employee commitment in an organization. Employee commitment towards an organization can be influenced by various factors. They can be affected by low self-belonging, feeling of lower recognition, when needs are not met by the organization, unsatisfactory work environment, low vertical relationship etc. Therefore, there is a good employee commitment when these issues are solved. This study is made to give a solution for all these problems, so that the organization will know the impact of organizational support on employee commitment.

### **1.9. THREE STAGE OR PROCESS OF COMMITMENT:**

Mullins has suggested the three processes or stages of commitment of an employee to an organization:

1. Compliance, where an individual accepts the influence of others mainly to get something from others, like pay, this is often followed by •
2. Identification, in which an individual accepts the influence in order to maintain a satisfying relationship and to feel pride in belonging to the organization.
3. Internalization, during which the individual finds the values of the organization to be intrinsically rewarding and compatible with the private values.

## 1.10. HOW TO INCREASE EMPLOYEE COMMITMENT?

Generally, employees who are committed to their organization feel a connection with their work and feel that they are valued and attached to the organization where they work, also accomplish the goals of the organization. The added value is that these employees, who are committed to 15 their organization, tend to be more determined with their work or job, show high productivity and performance and proactive offering their support for the organization they work. The following four areas are the most important where the organization positively impacts an employee commitment in an organization: -

### • Clear company objectives:

The clarity about having an intended goal will help employees to make good day-to-day decisions at work. Employees of an organization will know what the collective objective is and they can adapt easily to their own contribution for the organization. The employees or workers of an organization will cooperate more efficiently with one another when knowing the objectives and goals of the organization clearly and it also, reduces the time and wastage of resources.

### • Gaining energy from work

Employees, who gain energy from their work in an organization, feel good about them and also enjoy doing their job. Apart from having a positive effect on an individual employee, organizations gain benefit when their employees gain energy and satisfaction from their work or job they do. In general, employees in an organization who gain energy from their work are highly productive and work better with their colleagues and are more willing to develop their cons in their work

### • Fitting in

Most importantly, when an employee in an organization feels like they fit in well with their job they do in an organization, they feel an attachment and commitment to their organization for they work for. If employees feel at home while working in an organization, they put a greater maximum effort for achieving the organization's objectives and goals and tend to remain with



the organization for a longer period of time, which reduces the employee retention rate and turnover.

- **Challenging work environment**

Generally, employees who work in an organization expect or need variety or change of a challenging work environment as especially the top talents. When an employee or a worker in an organization feels challenged in his or her job, their intrinsic motivation, joy at work and sense of achievement and satisfaction will all increase positively. Overall, employees who work in an challenging workplace tend to perform better performance and as a result, are more inclined to stay with their organization. For a longer period of time,

### **1.11. A MOTIVATIONAL BASED MODEL OF COMMITMENT:**

In this model different types of commitment are explained. By using a theoretical framework diagram different types of commitment are being explained. According to Reichers, the commitment level of individuals varies from situation to situation. Though for reader's easiness we explained commitment from several purposes, like from self-based prospective, from group based prospective and from partner based prospective.

- **Self-Based Commitment**

Although shared and interpersonal self-identities align individual's self-definitions and goals with exterior social entities, the motivations that complement a long-lasting employee individuality are decided individually. Brewer and Gardner said, employees with their personal identities feel different from others; they follow their own dreams, goals and targets which are beneficial for them. Triandis stated that, "individualism is related to competition, self-sufficiency, emotional distance from in-groups and self-indulgence". In companies individual oriented employees act in ways in which assists them in becoming financially strong. In self based commitment individuals only perform when they are getting fair compensation against their services. Employees with a firm attitude keep their organizational association as long as the company gives them valued rewards, take care of their rights and maintain a healthy strong relationship between top management and



employees. In self-based commitment orientation employees think only for their own benefits, they will work for society when society in general gives them rewards.

#### • **Partner-Based Commitment:**

As we've seen in self-based commitment during which employees are committed with themselves for achieving their life goals. Similarly, partner-based commitment is another relative term. When two persons work together their mutual cooperation and commitment with one another is extremely essential. In partner-based commitment, instead of commitment with a particular company or organization, an individual is committed with his/ her partner for achieving their mutual benefits. Anderson, Chen, Sluss and Ashforth, stated that individuals with longstanding relational identities also view their partner's objective as their own goals and objectives, that's why they mutually cooperate with each other which forms the basis of "Partner-Based Commitment". According to Nelson, Joshi, Fredrick they said, in partner-based commitment employees are committed with their supervisors, because their roles are very closely associated with one another. So, in some situations they mutually work for the advantages of every other.

#### • **Group-Based Commitment:**

A strong combined individuality leads individuals to define themselves and others in the form of groups they belong to. According to Jackson, Johnson and Chang, the combined level also regulates the criteria that employees use to assist their acts, which are social customs, norms and objectives certified by the organization to which employees belong. In group-based commitment employees need to behave consistent with certain prewritten parameters and that they need to follow certain rules. Certainly, in group-based commitment everyone is evaluated at the collective level, because in groups everyone gives feedback about performances of each other at the combined level. That's why individuals with long-lasting collective identities observe themselves as being gratified to stay a robust relation in significant social groups, including working firms.

(Russell Johnson and Chu Hsian 2010).

### **1.12. RELATION TO JOB BEHAVIOUR:**

Managers are interested in the relationships between organizational commitment and job behavior because the lack of commitment often leads to low turnover. The stronger an employee's commitment is to the organization, the less likely the person is to quit. Strong commitment is additionally correlated with low absenteeism and comparatively high productivity. Attendance at work (being on time and taking little time off) is typically higher for workers with strong organizational commitment. Moreover, committed individuals tend to be more goal directed and waste less time while at work, which features a positive impact on productivity. Effective management can foster increased commitment and loyalty to the organization (Hellriegel, 2001).

### **1.13. The BENEFITS OF EMPLOYEE COMMITMENT:**

The performance benefits accrued from increased employee commitment have been widely demonstrated in the literature. To list but a few, these include:

- increased job satisfaction
- increased job performance
- increased total return to shareholders
- increased sales
- decreased employee turnover
- decreased intention to leave
- decreased intention to search for alternative employers □ decreased absenteeism

With this in mind, employee commitment should be viewed as a business necessity. Organizations who have difficulty in retaining and replacing competent employees will find it hard to optimize performance. There are not only the immediate expenses of the recruitment process, but other hidden costs such as management time and lost productivity as new employees take time to become effective in their roles.

#### **1.14. WHAT IS ORGANIZATIONAL PERFORMANCE?**

In recent years, many organizations have attempted to manage organizational performance using the balanced scorecard methodology where performance is tracked and measured in multiple dimensions such as:

- financial performance (e.g. shareholder return),
- customer service,
- social responsibility (e.g. corporate citizenship, community outreach), □ employee stewardship.

The organization itself does not perform any work but its managers are performing their assigned works and in a combination of these performed works is called organization performance.

#### **1.15. FACTORS OF ORGANIZATIONAL PERFORMANCE:**

Organizations vary according to the relative influence of a number of factors related to both the objective of the organization and the instruments and strategies chosen to achieve them. These factors, which determine the structure, aims, and activities of the organization, can be grouped into:

##### **External factors:**

Those from the enabling environments which are not under the control of the organization but which affect its structure and development. They include:

- Economic factors
- Socio-economic factors
- Political-administrative factors

##### **Internal factors:**

Organizational characteristics, including:

- Purpose of the organization
- Organizational instruments

#### **Individual choice factors)**

Members joint or individual decisions regarding expected costs and benefits. *Earlier studies*, especially in the 1970s, focused on the influence of internal factors, while more recent work has emphasized the importance of all three sets of factors

### **1.16. ORGANIZATIONAL PERFORMANCE MODEL:**

A Causal Model of Organizational Performance and Change, or the *Porter & Litwin Model*, suggests linkages that hypothesize how performance is affected by internal and external factors. It provides a framework to assess organizational and environmental dimensions that are keys to successful change and it demonstrates how these dimensions should be linked causally to achieve a change in performance. The model focuses on providing a guide for both organizational diagnoses and planned, managed organizational change, one that clearly shows cause-and-effect relationships.

### **1.17. OUTLINE OF THE MODEL:**

The model revolves around 12 organizational dimensions:

1. External environment
2. Mission and strategy
3. Leadership
4. Organizational culture
5. Structure
6. Management practices
7. Systems
8. Work unit climate
9. Task and individual skills
10. Individual needs and values
11. Motivation
12. Individual and organizational performance

The model also distinguishes between transformational and transactional organizational dynamics in organizations.



### **1.18. FACTORS THAT AFFECT HR ACTIVITIES:**

In this uncertain economic and social climate there are many factors that affect the organizational performance. The most essential factors affecting organizational performance are Leadership, Motivation, Organizational Culture and Knowledge Management. There are numerous factors external to associations that influence the performance of the association, groups, and individuals to perform. A portion of these factors is outside the organizations' range of control or parameters inside which an association works. Therefore, managers should put into consideration such factors.

### **1.19. HOW EMPLOYEE COMMITMENT AFFECTS THE PERFORMANCE IN AN ORGANIZATION?**

#### **• Employee Commitment and Absenteeism:**

Many studies have investigated the relationship existing between the rate of absenteeism and the level of employee commitment. This is because the absence of an employee from his work is known to be one of the means of withdrawing from a stressful job environment and condition. Hunjra et al. (2010), if employees are committed, absenteeism will be low and when commitment is low, absenteeism will be high. An absent employee signifies that they are not fully committed to the work itself (Anderson, 2004). Dedication of employees is a crucial factor in an industry. Theories have been identified so as to come up with factors that determine commitment of an employee. One of the most common theory is that employees miss work because of dissatisfies in the company. A major factor that influence how many times an employee misses work is the employee's inability to come to work, motivation and commitment. According to the business world absenteeism is a major problem that seems to be lacking a solution (Chipunza & Berry, 2010). Absenteeism is determined by many other factors that make it hard to "quantify, qualify or rectify" other than the capital used. One of the most common factors that has being identified by several researchers is that of employee's dedication in the organization. A conclusion was made that lack of employee commitment plays a major part in absenteeism

- **Employee commitment and Safety:**

Poor safety practices lead to poor commitment. When employees lack a level of commitment, they are likely to experience very many accidents in their job places. Lack of commitment often takes an employee's keenness and concentration away at an assigned task or duty. Poor concentration leads to accidents for example many 20 hand injuries can be associated to poor concentration when using the machine.

- **Employee Commitment and Job Stress:**

Stress is the body's response to job-related factors that threaten to disrupt the person's equilibrium. Prolonged stress causes the employee serious problems such as muscle aches, heart disease, blurred vision, dermatitis, and, lower back pain. Job dissatisfaction is a source of job stress. Employees see no satisfactory short-term solution to escaping this kind of stress. Employees trapped in a demotivating job that does not capture their commitment will withdraw by means such as high absenteeism and tardiness; or the employee may completely quit (Ozer & Gunluk, 2010)). Employees under prolonged stress stemming from lack of motivation often consume too much alcohol, tobacco, and drugs. These employees are usually costly to the management in terms of time lost due to frequent absences and increased payments towards medical reimbursement.

## **1.20. INDIVIDUAL FACTORS THAT AFFECT EMPLOYEE COMMITMENT:**

Employee commitment is influenced by the following specific individual factors; opportunity for personal advancement, demographic factors, employee job satisfaction, involvement in decision making, level of stress generated from the job, personal needs alignment to company objectives, relationship with fellow employees, attainment of job feedback, trust between employee and coworkers, degree to which employee personal values are in line with those of other employees.

### **Job Security:**

One of the most important factors that influence employee committed to their jobs and organization is employment security. Job security also plays a very important role in reducing the rate of employee turnover and also in enhancing employee relations with each other in the company. This

means that job insecurity will affect performances of the employees. Various evidences have been presented by numerous authors. It was noted that job insecurity somehow leads to good overall performance in an organization while other writers noted that job insecurity causes poor work performances. General, however, it is safe to conclude that high job insecurity leads to decreased employees' commitment and much so in its affective part. According to Chan (2011), we can also assume that the continuance component of high job insecurity could increase to a certain level before it starts going down as job insecurity appears to be more and more threatening.

#### **Age:**

A range of demographic variables have been found to be related to employee commitment, but age has proved to be the most outstanding and studied variable (Jafr, 2011). For a variety of reasons, age has been found to be a positive predictor of employee commitment. Studies suggest, the older employees become, then the less alternative employment options are available. More research suggests that the positive relationship between age and commitment could be due to self-justification processes such as I have been here for 20 years, I must like it. It should also be noted that over time, less committed employees are more likely to leave their organizations. (Noordin, 2011). Other researchers have suggested that age should be more highly related to calculative organizational commitment.

### **1.21. EMPLOYEE COMMITMENT ON ORGANIZATION PERFORMANCE:**

Building organization commitment is the one of the main parts of the organization growth and development. The performance of employees will increase from commitment employees. The contribution of the commitment in two processes: focus of commitment, the individuals and groups to whom an employee is attached, and in the bases of commitment, the motives creating attachment was examined by (Becker, 1992).

The appraisal was conduct and found that commitment of the management, manager, and work group were important in the determinants the job satisfaction, determined to quit, and social organizational behaviors over and overhead commitment to an organization. (Jennifer, 2010) examine to find whether or not there is a major relationship between job satisfaction, perceived organizational support, job involvement and organizational commitment among educators' sectors.



The finding shows that there was a major connection between organizational commitment, job satisfaction and job involvement. The organization performance of employees, increase employees' motivation then employees have high committed in the employees will give the more productive in organization and employee's commitment is important for the success of the organization and it will ultimately increase on the whole performance of the organization by (Ngari, 2018). Employee's commitment it may consider or used as the instruments for measure the performance in the organization.



## CHAPTER 2

### Company profile

#### 2.1. INDUSTRY PROFILE:

Vaspal Salt & Chemicals Private Limited has been engaged in manufacturing and exporting a comprehensive assortment of salts that includes Common Salt, Fine Powder Salt, Iodized Edible, Crystal Salt, Industrial Grade Free Flow Salt and Refined Free Flow Iodized Salt. Mr. V.A.S. Palappanadar, founder of the organization, had started the business in 1959 as a trader of salt. He is one of the pioneers in the field of manufacturing Fine Powdered Salt using Chakki. The product is being used for Tanning industries. His vision was to manufacture high quality salt as per the emerging market demands.

Vaspal salt comply with best standards and practice across all operations right from pre-harvesting, post-harvesting of salt, processing and packing of edible salt with cutting-edge technology. The facilities are equipped with the latest equipment and technology. They contain requisite amount of iodine, which has myriad health benefits and prevents diseases like goiter. This Crystal Iodized Salt is unadulterated and comes in a moisture resistant packing. Vaspal salt is processed using quality approved ingredients and latest techniques under the strict supervision of a dexterous team of professionals. In order to ensure its quality, salt is highly appreciated by our clients owing to its free from impurity and freshness features. Vaspal salt contains the goodness of iodine to meet the body recommended dietary allowance. In order to cater to variegated requirements of our valued clients, we offer this salt in customized packaging sizes at the competitive market price range.

These crystal salts are moisture free and thus remain fresh for considerably a longer period of time. In addition to the above facts, vaspal Salt are counted as one of the leading free flow crystal salt exporters in the global market. Our sheer commitment towards quality production enabled us to export salt to various countries across the world after a decade of sound establishment.

Vaspal salt have also been launched in recent years by the scrap from salt it is **Gypsum a byproduct of salt**. Gypsum is a soft sulfate mineral composed of calcium sulfate dihydrate, with the chemical formula  $\text{CaSO}_4 \cdot 2\text{H}_2\text{O}$ . It is widely mined and is used as a fertilizer and as the main constituent in many forms of plaster, blackboard chalk and wallboard. Plaster of Paris

Plaster is a building material used for coating, protecting and decorating internal walls and ceilings. It can also be used to create architectural moldings such as ceiling roses, cornices, corbels, and so on. The most common types of plaster are a composition of gypsum, lime or cement with water and sand. They are giving it to the cement factory and in need of plaster of paris.

## 2.2. HISTORY OF VASPAL SALT:

The journey of Vaspal salt company started in 1959 by producing chakki Mr. V.A.S. Palappanadar, founder of the organization, he made the salts in small consumer packs and set up a distribution around the district and then he also gave them to the tanning industries. Mr. V.A.S.P. Manilalgandhi molded the thoughts of his father, and they started Vaspal Salt & Chemicals Pvt. Ltd. in the year 1994, together as a team, they brought one-of-its-kind packaging the products in bundles, and they started exporting which underlined the company's strong presence in the industry. the company began the expansion of the retail network in south India – Kerala, Karnataka, Andhra Pradesh. Under the efficient guidance of Mr. V.A.S.P. Manilalgandhi, his son Mr. M. Shenbagamoorthy who has finished his studies in **chemical engineering and Master of Business Administration** looks after the business. His in-depth process knowledge has helped us to garner a strong position in domestic as well as international markets. He has been a significant driving force in the organization spearheading collaborations with major Indian brands, his strategic expertise has invigorated and strengthened the brand. Under his eminent leadership started a fully automatic factory at Tuticorin. He came up with starting iodine, sets up a separate division for the same, it was committed to delivering high-quality, innovative, tasty and convenient products with goodness at its core. He collaborated with the Indian brands like ITC, ASSHIRVAD UDHYAM, KRYSTAL etc. He also made the industry **sustainable** it was important for him to build a future-ready business that will continue to meaningfully touch the lives of millions of people.

Sustainable sourcing, waste management and climate change are some of the key focus areas and through our various environment and community focused initiatives, he intended to be the consumer's first choice in sustainable foods and beverages.

## 2.3. QUALITY ASSURANCE:

Vaspal salt have been using high quality raw materials. We have manufacture and export salts and gypsum that adheres to world's most significance norms:

Some of the parameters on which, our range of salts are checked:

- Purity
- Appropriation of iodine
- Safe for consumption

Some of the parameters on which, the range of gypsum are checked:

- Appropriation of nitrogen -calcium Sulphate
- Purity

As a result of stringent quality checks being conducted, we have also achieved necessary certificates and approvals like ISO 9001, organic certification.

#### **2.4. ORGANIC CERTIFICATION:**

Formal organic certification of organic products is our guarantee to customers that along the entire supply chain, a Certified Organic product has been produced in line with the strict national and industry Organic and Biodynamic Standards.

When you see the Organic label on our products, you can be sure that it is certified to the highest standard available in Australia and to one of the most respected standards in the world. It is our guarantee that the organic integrity of that product has been third-party verified.

#### **2.5. ISO 9001:2015 Certification**

ISO 9001 aligns our organizational performance and strategic direction through a holistic, process- based approach to global best practice. Certification to ISO 9001 demonstrates our commitment to quality outcomes and continuous improvement across all aspects of our organization.

#### **2.6. ISO 14001 Certification**

Adopting an environmental management system improves our ability to manage environmental responsibilities in a systematic manner, providing value for the environment, our organization and stakeholders. Certification to ISO 14001 demonstrates our commitment to environmental outcomes across all aspects of our organization.

Quality Assurance is to check whether the product developed is fit for use. For that, Organization should have processes and standards to be followed which need to be improved on a periodic basis. It concentrates



mainly on the quality of product/service that we are providing to the customers during or after implementation of software.

## **2.7. VISION:**

To achieve our mission by being cognizant of our responsibilities to consumers and the environment by producing a mineral rich, premium quality sea salt, without neglecting the responsibility of maximizing shareholder value, for distribution through mutually beneficial local and global partnerships. Commitment to providing service excellence by enhancing staff welfare and maximizing their contribution to the success of the company through development and training. It is our mission to help salt plants become easier to operate, more sustainable and energy efficient Nurturing innovation, learning through diversity and teamwork amongst employees.

## **2.8. LOGO:**



## **2.9. IS YOUR SALT PURE ENOUGH?**

Salt is an irreplaceable ingredient in cooking. Therefore, it's important to ensure that the salt you use is not impure or adulterated. Often, salt may seem to be pure if there are no particles or impurities that are immediately visible to the naked eye. However, this does not mean that the salt you are buying whether branded or loose, is 100-per cent pure.

Every vaspal Salt comes with a promise of purity - a promise that is ensured through its vacuum-evaporation manufacturing process.

Try this easy four-step purity test to check if your salt is pure:





Take a glass of water



Add 2 tablespoons of salt and stir well



After mixing, the water should be clear with no visible particles



Visible particles are an indicator of impurities

## **CHAPTER 3**

### **A STUDY ON IMPACT OF EMPLOYEE COMMITMENT ON ORGANISATIONAL PERFORMANCE IN VASPAL SALT AND COMPANY**

Employee commitment infers to commitment to work as the level of enthusiasm an employee has towards their tasks assigned at a workplace. It is the feeling of responsibility that a person has towards the goals, mission, and vision of the organization they are associated with. Commitment is typically stronger among future employees, those that have experienced personal success within the organization, and people working with a committed employee groups. Commitment at work leads to better productivity. Job satisfaction is measured using several variables, but one of the most effective measures is employee commitment. Studies have established a positive correlation between job satisfaction and employee commitment as well the demonstration of loyalty to the employer organization.

#### **3.1. WORKING ENVIORNMENT:**

Vaspal salt and company work environment promotes a work-life balance by focusing on the major aspects of positive work environment that promote employee engagement and organizational identity. So, it gives employees career development, leadership style, and employee engagement so they can lead to employee success and happiness both personally and professionally. Employee have mutual feedback for managers and followers, sharing responsibilities with co-workers.

#### **3.2. TRAINING AND DEVLOPMENT:**

Vaspal salt they follow by modern technologies, so the employees need more training to operate the machinery and adapt to that change they need more training to increase productivity and company. Well trained employees with proper training and professional goals frequently perform better than employees who need a little development from their employer. So, it makes the employees learn and enjoy their work environment and they get work satisfaction. When the employees work toward a particular goal, better performing employees will help the organization leads to success in their particular goal. There are several steps in Vaspal salt to develop their employees in training and development process they are:

- **Identify the need:**

Vaspaal salt they first identify the employee's needs and give proper training to them to achieve their organizational goal. the employer will train how to operate the new machinery, from that the employer will choose the right person for the right job to identify their performance and the employees will be promoted to the next level. When there is a new employee for training, they first explain about company culture, policies and procedures to be followed. Once they have completed this training, they will explain about job-specific training for their roles in the organization.

- **Identifying Goals and Objectives:**

Once the training is completed, they need to have been identified, when the employees completed their training well they can idea about the work and aim of the organization. Training objectives will help management to communicate what employees need to do better. In this organization, they identify the goals and objectives and trained their employees to motivate towards that process towards to achieve a goal.

- **Implementing the Training:**

Usually, training should be conducted by a professional trainer with knowledge and expertise in their subject area. Vaspaal salt, the training will be presented by HR managers and supervisors so, that gets a clear idea to employees. An effective training program allows employees to participate in the training process and to practice their skills and knowledge. Employees should be encouraged to become involved in the training process by participating in discussions, put some involvement in training, contributing their knowledge, learning through experiences, and even though the role they play.

- **Evaluation Training Process:**

Evaluations will help employers or supervisors to identify the amount of learning achieved and worked or not. Management will evaluate the learned by the work and improvements in work after the training.



- **Simulation employee training:**

Simulation training is most often done through a computer. Vaspal salt provided this type of training for their supervisors and accounting assistance. This type of employee training is also highly effective and reliable

- **Hands-on training:**

They follow Hands-on training includes any experiential training that's focused on the individual needs of the employee. It's conducted directly on the job. Hands-on training can help employees fit perfectly into their upcoming or current role like the right person on the right job while enhancing their current skills.

### **3.3. WELARE FACILITIES:**

- Vaspal salt covers a wide range of basic health, safety and welfare issues. They are intended to protect the health and safety of everyone in the workplace and to ensure that adequate welfare facilities are provided for people at work.
- Vaspal salt gives a provision of drinking water, accommodation lavatory / sanitary and washing facilities it is located in a position that is conveniently accessible for employees.
- Facilities in the company is well lit, ventilated and of a reasonable room temperature and be in a clean and working condition.
- Vaspal salt follow the safety act by examining the machinery, while in motion, they are checked only by a specially trained and practiced adult worker. They follow the act according to sec 23 as a young person is not allowed to handle the machinery only experienced and trained workers are allowed to work in the dangerous machinery.
- Every fixed vessel, tank, opening or on a floor, which may be a source of danger shall be either securely covered or securely fenced. Vaspal salt has a safety workplace and hygiene workplace.
- They provide adequate fire extinguisher aware to their employees and safety precautions like an escape in case of fire exit area and use of fire -extinguisher and warning alarm in case of fire.



As it is a food manufacturing unit all these restrictions should be followed by all the employees in the organization. They wear hair masks and gloves is important when it comes to a manufacturing unit.

### **3.4. WAGES AND BONUS:**

Vaspal salt provides wages to their employees the work they have done in a month and the products they made will be calculated daily by the supervisor and weekly based on the work done wages will be provided. Based on the job evaluation employees get a high amount of wages and bonuses. They provide yearly bonus to their employees. Financial benefits like incentives, bonus, retirement benefits paid leaves to the employees.

They interact with the satisfaction of wages to employees and every employee in the organization is highly satisfied with the wages and salary.

### **3.5. GRIEVANCE:**

In today's working environment both men and women are working together they may have some problems in the workplace that named as grievances, in vaspal salt, they had taken their problems whether it is little or high, valid or not. Because of this problem, it may lead to employee commitment and productivity levels might drop.

Types of grievances that are faced with this vaspal salt organization that we observed are,

- They might have a comparison with nearby employees for their productivity and wages they get.
- Increasing the workload employees when there is no sufficient employee
- Rumor is a common thing in the workplace and they may get conflict because of wrong rumors.

So, the company helps the employee with the grievance by having a formal meeting, acknowledge the grievance. The employee can put forward any evidence that backs up the complaint and explain how they would like the problem to be resolved.

### **3.6. ESI POLICY:**

It is Employees State Insurance is a self-financing social security and health insurance scheme for Indian workers. Vaspal salt follow them by the sickness benefit, maternity benefit etc., for the employees.

### **3.7. Allowance:**

Allowance is a fixed quantity of money given by employers to their employees to meet certain special requirements, HRA, Medical Allowances, Travelling Allowances, Over time Allowances.

### **3.8. Medical allowances:**

Medical Allowance is a fixed allowance that an employer pays to its employees as a part of their salary to meet their regular medical needs. In vaspal salt they have a fixed Medical Allowance is a fixed amount paid by the employer and is part of your taxable income irrespective of the money spent on medical treatment or not. It is a part of your salary.

### **3.9 Travel allowance:**

Transport allowance in general could mean allowance provided for the purpose of transport. Vaspal salt spends money for work related travelling expenses to the employees and any emergencies.

### **3.10. Leadership style:**

Leadership style of Vaspal salt and organization supervisor is democratic and transformational, he is very open in running a team, he tries to get ideas from his subordinates, where discussion is relatively free flowing. He actually tries to get suggestion from his subordinates in order to arrive at a best possible decision. He motivates employees to work effectively. He tries to work with the team and comes out with needed change in Personality and characteristics.

Qualities of the organization supervisor:

☐ Friendly and approachable.

- ☐ Patient
- ☐ Motivational.
- ☐ Flexible.
- ☐ Intellectual.
- ☐ Confidential.
- ☐ Extrovert.
- ☐ Giving feedback

### **3.11. IMPACT OF EMPLOYEE COMMITMENT ON ORGANISATIONAL PERFORMANCE:**

- ☐ The impact of employee commitment on organizational performance shows that their organization is keen on employee loyalty, who states that the organization views an employee who spends more years of service as loyal and views their input as impacting the performance of the organization.
- ☐ The employee commitment has an impact on the performance of an organization, that loyal employees will tend to withhold critical and sensitive information as a sign of promoting confidentiality and loyalty to their organization. Others will tend to extend their working hours, interrupt schedules, as a sign of loyalty to the organization.
- ☐ The impact of employee commitment on organizational performance also indicate that a majority of the respondents were in agreement that their organization emphasizes productivity.
- ☐ The relationship between employee commitment and productivity is not definitely established but that the consensus on this, however, is that in the long-run commitment leads to increased productivity and most organizations view productivity as a strong force that impacts their performance.

- ☐ The effect of employee commitment on organizational performance, a majority of employees were in strong agreement that they are concerned about the physical environment around their organization.
- ☐ Vaspal salt the relationship between employee commitment and absenteeism, thus when employee commitment is high, absenteeism tends to be low and when commitment is low, absenteeism tends to be high, hence the two variables display an inverse relationship.
- ☐ The effect of employee commitment on organizational performance indicate that a majority of the respondents strongly agreed that their organization promotes use of technology. in use of technology and thus most highly performing vaspal salt they have invested in heavy use of technology and training staff to suite the demands.
- ☐ The employee commitment on organizational performance, many of the respondents strongly agreed that their organization is involved in promoting socially acceptable behavior. Vaspal salt tend to experience commitment from their employees because of promoting good practices that are with the acceptable helms of society. Employees will tend to seek identity with such an organization and the same response will be felt from the general public.



## CHAPTER 4

### CONCLUSION

As the Study of impact on employee commitment on organizational performance is found that the level of employee commitment of the Vaspal salt and Company is very high. It is found that the workers of the company are, to some extent, concerned about the performance of the company. This is an affirmation of their commitment to the company. The workers of the company are generally satisfied with their jobs and therefore, they do not intend to leave the company. It is fairly high relationship between employee commitment and organizational performance in vaspal salt and company implying that employee commitment improves the company's performance. When the employees are having the greater commitment, they will work for high level productive. It also found that the job involvement, motivation and job satisfaction have the positive influence on employee commitment. When employees are given high favoritism by making them to join in decision making in organization, they have more involvement in work, they are motivated in work and have high job satisfaction it will make to increase the commitment that gives organizational growth. Therefore, the employee is needed to treat as the organization assets for the organization production and their career growth as well.

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**INTERNSHIP REPORT ON ACTIVITIES OF HUMAN RESOURCE  
MANAGEMENT IN JEYA ENGINEERING AND INFRASTRUCTURE PVT, LTD.,  
THOOTHUKUDI**

(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS),THOOTHUKUDI**

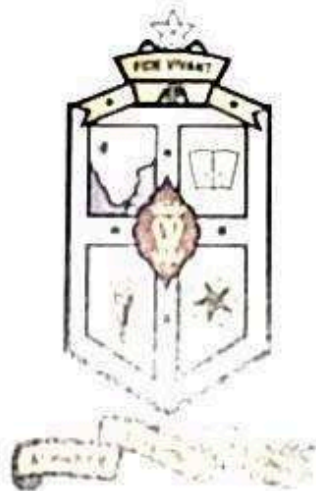
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**Department of Human Resource Management**

**St. Mary's College (Autonomous)**

**(Re-accredited with 'A+' Grade)**

**Thoothukudi – 628001.**

**November 2021**

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST. MARY'S COLLEGE (AUTONOMOUS)**  
**THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **S.SAHAYA ABILA** of second year Master of Human Resource Management has undergone Internship training on Internship report on **"A STUDY ON ACTIVITIES OF HUMAN RESOURCE MANAGEMENT IN JEYA ENGINEERING AND INFRASTRUCTURE PVT, LTD. THOOTHUKUDI"** under the guidance of **Mrs. C.S.PURNIMA B.Sc(Horti), MBA., NET** and this is an original work upto my knowledge.

*M. S. S.*  
**CO-ORDINATOR**

*P. S. S.*  
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*A. A. S.*  
**EXTERNAL EXAMINER**

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The Head of the Department,  
St.Mary's College,  
Thoothukudi**

**Certificate**

With reference to the permission granted to your Final Year MHRM Student, Miss.S.Sahaya Abila S (20SPHR27) to undergo internship in our organization, We hereby gladly inform you that she has successfully completed the training in our organization from 02.06.2021 to 16.06.2021.

We wish her all success in her future endeavors.

**For Jeya Engineering and Infrastructures Private Limited**

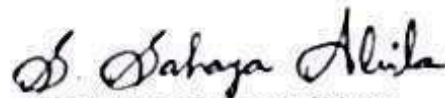
  
**HR-Manager**

### DECLARATION

I hereby declare that the internship entitled "A Study On Activities of Human Resource Management in Jeya Engineering and Infrastructure Pvt. Ltd. Thoothukudi" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University for the award of degree of Master of Human Resource Management is my original work and that no part of this internship has been submitted for any Degree, Diploma, Fellowship of other similar titles.

Place: Thoothukudi

Date:



Signature of the candidate

(S.SAHAYA ABILA)

## ACKNOWLEDGEMENT

First of all, I thank the Almighty for his abundant grace and blessing for the accomplishment of my internship report. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph. D.** for permitting me to do my internship report.

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## ABSTRACT

The human resource function has gone from the traditional hire and fire role to a strategic partner at the table with finance, operations and other business centers that are not centers of profit for the organization. The job of HR, as is the job of all such departments, is to ensure that the business gets the most out of its employees. Another way to put this is that the human resource management needs to provide a high return on the business's investment in its people. This makes it a highly complex function - because it deals with not just management issues but human ones as well. In this article, we discuss the reasons for organizations to have a HRM strategy as well as the business drivers that make the strategy imperative for organizational success. It is a fact that to thrive in the chaotic and turbulent business environment, firms need to constantly innovate and be "ahead of the curve" in terms of business practices and strategies. It is from this motivation to be at the top of the pack that HRM becomes a valuable tool for management to ensure success.



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# CHAPTER-I

## CHAPTER 1

### INTRODUCTION

#### 1.1 HUMAN RESOURCE ACTIVITIES IN AN ORGANISATION:

Human resource management focuses on acquisition, development, motivation and maintenance of human resources in the organization.

Human resource specialists are responsible for recruiting, screening, interviewing and placing workers. They may also handle employee relations payroll, benefits and training. Human resource managers plan, direct and coordinate the administrative functions of an organization. They oversee specialists in their duties; consult with executives on strategic planning, and link a company's management with its employees.

HR specialists tend to focus on one area, such as recruiting or training. HR generalists handle a number of areas and tasks simultaneously. Small companies typically one or two HR generalists on staff, while large ones may have many devoted to particular areas and services.

#### 1.2 DEFINITION OF HRM:

French Wendell – HRM as the recruitment selection, development, compensation and motivation of human resources by the organization.

Stephen p. Robbins – HRM is a process consisting of four functions

- Functional objective
- Organizational objectives
- Acquisition.
- Development.
- Motivation.
- Maintenance of human resources.

According to the Invankevich and Glueck, "HRM is concerned with the most effective use of people to achieve organizational and individual goals. It is the way of managing people at work, so that they give their best to their organization"



### **1.3 OBJECTIVES:**

- Personal objectives
- Function objectives
- Societal objectives

#### **✓ Personal objectives:**

To assist employees in achieving their personal goals, at least in so far as these goals enhance the individual's contribution to the organization. Personal objectives of employees must be maintained, retained and motivated.

#### **✓ Functional objectives:**

To maintain the contribution of department at an appropriate level organization should fulfill the needs. Resources are wasted when HRM is either more or less sophisticated to suit the organizations demands

#### **✓ Organizational objectives:**

To recognize the role of HRM in bringing about organizational effectiveness, HRM is not an end itself it is only mean to assist organization with its primary objective.

#### **✓ Societal objectives:**

To be ethically and socially responsible for needs and challenges of society while minimizing the negative impact of such demands upon the organization to use their resources for society's benefits in ethical ways may lead to restriction.

### **1.4 Objectives of the HRM function:**

#### **1. HRM contributions to organizational effectiveness: -**

- o Helping the organization to reach its goals
- o Employing workforce skills and abilities efficiently
- o Increasing job satisfaction, self-actualization, and quality of work life
- o Communicating HR policies to all employees.
- o Maintaining ethical policies and socially responsible behavior.

- Managing change to mutual advantage of individuals, groups, the enterprise, and the public

## **2. Increasing employees job satisfaction and self-actualization**

- Employees must feel that the job is right for their abilities and that they are being treated equitably
- Satisfied employees are not automatically more productive
- However, unsatisfied employees tend to be absent and quite more often and produce lower - quality work
- Both satisfied and dissatisfied employees can perform equality in quantitative terms

## **3. quality of work life (QWL) is a general concept that refers to several aspects of the job including:**

- Management and supervisory style
- Freedom and autonomy to make decisions on the job
- Satisfactory physical surroundings
- Job safety and satisfactory working hours
- Meaningful tasks

## **4. THE job and work environment should be structured to meet as many workers needs as possible**

## **5. communicating HRM policies to all employees:**

- HRM policies, programs and procedures must be communicated fully and effectively
- They must be represented to outsiders
- Top level managers must understand what HRM can offer

## **6. learning provides a framework for decreasing cycle time**

## **7. maintaining ethical policies and socially responsible behavior:**

- HRM managers must show by example that HRM activities are fair, truthful and honorable.

- People must not be discriminated against.
- Their basic right must be protected.

8. These principles should apply to all activities in the HRM area

9. Increased urgency and faster cycle times:

- Firms are placing a growing emphasis on:
  - Increasing customer service
  - Developing new products and services
  - Training and educating technicians, managers
  - And decision makers

10. Shorter cycle times means less time to:

- Train, educate and assign managers
- Recruit and select talented people
- Improve the firm's image

## 1.5 SCOPE OF HRM

a) **HRM in personnel management:**

This involves manpower such as (R, S, I, T, D, P) also O. The overall objectives is to concentrate on the growth of the individuals which indirectly contribute to organization goals.

b) **HRM in employee welfare:**

The aspect deals with working conditions and amenities at work place. It is about determining employee real needs and fulfilling them. It includes services such as

- ✓ Safety services: eliminating hazards, safeguarding machineries, safety officers.
- ✓ Healthy services: ventilation, lighting, sanitation, cleanliness.
- ✓ Medical services: medical care, sickness benefits, injury benefits, maternity benefits.

In addition to this, it also takes care of creches, canteen facilities, transportation, recreation facilities.

### **c) HRM in industrial relation:**

It deals with addressing the grievances and settling their disputes in order to maintain peace and harmony in the organization. The main aim is to safeguard the interest of employees to the extent that they do not have any negative impact on the organization. It serves as mediation between the employees and the employers.

The major function includes,

- a) Understanding employment relations.
- b) Solving problems.
- c) Settlement of disputes.
- d) Collective bargaining

### **1.6 THE IMPORTANCE OF HUMAN RESOURCE:**

Behind production of every product or service there is an human mind, effort and man hours (working hours). No product or service can be produced without help of human being. human being is fundamental resource for making or construction of anything. Every organization desire is to have skilled and competent people to make their organization competent best.

Among the five M's of management, i.e., men, money, machines, materials, and methods, HRM deals about the first M, which is men. It is believed that in the five M's, "men" is not so easy to manage. "Everyman is different from others" and they are totally different from other M's in the sense that men possess the power to manipulate the other Ms. Whereas, the other M's are either lifeless abstract and as such, do not have the power to think and decide what is good for them.

### **1.7 ENVIRONMENT IN HUMAN RESOURCE MANAGEMENT:**

Environment comprises all those forces which have their bearing on the function of various activities including human resource activities. Environment scanning can help HR manager become proactive to the environment which is characterized by change and intense competition. human resource is performed in two types of environments -internal and external



### ➤ **Internal Environment:**

These are the forces internal to an organization. Internal forces have profound influence on HR functions. The internal environment of HRM consists of unions, organization culture and conflict, professional bodies, organizational objectives, policies, etc. a brief mention of these followings.

#### ✓ **Unions:**

Trade unions are formed to safeguard the interest of its members/ workers. HR activities like recruitment, selection, selection, training, compensation, industrial relations and separations are carried out in consultation with trade union leaders.

#### ✓ **Organization culture and conflict:**

As individuals have personality, organization have cultures. Each organization has its own culture that distinguishes one organization from another. Culture may be understood as sharing of some core values or beliefs by the members of the organization "Value for time" are the culture of Reliance Industries Limited. The culture of Tata conglomerate is "get the best people and set them free".

HR practices need to be implemented that best fit the organization's culture. There is often conflict between organization culture and employee's attitude. Conflict usually surfaces because of dualities such as personal goal, discipline vs. autonomy, rights vs. duties, etc. such conflict have their bearings on HR activities in an organization.

#### ✓ **Personal Bodies:**

Like other professional bodies, the NIPM as the HR professional body regulates the function of HR practitioners in India. For this the NIPM in of ethics which the HR practitioners are expected to declare their allegiance to the code. Thus, professional bodies also influence HR functions of an organization.

### ➤ **External Environment:**

External environmental includes forces like economic, political, technological, demographic etc. these exert considerable influence on HRM. Each of these external forces is examined here.

✓ **Economic:**

Economic forces include growth rate and strategy, industrial production, national and per capita incomes, money and capital markets, competitions, industrial labor and globalization. All these forces have significant influence on wage and salary levels. Growing unemployment and reservation in employment also affect the choice for recruitment and selection of employees in organizations.

✓ **Political:**

Political environment covers the impact of political institutions on HRM practices. For example, democratic political system increases the expectation of workers for their wellbeing.

The total political environment is composed of three institutions:

1. **Legislature:**

This is called parliament at the central level and assembly at the state level a plethora of labor laws are enacted by the legislature to regulate working conditions and employment relations.

2. **Executive**

It is the government that implements the law, in other words, the legislature decides and the executive acts

3. **Judiciary:**

This is like watchdog above the two. It ensures that both the legislature and executive work within the confines of the constitution and also in the overall interest of the people. These affect, in one way or the other. All HR activities from planning to placement to retention and maintenance.

✓ **Technological:**

Technology is systematic application of organized knowledge to practical tasks.

➤ **Technological advances affect the HR functions in more than one way:**

First: technology makes the job more intellectual or upgraded.

Second: it renders workers dislocated if they do not equip themselves to the job.

Third: job becomes challenging for the employees who cope with the requirements of technology.

Fourth: technology reduces human interaction at the work place. Finally, job holders become highly professionalized and knowledgeable in the job they perform.

#### ✓ **Demographic:**

Demographic variables include sex, age, literacy, mobility, etc. Modern work force is characterized by literate, women and scheduled times workers. Now, workers are called 'knowledge workers' and the organizations wherein they work are called 'knowledge organizations'.

As such, the traditional line of distinction between manual and non-manual workers is getting blurred. Employees are demanding parity in remuneration and responsibility among various categories and levels of employees.

### **1.8 ROLE OF A HR MANAGER:**

- **Business person:**

As a business person the HR manager should show some concern for the organization growth, and knows the market and what the business, he or she should have a longterm vision.

- **Shaper of change in accordance with business:**

He/she (HR manager) should be able to create change in strategy, should possess a sense of purpose, should be able to think widely.

- **Consultant to organization:**

HR manager should have the ability to build commitment into action, should respond to organization needs, should recognize the importance of team work

- **Business partner:**

knows the plane of top executives, develops and tell own plan and ideas.

- **Talent manager:**



Should be capable of educating management, should know high potential people.

- **HR asset manager / cost controller:**

Should initiate action, should be able to educate management, should creatively measure effectiveness.

**According to Dave Ulrich HR play's key roles.**

1. strategic partner role turning strategy into results by building organizations that create value;
2. change agent role making change happen, and in particular, help it happen fast
3. employees champion role managing the talent or the intellectual capital within a firm
4. Administrative role

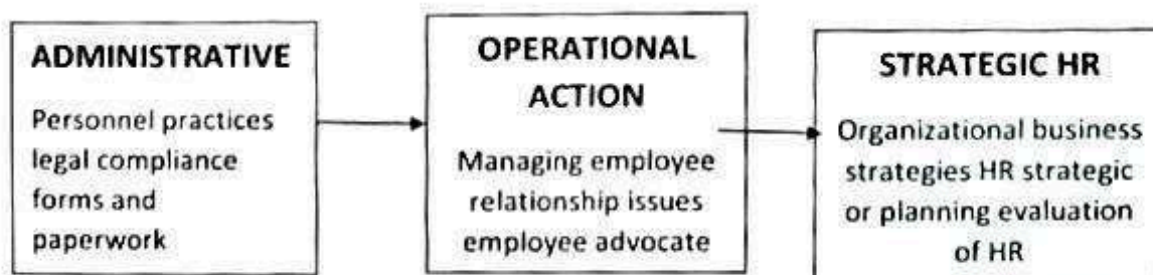
Try to get things to happen better, faster, cheaper.

The role HR in organizations has undergone an extensive change and many organizations have gradually oriented themselves from the traditional personnel management to the human resource management approach. The basic approach of HRM is to perceive the organization as a whole. Its emphasis is not only on production and productivity but also on the quality of life. It seeks to achieve the paramount development.

### **1.9 Current classification of HR roles**

According to R.L. Mathis and J.H. Jackson (2010) several roles can be fulfilled by HR management. The nature and extent of these roles depend on both what upper wants HR management to do and what competencies the HR staff have demonstrated. Three roles are typically identified for HR, the focus of each of them

#### **CURRENT CLASSIFICATION OF HR ROLES.**





## **1. ADMINISTRATIVE ROLE OF HR**

The administrative role of HR management has been heavily oriented to administration and recordkeeping including essential legal paperwork and policy implementation. Major changes have happened in the administrative role of HR during the recent years. Two major shifts driving the transformation to the administrative role are: Greater use of technology and outsourcing.

Technology has been widely used to improve the administrative efficiency of HR and the responsiveness of HR to employee and managers, more HR functions are becoming available electronically or are being done on the internet using web-based technology. Technology is being used in most HR activities, from employment application and employee benefits enrollments to e-learning using internet-based resources.

Increasingly, many HR administrative functions are being outsourced to vendors. This outsourcing of HR administrative activities has grown dramatically in HR areas such as employee assistance (counseling), retirement planning, benefits administration, payroll services, and outplacement services.

## **2. OPERATIONAL AND EMPLOYEE ADVOCATE ROLE FOR HR**

HR managers manage most HR activities in line with the strategies and operations that have been identified by management and services as employee "champion" for employee issues and concerns.

HR often has been viewed as the "employee advocate" in organizations. They act as the voice of the employee concerns, and spend considerable time on HR "crisis management" dealing with employee problems that are both work-related. Employees regardless of personal background or circumstances.

Sometime HR's advocate role may create conflict with operating managers. However, without the HR advocate role, employers could face even more law suits and regulatory complaints than they do now. The operational role requires HR professional to cooperate with various departmental and operating managers and supervisors in order to identify and implement needed programs and policies in the organization. Operational activities are tactical in nature. Compliance with equal employment opportunity and other law ensured,

employment application are processed, current openings are filled through interviews, supervisors are trained, safety problems are resolved, and wage and benefit questions are answered. For carrying out these activities HR manager matches HR activities with the strategies of the organization.

### **3. STRATEGIC ROLE FOR HR**

The administrative role traditionally has been the dominant role for HR, however, indicates that a broader transformation in HR is needed so that significantly less HR time and fewer HR staffs are used just for clerical work.

Difference between the operational and strategic roles exist in a number of HR areas. The strategic HR professionals are proactive in addressing business realities and focusing on future business needs, such as strategic planning, compensation strategies the performance of HR, and measuring its result. However, in some organizations, HR often does not play a key role in formulating the strategies for the organization as a whole; instead it merely carries them out through HR activities.

Many executives, managers and HR professionals are increasingly seeing the need for HR management to become a greater strategic contributor to the "business" success of organizations. HR should be responsible for knowing what the true cost of human capital is for an employer, for example, it may cost two times key employees' annual salaries to replace them if they leave. Turnover can be controlled through HR activities, and if it is successful in saving the company money with good retention and talent management strategies, those may be important contributions to the bottom line of organizational performance.

The role of HR as a strategic business partner is often described as "having a seat at the table", and contributing strategic directions and success of the organization. That means HR is involved in devising strategy in addition to implementing strategy. part of HR's contribution is to have financial expertise and to produce financial results, not just boost employee morale or administrative efficiencies. Therefore, a significant concern for chief financial officers(CFOs) is whether HR executives are equipped to help them to plan and meet financial requirements.

However, even though this strategic role of HR is recognized, many organizations still need to make significant progress toward fulfilling it.



Some examples of area where strategic contribution can be made by HR are:

- Evaluating mergers and acquisitions for organizational "compatibility" structural changes, and staffing needs
- Conducting workforce planning to anticipate the retirement of employees at all levels and identify workforce expansion in organizational strategic plans
- Leading site selection efforts for new facilities or transferring operations to international outsourcing
- Locations based on workforce needs
- Instituting HR management systems to reduce administrative time, equipment, and staff by using HR technology
- Working with executives plan as a new product
- Compensation and incentives plan as new products

It is the era when for the competitive triumph of the organization there is a need to involve HRM significantly in an integrated manner, which demands such capabilities from the HR specialists.

The role of HR shifted from a facilitator to a functional peer with competencies in other functions, and is acknowledged as an equal partner by others. The HR is motivated to contribute to organizational objectives of profitability and customer satisfaction, and is seen as a vehicle for realization of quality development. The department has the responsibility for monitoring employee satisfaction, since it is seen as substitute to customer satisfaction.

According to McKinsey's 7-s framework model HR plays the role of a catalyst for the organization. According to framework, effective organizational change is a complex relationship between seven S's HRM is a total matching process between the three Hard S's (strategy, structure, and system) and the four Soft S's (style, staff, skills and super ordinate goals). clearly, all the S's have to complement each other and have to be realized the most of the S's are determined directly or indirectly by the way human resource are managed, and therefore, HRM must be a part of the total business strategy.

### **1.10 Organization of HR**

- ✓ Personnel
- ✓ HRD
- ✓ Administration
- ✓ IR
- ✓ Personal

It includes the following activities.

#### **HRP:**

It is process by which the organization ensures that it has the right personnel who are capable of accomplishing those tasks that help the organization reach its objectives.

#### **Hiring:**

It is concerned with securing and employing the right kind and proper no. of people required to accomplish organization objectives.

Its function includes.

- ✓ Recruitment
- ✓ Selection
- ✓ Induction
- ✓ Orientation

#### **Grievance handling:**

It is concerned handling complaint of one or more workers in respect of wages, overtime, leave, transfer, promotion and termination of service.

#### **Compensation:**

It means that the employees should be given equal and fair wages for their contribution to the attainment of organizational objectives.



## **ADMINISTRATION:**

This aspect deals with working conditions and amenities at work place. It is about determining employee's real needs and fulfilling them. It includes services such as

- Safety services.
- Health services.
- Medical services.

In addition to this it also take care of creches, canteen facilities, transportation, recreation facilities.

## **HRD:**

### **Performance appraisal:**

It is the process of determining how well employees do their job in relation to the established standards. It is where the performance of employee is evaluated.

### **Training and Development:**

It is planned program designed to improve performance and to bring about measurable changes in knowledge, skill for doing present and future job.

## **IR:**

It deals with addressing the grievance and settling their disputes in order to maintain peace and harmony in the organization. The main aim is to safeguard the interest of employee to the extent that they do not have any negative impact on the organization. It serves as an mediation between the employees and the employers.

The major function include:

- Understanding employment relations.
- Solving problems.
- Settlement of disputes.
- Collective bargaining.

## **1.11 HUMAN RESOURCE MANAGEMENT:**

- Aim to beyond contract (employment contract).
- Performance pay related system.
- Individual contracts are the basis for labor management.
- People are treated as assets to be used for the benefit of an organization, its employees and the society as a whole.
- Mutuality of interests.
- Direct communication
- Job design is teamwork oriented.

## **1.12 ADVANTAGES OF HUMAN RESOURCE MANAGEMENT**

### **HUMAN RESOURCE PLANNING**

HUMAN RESOURCE MANAGEMENT (HRM) helps in estimating the right number of people required for carrying out the necessary activities of an organization. It analyses different work positions within a business for identifying the skill sets needed for such positions. Proper information regarding job designations helps in acquiring the right people.

### **HIRING WORKFORCE**

It is enable business in hiring skilled and qualified workforce by creating a large pool of competent people. Human Resource Management conducts whole recruitment process of an organization in accordance with the requirements of job positions.

### **RETAINING EMPLOYEES**

HUMAN RESOURCE MANAGEMENT plays an efficient role in retaining skilled employees for a long term within an organization. It monitors working environment provided to workers and ensures that they get hygienic working place, better remuneration, extra benefits and facilities. This leads to long term associations of workers with organization.

## **ENHANCE ORGANISATION EFFECTIVENESS**

Human resource management influences the overall productivity and profitability of a business organization. It is the one which monitors the allocation of all resources and ensure that they are full utilized with minimum wastage. human resource management matches right person with right job which improves the effectiveness of an organization.

## **HANDLE DISPUTES AND QUERIES**

It handle disputes and resolves all queries of workforce from time to time. HRM leads to smooth functioning of an organization by redressing all problems of employees in a better manner.

## **MOTIVATION EMPLOYEES**

Motivation of employees towards their roles is must for achieving the desired goals and objectives. human resource management motivates workforce by rewarding them as per their performance and providing welfare facilities. It examines their output level for deciding their incentives which boost the overall morale of workers.

## **IMPROVE EMPLOYEE RELATONS**

HRM focuses on establishing good relations among management and labors for ensuring continuity of business. It provides fair remunerations to workers and take cares of all their necessities. Human resources management builds up better coordination in between employer and employees by considering their ideas and suggestions in policy making.

## **1.13 DISADVATAGES OF HUMAN RESOURCE MANAGEMENT**

### **COSTLY SETUP**

Human Resource Management system require huge costs for installation within the business organization. Owners need to give proper training to its workers for setting up and running these systems. Small business can't afford to run these systems within their operations.

### **RECENT ORIGIN**

Human Resource Management lacks universal approval academic base due to its recent origin. There is no uniformity in its terms and different people characterize the term in a distinct way. Organizations are renaming their workforce department as HRM which may not

yield real results. It requires changes at a fundamental level in approaches, mentality and philosophy of management.

### **UNPREDICTABILITY**

Another major limitation is inability to predict the external events and behavior of people. HRM needs a full support of all working people and top management in an organization for its successful implementation. In absence of proper support from top management, it may not yield expected results.

### **IMPROPER DEVELOPMENT PROGRAMMES**

HRM requires implementation of development program such as on job training, Career planning, counselling, MBO etc. within the organization. In actual, these developments program are limited to classroom lectures which undermine this approach in providing the expected outcomes.

### **INSUFFICIENT INFORMATION**

Lack of essential information about workers adversely affects the performance of HUMAN

RESOURCES MANAGEMENT systems. These systems require proper database of employees before implementing them. Many organizations do not maintain a proper data of their workforce and therefore need to acquire, retrieve and store the required information.



# **CHAPTER-II**

## **CHAPTER-II**

### **COMPANY PROFILE**

#### **JEYA ENGINEERING AND INFRASTRUCTURES PRIVATE LIMITED.**

##### **2.1 COMPANY PROFILE:**

Jeya Engineering Works was established in the year 1981 by Mrs.J.Anglie proprietor the founder who dedicatedly shouldered the responsibility to turn it in to a leading Engineering Company.

Promoters Mr.J.Elains Raja, Marketing Manager and explore successful ventures through their vision, aspirations and flair for technology. They continue to build on strong track record and believe in their ability to meet the needs of their customers the enable them to sustain high standard of performance.

In 2010 Jeya engineering works name transfer to Jeya Engineering and Infrastructures private Limited promoters Mr.N.Jeyarayan Managing Director, Mrs. R.JayanthaRayan Director led the successful organization.

The company introduces us as leading manufacturer of food processing, Conveying and Handling Equipments made out of Stainless Steel, Mild Steel and Aluminum components with broad spectrum of product experience.

Their services range from Design Engineering Fabrication, Supply and Commissioning and customer service. With over 38 years of proven experience, their major strength lies in assessing the unique requirements on an individual basis and design a tailor made solution. The factory is located at Tuticorin, Tamilnadu which is on the East Coast of South India.

Jeya Engineering is a leading general contractor based in the state of Tamilnadu. Established in 1976 as part of Jeya group-a major conglomerate with over two companies in beach road & SIDCO to undertake projects in contribution to the large ongoing developments. Jeya Engineering has successfully completed numerous turnkey projects for many prestigious clients in different sectors.

The company commitment to execute projects with highest quality, on schedule and within project while adhering to excellent standards of health, safety and environmental positioned in tuticorin.

In line with growing demands to infrastructure and new developments, Jeya Engineering has invested in its resources to meet international standards and upgraded its fleet of equipment in preparation to participate in upcoming diverse projects.

Jeya Engineering and infrastructures Private Limited, has been taking leading role in providing heavy steel fabrication, supply including machining, assembly of steel food structural, material handling equipment, industrial process equipment and stainlesssteel food processing equipments services with uncompromised commitment to quality, health, safety and environment. The company do this through the combination of a open relationship with our employees based on mutual trust, transparency, accountability and discipline.

In preparation to meet the growing market demand for diverse projects, Jeya has heavily invested in employing a highly quality senior management team and staff to meet international standards and purchased state-of-art equipment to participate in upcoming, challenging large scale projects.

## **2.2 JEYA ENGINEERING AND INFRASTRUCTURES PRIVATE LIMITED**

### **Unit-1 & Unit-2**

It was started to provide fabrication solution & Erection and Commissioning Services for various industries segments. The Shop Floor is equipped with state of the art technology machineries and technically qualified team of experience technocrats.

### **2.3 VISION:**

Jeya Engineering vision is to be general contractor always striving to deliver food processing industry and engineering works to complex projects with excellence. Our track record has proven that regardless of all challenges, we deliver the highest standards on time and in budget.

### **2.4 MISSION:**

Jeya Engineering endeavors is to be the market leader and preferred general contractor, widely recognized for their superior engineering expertise. To provide innovative engineering solutions with a strong commitment to exceed the customer expectation through high product quality and excellent service. We achieve consistency in the delivery of high quality service and add value for clients through proclivity, transparency in communication, timely completion of projects, and high quality performance. Be practiced sustainability to



safe guard our environment, and maintain a highest level of professionalism, honesty and trust in our relationship with clients, employees and affiliates.

## **2.5 PRODUCT RANGE:**

- **Food Processing Equipments:**

Manufacturing Shrimp/Cucumber Grading Machine, Squid Washing Machine, Filth Washing Machine, Conveyors, Ice Crusher, SS Cooking Vessel, SS Processing Table etc.,

- **Conveyor Equipments:**

Manufacturing DIP Glazing Conveyor, Inspection cum Elevator Conveyor, Collapsible Conveyor, Defrosting Conveyor, Steam Conveyor, peeling/Cutting Conveyor, Roller Conveyor, loading/Setting Conveyor, Screw Conveyor and Container Loading Conveyor.

- **Handing Equipments:**

Manufacturing Tunnel Trolley, Single Tub/Double Tub Trolley, Loading Trolley, Tray Setting Trolley, Cooking Trolley and Mixture Trolley.

Maintenance contracts:

Maintenance contract of Pension Machining work, Sheet Metal work, Shutdown Maintenance work and Ship Repairing work.

## **2.6 HEAVY EQUIPMENTS - FABRICATION AND ERECTION:**

Fabrication and Erection of Heavy Equipments, Pressure Vessels and Tanks. Plate Shearing, Plate Folding Plate Rolling, Plasma cutting, Lathe Machining, Angle Channel and Pipe Rolling.

## **2.7 QUALITY POLICY:**

It is policy of Jeya Engineering Company to provide, Engineering and Construction Services to the customers' satisfaction. In order to achieve this policy, the and Contraction Services to the Quality Economicalcustomers' satisfaction In order to achieve this policy, the following shall be established and complied with:

- Identify customer requirements, meet the requirements and carryout the services with team spirit.
- Ensure compliance with all applicable regulations regarding the services provided.



- Recruit highly qualified staff and improve the skills of employees in order to maintain the quality of products and services that meet or exceed, the customer expectations.
- Optimize the performance and maintain strict monitoring of the project throughout its duration in order to meet the client requirements.
- Continually identify assess and implement the measures and steps that improve the company's Quality Management System.

## **2.8 HEALTH, SAFETY AND ENVIRONMENT POLICY:**

Jeya Engineering is dedicated to the concept that all accidents are preventable and we are committed to a zero accident policy. To achieve and enhance this commitment to our policy, and foster a cultural of continuous improvement of our safety health and environmental duties shall be followed.

- Comply with applicable legal and other business requirements. In those areas specific to the civil Engineering Construction industry, seek
- To apply more stringent standards and procedures where appropriate.
- Emphasize the awareness and training of all persons working for, or on behalf of Jeya Engineering.
- The Health and safety of its employees, subcontractors and other persons, who may be affected by the company's activities, are of for most consideration.
- Take appropriate precautions to prevent all incidents which may harm people, damage property and pollute environment.
- Taking care of health of employees ensuring safety at work places and protecting the environment is everyone's responsibility. The HSE personnel will work as catalysts to ensure that all sites personnel fulfill their respective responsibilities.
- Protect the environment by maintaining low levels of generated waste through various activities, and minimize the consumptions of resources.
- Ensure the operation of all industrial equipment machinery and plant.
- Continually identify the potential areas for HSE management system improvement and establish the necessary measures to implement such improvements.

- Ensure that any party performing business with Jeya Engineering is complying with all of the above.

#### **Industrial Capabilities:**

Jeya Engineering has been a key contractor involved in design, procurement and construction of turnkey projects related to the following:

- EPIC Project.
- Oil and gas facility.
- Power and desalination plants.
- Petrochemical plants.
- Industrial plants.
- Tanks and reservoirs.
- Maintenance of petrochemical and industrial installation.
- Food processing industry.

## Organisation Chart

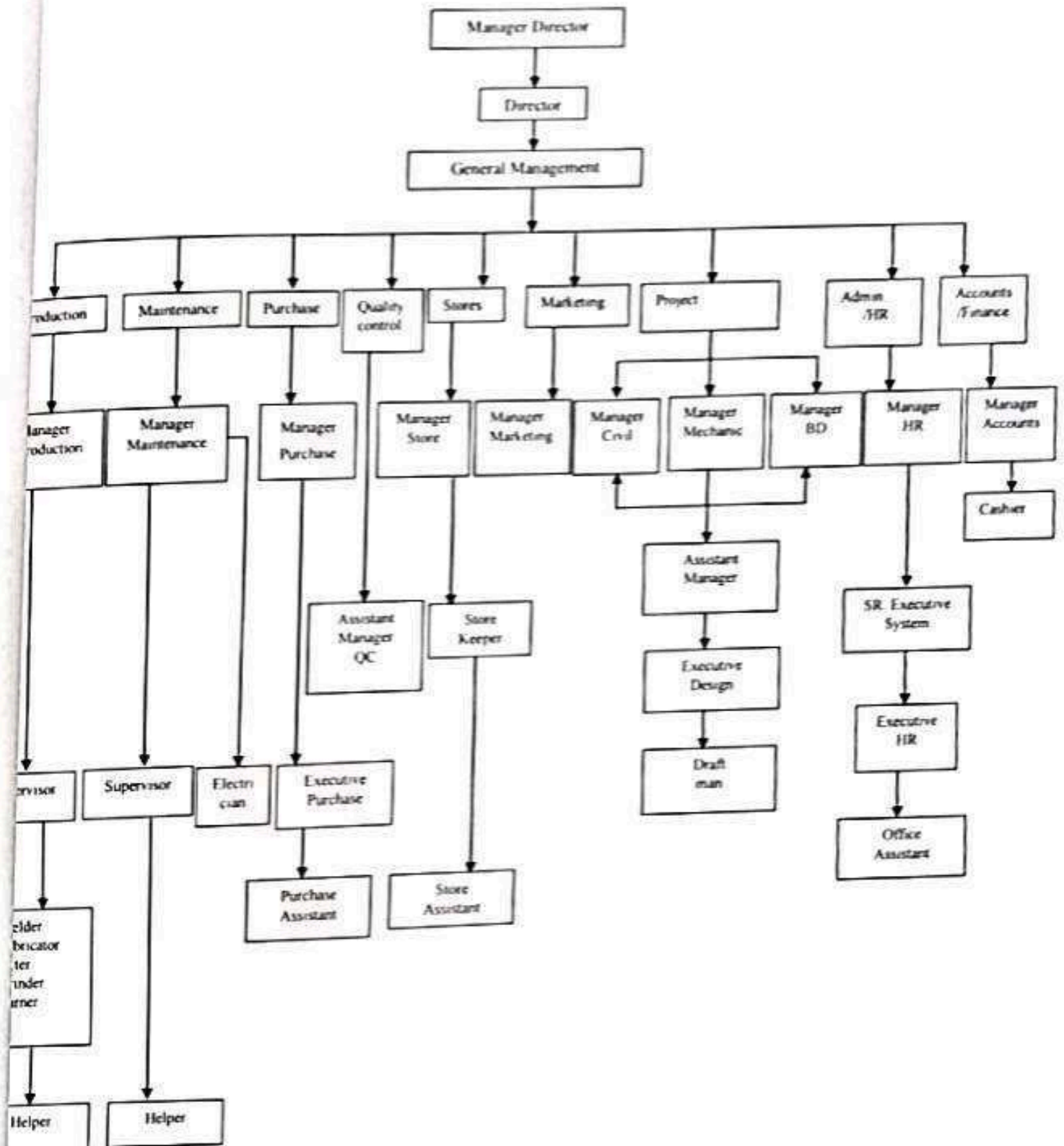


Figure 2.9

## 2.10 ORGANISATION STRATEGY:

Strategy management has four elements.



**Figure 2.10**

### **Statutory Compliance:**

- The Factories Act.
- The Minimum Wages Act.
- The Payment of Wages Act.
- The Industrial standing orders.
- The Maternity benefit Act.
- The National & festival Holiday Act.
- The Employees provident Fund Act.
- The Environment protection act.

### **Departments:**

- Human resource management.
- Production department.
- Marketing/sales department.
- Finance department.
- Purchase department.



- Personnel department.
- Industrial relation department.
- Engineering department.

#### **2.10.1 Functions of Human Resource Management**

- Determine the HR needed in the organisation.
- Human resource planning activities are all interdependent and continuous.
- The HR plan covers areas such as people supply as people, utilization, communications, training and development.
- It also covers performance, appraisal, organisation, rewards employee relations and many others.

#### **HR Strategy:**

- Take into account corporate strategy.
- Derive a strategy that provides human resource needed to operationalize corporate strategy.

#### **2.10.2 Production Department:**

##### **Production Planning:**

Depending upon drawing, skilled types or unskilled type persons, type of operations or stages, process finishing and dispatch then billing.

##### **Plan Layout:**

Depending upon the machine size and its usability.

##### **Material Handling Equipment:**

- Lifting tools and tackles (chain block, D-Shackles, Beld, Roap, Sealing).
- Process costing – documents used for transferring one process to another.

##### **Procedure Adopted:**

- Material (purchase bill).
- Manpower (labour cost).
- Machine cost (use electricity maintenance).
- Other expenses (OT, Material, Generator).

### **2.10.3 Functions of Finance Department:**

- In Jeya Engineering the investment decision is not taken within the company, decision is taken by the managers.
- Finance manager in the company prepare income and expenditure statement.
- Budgeting activities are done by the finance department, the balance sheet, profit and loss accounts are done yearly once.
- Payments of bills are settled through bank by finance department.
- Auditing is done once in a year. Internal audit is preformed twice in a year by the company accountant.

### **Area of Operation In Finance Department:**

- General accounts.
- Cost accounting.
- Treasure dealing.
- Bill passing.
- Pay section.

### **2.10.4 Purchase Department:**

- Packing materials, spares, machineries purchased through purchase department.
- Labours contracts and job contracts are finalized by purchase department.
- based on the purchase request purchase department will delivery every item including Apron, head cap.
- If the purchase request more than rupees 10,000 they get an approval from the manager.
- If it is more than 5, 00,000 the approval should be from the president of costs.

### **2.10.5 Personnel Department:**

Personnel department is a part of the management function. It is primarily concerned with details of the employees

**Function:**

- They maintaining the workers attendance properly.
- Preparing wages and salaries based on working days.
- There are 135 temporary labours working for daily wages, including electricians, supervisor, cashier, accountant.

**Industrial Relation Department:**

IRD is a department that maintains the smooth relationship of employees. It also takes responsible for all the official activities taken in all other departments of the company.

**Function:**

- Safety.
- Discipline.
- Manpower planning.
- Quality.
- Recruitment.
- Wages and salary administration staff.
- Staff promotion.
- Transfer.
- Officer and executive salary administration.
- Pension.

**Engineering Department:**

There are 11 electricians in engineering department. In electricians, 9 of them are permanent workers remaining 2 electricians are contract workers.

**Function:**

- Extending service to entire mill.
- Power.
- Water.

- Stream.
- Security maintenance specification.
- Diesel generators-three numbers with the capacity of 860 KVA to canteen, of each is available in the mill.
- Boilers-two, help to stream to canteen, auto clear, post spinning 5 covering tank.
- Air circulated to all the department for cleaning 1 to quality assurance department.

#### **2.10.8 Other Department:**

##### **Operation and Maintenance:**

- Responsible for setting up and maintaining the production line.
- They must have technical know-how to deal with problems.
- Responsible for inspecting the facility and equipment.
- It should be certified in various inspection methods.

##### **Technical Support:**

- Works between sales, customers and producers.
- Typically will have knowledge of technical aspects of product.
- They must have good interpersonal skills.

##### **Consulting:**

- Consultants are either self – employed or work for a firm that does not directly manufacture products.
- Consulting engineers might be involved in design, installation and upkeep of a product.
- Consultants are typically required to have expertise within the areas where they are consulting.

##### **Development:**

- Developmentengineers bridge the gap between the laboratory and the production facility.
- They also identify problems in potential products by building prototypes.



**Testing:**

- Testing engineers are responsible for testing the durability and reliability of a product and making sure that it performs how it is supposed to.
- Testing engineers simulate instance and environments in which a product would be used.
- Crash testing of a vehicle to observe effects of an air bag and crumple zone are examples of a testing engineer's duties.

**Design:**

- Design engineers often work on components of a product providing all the necessary specific needed to successfully manufacture the products.
- Design engineers regularly use computer design software as well as computer aided drafting software in their job.
- Design engineers must also verify that the part meets reliability and safety standards required for the product.

**Analysis:**

- Analysis engineers use computational tools and mathematical models to enrich the work of design and research engineers.
- Analysis engineers typically have a mastery of heat transfer, fluid flow, vibrations, dynamics, acoustics, and many other system characteristics.

**Systems:**

- Responsible on a larger scale for bringing together components of parts from design engineers to make a complete product.
- Responsible for making sure all components of a product work together as was intended by the design engineers.

**Manufacturing and Construction:**

- Work individually or in teams.
- Responsible for transforming raw materials into finished product.
- Keep records of processes and equipment.
- Help with design process to keep costs low.

### **Welfare Facility:**

Labour welfare implies providing better working conditions such as proper lighting, heat control, cleanliness, low noise level toilets, drinking water facility, canteen and rest rooms, health and safety measure, reasonable hours of work and holidays and welfare services such as housing education, recreation, transportation and counselling. Welfare officers has been appointed here.

### **Safety Measures:**

First aid box, soda acid and soil are available in this concern for safety. All rotating and dangerous part are fully covered. It has to prevent the workers from accidents. They provides caps and coats to the workers to avoid accident.

### **Shift system:**

- Moto quantum testing.
- Cotton classification is done by executives.
- For polyester they don't have testing machines, so they use SITARA for quality checking.
- Only day shift 9.am to 6.pm.

## **2.11 AWARDS AND ACHIEVEMENTS:**

- The company certified with ISO 9001:2008 in 2004.
- MADITSSIA - AIMO INDUSTRIAL AWARD for The Best Small Industry - 2004.
- ABK – AOTS DOSOKAI TAMILNADU, CHENNAI by AOTS – CDISSIA '5S' ANNUAL AWARD.
- GOVERNMENT PURCHASE ENLISTMENT CERTIFICATE BY NISC (National Small Scale Industries Association).
- BUREAU VERITAS certification.
- Regional Award for outstanding performance in 2004.
- State level 5S trophy for the industry year 2005.
- State level 5S sustaining award in 2006.
- Regional Award for outstanding performance in 2006.

- The best safest contractor award from satellite for the year 2009 to 2010.
- The best subcontractor award from satellite for the year October 2009 to Jan 2011
- The best safety, GMP following contractor award from NPCIL.

#### **Major projects:**

##### **Koodankulam Nuclear Power Project (KKNPP)**

Fabrication, Supply and Erection of Structural Steel Work in Reactor and Auxiliary Building.

##### **National Institute of Ocean Technology (Niot)**

Procurement, Fabrication, Supply and Erection of Buoyancy Chamber, Stiffener Ring, Sea Boring Tower and Cold Water Box.

#### **Recognition:**

- PALMS.
- MSME (Micro Small Medium Enterprises).
- TIIC (Tamilnadu Industrial Development Corporation).
- JIC (Junior Champers of India).
- Thuditssia.
- Rotary Club.

# CHAPTER-III



## **CHAPTER III**

### **STUDY ON ACTIVITIES OF HUMAN RESOURCE MANAGEMENT IN AN ORGANIZATION AT JEYA ENGINEERING INFRASTRUCTURE PVT LTD.**

Human resource department in jeya engineering company support the overall business growth through employees by a restructuring of workflow and employee motivation, contributing to the overall business objectives.

#### **3.1 Key performance area:**

- ✓ Planning and organizing
- ✓ Judgement
- ✓ Strong decision making
- ✓ Adaptability
- ✓ Team work
- ✓ Negotiation skills
- ✓ Confidentiality
- ✓ Excellent communication and interpersonal skills

#### **Principal accountabilities**

- Support the overall business strategy and help the business grow through employees and learning and development initiatives.
- Plan departmental / functional training budgets, forecast costs and delegate numbers as required by organizational planning and budgeting system.
- Providing training and development opportunities for improving performance.
- Asses relevant training needs for staff individuals and organization, in consultation with departmental heads, including assessment methods and measurement systems entailed.
- Implementation of performance management system that includes performance development plans (PDPs) and employee development programs.
- Manage training delivery, measurement and follow up as necessary.
- Design training courses and program necessary to meet training needs, or manage this activity.

- Arrange for the maintenance of all necessary equipment and materials relating to the effective delivery and measurement of training.
- They used to have handled competency mapping exercise identify and describe competencies that are the most crucial to success in a work situation
- Identifying the gap between competencies required for the position and those possessed by the employee.
- Employee potential appraisal for promotion

### **3.2 EMPLOYEE SELF DEVELOPMENT INITIATIVES:**

- Help to develop competencies for various roles and levels of role in an organization and to link them with KRAs.
- Increase in the effectiveness of training and professional development programs.
- Help teams and individuals align their behaviors with key organizational strategies.
- Identify the behavioral standards of performance excellence.
- Provide more specific and objective assessment of employee strengths and the tools required to enhance their skills.
- Plan, monitor and review an employee's work objectives and overall contribution to the organization.

### **3.3 INITIATE THE PERFORMANCE REVIEW PROCESS:**

- Hold the performance appraisal meeting and follow up activities such as discussing areas for improvement, establishing goals for the next year.
- Develop and coordinate policies and strategies for the development of departmental performance indicators.
- Initiating performance appraisal discussions.
- To manage influence and motivate staff associated with performance issues.
- To coordinate and facilitate the communication to all staff of performance issues including the preparation of reports for managers and communication and presentations.

### **3.4 EMPLOYEE COMPENSATION AND BENEFITS:**

- Revising and preparing new HR policies and procedures manual / employee handbook for the organization
- Check the documents for the ever- changing legal rules and regulations and make the necessary changes.
- Audit the existing HR policies and procedures manual and / or employee handbook to make sure that the given details provided are relevant to the current industry / market scenario.

### **3.5 TALENT ACQUISITION AND RETENTION:**

- Familiarity with HR databases, applicant tracking systems
- Review and clarify job specifications, competencies and skills required.
- Align job candidate profiles with staffing objectives.
- knowledge of sourcing applicants through various methods including advertising, job sites and social media.
- maintain effective relationships with social and professional networks to source qualification candidates
- HR reports is to be presented to the management.
- to be responsible for managing and controlling budgets and expenditure within the approved allocations of the section.

### **3.6 Statement Of The Problem In Activities Of Human Resource Management In An Jeya Engineering Pvt. Ltd.**

The Human Resource Management System will addresses the Automation of thePerformance of the Employees as regard to what is monitored on them. Theirperformance would be according to the qualities of what they're working on. On thepresent situation, the performance of the employees were poorly evaluated andmonitored before, during and after every period of their jobs.

Although HR departmentswould evaluate them, it is a very ideal thing for them to accomplish every evaluation ofemployees regularly to update their performance and their



quality of work. Another thing is many companies on our days have conflict on giving their employees rightful bonuses on the hard works they produce for the welfare of the company, so the system would like to make a possible solution to this by the evaluation of the automation of the performance ratings of the employees, their bonuses would depend on their performance rate as what would be stated according to what would be their ratings in their automated performance rating in the system. This would be the basis of their salary bonuses whenever an employee have a high rating performance, he/ she could get bonuses on certain occasions as given by higher authorities of the company.

In line with this, their automated performance rating could also be used if an employee is subject for a promotion. This would certainly based their nomination from what the HR Department would post about their performance. The higher the rating of the performance, the higher possibility that certain employee would be enlist first for a promotion that, of course, would be from the higher management of the company. Also, this part of the

- |  |                            |
|--|----------------------------|
| 1. Training                                      | 8. Attendance              |
| 2. Performance of employees                      | 9. Office of the employees |
| 3. Bonuses depends on employees performance rate | 10. Salary Grade           |
| 4. Promotion of employee                         |                            |
| 5. Seminars                                      |                            |
| 6. Eligibility                                   |                            |
| 7. Leave   |                            |

#### **User and Management Reports**

- |                                 |                         |
|---------------------------------|-------------------------|
| 1. List of Trainee              | 6. Contract of Service  |
| 2. List of Employee             | 7. Job orders           |
| 3. List of Promoted Employee    | 8. Certifications       |
| 4. Personal Data Sheet          | 9. Leave Credits Report |
| 5. Performance Evaluation Sheet |                         |



# **CHAPTER-IV**

## CHAPTER - IV

### CONCLUSION

The Human Resource Management plays a significant role in the daily life. On the other hand, the soft and hard Human Resource Management influence on the business and lets them development rapidly. In order to improve employee's motivation, the employer should pay attention to Jey Engineering company's policy and law. This in turn can increase the efficiency of company and get higher profits. On the other hand, trade union help the employee to achieve negotiation successfully in the early time. It means the employee can negotiate better wages and a good working condition. However, at present, the employment law gradually become the focus in the world, because it has more restrictive and more favorable to protecting employee's benefit. In the future, the Human Resource Management will continue to play its role in each business.

When they are assigned job duties, they need to ensure they work efficiently and develop interest and enthusiasm among workers. Apart from inculcation of the traits of diligence, resourcefulness and conscientiousness, the employees need to develop effective communication skills with other members. As effective communication not only helps them to provide solutions to problems and challenges, but they are able to incur job satisfaction as well. Finally, it can be stated that in order to enhance the structure of the organization, the members need to carry out their roles satisfactorily.

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**INTERNSHIP REPORT ON A COMPREHENSIVE STUDY ON WORK- LIFE  
BALANCE IN SEAMAX SHIPPING INDIA PVT, LTD, THOOTHUKUDI.**  
(As internship report submitted in partial fulfillment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS) - THOOTHUKUDI**

Submitted by

**S. MUTHU SANTHIYA**

**REG NO: 20SPHR18**

Under the guidance of

**Mrs. C.S. PURNIMA B.Sc(Horti)., MBA., NET**



**Department of Human Resource Management**

**St. Mary's College (Autonomous)**

**(Re-accredited with 'A+' Grade)**

**Thoothukudi – 628001.**

**NOVEMBER 2021**

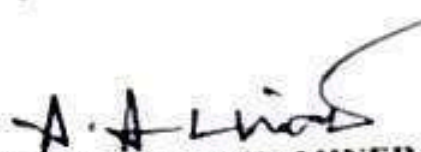
DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI - 628001



**CERTIFICATE**

This is to certify that **S. MUTHU SANTHIYA** of second year Master of Human Resource Management has undergone Internship training on **"A COMPREHENSIVE STUDY ON WORK - LIFE BALANCE IN SEAMAX SHIPPING INDIA"** under the guidance of **Mrs. C.S. Purnima, B.Sc(Horti)., MBA., NET** and this is an original work up to my knowledge.

  
**CO-ORDINATOR**

  
**EXTERNAL EXAMINER**

  
**FACULTY GUIDE**

  
**PRINCIPAL**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

  
**DIRECTOR**  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.



**Seamax Shipping India Private Limited**  
(Global Logistics Solution Provider)

## CERTIFICATE

DATE: 26.10.2021

This is to certify that **Miss. Muthu Santhiya S** (Reg No. 20SPHR18) II year MHRM student of St.Mary's College (Autonomous), Thoothukudi has completed the Internship program on the topic of **"A comprehensive study on Work - Life Balance"** in our company for 15 days from 5th October 2021 to 19th October 2021.

During this internship, she demonstrated good design skill with self-motivated attitude to learn new things, Her performance during the internship is good.

We wish her all the best for her future endeavor.

Authorised Signatory

**S.KUTRALINGAM**  
Director



### **DECLARATION**

I hereby declare that the internship entitled "**A COMPREHENSIVE STUDY ON WORK - LIFE BALANCE IN SEAMAX SHIPPING INDIA**" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, Fellowship or other similar titles.

**Place:** Thoothukudi

**Date:** 09.12.2021

*S. Muthu Santhiya*  
Signature of the candidate

(S. MUTHU SANTHIYA)



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## **ABSTRACT**

The concepts of work - life balance are popular and the most extensively discussed areas in organizational management as a consequence of its association with individual benefits. The core concept of this study is to examine the impact of the unique working and living environment of employees toward the physical and emotional exhaustion of their works. In order to explain this study, consider real life experiences of current and former members and takes a look on the most common statements of work - life balance. Stressful working schedules onboard and limited shore leave for workers may lead to diminished word-life balance. It also explores the common employment practices of shipping companies and explains how such working arrangements may impact on the work - life balance of workers. Furthermore, the impact of work-life balance on workplace safety and productivity is explained. There is also a discussion on the possible relationship between work-life balance and employee retention from both a general human resource perspective and in relation to the employment of seafarers. It explores the shipping organizations how they could help their employees to achieve work - life balance.

## **CONTENTS**

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# CHAPTER I



## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 History**

The work-leisure dichotomy was invented in the mid-1800s. Paul Krassneer remarked that anthropologists use a definition of happiness that is to have as little separation as possible "between your work and your play". The expression "work-life balance" was first used in the United Kingdom in the late 1970s to describe the balance between an individual's work and personal life. In the United States, this phrase was first used in 1986.

Most recently, there has been a shift in the workplace as a result of advances in technology. Employees have many methods, such as emails, computers, and cell phones, which enable them to accomplish their work beyond the physical boundaries of their office. Researchers have found that employees who consider their work roles to be an important component of their identities will be more likely to apply these communication technologies to work while in their non-work domain.

Many authors believe that parents being affected by work-life conflict will either reduce the number of hours one works where other authors suggest that a parent may run away from family life or work more hours at a workplace. This implies that each individual views work-life conflict differently.

Employee assistance professionals say there are many causes for this situation ranging from personal ambition and the pressure of family obligations to the acceleration pace of technology. According to a recent study for the Center for work-life Policy, 1.7 million people consider their jobs and their work hours excessive because of globalization.

#### **1.2 WORK-LIFE BALANCE**

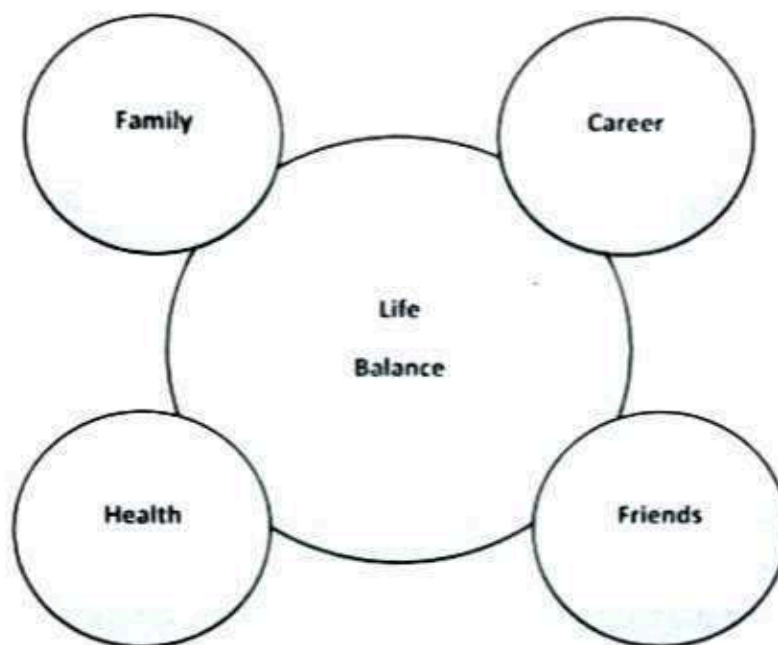
Work-life balance is about effectively managing the juggling act between paid work and the other activities that are important to people. It's not about saying that work is wrong or bad, but that work shouldn't completely crowd out the other things that matter to people like time

with family, participation in community activities, voluntary work, personal development, leisure and recreation.

The 'right' balance is a very personal thing and will change for each person at different times of his or her life. For some people the issue is being able to get into work or find more work rather than having too much work. There is no 'one size fits all' solution.

### WORK LIFE BALANCE

Balancing 5 things in work-life balance



- **Family-** Successful parenting, the culture of care and selflessness that are part of family life, requires energy, time, patience and a tolerance for mess and confusion a tall order when the working day has proved stressful and long. The key question here is 'who finds time to care for whom?', for what often happens is that the time consuming listening part of relationships gets ditched in favour of quick fixes, and then the unattended get to feel unloved and react accordingly. Families need nurturing, and our responses have to be sufficiently deep and elastic to accommodate the unexpected, not just the scheduled bits that fit in neatly with our jobs.

- **Home-** Home making is time-consuming. In the making of a home we create an atmosphere that reflects our sense of place in this world. Life a warm and familiar jumper, the home provides us with an extension of ourselves, a place where we can feel free in our emotions and content to be who we really are. The paradox is that the more we work, the more desperate we are to find such a home with its timeless associations and the less time we have to create it. Homes can so easily become houses, pit stops that provide briefly for sleep, rest and the bare essentials in the intervals between works.
- **Friendships-** It's often been said that the art of friendship requires common skills to an uncommon degree: a combination of affection, tolerance and patience as well as a sense of constancy in times of struggle and difference. Yet when our work-life balance spirals out of control, often friendships along with exercise are the first things to suffer. In a report entitled 'Social Trends; British Social Attitudes Survey 30 (HMSO2000) a significant factor over the past two decades is that we are seeing less of our best friends. Yet, as the extended family gets to be geographically more and more challenged, our friendships become increasingly relevant to our circle of mutual nature and support.
- **Community-** Life family, home and friendships, our local communities depend on our time and energy in order to function effectively, freely and spontaneously. It is in the reciprocal context of its activities that our communal identity can be experienced and enjoyed. Yet if we lose that vital life-work balance then the many activities through which neighborhood and locality are expressed are marginalized and we are the poorer for that neglect. Hobbies, interests and sporting pursuits derive much of their meaning through our interaction with other. If we fail to address the issues of work-life balance as a society then one of the first casualties will be the richness and diversity of community life.

By work life balance we mean that all workers should have a right to work that does not damage their freedom to pursue activities & responsibilities outside the work place. That means making work more sensitive, arranging work more effectively & organizing it more intelligently.



### 1.3 Objectives

- How work – life balance impacts the wellbeing of employees?
- Is there any relation between the work – life balance and the performance of the employees?
- Is there any correlation between work – life balance and family satisfaction?
- Is there any correlation between work – life balance and psychological distress?

### 1.4 Scope of Study

The scope of the study has been limited to finding the impact of the work – life balance on the working class in India only. The study is conducted based on the response of the questionnaire and doing percentage analysis of the response.

### 1.5 Characteristics

- Work Life Balance Business Benefits.
- Not constant, comes and goes with life changes.
- It takes WORK.
- The process of seeking balance can be deeply rewarding.

### 1.6 Effect of Work-Life Balance

The case for work-life balance tends to be made on two counts.

- ❖ First, that work-life balance improves individuals health, wellbeing and job satisfaction.
- ❖ Second, that business can benefit from work-life balance because these policies:
  - Improve productivity and worker commitment
  - Reduce sickness absence
  - Increase retention rates for talented workers and reduce replacement costs
  - Allow organizations to recruit from a wider pool of talent
  - Enable organizations to offer services beyond usual business hours by employing workers on different shifts that fit in with caring responsibilities.



### **1.7 Balance benefits**

- Attracts new employees
- Helps to retain staff
- Builds diversity in skills and personnel
- Improves morale
- Reduces sickness and absenteeism
- Enhances working relationships between colleagues
- Encourages employees to show more initiative and teamwork
- Increases levels of production and satisfaction
- Decreases stress and burnout

### **1.8 Some reasons for Work Life Balance**

A review of public holidays and paid holidays across a sample of countries, including Australia, China, France, Germany, Singapore, the US and the UK shows that India is actually quite comparable in terms of the number of days of vacation and holidays provided by law and general practice. It would, therefore, be fair to assume that the intent of law as well as the espoused values of organizations seems to be in favor of providing a fair amount of leisure and balance. Whether it has translated into reality is another matter.

- Gender Concerns
- Young Generation
- Identity Through Work

#### **Gender concerns**

Similar discrimination is experienced by men who take time off or reduce working hours for taking care of the family.

For many employees today- both male and female – their lives are becoming more consumed with a host of family and other personal responsibilities and interests. Therefore, in an effort to retain employees, it is increasingly important for organizations to recognize this balance.

## **Young generation**

According to Kathieen Gerson, Sociologist, young people “ are searching for new ways to define care that do not force them to choose between spending time with their children and earning an income” and “ are looking for definition of personal identity that do not pit their own development against creating committed ties to others readily. Young adults believe that parents should get involved and support the children both economically and emotionally, as well as share labor equally. Young people do not believe work-live balance is possible and think it is dangerous too build a life dependent on another when relationships are unpredictable. They are looking for partners to share the house work and family work together. Men and women believe that women should have jobs before considering marriage, for better life and to be happy in marriage. Young people do not think their mother's generations were unhappy. They also do not think they were powerless because they were economically dependent.

## **Identity through work**

By working in an organization, employees identify, to some extent, with the organization, as art of a collective group. Organizational values, norms and interests become incorporated in the self-concept as employees increase their identity with the organization. However, employees also identify with their outside roles, or their “true self”. Examples of these might be parental/caretaker roles, identifications with certain groups, religious affiliations, align with certain values and morals, mass media etc. Most employees identify with not only the organization, but also other facets of their life (family, children, religion, etc.). Sometimes these identities align and sometimes they do not. When identities are in conflict, the sense of a healthy work-life balance may be affected. Organization members must perform identity work so that they align themselves with the area in which they are performing to avoid conflict and any stress.

## **1.9 Work Life Balance Includes**

- Flexi-time
- Staggered hours
- Time off in lieu
- Compressed working hours

- Shift swapping
- Self-roistering
- Job sharing
- Term-time working
- Working from home
- Tale-working
- Breaks from home

### 1.10 Drivers for Change

Work-life balance has become increasingly important for a number of social and economic reasons that are making:

- Organizations think about how they work.
- Government think about how people balance paid and unpaid work and care.
- Individuals think about the role work has and will have at different stages of their lives.

Broadly, this shift is influenced by change to markets, ways of working, the labour market and expectations of work. In the public sector, these drivers mean:

- Pressures to increase efficiencies while at the same time responding to the demands of service users, creating more flexible and responsive public services.
- That there is a need to understand better and respond to customer requirements in a population that is becoming older and more ethnically diverse. Therefore people who possess these skills and relationships are crucial to helping organizations understand new customer segments, promote creativity and cope with increasingly complex business models.

### 1.11 CHALLENGES

Work-life balance is increasingly an issue for any country. Jobs, the workplace and the workforce are changing as:



- More women and sole parents go into work.
- More people juggle more than one job.
- The work force ages and is increasingly diverse.
- Businesses continue to compete globally to hire skilled workers.
- Technology changes the way we work – e.g. cell phones and PCs blur the distinction between work and personal time.

For any country, the two biggest work-life balance problems are:

- ✓ People with not enough work or income.
- ✓ People who have too much work: the low paid who need to work long hours to earn enough and the higher paid who may feel trapped into working more hours than they want to.

Through the consultation, employers told that they wanted to address work-life balance issues in their workplaces, and that they wanted practical tools to implement work-life balance initiatives. Workers, families and individuals told us that the key issues for them in achieving work-life balance concerned their caring responsibilities, workplace practices and cultures, and the need to earn sufficient income.

### **1.12 Flexible Work life**

A significant feature within the changing world of work is the need to develop a diverse, skilled and motivated workforce able to respond quickly and efficiently to client needs. Ensuring a committed, responsive and high performing workforce often depends on creating an environment that enables employees to more easily manage the demands of work and life – particularly their family responsibilities. Flexible work options are defined as mutually agreed long – or short-term changes to working time and leave arrangements within the context of organizational needs. Their successful implementation depends on employee and management knowledge, pre-planning, regular review, and the creation of a supportive workplace culture.

### **1.13 Benefits of Flexible Work:**

Workplace practice and culture impact on the work, family and life balance of all employees. International research and experience across both the public and private sector,



and feedback within the Banking sector, highlights the tangible benefits of mutually agreed flexible work options and a supportive workplace culture.

**Benefits of flexible work options include:**

- Increased capacity to attract and retain skilled and specialist employees and professional staff.
- Maximizing returns on training and professional development investment renewed energy and freshness contributing to resilience as well as increased morale, commitment and high work performance from staff.
- Improved learning outcomes through matching work options and available skills with student needs.
- Increased performance and productivity, through improved organizational climate, reduction of absenteeism and stress and a more efficient use of staff.
- Competitive edge in attracting and maintaining high demand skills to the public education and training system and positive public recognition in both the education sector and across other industries.

#### **1.14 The benefits for businesses**

Research has repeatedly shown that there is significant business benefits associated with implementing work-life balance policies. In a Department of Labour scan of more than 85 case studies of organisations implementing work-life balance policies, employers experienced benefits such as:

- Improved recruitment and retention rates, with associated cost savings;
- Reduced absenteeism and sick leave usage;
- A reduction in worker stress and improvements in employee satisfaction and loyalty;
- Greater flexibility for business operating hours;
- Improved productivity;
- Improved corporate image, becoming an 'employer of choice';

### **1.15 The benefits for employees**

Employees in companies already implementing work-life practices enjoy significant benefits such as:

- Being able to effectively manage multiple responsibilities at home, work and in the community without guilt or regret.
- Being able to work in flexible ways so that earning an income and managing family/other commitments become easier.
- Being part of a supportive workplace that values and trusts staff.

### **1.16 The benefits for families and communities**

Over the past 20 years the demanding of the modern workplace are perceived to have impacted heavily on family and community life. Parents wish they had more time with their children. 'Me time' seems to be shrinking and an ageing population means eldercare is becoming a serious issue. There's also less time for volunteering.

Work-life balance initiatives can make it easier to juggle multiple responsibilities at home, work and in the community. People with a good work-life balance are healthy physically, emotionally and socially, and have a sense of control over their life.

## CHAPTER II



## **CHAPTER II**

### **COMPANY PROFILE**

#### **SEAMEX SHIPPING INDIA PVT. LTD., THOOTHUKUDI**

##### **2.1 Company profile**

Seamax Shipping India Private Limited is a Private incorporated on 11 July 2003. It is classified as Non-government company and is registered at Registrar of Companies, Coimbatore. Its authorized share capital is Rs. 500,000 and its paid up capital is Rs. 100,000. It is involved in supporting and auxiliary transport activities; activities of travel agencies.

Seamax Shipping India Private Limited's Annual General Meeting (AGM) was last held on 31 December 2020 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2020.

Directors of Seamax Shipping India Private Limited are Suriya Narayanan Kutralingam and Palavesa Perumal Sankarasubramanian.

Seamax Shipping India Private Limited is uniquely positioned to handle all aspects of your shipments from launch to catch. Since its inception, SSIPL is one of the leading Total Logistics Service Provider in the Southern part of India. Initially SSIPL was confined to cater to the needs of our Exporters in Tirupur. Later through sheer hard work and commitment to service, we opened our own office in the Port City of Tuticorin, Chennai, Madurai, Coimbatore and Karur. Not stopping there, we extended our services to Northern part of India through our Associated. As a Total Logistics Service Provider, SSIPL offers services on Sea & Air Freight, Road transportation, NVOCC operations, Consolidation, Customs broking, VAS on Imports and Exports, Buyer Groupage. Less than container load (LCL) and full container load (FCL). Thus standing as ONE STOP SHOP for all your logistic needs. Our experienced teams of professionals are trained to guide you through the complexities of global shipping. We offer a single-source solution to and from any point worldwide keeping you informed of your shipment status at every step. Our personnel aim to satisfy each and every customer expectation with professionalism.



## 2.2 Vision

"Redefine the rules in the Indian Transport Industry by providing the best and path finding solutions with flexibility to adopt new practices, policies and technology to meet our customer's requirements".

## 2.3 Mission

"We endeavor to provide cost effective, highly efficient and global logistics solutions through our team of professionals and making Seamax, synonymous with 5 'S' :- Service, Speed, Safety, Strength & Steadfastness".

## 2.4 SERVICES:

### Sea freight

SSIPL possessing its own insured Bill of Lading offers a full array of ocean related services including Ocean Forwarding, NVOCC operations, Consolidation, Buyer Groupage, Clearing and Forwarding Services and FCL container management as well as customer-in-house services.

Through our Ocean division you get complete, professional service with our "**can-do**" attitude.

Our services include :

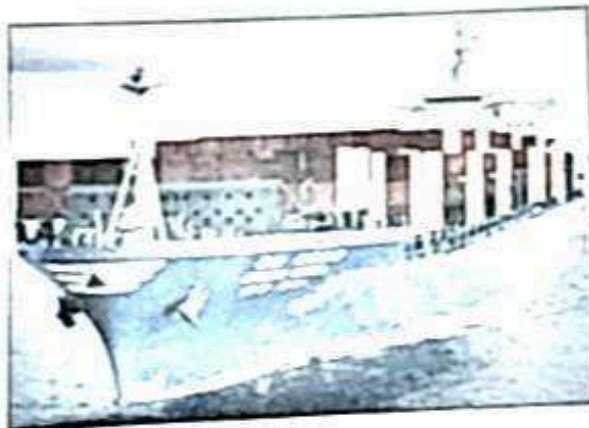
- Cargo Booking & Pick-up
- Cargo Tracking & Tracing
- Customer / Purchase Order Management
- Palletisation / Packing
- Delivery Verification
- Destination Customs Clearance
- Document Preparation & Distribution
- Export Customs Clearance
- Warehousing
- Freight Forwarding
- Consolidation

- Insurance Services
- Project Logistics
- Quality Control
- Shipment Alerts & Confirmations
- Shipment Pre-Planning
- Vendor Coordination
- Ex - works

SSIPL works closely with most carriers to provide you with better coverage, more sailings and better rates.

As one of the leading forwarder, SSIPL enjoys leveraged pricing with many carriers. This leverage means you get the best value.

- Flexibility in Price and Service
- Fastest Transit



## **Air freight**

Our Air Freight Products & Services include,

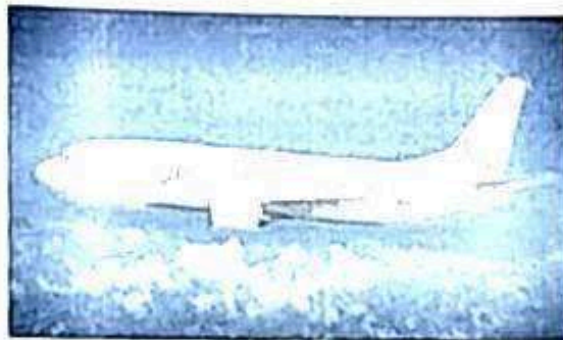
- Airport to Airport
- Airport to Door
- Door to Airport
- Door to Door ( Ex-Works)

- Consolidation
- Sea + Air

SSIPL provides air cargo services to every major continent in the world including North America, Latin and South America, Far and Middle East, Indian Sub-Continent, Europe, Australia, New Zealand, and South Africa.

SSIPL Sea + Air service uses only the premium ocean and air carriers. The shipments are moved completely within our network and handled by experienced and dedicated professionals from start to finish.

Through SSIPL Air Consolidation Services, we provide the best transit time, frequent flight schedules, competitive rates and cost savings.



### **Landside services**

The importance of smooth, effective, and timely landside activities is often underestimated. Getting your goods to and from the port, and getting all the paperwork done right, often involves multiple parties and processes with the potential for costly delays and errors. SSIPL offers a unique and seamlessly integrated solution that enhances and simplifies your landside activities in close coordination with your ocean or air transport.

Our Landside services include:

- Inland haulage
- Cargo insurance
- Transit documents

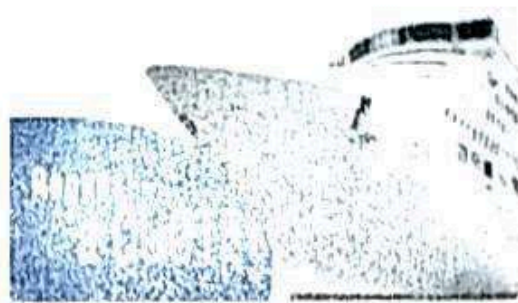


### **Value added services**

SSIPL offers a full range of forwarding services including a complete package of value added landside services. As your local and global logistics partner, we offer the expertise, global reach, and global buying power to guarantee you a complete and competitive range of forwarding services that enhances every single step of your supply chain from the factory to the customer's door.

### **Network**

SSIPL being very choosy in selection of agents are proud to present you a network of reliable agents. Our global network service is exemplary. Our network agents are well established service providers operating in the field for more than a decade and have the infrastructure and technical expertise to handle any kind of shipment and cater to every need of the shipper and consignee to the core.





## 2.5 Corporate Philosophy

Seamax Logistics is committed to provide Total Logistics Solutions and Services in India. We believe in Customer's Satisfaction by a team of highly motivated professionals with conducive work environment. We shall continually improve our systems by adopting innovative Technology in order to achieve our planned objectives.

## 2.6 B/L CLAUSES

Standard Conditions governing Multimodal Transport Documents Issued in accordance with Multimodal Transportation of Goods Act, 1993.

### ❖ Definitions

(a) Carrier means a person who is engaged in the business of transporting for hire goods by road, rail, inland waterways or sea;

(b) "Consignee" means the person named as consignee in the Multimodal Transport Contract;

(c) "Consignment" means the goods entrusted to a Multimodal Transport Operator for Multimodal Transportation;

(d) "Consignor" means the person, named in the Multimodal Transport Contract as consignor, by whom or on whose behalf the goods covered by such contract are entrusted to a Multimodal Transport Operator for Multimodal Transportation;

(e) "Delivery" means

- In the case of negotiable Multimodal Transport Document, delivery on the consignment to, or placing the consignment at the disposal of, the consignee or any other person entitled to receive it,
- In the case of a non-negotiable Multimodal Transport Document, delivering of the consignment to, or placing the consignment at the disposal of, the consignee or any person authorised by the consignee to accept delivery of the consignment on his behalf;

(f) "Endorsement" means the signing by the consignee or the endorsee after adding a direction on a negotiable Multimodal Transport Document to pass the property in the goods mentioned in such document to a specified person;

(g) "Goods" includes

- Containers, pallets or similar articles of transport used to consolidate goods; and
- Animals

(h) "Mode of Transport" means carriage of goods by road, rail, inland waterways of sea;

(i) "Multimodal transportation" means carriage of goods by two or more modes of transport from the place of acceptance of the goods in India to a place of delivery of the goods outside India;

(j) "Multimodal transport contract" means a contract entered into by the consignor and the Multimodal Transport Operator for Multimodal Transportation;

(k) "Multimodal Transport operator" means any person who

- concludes a Multimodal Transport Contract on his own behalf or through another person acting on his behalf,
- Acts as a principal, and not as an agent either of the consignor or of the carrier participating in the Multimodal Transportation, and who assumes responsibility for the performance of the said contract, and
- Is registered under sub-section (3) of Section 4 of the Act;

(l) "Negotiable Multimodal transport document" means a Multimodal Transport Document which is

- Made out to order or to bearer or
- Made out to order and is transferable by endorsement, or
- Made out to bearer and is transferable without endorsement.

(m) "Non-negotiable Multimodal Transport Document" means a Multimodal Transport Document which indicates only one named consignee;

❖ **Acceptability:**

The provisions set out and referred to in this Multimodal Transport Document shall apply, if the transport as described on the face of the document is by two or more modes of transport from the place of acceptance of the goods in India to a place of delivery of the goods outside India.

❖ **Effect of issuance of Multimodal transport document:**

- The issuance of the Multimodal Transport Document confers and imposes on all parties having or acquiring hereafter an interest in the rights/ obligations and defences set out in the conditions mentioned in this document.
- By the issuance of the Multimodal Transport Document the Multimodal Transport Operator;

(a) Undertakes to perform and/ or in his own name to procure performance of the Multimodal Transport Operator including all services which are necessary to such transport from the time of taking the goods in charge to the time of delivery , and accepts responsibility for such transport and such services to the extent set out in these conditions;

(b) Accepts responsibility for the acts and omissions of his agents or his servants, when such agents or servants are acting within their scope of their employment, as if such acts and omissions were own;

(c) Accepts responsibility for the acts and omissions of any other person whose services he uses for the performance of the contract evidenced by this Multimodal Transport Documents;

(d) Undertakes to perform or to procure performance of all acts necessary to ensure delivery;



(e) Assumes liability to extent set out in these conditions for loss of or damage to the goods occurring between the time of taking them into his charge and the time of delivery and undertakes to pay compensation as set out in these conditions in respect of such loss or damage.

(f) Assumes liability to the extent set out in these conditions for delay in delivery of the goods and undertakes to pay compensation as set out in that condition.

❖ **Negotiability and title to the goods:**

By accepting the Multimodal Transportation Document the consignor and his transferees agree with the Multimodal Transport Operator that, unless it is marked "non-negotiable" it shall constitute title to the goods and the holder, by endorsement of this Multimodal Transport Document, shall be entitled to receive or to transfer the goods mentioned in this Multimodal Transport Document.

❖ **Reservations:**

If the Multimodal Transport Document contains particulars concerning the general nature, leading marks, number of packages or pieces, weight or quantity of the goods which the Multimodal Transport Operator or a person acting on his behalf knows, or has reasonable grounds to suspect, do not accurately represent the goods actually taken in charge, or if he has no reasonable means of checking such particulars, the Multimodal Transport Operator or a person acting on his behalf shall insert in the Multimodal Transport Document a reservation specifying these inaccuracies, grounds of suspicion or the absence of reasonable means of checking. If the Multimodal Transport Operator or a person acting on his behalf fails to note on the Multimodal Transport Document the apparent condition of the goods, he is deemed to have noted on the Multimodal Transport Document that the goods were in apparent good condition.

❖ **Evidentiary effect of the multimodal transport document:**

- The Multimodal Transport Document shall be prima facie evidence of the taking in charge by the Multimodal Transport Operator of the goods as described therein; and
- Proof to the contrary by the Multimodal Transport Operator shall not be admissible if the Multimodal Transport Document is issued in negotiable



form and has been transferred to a third party, including a consignee, who has acted in good faith in reliance on the description of goods therein.

❖ **Guarantee by the consignor:**

- The consignor shall be deemed to have guaranteed to the Multimodal Transport Operator the accuracy at the time the goods were taken in charge by the Multimodal Transport Operator of particulars relating to the general nature of the goods, their marks, number, weight, and quantity and if applicable, to the dangerous character of the goods, as furnished by him for insertion in the Multimodal Transport Document.
- The consignor shall indemnify the Multimodal Transport Operator against loss resulting from inaccuracies or inadequacies of the particulars. The consignor shall remain liable even if the Multimodal Transport Document has been transferred by him. The right of the Multimodal Transport Operator to such indemnity shall in no way limit his liability under the Multimodal Transport Contract to any person other than the consignor.

## **2.7 Dangerous Goods**

Dangerous goods shall be divided into the following classes:

- Explosives
- Gases: Compressed, Liquefied or dissolved under pressure
- Flammable: Liquids
- Flammable: Solids
- Substances liable to spontaneous combustion
- Substances which, in contact with water, emit flammable gases
- Oxidizing substances
- Toxic substances
- Organic Peroxides
- Infectious substances
- Radioactive materials
- Corrosives

- Miscellaneous dangerous substances, that is any other substance which experience has shown, or may show, to be of such a dangerous character that the provisions of this part shall apply to it.

## **2.8 Indian Ports**

- Tuticorin port
- Chennai port
- New Mangalore port
- Mumbai port
- Cochin port
- Kolkata port
- Paradip port
- Jawaharlal Nehru port

## CHAPTER III

## **CHAPTER III**

### **A COMPREHENSIVE STUDY ON WORK-LIFE BALANCE IN SEAMAX SHIPPING**

We all want to lead a rich and meaningful live at work and at home without sacrificing aspects of either. Around the world, more and more employees are seeking flexible work arrangements as a result, and companies looking to meet these expectations are increasingly offering a variety of family-friendly policies. In Europe remote work, flextime, compressed work weeks, (paid or unpaid) leaves of absence, and sabbaticals are the most common. Yet, as great as these policies sound on paper, many have unintended consequences on workers:

#### **3.1 Flexibility does not always translate into better work-life balance:**

Remote workers often experience high work intensity and reduced autonomy due to their ability to communicate with colleagues through their devices at any time. This constant connectivity can blur the boundaries between work and non-work activities. But seamax shipping always maintain the boundaries very well so the employees can work very well.

#### **3.2 Paid family leaves and/or childcare support can raise perceptions of unfairness in the workforce:**

Such policies are typically reserved for workers with caregiving responsibilities, and are much less accessible to workers who desire the same level of work-life balance but lack urgent family responsibilities.

Through our research we discovered that companies need to focus their efforts in two main areas if they wish to create a healthy work-life balance for their employees:

#### **3.3 Trained Supervisors**

Employees who work with a supportive supervisor – someone who offers emotional and practical support, who acts as a positive role model and who is a creative problem-solver-experience reduced work-life conflict, improved health, and increased fulfillment on the job and at home. Seamax provide very talented and well experienced supervisors to work with employees. The supervisors have the power to encourage (or discourage) employees form



using family-friendly policies through their attitudes and behaviors, which can signal that there will be consequences for those who prioritize or provide equal importance to and work responsibilities. A supervisor who has expectations that are at odds with the personal goal of their employee can have a detrimental impact on their work-life balance.

### **3.4 Seek to have a supportive company culture**

Training supervisors to become more supportive of family-friendly policies indirectly impacts organizational culture. Seamax shipping is built upon something called the "ideal worker framework," which depicts the ideal worker as someone who is physically present in the office, who is available to work 24/7, and who is ready to sacrifice personal life in favor of work when needed-i.e. the classic corporate warrior. Although this model may fit both men and women, the "ideal worker" is often expected to be a man with a stay-at-home partner, or in rare cases, a single woman.

We found that employee who work at organizations that support, as opposed to penalize, workers who do not fit into the traditional framework tend to have better work-life balance and reduced work-family conflict. These employees also are more likely to take advantage of flexible work arrangements, and if they have a supportive supervisor, work less hours. As a result, they tend to be more satisfied in their roles and more loyal to their organizations.

So the seamax shipping company is trained the supervisors to set the tone of the larger company culture, creating Employee Resource Groups (ERGs) is a valuable way for organizations to offer support and resources to those workers who may feel underrepresented within it.

### **3.5 How to take the first step?**

Though these changes seem simple enough to make, many companies and workers themselves struggle to do so. This is largely because they require both parties to change their mindsets and redefine what it means to be an "ideal worker", regardless of how many flexible work policies and trainings their company offers.

Today, many of us have an innate desire to protect the "happy" workaholic identities we have construed for ourselves over the years and to avoid our fear of what a novel and more balanced professional identity looks like. This fear is largely born out of the fact that many of us do not know what to do when we are not working. Scholars argue that because we give significantly less consideration to how we spend our work time, we have of energy, when, in fact, data shows the opposite. Another study suggests that our overworked culture is, in part, caused by modern organizations that are crowded with insecure workers who still require objective data, like the number of hours worked per week, to demonstrate their value, contribution, and performance.

The real first step towards achieving work-life balance, then, needs to happen at the individual level. We believe that it is important for us as workers and leaders to cultivate broader professional identities, ones that leave space for family, community, and that find meaning in activities beyond work. Once we begin to value our leisure time, we will more easily be able to find balance between and separate who we are at work and who we are outside of the office. We need to start viewing free time as time for rest, recharge, and the cultivation of new skills and interests, some of which may eventually benefit our work roles as well. Once we make this change, the flexible work policies, trainings, and EGRs put into place may actually make the impact they were designed to.

## CHAPTER IV

## CHAPTER IV

### CONCLUSION

The family and work life are both important to employees in any sector and if these two are not maintained properly it creates stress and strain and results in various diseases. This study is found important because it tries to know how the work life and family life interface results into stress. Achieving a good balance between work and family commitments is a growing concern for contemporary employees and organizations. This is now mounting evidence-linking work-life imbalance to reduced health and wellbeing among individuals and families. It is not surprising that there is increasing interest among organizational stakeholders like CEOs or HR managers for introducing work-life balance policies in their organization.



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## **BIBLIOGRAPHY**

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**AN INTERNSHIP REPORT ON WORK MEASUREMENT AND WAGE  
PAYMENT PLANS WITH SPECIAL REFERENCE TO ABI TECHNOCHEM  
PRIVATE LIMITED, THOOTHUKUDI.**

*(An internship report submitted in partial fulfillment of the requirements for the degree)*

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (Autonomous) – THOOTHUKUDI**

Submitted by

**T. MUTHU BHARATHI**

**REG NO: 20SPHR17**

Under the guidance of

**Mrs. C.S. PURNIMA B.SC (Horti), MBA. NET**

Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with "A+" Grade by NAAC)

Thoothukudi – 628001



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Thoothukudi – 628001

November 2021

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT  
ST. MARY'S COLLEGE (AUTONOMOUS)  
THOOTHUKUDI



CERTIFICATE

This is to certify that **T. MUTHU BHARATHI** of second year Master of Human Resource Management has undergone Internship training on “A STUDY ON WORK MEASUREMENT AND WAGE PAYMENT” With Special Reference to Abi Technochem Private Limited, Thoothukudi” under the guidance of Ms. C.S PURNIMA., MBA, NET and this is an original work up to my knowledge.

CO-ORDINATOR

FACULTY GUIDE

DIRECTOR OF SSC  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

PRINCIPAL  
St. Mary's College (Autonomous)  
Thoothukudi-628 001.

EXTERNAL EXAMINER



EXTERNAL EXAMINER

DECLARATION

I hereby declare that the internship entitled "**A Study on Work  
Measurement and Wage Payment Plans**"

**With Special Reference To Abi Technochem Private Limited,  
Thoothukudi.**" is submitted to St. Mary's College,

(Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar  
University, for the award of the degree of **Master of Human Resource  
Management** is my original work and that no part of this internship has been  
submitted for any Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

T. Muthu Bharathi

Signature of the candidate

Date: 09/12/2021

(T. MUTHU BHARATHI)

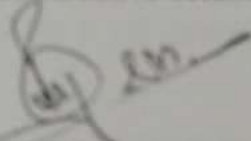
09.06.2021

**INTERNSHIP TRAINING CERTIFICATE**

This is to certify that Ms. Muthu Bharathi. T (20SPHR17) II MHRM student of St. Mary's College, Thoothukudi has undergone online internship on the topic "A Study on Work Measurement and Wage payment plans" at our Organization for 15days during the period from May 2021 to June 2021

Her conduct and performance was good during the period of internship.

For ABI TECHNOCHEM PRIVATE LIMITED



**S. D. PONSEELAN**  
**MANAGING DIRECTOR**

**ABI TECHNOCHEM PRIVATE LIMITED**

Regd. Office: 67/7C, Swanthakulam Road, Thoothukudi - 620 002, Tamilnadu, South India.

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CIN NO: U72902TN2008PTC060275, GST NO: 33AAAE04714AC008

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## ABSTRACT

The wage factor and the quality of working life needs attention of the management to be for the improvement of the employees performance. This research aims to know the effect of wages on employee performance moderated by the quality of work life. The type of the data being used is the primary data in the form of questionnaire. Sampling is done by stratified random sampling of 100 employees in a manufacturing company. Data analysis performed by using liner regression moderated regression analysis. The result showed a significant negative effect on the wages of employee performance. Results is produced effect wage which are moderated by the quality of work life is caused by the effect of intrinsic motivation which is more powerful than extrinsic motivation. Work life is caused moderators that weaken the wages variables. Research is recommended to expand the research by adding independent variable that impacts the performance of employees.

## CHAPTER - I

## **CHAPTER -I**

### **1.1 INTRODUCTION**

#### **WORK MEASUREMENT:**

- Work measurements is the application of techniques designed to establish the time for a qualified worker to carry out specified jobs at a defined worker to carry out specified jobs at a defined level of performance. We have seen how total time to manufacture a product is increased by adding undesirable features to product, bad operation of the processes, and ineffective time added because of workers and management. All this leads to decreased productivity.
- Work measurement is concerned with investigating, reducing and eliminating ineffective time, whatever may be the cause. Work measurement is the means of measuring the time taken in the performance of an operation or series of operation in such a way that the ineffective time is shown up and can separated out. In practice, proving existence, of the ineffective time is the most difficult task.
- Method study is one of principal techniques by which work content in the product manufacture or process could be decreased. Method study is, then, a technique to reduce the work content mainly by eliminating unnecessary movements by works and (or) materials and (or) equipments. However, even after that, there could be substantial unnecessary time taken for the process because of lack of management control and (or) inaction of workers.

#### **1.2 MEANING OF WORK MEASUREMENT:**

- ❖ Find out the time taken by each element.
- ❖ Fix the standard time for performing the production process

Work measurement is the application of techniques which is designed to establish the time for an average worker to carry out a specified manufacturing task at a defined level of performance. It is concerned with the duration of time it takes to complete a work task assigned to a specific job.

### 1.3 DEFINITION OF WORK MEASUREMENT:

“Work measurement is the application of techniques designed to establish in the time taken for a qualified worker to carry out a specified job at a defined level of performance”.

“Work measurement refers to the different ways of finding out how long a job or part of a job should take to complete. It is the process of establishing the time that a given task would take when performed by a qualified worker working at a defined level of performance”.

### 1.4 USE OF WORK MEASUREMENT:

1. In planing and drawing of standard costs, work measurement is used .
2. The determination of standard costs, work measurement shall be used.
3. As help in budget planning work calculation is used.
4. It is used for the management of new product production lines.
5. Work measurement is used in determining machine effectiveness.
6. Identification of time standards as the basis for control of labor costs.
7. Set monitoring aims and provide the basis for monitoring effectiveness measurement.
8. To create time requirements to serve as the basis for wage incentive plans.

To compare the efficiency of alternative .Other conditions being equal, the method which takes the least time will be the best method.

To balance the work of members of teams, in association with the multiple activity charts, so that, as far as possible, each members has tasks taking an equal time.

To determine, in association with main and machine multiple activity charts, the number of machines an worker can run.

### 1.5 TECHNIQUES OF WORK MEASUREMENT:

Job assessment evaluates and reduces wasted time. The presence of wasted time is not only known. Nevertheless, it can be used to set standard working hours so that time is not wasted later. The increased standard time will be immediately discovered. Job can be called repetitive job and non-repetitive work for the purposes of work calculation.



## **1.6 PRINCIPLE TECHNIQUES OF WORK MEASUREMENT**

- A. Time study
- B. Work sampling
- C. Pre-determined motion Time System
- D. Analytical Estimating

## **1.7 COMPONENTS OF WORK MEASUREMENT:**

**Element-** An elements is performance rating- Rating speed of the operator is matter of judgement on the part of time study analyst.

**Allowance-**It's time allow the worker to recover from fatigue and to attend the personal needs.

**Standard time-** The time consumed from an average worker, at an average speed, under normal working conditions.

## **1.8 STEPS INVOLVED IN WORK MEASUREMENT:**

- Divide jobs into elements
- Observe and record each element, any of the work measurement techniques.
- Set up unit time values, by extending observed time into normal time for each unit. This can be done by applying rating factor.
- Evaluate relaxation allowance and add the same to the normal time, for each elements to get the work content.
- Ascertain the frequency of occurrence of each element in the job, then multiply the work content to it. After total the times to reach the work content of the job.
- Add contingency allowance, wherever required, to get the standard time for performing the job.

Work measurement is helpful in evaluating the labour cost. Further, gives information with respect to the estimation of tenders, assessment of delivery schedule and fixation of the selling price.

## **1.9 ADVANTAGE OF WORK MEASUREMENT:**

- It provides greater control over work process and methods.
- It helps determine the appropriateness of the number of employees assigned to a work unit.
- It helps determine the efficiency in planning work.
- It helps prevent work backlogs.
- It helps simplify work processes.

## **1.10 DISADVANTAGE OF WORK MEASUREMENT:**

- Not as accurate for setting time standards as other work measurement technique.
- Usually not practical to study a single subject.
- Work sampling provides less detailed information about work elements than DTS or PMTS.
- Since work sampling deals with multiple subject, individual differences will be missed.
- Workers may be suspicious because they do not understand the statistical basis of work sampling.

## **1.11 INTRODUCTION**

### **WAGE PAYMENT :**

A wage is the distribution from an employer a security (expected return or profits derived solely from others) paid to an employee. Like interest is paid out to an investor on his investments, a wage is paid (from company earnings) to the employee on the employee's invested assets (time, money, labor, resources and thought). Some examples of wage distributions

include compensatory payment such as minimum wage , prevailing wage, and yearly bounses, and remunerative payments such as prizes and tip payouts.

Wage are part of the expenses that are involved in running a business, and add value to the employee in honor of his principal protected note or next investment.

Payment by wage contrasts with salaried work, in which the employer pays an a arranged amount at steady intervals (such as a week or month) regardless of hours worked , with commission which conditions pay on individual performance , and with compensation based on the performance of the company as a whole. Waged employees may also receive tips or gratuity paid directly by clients and employee benefits which are non-monetary forms of compensation.

Since wage labour is the predominant form of work, the term “wage” sometimes refers to all forms (or all monetary forms) of employee compensation.

### **1.12 WAGE PAYMENT PLANS MEANING:**

Lower level employees are paid based on the amount of time worked. These employees usually have a time sheet (or) time card to keep track of the hours worked per week. Most modern employers have computerized systems to keep track of hourly employee hours.

Employees must log into the system and log out to record their hours worked. Depending on the state, these employees are then paid once a week or once every other week. Hourly employees must receive overtime benefits if they work more then 40 hours each week.

A wage is monetary compensation paid by an employer to an employee in exchange for work done. Payment may be calculated as a fixed amount for each task completed or at an hourly or daily rate, or based on an easily measured quantity of work done.

Wages are part of the expenses that are involved in running a business. Wage are part of the expenses that are involved in running a business.

Payment by wage contracts with salaried work, in which the employer pays an arranged amount at steady intervals regardless of hours worked, with commission which conditions pay on individual performance, and with compensation based on the a whole. Waged employees may also receive tips or gratuity paid directly by client and employee benefits which are non-monetary forms of compensation. Since wage labour is the predominant from of work, the term “wage” sometimes refers to all forms employee compensation



### **1.13 WAGE PAYMENT PLANS DEFINITION:**

"A wage may be defined as the sum of money paid under contract by an employer to worker for services rendered."

"Wage is the payment to labour for its assistance to production."

"Wage rate is the price paid for the use of labour."

"A wage is price paid by the employer to the worker on account of labour performed."

### **1.14 TYPES OF WAGES:**

1. **PIECE WAGES**
2. **TIME WAGES**
3. **CASH WAGES**
4. **WAGES IN KIND**
5. **CONTRACT WAGES**

#### **PIECE WAGES:**

Piece wages are the wages paid according to the work done by the worker. To calculate the piece wages, the number of units produced by the worker are taken into consideration

#### **TIME WAGES:**

If the labour is paid for his services according to time, it is called as time wages.

#### **CASH WAGES:**

Cash wages refer to the wages paid to the labour in terms of money. The salary paid to a worker is an instance of cash wages.

#### **WAGE IN KIND:**

When the labour is paid in terms of good rather than cash, is called the wage in kind. These types of wages are popular in rural areas.



## **CONTRACT WAGES:**

Under this type, the wages are fixed in the beginning for complete work.

### **1.15 CONCEPT OF WAGES:**

**A) NOMINAL WAGE**

**B) REAL WAGE**

## **NOMINAL WAGE (OR) MONEY WAGES:**

The total amount of money received by the labourer in the process of production is called the money wages or nominal wages.

## **REAL WAGES:**

Real wages mean translation of money wages into real terms or in terms of commodities and services that money can buy. They refer to the advantages of worker's occupation. The amount of the necessities, comforts and luxuries of life which the worker can command in return for his services.

### **1.16 ESSENTIAL FEATURES OF WAGE SYSTEM:**

Wages are the biggest incentive for employees to perform their jobs sincerely and error free. Several wage systems have been devised for fulfilling the requirements of both employees and employers. Thus, the wage system should be planned carefully. A system that reduces the labour cost per unit giving a fair return to workers will be the most suitable one. The aim of the wage system should be the introduction of a fair wage.

#### **I)SIMPLICITY:**

The wage system should be easy to understand complex systems may lead to strikes and agitation and may be a hindrance to a harmonious employer-employee relationship.

#### **ii) GUARANTEED MINIMUM WAGE:**

The system should guarantee a minimum wage to every worker irrespective of the work done by them.

#### **iii) FAIR TO EMPLOYER AND EMPLOYEE:**

The system should be satisfactory from the point of view of both employer and employees.

#### **IV) INCENTIVE TO WORK:**

Adequate incentives should be provided to the workers to work hard with great care. Efficient workers should be able to earn more wages as compared to the inefficient workers.

#### **V) QUALITY OUTPUT:**

The system should encourage the workers not only to increase the quantity of output but also improve the quality of output.

#### **VI) CERTAINTY:**

There shouldn't be any ambiguity in the wages distribution.

#### **VII) CONFORMITY WITH LOCAL AND NATIONAL LABOUR LAWS:**

The system should to conformity with various labour laws and regulations both local and national.

### **VIII) MINIMIZATION OF LABOUR:**

The system should minimize labor turnover, absenteeism and late attendance.

### **IX) ADJUSTMENT TO PRICE CHANGES:**

The system should invariably contain provision for automatic rise in wages as cost of living index increases.

### **X) FLEXIBILITY:**

The system should incorporate flexibility to adjust with changing circumstances of the business.

### **1.17 OBJECTIVE:**

- A. To compare the times of performance by alternative methods.
- B. To enable realistic schedule of work to be prepared.
- C. To arrive at a realistic and fair incentive scheme.
- D. To increase productivity of individual as well as group
- E. To improve industrial and interpersonal relations.
- F. To increase profit of the organization.

### **1.18 ADVANTAGE OF WAGE PAYMENT PLANS:**

- ❖ Wage linked to efforts
- ❖ Increase in production
- ❖ Better utilization of equipment
- ❖ Distinction between efficient and inefficient
- ❖ Less supervision required
- ❖ Effective cost control
- ❖ Better planning and control
- ❖ No guarantee or minimum wage.



### **1.19 DISADVANTAGE OF WAGE PAYMENT PLANS:**

- ❖ Waged workers get paid according to that hours they have worked.
- ❖ Work they would have to work extra hours to earn extra pay
- ❖ Employee will still get paid for however many hours they work
- ❖ Hourly workers Earn Less. Hourly employees generally earn significantly less than their salaried counterparts.
- ❖ Overtime pay Guaranteed
- ❖ Problems of perception
- ❖ Reduced benefits package
- ❖ Contracts for Hourly Workers
- ❖ Less job security

### **1.20 TYPES OF WAGES:**

#### **MINIMUM WAGE:**

A) Minimum wage is the most widely recognized terms in the realm of employee compensation. It is the lowest hourly wage an employer can pay an employee for work.

B )While the federal government mandates a \$7.25 standard minimum wage, most states have their own minimum wages rates-many that exceed the federal rate.

#### **LIVING WAGE:**

A) Living wage is the lowest wage at which the wage earner and his family can afford the most basic costs of living. Because the needs of each employee differ based on marital status, number of children, location and other cost-of-living considerations, the term living wages often pushes many hot-button political issues.

B) Legislation and policy conversations surrounding the increase of minimum wage often intersect with those of living wage. Proponents of a higher federal minimum wage, for example, argue an increase would help the working poor achieve a living wage and reduce the number of full-time workers who rely on government assistance. Opponents, meanwhile, cite the potential for job losses with a higher federal minimum wage.



C) Living wages and minimum wage are often used interchangeably, they differ. For instance, minimum wage is mandated and enforced by legislation, whereas a living wage is not. To learn about the living wage in your area, try MIT's living wage calculator.

### **PREVAILING WAGE:**

Prevailing wage typically refers to the rate of pay contractors and vendors must offer their employees when doing business with a government agency. A prevailing wage requirement reduces the ability of vendors to unduly propose costs for government contracts to the detriment of their workers. One of the key components to its development was the Davis-Bacon Act 1931, a federal law that mandates all laborers, contracts and subcontractors be paid a prevailing wage for all public workers projects in excess of \$2,000.

### **TIPPED WAGE:**

Tipped wage is a base wage paid to an employee who receives a substantial portion of his compensation from tips. If the amount combined with tips does not equal the federal minimum wage, the employer must pay all tipped employees at least the federal minimum wage. At the federal level, the Fair Labor Standards Act (FLSA) states employers of tipped employees are only required to pay \$2.13 per hour in direct wages if that amount combined with tips received is equal to the federal minimum wages.

### **FAIR WAGE:**

A) General definition, fair wage is a compilation of company practices that lead to sustained wage development. According to the Fair Wage Network, These practices include.

B) Living wage floor

C) Compliance with national wage regulations, such as minimum wage, payment of wages, overtime payments, paid holidays and social insurance payments.

D) Ensuring proper wage adjustments as living wages and minimum wage change

E) Wages that align with the skills necessary of the job being performed.

## **CHAPTER – II**

## CHAPTER- II

### ORGANISATIONAL HISTORY

#### ABI TECHNOCHEM PRIVATE LIMITED- THOOTHUKUDI

##### 2.1 COMPANY PROFILE:



ABI group of companies was established on 1993 and has expanded itself over the years. This experienced walk started by distributing carbonated drinks from 1993 to

1997. We were, fortunately able to convert all the obstacles laid before us into stepping stones for our success. We have business interests that range from transport to information technology (ABI Solutions Private Limited) and the media industry (ABI Media). In 1993, the first seed for the entire group of companies was sown in 1993 when **DR. SD.PONSEELAN** stepped into the field of distribution. He was inspired by Pepsi Co Holding to start this venture and this helped him to emerge as a great and reputed distributor of many essential commodities.



In 1993, he started the transport of fresh water from his own bore well to hotels, restaurants and other industries. This paved a way to gain a lot of experience and also helped him to expand business in other sectors.

Managing Director always says "MANPOWER IS ONE OF PRECIOUS INVESTMENTS FOR A COMPANY". With this in mind and also to take great care in the welfare of the people who work on contract basis, SAM& Co was started to offer a wide range of manpower solutions to various industries.

With a vision to provide quality channels, our first step in media industry was SDR TV, established in the year 2004; followed by ABITV, ABI Music channel in 2007. The channel provides programs with new and latest technology in telecasting programs. We have now introduced the channels in Tirunelveli after attaining a niche in Tuticorin.

With a vision to offer high quality and a wide range of manpower solutions to various industries; hence ABI Engineering was established to manufacture medium and heavy mechanical engineering equipment and to undertake several structural contract works including structuring conveyers, belt conveyers, industrial machines etc.

To help software engineers during the recession period our Managing Director formed ABI solutions Private Limited in 2008 to create a corporate environment right here in Tuticorin and also to provide job opportunities for many emerging engineering students. Currently we are also having a franchise with orange Computer Education to provide the best training of computer skills in and around the region.

Managing Director's lovely daughter was born in the year 2008 and that is when he realized that any parent would want to provide the best to their baby and this inspired him to open ABI Fancy Baby in 2009 and today it is the best place to go for the shopping of all leading brands in baby products. This was made possible by our MD who showed great interest in delivering best and affordable products for babies and toddlers.

ABI Media Network Private Limited- Local Channels.

ABI Technochem Private Limited- Manufacturers of activated carbon.

ABI Confectionery Private Limited –Manufacturers of confectionery products.



ABI group of companies was established in the year 1993 with a vision to render an array of services and to reach out to a large consumer base with various products. First venture was distribution of soft drinks, which as a result of our sincerity and dedication has grown exponentially since then. Inspired with our success, in the year 2004, we forayed into entertainment sector, SDR TV, to provide quality programs equipped with the latest technology and our success followed with the launch of ABI TV and ABI music channels in the year 2007.

A vision to delivery our interests, next effort was concentrated on manufacturing of activated carbon, which is 100% export oriented unit in the year 2009. Vision came to light in the next few years and more success followed as ABI group of companies grew exponentially diversifying across different sectors. By our track record, we are one of the fastest growing companies in the city, and we are currently doing multi level business in diligence.

The journey of ABI Group of companies was started in the year 1993 by DR.SD.PONSEELAN who has expanded the company to operate in 12 different sectors through his hard work and team's co-ordination. Through ABI group of company products and services, we touch the life of people every day. We value the trust of people and keep their interests paramount in every business decision we make, every choice we exercise. We work cohesively with colleagues across the group and with company customers and partners around the world, building strong relationships based on tolerance, understanding and mutual co-operation.

Managing director DR.S.D.PONSEELAN was born in Tuticorin, Taminadu on July 13, 1970. He came from a family where agriculture was the main occupation. He learned the ropes of business form his father MR.Dharmaraj and kindness from his mother. The foundation of what would grow to become the ABI group of companies was laid by S.D.Ponseelan while working in his father's transport business in Tuticorin. A visionary entrepreneur, an avowed nationalist and a committed philanthropist ,S.D.Ponseelan helped pave the path by planting pioneering businesses kernels in sectors such as transport, engineering and media. He always pursues his goals even in the face of difficulties and converted adversities into opportunities to build this empire. He doesn't want to bring up a rapid progress in whatever he does, but makes sure that there is always a constant progress.

DR.SD.PONSEELAN has watched his dad producing charcoal and supplying it to many states and this inspired him to ABI Technochem private Ltd in the year 2009 to produce activated carbon and export it to various countries.

DR.SD.PONSEELAN has a keen desire to help and also inspire others to help. ABI Educational trust has helped young minds to move ahead in their career and this trust has helped many students to have a bright career.

DR.SD.PONSEELAN learn the value of the life saving component, "blood" by an incident in his personal life and he at once formed the ABI Blood bank in 2009 and today it has saved hundreds of life by finding blood donors at the right time. The number of volunteers in ABI Blood bank is growing day by day and we continue to show our little support and we hope to inspire others in the process.

## **2.2 OBJECTIVES :**

- Effect savings in overheads and other working expenses.
- Achieve product development through acquiring firms.
- Diversify through acquiring companies with new product lines.
- Improve productivity and profitability
- Create shareholder value and wealth by optimum utilization of resources.
- Achieve economy of numbers by mass production
- Secure advantage of vertical combination.
- Secure substantial facilities as available to a large company.
- Increase market share
- Achieve market development by acquiring one or more companies.

## **2.3 INFRASTRUCTURE:**

ABI group of companies operates in twelve business sectors. Each of these companies or enterprise operates independently. Everyone has its own board of directors to whom it is answerable.

## **2.4 BOARD OF DIRECTORS:**

**MR.S.D.PONSEELAN** –Managing Director cum Chairman, ABI group of companies.

Directors of ABI Technochem Private Limited are **Samuel Dharmaraj Ponseelan and Pathina pandi Geetha Anitha Roselin.**



## **2.5 MISSION:**

Manage the supply chain and the manufacture of the products in a safe, environmentally sound and cost effective manner. Maximize the capital efficient long-term growth of our business using innovation, science, and technology.

## **2.6 VISION:**

Vision is achieving "Excellent Through Quality" by continuously improving the value of the products and services that we provide to our customers.

## **2.7 COMPANY PRODUCTS :**

ABI CHEMICALS – Home Care Products.

SAM & CO.

ABI & CO.

ABI FANCIBABI- One Stop Baby Shop

ABI LADIE CHOICE- Female Apparel Stores.

All our products confirm to the standards and quality norms set by the international market. The wide spectrums of chemicals and all products what we produce are pure, safe and available at a cost effective price.



ACTIVATED CARBAN POWDER







## ACTIVATED CARBON FILTER

## 2.7 MAJOR MARKET:

**ABI** ABI Group Of Companies Tier 4 Made In India

## Major Market

- Australia/NZ
- Indian Subcontinent
- East Europe & Asia
- Central America
- Middle East
- South/West Europe
- South East Asia




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[www.indianart.com](http://www.indianart.com)

## **2.8 COMPANY CAPITAL**

ABI Technochem private Limited is a private in corporated on 06 June 2008. It is classified as Non-government companies and is registered at Registrar of companies, Chennai. Its authorized share capital is RS.15000000. It is involved in other computer related activities. [For maintenance of websites of other firms/creation of multimedia presentations for other firms etc]

ABI Technochem private Limited's Annual General Meeting (AGM) was last held on 30 September 2019 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2019.

## **2.9 GOAL:**

ABI group of companies important goal customers satisfaction, we have been fleet footedly keeping abreast with the changing environment, that is witnessing a new world without walls. ABI group of companies assiduous efforts in being the best choice to the customers, be it in terms of quality, price, availability or in providing an overall solution in environment matters.

## **2.10 COMPANY TEAM:**

We have a team of committed and talented professionals who have highly experience and qualified in this domain and supports us in offering high quality products in timely fashion. Company team includes engineers, technicians, R&D professionals, warehousing personnel, skilled and semi-skilled workers and marketing people. The close association of our employees with the customers helps us to offer the products according to their requirement. ABI group of company staff workers with passion and in high spirits to make organization a monopoly in this industry.

## **2.11 PRODUCT PORTFOLIO:**

ABI group of company specialize in processing wide assortment of coconut shell charcoal based products that include Granular, carbon, powder carbon, gold carbon, catalyst carbon, water washed carbon, acid washed carbon, impregnate carbon and chemical produce like Magnesium Sulphate Heptahydrate, Ferrous Sulphate Heptahydrate and ferric sulphate. These products are processed by employing top grade raw material sourced from the certified vendors and advance methods of production

We stringently follow international standards of quality and ensure they offer excellent performance for long term usage. Company quality performance are monitored all through the production process to make sure they are delivered to clients in most flawless state. We strive hard in delivering the products timely to meet the requirements of the customers. We offer company products at most affordable price.

## **2.12 REASERCH AND DEVELOPMENT:**

The heavy investment on research and development unit that we have made, has helped us immensely in product development and innovation. Company has invested in reserch and development capacity that supports us meeting the growing requirement of the market. This department is handle by our team of professional who highly experienced. The never ending research work and valuable suggestions of this people have us to reach the heights of success in this industry.

## **2.13 SWOT ANALYSIS:**

### **STRENGTHS :**

1. Things your company does well
2. Qualities that separate you from your competitors
3. Internal resources such as skilled, knowledge staff
4. Tangible assets such as intellectual property, capital, proprietary technologies etc.

### **WEAKNESSES:**

1. Things company lacks
2. Things your competitors do better than you
3. Resources limitations
4. Unclear unique selling proposition



## OPPORTUNITIES:

1. Underserved markets for specific products.
2. Few competitors in your area
3. Emerging need for your products or services
4. Press/media coverage of your company

## THREATS:

1. Emerging competitors
2. Changing regulatory
3. Negative press/media coverage
4. Changing customer attitudes towards your company .

## 2.14 COMPANY ADDRESS:

ABI group of companies Corporate Identification Number is (CIN) U72900TN2008PTC068075 and its registration number is 68075. Its Email address is [sundar@abigroup.co.in](mailto:sundar@abigroup.co.in) and its registered address 145/4 Ettayapuram road , tuticorin TN 628002

Current status of ABI TECHNOCHEM PRIVATE LIMITED IS –Active.

## 2.15 COMPANY DETAILS:

Company name	-	ABI GROUP OF COMPANY
Company status	-	Active
CIN	-	U72900TN2008PTC068075
ROC	-	ROC Chennai
Registration number	-	68075
Company category	-	Company limited by shares
Company sub- category	-	Non-government company
Class of company	-	Private



Date of incorporation - June 6, 2008

Age of company - 13 years, 2 month, 10 days

Activity - Other computer related activities (For examples maintenance of websites of other firms/creations of multimedia presentations for other firms etc.)

## 2.16 TRUST:



ABI Educational Trust - Charitable institution providing education.

ABI Blood Donors club - Charitable institution rendering services

ABI group is actively involved in philanthropy and believes in positively contributing to the society. Charitable activities include providing education and rendering services through blood donations.

## CHAPTER- III

## **CHAPTER III**

### **A STUDY ON WORK MEASUREMENT AND WAGE PAYMENT PLANS IN ABI TECHNOCHEM PRIVATED LIMITED**

Work measurement it is related with measurement of work required for job, to arrive at the best method of work, improved planning and control. Select the work to be studied. Record all the relevant data relating to the circumstances examine the recorded data and the detailed breakdown critically measure the quantity of work involved in each element compile the standard time for the operation define precisely the series of activities and method of operation. There are basic systems of wage payment time rate system and piece rate system. These systems are also known as incentive wages systems, progressive wage systems and bonus schemes etc. Under these systems, both the time and speed are considered as the basis of wage payment.

#### **3.1 EMPLOYEE EFFICIENCY IN ABI TECHNOCHEM :**

ABI group of company employee an efficient employee is able to maximize their productivity with minimum effort and expense. Costly mistakes are few and far between, deadlines are met and quality of work is not sacrificed. They neither waste time nor effort. Simply put they get the job done and well. Team assessment can provide an in-depth evaluation of a team's ability to meet goals, as well as identify communicating with the people with an employee workers on a day to day basis can give you valuable insight on employee is performing get.

#### **3.2 PRODUCTIVITY QUANTITATIVE ABI TECHNOCHEM COMPANY :**

ABI group of company quantitative measures productivity by the number of parts or products an employee produces in a particular period of time, such as per hour, day or month. ABI group of companies work very well for business, but even if you manage large groups, this kind of performance measurement is simple and time-saving. Productivity can be quickly calculated with productivity software or on a spreadsheet, revealing the number of products an employee period.



Those numbers are then average out to reveal productivity gains or losses over time. ABI group of companies output can be measured either by the volume quantity of products create, by the financial value of the product or services.

### **3.3 QUALITY OFWORK ABI TECHNOCHEM :**

ABI group of companies quality trumps quantity especially you consider employee productivity. Measuring the work quality of work subjective. Measure is very dependent on the industry your in and the specific duties and tasks of the employee. One things to consider, is the percentage of work output that is rejected or must be redone. Talent management software you can gain more insight into individual performance by viewing the status of on boarding for new hires, performance reviews for existing staff, and more.

### **3.4 TRAINING PROGRAMS:**

ABI group of company invest in your employees, and they invest in you that simple. Learning and development programs are essential to help employees grow professionally, improve their job satisfaction, and reach peak performance in the modern workforce and they changing the way companies look at training programs. More and more millennial workers have an appetite to learn and grow professionally, and companies need to adapt their strategies to attract and retain top talent. Providing formal training, attending professional development events, bringing in industrial leaders and other employee development opportunities can be costly.

### **3.5 TIME MANAGEMENT IN ABI TECHNOCHEM :**

Time management determines employee productivity by recording they use their work time. Accurate measurement will reveal how much time is spent on accomplishing work duties in timely way, as well as how much time is lost to illness excessive time off, non-work related conversation and distraction such as texting and social media. Though employee and managers set goals for reducing time losses, the bigger your business gets, the harder it can be to accurately measures the time management of individual employees.



### 3.6 ABI TECHONEM PRODUCT SALES PRODUCTIVITY:

- The total number of sales completed in that time period.
- The total amount of sales made in dollars
- The number of calls made to current customers.
- The number of new customers gained.
- The number of calls made to potential new customers.
- Expenses per sale new customer acquisition.

### 3.7 PRODUCTIVITY BY PROFIT :

ABI group companies profit can be used as an effective tool for measuring team productivity. In fact, productivity purely in terms of profit gained is becoming the preferred type of measurement for many size of business. Then getting involved with data that tracks individual employee movements, measuring by profit involves watching level the bottom lines. Higher level functions are closely watched.

### 3.8 WAGE PAYMENT PLANS:

- ❖ TIME BASED PLANS
- ❖ PRODUCTION BASED PLANS
- ❖ GROUP INCENTIVE PLALNS.

#### TIME BASED PLANS:

#### HALSEY PLAN:

Halsey plan a standard time is fixed for completing a work in advance. A person taking standard or more time is paid for the time taken by him. This Halsey plan very simple. Employee can make their calculations very easily. It guarantees minimum wages to all workers whether efficient or inefficient. The employer also gains under this system because employee are not paid for full time saved by them and fifty percent goes to management.

#### **ROWAN PLAN:**

ABI Technochem companies employee guaranteed minimum wages for time spent on the job. He gets bonus for completing the job in less than the standard time. The only difference between Halsey plan and Rowan plans of calculating bonus. The employee is not induced to rush through the work because bonus increase at a decreasing rate at higher levels of efficiency. The increase in production will reduce overhead cost per unit produced.

#### **EMERSON PLAN:**

A standard output is fixed for determining the efficiency is paid only minimum wages and bonus is paid only when his efficiency crosses this limit. The rate or bonus increases with the increases in efficiency. It provides stimulus to workers for increasing their efficiency. The rate of bonus increase progressively so provides encouragement for improving efficiency.

#### **BEDEAUX PLAN:**

It provides comparable standards for all workers. The benefit of time saved goes both to the worker and his supervisor in the respectively. Employee is paid time wages up to standard performance bonus is paid when actual performance exceeds standard performance. The supervisor is motivated to cooperate with the workers for increasing their efficiency.

### **3.9 PRODUCTION BASED PLANS:**

#### **TAYLOR'S DIFFERENTIAL PIECE RATE PLAN :**

Taylor differential piece rate plan underlying principle of this systems is to reward an efficient worker and penalise the inefficient person. The standard time was fixed for completing a task with the help to time and motion study. If a employee completes the task in the standard Employee preferred by it reduces overhead expenses per unit by raising output.

### **GANTT'S TASK AND BONUS PLAN:**

ABI group of companies the worker are guaranteed minimum wages for taking standard time or more. A person taking less than the standard time gets time wages plus bonus. A ABI group of companies standard time is fixed for completing the work. A worker taking standard or more time gets wages on hourly rate.

### **3.10 GROUP INCENTIVE PLANS:**

Group incentive plans company employee in individual incentive systems employee are paid on the basis of their personal performance. Their wages will be directly linked to their efforts. A employee may improve his remuneration by raising the level of output. There may be circumstances when individual performance may not be measurable. A number of persons may be associated in completing a task. The work of one person may be influenced by the work of the other. Group incentive plan may be practicable. The performance depends upon the group effort rather than on individual initiative.

### **PRIEST MAN'S PLAN:**

A standard production is fixed for the whole enterprise under this plan. If productivity exceeds the standard then bonus is paid in accordance with the increase. In case production does not reach the standard then workers get maximum wages. Priest man plan not offer incentive to individual workers. Inefficient workers share the efforts increase production benefits all the manpower in the organization.

### **SCALON PLAN:**

Scalon plan is a payment of one percent participating bonus for every one percent increase in production under this plan. The bonus is available to all workers except top management. The entire amount of bonus is not paid every month. A reserve fund of one-half of first fifteen percent is created for off-setting any change in labour cost. In case, this reserve remains unused the end of the year then this amount is also distributed among workers in the last month of the year and a fresh reserve is created in the year.



### **CO-PARTNERSHIP:**

Employee are offered shares of the enterprise at reduced rates in this plan. The payment is also collected in instalments. The employee share profits of the enterprise as its members. The underlying idea of this is to make workers feel as a part of the organization and understand view point of the management. As co-partners they will be have in a responsible manner and will try to make the concern more and more profitable and successful.

### **PROFIT SHARING:**

Profit sharing shareholders share profits for contributing towards capital then workers should also get a part of profits for contributing their labour. The workers are an integral part of any organization and their contribution to its prosperity should also be rewarded by making them the recipients that employee contribute significantly to increase profit has encouraged the adoption of this profit sharing remuneration under which an employees a share in the net profits of an enterprise, in addition to regular wages.



## **CHAPTER IV**

## **CHAPTER IV**

### **CONCLUSION**

A work measurement techniques whereby random observations are made for non-repetitive activities so as disclose underutilized workers, poor worker discipline, overstaffing, inadequate training, inefficient plant layout, excessive delays caused by poor planning, material scheduling , or tooling, or other deficiencies. A solid understanding of work measurement approaches key to understanding the process. Understanding workload content through solid work measurement is a competitive advantage always subordinate to methods engineering, soil work measurement provides the foundational data for product costing, production control, and discrete event simulation.

APPENDIX  
&  
BIBLIOGRAPHY

## BIBLOGRAPHY

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<https://www.abigroup.co.in>

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**INTERNSHIP REPORT ON TO ANALYSE STAFF SUCCESSION IN  
SEAMAX SHIPPING PVT LTD., THOOTHUKUDI.**

(As internship report submitted in partial fulfilment of the requirements for the degree)

Of

**MASTER OF HUMAN RESOURCE MANAGEMENT**

Of

**ST. MARY'S COLLEGE (AUTONOMOUS)-THOOTHUKUDI**

Submitted by

**U. MUTHU PRATHIPA**

**REG NO: 20SPHR19**

Under the guidance of

**Mrs .C.S. PURNIMA B.Sc. (Horti)., MBA., NET**



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Thoothukudi – 628001.

November 2021

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI-628001**



**CERTIFICATE**

This is to certify that **U. MUTHU PRATHIPA** of second year Master of Human Resource Management has undergone Internship training on **“TO ANALYSE STAFF SUCCESSION”** Seamax shipping Pvt.ltd., under the guidance of **Ms. C.S. PURNIMA B.Sc. (Horti)., MBA., NET** and this is an original work up to my knowledge.

**CO-ORDINATOR**

**FACULTY GUIDE**

**EXTERNAL EXAMINER**

**PRINCIPAL**

St. Mary's College (Autonomous)  
Thoothukudi-628 001.

**DIRECTOR**

St. Mary's College (Autonomous)  
Thoothukudi-628 001.



## **CERTIFICATE OF COMPLETION UNPAID INTERNSHIP**

DATE: 26.10.2021

This is to certify that **Miss Muthuprathipa. U** (Reg No:20SPHR19 ) II year MHRM student of St.Mary's College (Autonomous), Thoothukudi has completed the Internship program on the topic of " **To Analyse Staff Succession**" in our company for 15 days from 5<sup>th</sup> October 2021 to 19<sup>th</sup> October 2021.

During this internship, she demonstrated good design skill with self-motivated attitude to learn new things, Her performance during the internship is good.

We wish her all the best for her future endeavor.

Authorised Signatory

**S.KUTRALINGAM**  
Director

## DECLARATION

I hereby declare that the internship entitled "**TO ANALYSE STAFF SUCCESSION**" Seamax shipping Pvt.ltd., is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Monomania Sundaranar University for the award of degree of **Master of Human Resource Management** is my original work and that no part of this internship has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 09/12/2021

U. Muthu Prathipa

Signature of the candidate

U. MUTHU PRATHIPA



## ACKNOWLEDGEMENT

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## ABSTRACT

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as employee. Employee when dissatisfied with the current employees or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. A good employer should know how to attract and retain its employees.

Most employees feel they are worth more than they are actually paid. There is a natural disparity between what people think they should be paid and what organization spends in compensation. When the difference becomes too great and another opportunity occurs, turnover cost result. Pay is defined as the wages, salary, or compensation paid to an employee in exchange of services for employee performs once the in organization

Employees comprises the most vital assets of the company. In a work place where employees are not able to use their full potential and valued, they are likely to leave because of stress and frustration. In a transparent environment while employees get a sense of achievement and belongingness from a healthy environment, the company is benefited with a stronger, reliable work- force harbouring bright new ideas for its growth.

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## CHAPTER – I



# **A STUDY ON ANALYSIS OF STAFF SUCCESSION PLANNING IN SEAMAX SHIPPING COMPANY, THOOTHUKUDI**

## **INTROUDUCTION**

### **1.1 Staff Retention**

“Turnover is very costly to the organisation in terms of financial bearings, its implication on employee morale and customer satisfaction” thus refer to staff retention the capability of a company to keep its employees from leaving the company while reducing staff turnover. Schroeder, Goldstein, and Rungtusanatham (2013) state that employee retention and low employee turnover assist in driving production efficiency and customer value.

Chitsaz-Isfahani and Boustani (2014) on the other hand state that “employee retention is commonly considered to mean the ability to maintain a stable human resource”. The above mentioned authors as all that energy exerted by the organisation to alleviate the chances of an individual to remain longer within the company.

### **1.2 DEFINITION**

Succession planning is a strategy for passing on leadership roles-often the ownership of a company-to an employee or group of employees. Succession planning ensures that businesses continue to run smoothly after a company’s most important employees retire and leave the company.

Succession planning involves cross-training employees so that they develop skills, company knowledge, and a holistic understanding of the company. Succession planning evaluates each leader’s skills, identifying potential replacement both within and outside the company and, in the case of internal replacements, training those employees so that they’re prepared to take over. Succession planning is not a one-time event; succession plans should be reevaluated and potentially updated each year or as chances in the company dictate. In addition, business might want to create both an emergency succession plan, in the event a key leader needs to be replaced unexpectedly, and a long-term succession plan, for anticipated changes in leadership.

### **1.3 DESCRIPTION:**

Succession Planning, specifically termed as Management Succession Planning, involves coaching and development of prospective successors or people within a firm or from

outside to take up key positions in an organisation through an organized process of assessment. It ensures a smooth transition of power in key leadership roles. If the successor is chosen within the organisation, it will help motivate the employees, and also save on cost and extra time which the management would have spent in scanning candidates from other firms. There are four main stages in the succession planning process, which involve transition (movement of new role), initiation, selection, and education.

### **HR Involvement:**

Be sure your HR leadership has a seat at the executive table, to ensure that succession planning strikes that fine balance between a data-driven initiative and a people-centric approach to talent management.

### **Future Planning:**

Exec teams are preparing the company – and your future leaders – for long-term success. As leadership roles rapidly evolve in our digital age, the succession plan and profiles of future leaders must keep up.

## **1.4 Types of succession planning**

Experts broadly prescribe two types of succession plans.

- Leadership Succession Planning
- Non-leadership Succession Planning

Following them in an orderly manner ensures minimal impact on operations and functionality in the longer run. It is an ideal way of planning for succession across several levels in an organization.

## **1.5 Features of succession planning:**

### **Systematic process:**

Succession planning is the systematic process of Preferred language for has been updated as per your request.

To view and update your preferred language, management requirements and identifying candidates who best meet the requirements.

### **1. Supply of Labour:**

Succession planning ensures supply of labour within the organization for future staffing needs. With succession planning the skills and abilities of current manpower are assessed to see which future positions they may take within the organization when other employees leave their positions.

### **2. Used for Higher Level Organizational Positions:**

Succession planning is typically used for higher level organizational positions such as executive level positions. Like if a company predicts that its CEO will retire in near future, the organization may begin looking months or even years in advance to determine which current employee might be capable of taking over the position of CEO.

### **3. Internal Selection:**

Succession planning makes use of internal selection as opposed to hiring employees from outside the organization. With internal selection, the organization becomes aware of current employee skills and abilities and therefore is often better able to predict future performance than when hiring from outside.

### **4. Key Succession Plan:**

The key to succession planning is preparing a written succession plan. This document provides for the continued operation of a business in the event that the owner or a key member of the management team – leaves the company, is terminated, retires, or dies. It details the change that will take place as leadership is transferred from one generation to next.

## **1.6 HR PROFESSIONAL:**

**The human resource professionals face numerous obstacles when attempting to implement a succession planning in an organisation.**

### **1. Narrow Focus:**

Succession planning allows leaders to focus on potential new managers who are employed by the organization but does not allow for candidates outside the company. In many cases, managers will consider only their direct reports as potential successors. This is good in terms of career development for those inside the organization but it does not necessarily meet the company's best interests.



In some situations it is better to replace a manager with an external candidate to bring new skills to the team. Other times there simply may not be a suitable candidate within the organization.

## **2. Changes in Organizational Structure:**

Succession planning sometimes takes place even though an organization's structure may not be completely stable. There is a need to develop leaders so that they can change the organization to meet the new business challenges. Sometimes a person may be developed for a role in the organization that may not exist in the future.

This can have negative impact on motivation of the earmarked individual. In addition to this the money spent on the training of the employee also gets wasted if the role for which he was developed no longer exists.

## **3. Managing HR Information:**

The problem that can occur in succession planning is the concern with managing large amounts of HR information. Because succession planning requires retention of a great deal of information, it is typically best to store and manage it on a computer. Attempting to maintain such records by hand may prove daunting. Even on the computer it is very difficult to identify and evaluate the many years' worth of information about employees' performance.

## **4. Crowned Prince Syndrome:**

Another problem with the succession planning occurs when upper management only considers for advancement, those employees who have become visible to them. In other words, rather than looking at a wider array of individual employees and their capabilities, upper management focuses only on one person – the crowned prince. This person is often one who has been involved in high profile projects, has a powerful and prominent mentor who has networked well with the organization leaders.

There are often employees throughout the organisation who are capable of and interested in promotion who may be overlooked because of the more visible and obvious 'crowned prince', who is likely to be promoted even if these other employees are available. Further not only the performance problems are the outcome of this syndrome, but also the motivation of current employees may suffer if they feel that this high performance has been overlooked.

## **5. Talent Drain:**

Talent drain is also one of the problems of succession planning. Because upper management identifies small group of managers to receive training and development for



promotion. Thus not all employees can be identified as successors. Consequently, there is the potential for some employees to feel left out, passed over and underappreciated.

## **6. Negative Effects on Motivation:**

It is not always totally clear cut that to which employee a manager should prime for future leadership. In some cases there may be two or more strong candidates for the role. If leaders do not handle succession plan carefully and objectively other may see the person being trained for leadership as favoured.

This can lead to motivated individuals losing interest and not trying as hard in the workplace. It may have the effect of making those employees think it is not worth their effort if there are no progression possibilities.

## **1.7 STATEMENT OF THE PROBLEM**

Having a competent, knowledgeable and well trained workforce is not enough. However, these qualities should be accompanied with good management succession practices which include identifying successors and individual careers path.

Succession management plays a key role in this and also impacts greatly on an organizations future growth, competitiveness and employee retention. In appreciating the important role it plays, most of the public policy documents explicitly states the value and how it should be practiced. However, deep down into the reality, it is not known whether succession management is practiced by Kenyan public sector entities.

It is therefore important to establish whether this connection exists and further investigate its nature in order to inform human resource management strategies for effective achievement of organizations' objectives. This research study aims to investigate the existence and extent to which succession management practices have been implemented in public sector organizations in Kenya. Of particular interest are the implications of such practices on employee retention.

## **1.8 OBJECTIVES OF STUDY**

Succession can be ensured from within or from outside the organisation. Succession from within ensures the satisfaction of employees as they see the opportunities for growth. Organisation, therefore, should see the potential available inside, and make efforts to groom them for occupying higher positions and for taking more responsibilities.

The growth and development of an organisation requires a succession of people to fill various important positions in the organisation. The objectives of succession planning is to

identify, develop and make available people ready to occupy higher positions in the organisation. The vacancies may arise due to retirement, resignation, death, creation of new posts and new assignments.

Succession planning can be defined as a process of selecting and grooming employees for higher positions within the organisation. It enhances the organisation capability by providing experienced and competent individuals for senior level roles that are critical for the company

## **TRAINING**

Training includes the development of skills, company knowledge, and certifications. The training might include having employees cross-train and shadow various positions or jobs all the major departments.

## **Recruitment**

Succession planning starts with proper hiring practices with the goal of choosing candidates that are capable of rising through the rank as time goes on. For example, an experienced person from another company might be courted and groomed for an executive-level position.

## **1.9 BENEFITS OF SUCCESSION PLANNING**

**There are several advantages for both employers and employees to having a formalized succession plan in place:**

- Employees know that there is a chance for advancement and possibly ownership, which can lead to more empowerment and higher job satisfaction.
- Knowing that the company is planning for future opportunities reinforces career development among employees.
- Management's commitment to succession planning means that supervisors will mentor employees to transfer knowledge and expertise. \*
- Management keeps better track of the value of employees so that positions can be filled internally when opportunities arise.
- With succession planning, leadership and employees are better able to share company values and vision.
- With Baby boomer business owners and leadership retiring in huge numbers, a new generation of leaders will be needed.

- Shareholders of publicly traded companies benefit from proper succession planning, such as the case when the next candidate for CEO is involved in business operations and is well respected years before the current CEO retires.

Succession planning can also cultivate a new generation of leaders, thereby providing an exit strategy for business owners who want to sell.

## **1.10 SUCCESSION PLANNING NEED**

**Succession planning is needed for;**

### **1. Ensures Business continuity:**

Succession planning ensures business continuity. It means the organisation does not cease to exist when the key positions become vacant due to sudden death, resignation or retirement.

### **2. Develop Potential Employees:**

Succession planning is important for grooming and development competency of the next possible successor. The right training helps the potential successor to improve his strengths and overcome weakness.

### **3. Identify Next Successor:**

The process helps to identify next possible successor in advance. Identification of successor in advance (before retirement/resignation/death of person on the key position) helps the organization to plan for future. Every business organization must invest in identifying the next successor for the organization.

### **4. Smooth Functioning:**

Succession planning ensures smooth functioning of the organization. There is supply of competent and skilled employees to take up the role or responsibility of key manager whenever the need arises. Hence, temporary or sudden absence of key manager does not halt the activities of the organization.

### **5. Reduces Cost of the Organization:**

With succession planning, the demand for human resources is met within the organization. It lowers the cost of organization as the time, money, energy required to recruit employee from external source is saved.



## **5. Reduces Cost of the Organization:**

With succession planning, the demand for human resources is met within the organization. It lowers the cost of organization as the time, money, energy required to recruit employee from external source is saved.

## **6. Developing Career Paths:**

Succession planning helps the HR department to set up career advancement plans for competent employees. The assessment of skills and interest helps in providing right training to employees. It also helps to select suitable employee for specific job roles.

### **1.6 Corporate Image:**

Organization invests in identifying and grooming employees. It also provides varied growth opportunities within the organization. This increases job satisfaction of employees, which results in increased performance and productivity. This ultimately improves image of the organization in market and attracts competent workforce towards the organization.

### **1.7 PURPOSE**

Survival, growth and efficient continuous existence of an organisation require a succession of people to fill various important jobs. The purpose of succession planning is to identify, develop, and make the people ready to occupy higher level jobs as and when they fall vacant. Higher level jobs fall vacant due to various reasons like retirement, resignation, promotion, death, creation of new position and new assignment. Succession may be from internal employees or external people.

Succession from internal employees is advantageous to the organisation as well as to the internal employees. Organisation can buy the employees loyalty and commitment, belongingness, shared feeling of development along with the organisation by promoting the internal employees. Employees get the benefits of growth in the organisation. The organisation mostly prefers to encourage the growth and development of its employees and as such tend to prefer succession from within.

Organisations appraise employees' potentialities, identify training gaps for future vacancies, develop them for higher and varied jobs. The scope of succession plan would be more when the organisation grows steadily and employees have potentialities to take up higher responsibilities.



## 1.8 IMPORTANCE

- Succession planning is an importance part of the talent management process. It provides a way to identify key roles people with the right skills and positions that may need filling in a short space of time. It also provides a way to cut the costs of recruitment, enabling organisation to manage recruitment in-house.
- Succession planning is the process of planning towards the transition of leadership positions. This includes recruiting new talent or training internal candidates to successfully move into your position once you leave.
- In most organisation, succession planning is handled by the HR department, as they search for internal or external candidates that are right for the position and culture of the organisation.
- The process is designed to help organisations recognise future leaders, there could be employees working in back-office positions that have the potential or skills to take on a higher position, which may not be recognised without executed talent management.
- Organisation are now required to prepare for such situations.
- This can include a handover process of employing an interim senior leader that will handle a number of tasks and duties in order to get used to the role that they may have to take over.
- There are several things to consider when you construct a succession plan. What promotional paths are in place and the training that is required.
- It also provides a way to cut the costs of recruitment,
- Enabling organisations to manage recruitment in-house. It also allows candidates to come forward for open positions. For instance, the position of a CIO will require strong leadership skills with IT and business skills.
- Investing time into succession planning also has a great impact in creating and maintaining good gender diversity in senior roles.
- Succession planning is an essential part of doing business, no matter how certain your future appears. It's easy to put off planning when everything seems to be going so well, right? Wrong. Now is the time to begin succession planning.

## 1.9 GROOMING OF SUCCESSORS

Along with career planning many organization undertake the exercise of succession planning. Succession refers to coming into another's place fallen vacant to fall vacant in near

## **A. There are three main elements of succession planning:**

### **1. Positions for which Successors are Needed**

The first element of succession planning is to determine the positions for which successors are needed. Some organizations prepare succession plan for key positions which play strategic role in organizations. Sometimes these positions are separated from top management to be known as strategic management group.

### **2. Identification of Successors**

The second element of succession planning is the determination of likely successors for different positions that are likely to fall vacant in future. Depending on the organizational practice, such successors may be from the organization itself or from outside

### **3. Grooming of Successors**

When successors are identified by key positions attempts are made to groom them so that they are fully equipped to take the positions earmarked when these fall vacant. In the case of internal successors, this exercise brings much ahead of the likely vacancy.

## **B. The process of succession planning includes the following steps:**

### **1. Planning:**

The first step is to develop a strategic plan that will provide a blueprint of how the succession plan is to be implemented. The long-term vision and goals of the organization are identified and the current personnel policies and procedures are studied. For a succession plan to be successful, it is vital to integrate the plan with the interests and aspirations of the senior employees who are being groomed for succession.

### **2. Analysis:**

In this step, the various challenges the company is likely to face in the future and the skills and competencies the CEO would need to meet them are analysed. The future CEO would need a variety of managerial and technical skills to be able to fulfil his responsibilities effectively. The current supply of manpower in the organization should be studied in relation to the anticipated demand.

Efforts should be made to determine the knowledge, talents, skills and capabilities that would be required in the organization in the future. It is necessary to identify the overall long term talent needs of the company and not just of a particular position.

### **3. Identification of Talent Pools:**

The competencies and skill levels of the current workers need to be assessed in order to identify the available pool of talent. These may be measured by the use of performance evaluation tools like 360° Feedback, critical incident methods and rating scales. It is also necessary to evaluate the employee's capacity to perform in more responsible jobs in future through potential appraisal techniques and psychological appraisal.

### **4. Development Planning:**

After the gaps have been identified, the next step involves creating development plans. The development plan includes the formal development procedures, coaching and mentoring, special job assignments, learning projects, etc. which will help the employees to gain the necessary skills and experiences. The employee's progress will be monitored against the plan. The duration of the development plan would depend upon the succession plan strategy of the organization.

### **5. Implementing the Succession Plan:**

The succession plan should be linked to the HR processes like compensation, recruitment, performance planning, workforce planning, etc. It is a long-term plan, and sometimes the succession planning process is started from the time a brilliantly outstanding employee begins his career (Jack Welch, the highly successful former CEO of GE was being groomed for senior positions from the time he started his career as a junior chemical engineer in the same company)

Implementing the succession plan includes the retention strategies like retention bonuses, promotions, challenging work, etc. It is essential to compare the progress of the succession plan with the upcoming personnel requirements of the organization so that a capable employee is available to fill a prestigious.

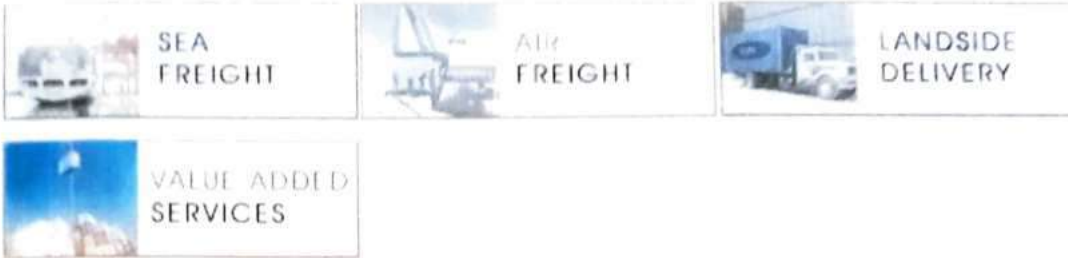
## **CHAPTER – II**



## COMPANY PROFILE

### SEAMAX SHIPPING INDIA

#### 2.1 SERVICES:



#### SEA FREIGHT

SSPL possessing its own insured bill of lading offers a full array of ocean related services including ocean forwarding, NVOCC operations, consolidation, buyer groupage, clearing and forwarding services and FCL container management as well as customer-in-house services.

Through our ocean division you get complete, professional services with our “can-do” attitude

Our services include:

- Cargo booking & pick-up
- Cargo Tracking & Tracing
- Customer / purchase order management
- Palletisation / packing
- Delivery Verification
- Destination customer clearance
- Document preparation & distribution
- Export customs clearance
- Warehousing
- Freight forwarding
- Consolidation
- Insurance services
- Project logistics

- Quality control
- Shipment alerts & confirmations
- Shipment pre-planning
- Vender coordination
- Ex – works

SSIPL works closely with most carriers to provide you with better coverage, more sailings and better rates. As one of the leading forwarder, SSIPL enjoys leveraged pricing with many carriers. This leverage means you get the best value.

## **AIR FREIGHT**

Our air freight products & services include,

- Airport to airport
- Airport to door
- Door to airport
- Door to airport (Ex – works)
- Consolidation
- Sea + air

SSIPL provides air cargo services to every major continent in the world including north America, far and middle east, indian sub – continent, Europe, Australia, new Zealand, and south Africa.

SSIPL Sea + air services uses only the premium ocean and air carriers. The shipments are moved completely within our network and handled by experienced and dedicated professionals from start to finish.

Through SSIPL air consolidation services, we provide the best transit time, frequent flight schedules, competitive rates and cost savings.

## **LANDSIDE SERVICES**

The importance of smooth, effective, and timely landside activities is often underestimated. Getting your goods to and from the port and getting all the paperwork done right, often involves multiple parties and processes with the potential for costly delays and errors. SSIPL offers a unique and seamlessly integrated solution that enhances and simplifies your landside activities in close coordination with your ocean or air transport.

Our landside services includes.

- Inland haulage
- Cargo insurance
- Transit document

## **VALUED ADDED SERVICES**

SSIPL offers a full range of forwarding services including a complete package of value added landside services. As your local and global logistics partner, we offer the expertise, global reach, and global buying power to guarantee you a complete and competitive range of forwarding services that enhances every single step of your supply chain from the factory to the customer's door.

## **NETWORK**

SSIPL being very choosy in selection of agents are proud to present you a network of reliable agents. Our global network services is exemplary. Our network agents are well established services provides operating in the field for more than a decade and have the infrastructure and technical expertise to handle any kind of shipment and cater to every need of the shipper and consignee to the core.

## **2.2 Sustaining the Supply of Ship Officers: Making a Case for Succession Planning in Seafarer Recruitment:**

### **1. Introduction**

The global shipping industry is experiencing a shortage of ship officers; which is set to escalate in the future as the world economy moves out of recession. Traditionally, ship officers are the end product of cadets who are made to undergo a combination of both classroom and shipboard training over an average period of 10 years. Cadet training can therefore be regarded as a backbone of the system by which seafarers are groomed to become ship officers.

This is a sort of talent supply chain which is currently under threat from a host of challenges due to the peculiar nature of the shipping industry. The key challenges necessitating a need for effective strategies towards the recruitment and training of cadets include: an

increasingly ageing global ship officer profile, lack of interest in a seafaring career among the youth and high rates of attrition among cadets.

All these translate into a need for succession planning, to ensure an effective management of the career ambitions of cadet trainees in order to reduce wastage which has been identified in research as one of the major factors contributing to the shortage of ship officer. Hence, an effective succession planning for seafaring will mean that the attitude of shipping industry employers towards the sustainability of labour would not be reactive or demand driven but rather it is increasingly becoming necessary that strategies used to shore up labour requirements in the shipping industry assume a proactive approach.

The high rate of attrition among cadets is extensively discussed in the literature. The most common reasons given for this phenomenon are: lack of genuine opportunities for career advancement, long lead time involved in grooming cadets to become officers, inhuman treatment from mentors of cadets at sea, long periods of waiting for training berths, poor working conditions at sea and the lack of commitment from shipping industry employers towards the training of seafarer.

Due to the aforementioned list of growing challenges confronting an effective training and grooming of cadets into ship officers, this paper therefore advocates a need for human resource managers within the shipping industry to employ succession planning tools at the organisational level to stabilise the flow of seafarers from the lower ranks to the higher echelons of a ship's crew complement.

## **1. Talent Management and Succession Planning**

Talent management has become one of the most important components of human resource management in many organisations within the 21st century. Sourcing for organisation is now a daunting task for employers. Many researchers advocate succession planning as an effective strategic human resource tool which could be harnessed to ensure the recruitment and sustenance of appropriate talents channels in an era that have seen keen competition for skilled talents among organisations .

Succession planning is a proactive process that is used for the development of development of organisational talent in order to build sufficient bench strength and preserve specialised knowledge.



Hence succession planning transcends beyond the ordinary realm of staff replacement as it should be construed as an all-inclusive talent management activity involving not only the sourcing of talent but its grooming as well. In the same vein, Rothwell outlines the features of an effective succession planning strategy as addressing the need for critical backups and cutting across the entire organisation; designed to cater for all job levels – not limited to only top management.

Apart from the need to ensure a constant pool of talent from which an organisation could tap in the future to fill sensitive positions, there are other reasons that lend support to the need for succession planning in organisations. Table 1 provides a glimpse into the other reasons why succession planning is very important in the management of modern day organisations. Contemporary researchers on talent management and succession planning dating from beginning of the century (the year 2000) have focused on its strategic role within the entire organisation setup.

Taylor and McGraw [22] concluded that succession management is becoming a strategic and critical factor for organisational success. As a result, many organisations are beginning to acknowledge the relevance of having an effective succession planning system in place to deliver reliable solutions for their human resource challenges.

## **2. Best Practice Succession Planning**

One important issue that has emerged essential is the criteria that can be employed in rating a succession planning strategy as best practice. Based on the perused literature, Table 2 provides an overview of what can be deemed as a best practice in succession plan. Due to the common link shared by succession plans and the respective career plans of employees, it is imperative that any succession planning system designed by an organization takes into consideration career goals of their employees at all levels.

Hence, the core of any best practice succession plan is the ability to effectively monitor, mentor and nurture organizational talents to take up leadership positions in the future when the need arises. Anything short of such an objective defeats the primary reason for which succession plans are designed and implemented in organisations

### **3. Seafaring and Succession Planning**

The shipping industry is faced with a shortage of skilled talents, specifically ship officers. There is a general consensus in the literature that this shortage is more likely to escalate and may give rise to a more volatile global seafarer labour market. The need for shipping industry employers to employ succession planning as a strategic human resource tool to deal with the existing shortage of ship officers is principally based on a number of factors. In the first place, there is a high rate of attrition reported [see for example, among seafarers which needs to be managed strategically.

This wastage of skilled is common among cadets and officers and is primarily a major contributor to the prevailing labour crisis in the shipping industry. Naturally, the cadet system is a lynchpin of the process through which ship officers are supplied to meet future demands for skilled labour onboard oceangoing ships.

### **4. Negotiability and title to the goods:**

By accepting the Multimodal Transportation Document the consignor and his transferees agree with the Multimodal Transport Operator that, unless it is marked "non-negotiable" it shall constitute title to the goods and the holder, by endorsement of this Multimodal.

### **5. Reservation**

Operator or a person acting on his behalf shall insert in the Multimodal Transport Document a reservation specifying these inaccuracies, grounds of suspicion or the absence of reasonable means of checking. If the Multimodal Transport Multimodal Transport Document the apparent condition of the goods, he is deemed to have noted on the Multimodal Transport Document.

## **2.3 Leadership\**talent***

Succession planning builds bench strength and ensures that your organization will have a next generation of leaders ready. With a proactive succession planning program in place, your company will be prepared for challenges including expansion, loss of a key employee, filling a new position, or employee promotions. An effective compensation strategy reinforces *desired* behaviours and helps retain and motivate key employees.

- Establish objectives that drive specific and desired performance
- Provide rewards that motivate employees' desire to excel
- Encourage achievement through on-going coaching and feedback
- Establish opportunities for employee growth and contribution

Multimodal Transport Operator or any person acting on his behalf, the consignor shall inform him of the dangerous character of the goods, and if necessary, the precautions to be taken. If the consignor fails to do so and the Multimodal Transport Operator does not otherwise have knowledge of their dangerous character, then;

## **2.4 Period of responsibility**

The responsibility of the Multimodal Transport Operator for the goods covers period from the time he takes the goods in his charge to the time of their delivery. For the purpose of this responsibility, the Multimodal Transport Operator is deemed to be in charge of the goods; Reference to the Multimodal Transport Operator in this regard shall include his servants or agents or any other person of whose services he makes use of for performance of the Multimodal Transport Contract, and reference to the consignor or consignee shall include their servants

## **2.5 BASIS OF LIABILITY**

The multimodal transport operator shall be liable for loss resulting from loss of or damage to the goods, delays in delivery and any consequential loss or damage arising from such delay if the occurrence which caused such loss, age or delay in delivery, took place while the goods were in his charge unless the multimodal transport operator proves that he, his servant or agents or any other person.

Multimodal transport document, took all measures that could reasonably required to avoid the occurrence and its consequences. Where fault or neglect on the port of the multimodal transport operator, his servants or agents or any other person whose services he uses for the performance of the contract evidenced by this multimodal transport operator, combines with another cause to produce loss or damage or delay in delivery, the multimodal transport operator.

## **2.6 VISION**

“Redefine the rules in the indian transport industry by providing the best and path finding solution with flexibility to adopt new practices, policies and technology to meet our customer’s requirement”.

## **2.7 MISSION**

“ We endeavour to provide cost effective, highly efficient and global logistics solution through our team of professional and making seamax synonymous with 5’S’ services, speed, strength & steadfastness”.

## **2.8 COROPORATE PHILSOPHY**

Seamax logistics is committed to provide total logistics solution and devices in India.

We believe in customer’s satisfaction by a team of highly motivated professionals with conducive work environment. We shall continually improve our systems by adopting innovative technology in order to achieve our planned objectives.



## **CHAPTER – III**

## **TO ANALYSE STAFF SUCCESSION IN SEAMAX SHIPPING COMPANY**

Staff retention is the organisational goal of keeping talented employee and reducing turnover by fostering a positive work atmosphere to promote engagement, showing appreciation to employee, and providing competitive pay and benefits and healthy work-life balance. Employee retention technique is beneficial for the company as well as the worker and it is up to the HR department staff.

### **3.1 WORKING STAFF**

Successful staff meet deadlines, make sales and build the brand via positive customer interactions. When staff do not perform effectively, consumers feel that the company is apathetic to their needs, and will seek help elsewhere. Staff who perform effectively get things done properly the first time.

### **3.2 STAFF PERFECT**

An ideal staff is a problem solver and not the one to create disturbances in the workplace. Instead of indulging in malicious gossip about co-workers, the ideal employee focuses on solving differences. The ideal staff does not speak ill of other staff and protects words uttered in confidence.

### **3.3 STAFF PERFORMANCE**

Measuring staff job performance to continually improve skills and outcomes is a fundamental part of the performance management review process. Common metrics include efficiency, work quality, adherence to company values, and teamwork. Rating employee performance more often to ensure expectations are met.

#### **i. .Team Trends**

When your staff are not performing well, it negatively affects productivity and ultimately, the bottom line. Don't make the mistake of thinking that poor performance indicates a poor staff. Look for common trends in which groups of employees are succeeding and where there are deficiencies. Smart managers evaluate the deficiencies to see if it is a talent issue or a management and development issue.

## ii. **Leadership Style**

The coaching leadership style is popular among staff because it makes them feel that their boss or manager is invested in their success. For this style to succeed, the coach must not be merely critical of errors or deficiencies but also keen to point out successes. The coach also acts as the cheerleader to celebrate successes. Coaching leadership styles foster positive employee morale but might lead to the manager spending too much time coaching and not enough time doing other executive tasks.

## iii. **Career Ambitions**

Having staff should be a win-win for both parties – you should be getting the benefit from their work, and their jobs should be bringing them closer to their professional goals. But the only way you'll know if this is happening is to ask. Be aware of your staff's career goals and help them move forward (within your own organization, if possible). This will keep employees engaged and continually reaching for better results.

## iv. **Responsibilities**

Staff struggle to succeed when they don't know what standards or expectations they're being held to. Even within a single project team, results will suffer if nobody knows what his or her specific role is in achieving the overall goals.

Their study suggested that job alignment, leadership, and learning and development were the most important factors in retaining employees. They found that it wasn't all about direct managers – it's a combination of good management and good leadership that fosters commitment and creates happier workers

Staff your responsibilities. As an employee, you have a 'duty of care' responsibility for safety and health at the workplace report any hazards, injuries or ill health to your supervisor or employer; and. Cooperate with your employer when they require something to be done for safety and health at the workplace

You're Company Success Depends on Effective staff. Communication. When it comes to employee productivity, effective communication from managers plays a major role in engagement. When poor communication is a common occurrence, staff become discouraged, disengaged, and your business suffers

### **3.4 BE PRESENT**

Effective communication begins with being around. The more visible you are, the more connected your staff will feel with the leadership team. Get to know your staff by interacting with them on a personal level. When you speak with employees, make them the focus of the communication and show them that your investment extends beyond the workplace. This will help show that you share their excitement and concerns and value them as a part of the organization.

Staff may have a limited amount of influence on business decisions. However, they can also affect the business directly, eg by refusing to work or not working as well as they should. They can also try to influence customers' opinions of a business.

Successful companies, big and small, need good management, from the top level down to people like foremen and shift supervisors. Quality leaders offer employees communication, a natural company culture, and clear goals and objectives. Ultimately, good leaders make employees feel valued.

#### **Planning**

Business and marketing plans are the road maps to becoming a successful company. Your company growth, new product releases, marketing campaigns and revenue should be carefully planned.

A business plan guides the overall direction of the company, while a marketing plan develops product advertising, including personnel utilization, budgeting based on sales projections and product distribution strategies. Good planning keeps the company focused on the activities that generate profit.

### **3.5 SUCCESS IN COMPANY**

Success is often the result of hard work and good planning, and several key elements go into developing a successful company. Business owners measure success in different ways, but there are consistent methods for achieving success that need to be part of your corporate planning and administrative process.



An staff is an individual who was hired by an employer to do a specific job. The staff is hired by the employer after an application and interview process results in his or her selection as and staff.

**i. Recruitment and staffing**

This is one of the key steps of the succession planning. Hiring the right and skilled employees is the key to growing human resources in the organization. Sometimes, some companies require a paradigm shift in order to retain in the business. In such cases, the organization requires to let go or redefine the roles and responsibilities of the portion of existing staff. Then, the organization hires the new blood in order to acquire the required skills and expertise. When it comes to succession planning, organization should always hire people, who will have the potential to go up the corporate ladder.

**ii. Training.**

The preparation of an employee to perform the tasks required for his or her current role.

**iii. Development.**

The practice of equipping an employee (or group) for future roles and responsibilities.

**iv. Career planning.**

An employee-centered practice of identifying the interests of the employee and assisting that individual, as well as providing personal development options consistent with his or her talents and interests.

**v. Career management.**

An organization-centered practice of creating jobs and organizational structures that promotes the achievement of business objectives.

**vi. Replacement planning.**

A shorter-termed practice of identifying replacements for personnel in key operating functions.

## vii. **Succession planning.**

The future-focused practice of identifying the knowledge, skills and abilities to perform certain functions and then developing a plan to prepare multiple individuals to potentially perform those functions.

### **3.6 Overview**

Succession planning is a focused process for keeping talent in the pipeline. It is generally a 12- to 36-month process of preparation, not pre-selection.

All organizations can benefit from the principles of identifying crucial job skills, knowledge, social relationships and organizational practices and passing them on to prepare the next generation of workers, thereby ensuring the seamless movement of talent within the organization.

Effective job design, varied internal development opportunities and smart organizational structure are important practices to promote the achievement of organizational objectives while creating an environment that promotes employee engagement and retention.

The convergence of the organization's needs and the employees' interests can occur in succession planning because of its wide scope and open process.

Planning the stages of a succession plan requires an understanding of job design concepts. Understanding specific position attributes allows the program coordinator to perceive the relationship between the incumbent's success in one job and the potential for success in the next job, as well as the individual's appropriateness for a role based on personal preferences. Specialization and task variety, task identity, task significance, autonomy, span of control, independence and interdependence, and job pace are all salient position attributes to consider.

## **CHAPTER - IV**

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## **Conclusion**

Every organization requires succession planning. By succession planning, organization's key roles are constantly maintained with talented people, so organizations can maintain its strength. When selecting people for key roles, their adherence to organization's mission and vision is important. This is how visionary leaders are sprung in organizations with commitment for the company's growth. The various articles and books summarized in this bibliography have addressed key elements of succession management and planning, including CEO succession, development, high potentials, and succession systems and architecture. A convenient model for organizing those elements include. Succession planning is a living process and should be used as a continual check and balance.



**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

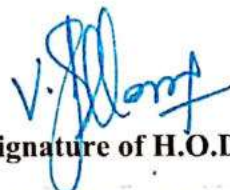
**DEPARTMENT OF MICROBIOLOGY**

**INTERNSHIP REPORT – 2021 - 2022**

**CERTIFICATE:**

This is certify that this report on internship to “Britto Sea Foods Exports Private Limited” is a bonafide record of original work completed by K. AFFRIN NISHA Reg. No: 20SPMB01), II M.Sc Microbiology during the academic year 2021-2022 in St.Mary's College (Autonomous), Thoothukudi and submitted as a partial fulfilment of requirements for the award of the degree of Master of Science in Microbiology prescribed by the University of Manonmaniam Sundaranar.

*K. Affrin Nisha*  
Signature of the Student

  
Signature of H.O.D

**Dr. Joys Selva Mary Albert**  
Head  
Department of Microbiology  
St. Mary's College (Autonomous)  
Thoothukudi

**OBJECTIVES :**

- To uplift the student in the aspect of career development.
- To encourage students to build self-confidence and to create them to be potentially skilled personalities.

**TRAINING MODULE:**

- To understand the environment and work nature of the sea food company
- To learn the nature of hygienic practices in the sea food company
- To learn the various process done in sea food company

**LEARNING OUTCOME:**

- To provide a student with professional work experience in a safe and structured environment.
- To master a student with soft skills a key for success at job.
- To learn the roles and responsibilities of a particular career.
- To build a professional network that enriches student in their career by connecting with other professionals achieving the highest in this field.



**Dr. Joys Selva Mary Albert**  
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## REPORT

Food Microbiology is the learning of microorganisms which inhibit, create and contaminate food, also including the research of microorganisms causing food spoilage, pathogen that may cause disease especially if food is inappropriately cooked or stored, those used to produce fermented food for export purposes. There is some parameter that needs to be checked in microbiology department like total viable bacterial count, total coliform count, *E.coli* identification. I learnt experiments to detect bacteria by using different bacterial media.

Sea food is any form of sea life regarded as food by human. It is one of the highly traded food which provides essentiality and hold a major share in the economy of many countries. Sea food are having higher water content with neutral pH and these conditions make it a good harbour for the proliferation of microorganisms along with accelerated biochemical spoilage process. Hence, there is a strict need of studying various innovative food processing techniques like high pressure processing, pulse electric field, ultra sound irradiation, microwave processing, high pressure thawing which can be employed for the processing and preservation of sea foods.

Britto Sea Food Exports private limited is a leading Enterprises with business in sea food industry. They are running firmly focussing on production and export of variety of sea food products. These companies are treasures of sea where they export chilled sea foods, frozen and live sea foods. They have been undergoing each process under aseptic techniques such as filling, canning and grading. I learnt the importance of the need for microbiologist where they assure contamination free food to make it the best food product across the globe.

I was literally astonished the first day to see employees completely covered with aprons and hair covers. They strictly followed cleanliness to bring out enriched food product. Their nature of hygienic food practices would gain support among human confidently to buy these brands. Their role in laboratories to determine bacterial deduction in any of these products is the significant impact for human safely to consume. We learn the various processing such as irradiation, canning, grading technology and their importance of about how to screen a food product. I also understood the concept of quality control and assurance department of an industry.

I thank our department for arranging this internship for us as it is completely helping us to build confidence on this field & developed us to explore about various fields for the work of microbiologist.



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*M. Rabiya Begam*  
Signature of the Student

  
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*R. Sutha*

Signature of the Student



Signature of H.O.D

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**A REPORT ON THE INTERSHIP PROJECT AT**

**INTER LOGISTICS**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

**Avelin.J**

**20AUCO13**



Under the guidance of

**DR MARY JUDITH REENA<sup>E</sup> FERNANDO**

**PG AND RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI  
(Re-accredited with A<sup>+</sup> grade by NAAC)**

**NOVEMBER 2021**

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03.	Limitation, Suggestion, Conclusion	9 – 10

## **Acknowledgement**

It is my profound privilege to thank our principal Rev.Dr.Sr.A.S.J.Lucia Rose for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge.

I express my sincere thanks to Dr.G.Stella Beatrice Nirmala, Head, Department of Commerce and my guide Dr.Mary Judith Reene Fernando for their valuable support and encouragement in completing this project.

I am indebted to thank Inter Logistics, and all the employees of the firm for guiding me throughout my period of internship and helping me to acquire necessary information and skills during my training.

**Avelin.J**

**20AUCO13**



## **Declaration**

I hereby declare that I have undergone internship training at Inter Logistics Thoothukudi, and the report is prepared based on the information gathered during the period of my internship (15 days) at Inter Logistics.

**Place:** Tuticorin

**Avelin.J**

**20AUCO13**

# CHAPTER I

## INTRODUCTION AND PROFILE OF THE ORGANISATION

### Introduction :

Logistics management is referred to as the supply chain management of a particular organization used for meeting the various demands, control and implementation measure. The most key part of the logistics management lies in the proper and smart storage and transportation of different goods and services from their transit points to their destinations. The process involves inbound and outbound transportation, construction and maintenance of large inland warehouses. Logistics is one of the key areas in the process of international marketing as the delivery of goods to the buyer is as important as any other activity in business and marketing. Quite often, the most crucial part in International trade is the timely delivery of goods at a reasonable cost by the exporter to the importer. In fact, the prospective buyer may be willing to pay even higher price for timely supplies. The emergence of logistics as an integrative activity, with the movement of raw materials from their sources of supply to the production line and ending with the movement of finished goods to the customer has gained special importance. effective logistics system contributes immensely to the achievements of the business and marketing objectives of a firm. It creates time and place utilities in the products and thereby helps in maximizing the value satisfaction to consumers. By ensuring quick deliveries in minimum time and cost, it relieves the customers of holding excess inventories. It also brings down the cost of carrying inventory, material handling, transportation and other related activities of distribution. In nutshell, an efficient system of physical distribution/logistics has a great potential for improving customer service and reducing costs.

I did my Internship at Inter Logistics Company. They export materials like stove, utensils, Garments. They export to various countries through airways, roadways and waterways. A detailed plan is implemented in order to make sure the flow of goods. They keep tracking of materials, supplies and packaging materials so that goods are preserved and stored correctly.

### Stove:

A piece of kitchen equipment having a top for cooking food in containers placed over gas flames or circles of metal heated by electricity, a stove is also a equipment for heating a space inside a room.

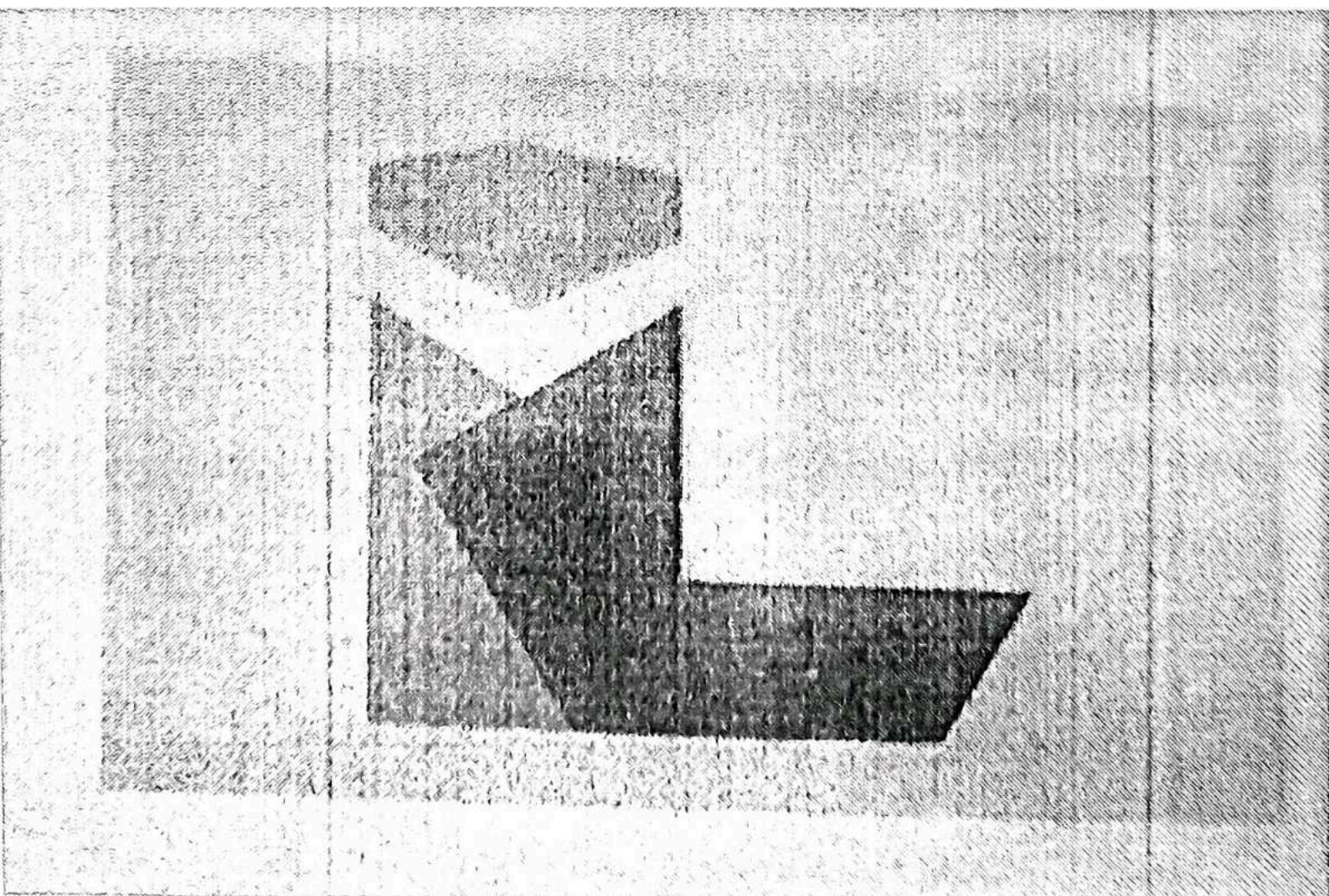
**Utensils:**

A kitchen utensil is a small hand held tool used for food preparation. Common kitchen tasks include cutting food items to size, heating food on an open fire or on a stove, baking, grinding, mixing, blending, and measuring; different utensils are made for each task.

**Garments:**

A garment is a piece of clothing; used especially in contexts where you are talking about the manufacture or sale of clothes.







## **Chapter II**

### **CONCEPTS, METHODS, PROCESS LEARNT AND SKILLS ACQUIRED**

#### **Concepts:**

Logistics management is the part of supply chain management that plans, implements, and controls the efficient, effective forward, and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer's requirements.

The appreciation of the scope and importance of logistics and the supply chain has led to a more scientific approach being adopted towards the subject. This approach has been aimed at the overall concept of the logistics function as a whole and also at the individual sub-systems. Much of this approach has addressed the need for, and means of, planning logistics and the supply chain, but has also considered some of the major operational issues.

Logistics refers to the management of the flow of goods and services between the point of origin and the point of consumption in order to meet the requirements of customers. Logistics involves the integration of information, transportation, inventory, warehousing, material handling, and packaging, and occasionally security. Logistics is a channel of the supply chain which adds the value of time and place utility. Today the complexity of production logistics can be modeled, analyzed, visualized and optimized by plant simulation software.

#### **Primary logistics activities and decisions**

- Helps the marketing department to set customer service levels
- Facilitates taking location decisions
- Helps in performing transportation activities (Example – transportation mode selection, vehicle scheduling, carrier routing, facilitates in maintaining inventory (inventory short-term forecasting, planning and control, cooperate with production to calculate EOQ, sequence and time production)
- Facilitates in collection of information, maintaining flows and order processing
- Helps in warehousing and materials handling
- Helps in performing packaging activities

Logistics management is the planning, implementation and control of the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customer requirements.

Parallel to the growth in the importance of distribution, logistics and the supply chain has been the growth in the number of associated names and different definitions that are used. Some of the different names that have been applied to distribution and logistics include

- physical distribution;
- logistics;
- business logistics;
- materials management;
- procurement and supply;
- product flow;
- marketing logistics;
- supply chain management;
- demand chain management;
- and there are several more.

These many terms are used, often interchangeably, in literature and in the business world. One quite widely accepted definition that uses some of these terms also helps to describe one of the key relationships. This is as follows

**Logistics = Materials management + Distribution**

Major emphasis is now placed on the importance of information as well as physical flows and storage, and an additional and very relevant factor is that of reverse logistics – the flow of used products and returnable packaging back through the system.

It is interesting to detect the different biases – military, economic, academic, etc. An appropriate modern definition that applies to most industry might be that logistics concerns the efficient transfer of goods from the source of supply through the place of manufacture to the point of consumption in a cost-effective way whilst providing an acceptable service to the customer.



## Methods:

Manufacturers operate at peak efficiency, but consumers tend not to demand goods at the same rate as a manufacturer supplies them. There tends to be an imbalance between supply, which is steady, and demand, which can be unpredictable. The answer is to store the surplus goods produced by a manufacturer until they are demanded by consumers. To achieve this, warehouse buildings are required. These need specialist storage equipment such as shelving or racks and material handling equipment to move them around the warehouse and to load and unload delivery vehicles.

Packaging is an essential part of logistics company. Unitisation is also important as this assists storage and transportation. The easiest product to move and store is a cube, so packaging and unitisation attempts to take all different sizes and shapes of product and pack them as near as possible into a cuboid shape.

Inventory is a logistics element that is closely related to storage and warehousing. It is concerned with what stock to hold, where the stock is located and how much stock to hold. Inventory management is not an exact science, but depending on how variable demand can be, it is a useful tool to help manage the flows of goods through the supply chain.

A major element of logistics that most will recognise is transport. This includes all modes of transport including road vehicles, freight trains, cargo shipping and air transport. Without transport, goods would be unable to move from one stage to another within a supply chain. Some goods with short supply chains, such as foods, do not travel far. Other more complex products consist of many components that can be transported from all over the world.

The element of information and control is needed by all the elements to act as triggers to various operational procedures. We have mentioned the information needed for inventory. Order levels help decide what orders need to be picked and packed in warehouses and enable the planning and organisation of transport. Information and control's role is to help design information systems that can control operational procedures. They are also key in the forecasting of demand and inventory.

## **Process Learnt:**

The products for a brand are stored at the warehouse of logistic companies. When the order is received from the brand's portal, the information is passed directly onto the logistics management portal.

The order is then packed properly with the consent of the brand, before it is sent for shipping or transportation.

The order is then processed by the logistics team and is dispatched from the origin to the destination. Before the order is processed, the vehicles are inspected for faults or damages that might hamper the shipping products in the long route.

Well-established logistics companies will have different sized vehicles to handle the shipping needs of all types of orders.

They establish a tracking ID upon the products to get it scanned at all intervals, for giving tracking abilities to the end-users.

Technological implementation is also used for enhancing the efficiency & reliability of the services. The top logistics companies include long-range RFID tracking, IOT, tracking software, and other such solutions for ensuring streamlined work operations.

These are the common steps that the Inter logistics team follows and adapt for delivering the goods safely and on time. There is a lot of internal procedures involved within the long-route and international shipping orders. But, with advanced operational efficiency, inter logistics companies are offering quality services now.

## **Transportation services of Inter Logistics company:**

Air Charters

Air Freight

Customs Brokerage

Customs Clearance

Door To Door

Freight Consolidating

Freight Insurance



Freight Solutions  
Full Container Loads  
Inland Trucking  
Logistics Solutions  
Major Services  
Ocean Freight Services  
Sea Freight  
Supply Chain Management  
Transportation And Logistics  
Trucking Freight  
Warehouse Facilities  
Warehousing And Distribution

### **Skills Acquired:**

During my internship I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk about my interests, knowledge and skills with entrepreneurs and business owners, as well how to ask questions and gain a better understanding of business not only in the co- working space but also others in the market. This process overall helped me develop my professional network and emphasized importance of creating these connections.

As an Intern, I discovered its essential to be enthusiastic and open to learning new skills, asking for more work and being curious to learn and ask questions. This attitude will show that you enjoy being part of the team and that you're keen to help. Having curiosity and enthusiasm also means that as an intern, you get a lot out of what you are doing, which opens lots of opportunities.

During my internship I had a journal and took notes every day about new things I learnt, feedback I was given by my manager ,strength and weakness I noticed, and things I wanted to research and learn about more. This helped me understand myself and identify the areas I needed to improve in.

Asking for and receiving professional feedback is very important. It's essential to take note of both the positive and negative points for the future, so that we can grow and excel in our career. I learned that sometimes asking for feedback or receiving feedback is difficult to hear, but it will have a significant impact in future.

## **Chapter III**

### **LIMITATIONS, SUGGESTIONS AND CONCLUSION**

#### **Limitations:**

- Due to covid many sectors are affected. Logistics companies are facing many challenges in export transportation because of closure of borders.
- Increase in price of petrol
- Unable to gather more information as there was less time
- The company is dominated by large players, hence it is very difficult for small sized and medium sized firms. They need to incur huge marketing expense.
- Only the persons who are daring enough to bear larger risks should enter this business.

#### **Suggestions:**

- Company can exercise separate product mix, marketing mix and a differentiated marketing campaign.
- The company has the option of reducing the cost of production, so that the price sensitive consumer can also be covered by the effective marketing strategy.
- Company should concentrate more on advertisement and sales promotion through different media.
- No proper locations and biography of the company are shared. If this information is shared it's well and good.
- Company's advertisements are not very attractive. Company should make them more interesting and effective.

**Conclusion:**

Working as an Intern has a wonderful learning experience. I gained more knowledge in this Internship. It helped me get a chance and develop my skills and abilities. I am so grateful to Inter Logistics for giving me this opportunity to work as an intern in their company. .It helped me in enhancing team spirit and coordination. Moreover it helped in developing communication, analytical, interpersonal and planning skills. The duration of the internship is set to 15 days from 6<sup>th</sup> January to 26<sup>th</sup> January. Timing of the internship from 3:00 pm to 7:00 pm, it was from Monday to Saturday except in days of public holidays. This Internship program has been very fruitful for me to get real life experiences of an organization.





**INTER LOGISTICS**  
(Clearing & Forwarding Agent and Freight Forwarder)

Date : .....

**CERTIFICATE OF INTERNSHIP**

This is to certify that Ms. Avelin.J of St.Mary's College (Autonomous) has  
successfully completed the internship programme from 6 Jan 2022 to 26 Jan 2022  
in our organization INTER LOGISTICS at tuticorin.

Signature of authorised.  


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# Daily Report

Day - 1

- \* Introduction of the company
- \* Introducing myself.



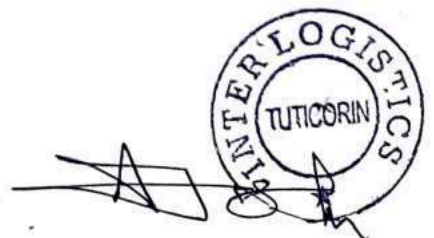
Day - 2

- \* Visiting trailer yard
- \* Visiting container yard.
- \* Visiting freight station.



Day - 3

- \* Visiting warehouse



Day - 4

- \* Bill Filling
- \* Customer Clearance

Day - 5.

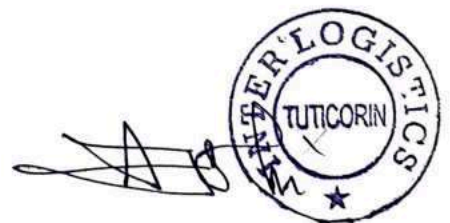
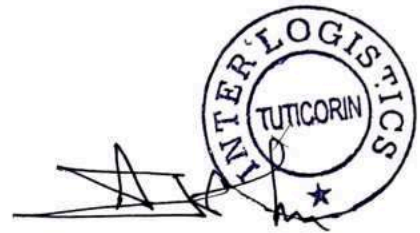
- \* Observe the nature of cargo
- \* Counting of cargo.

Day - 6

- \* Visited shipping area.

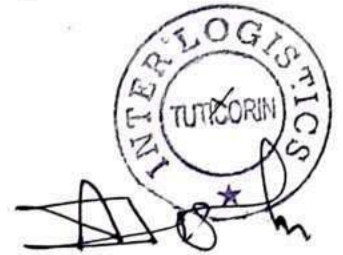
Day - 7

- \* Bills verification
- \* Export bills verified.



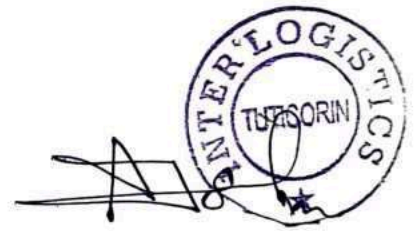
Day-8

- \* Checking invoice and packing list



Day-9

- \* Checking whether bills are with regard with cargo.



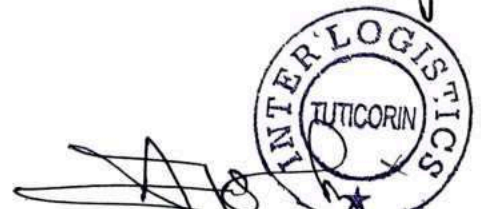
Day-10.

- \* Observing loading of cargo in containers.



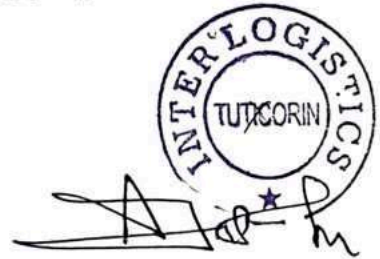
Day-11

- \* Observe process of container loading.



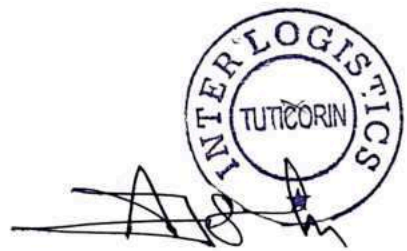
Day-12.

- \* Documentation.
- \* Collecting the documents.



Day-13

- \* Checking whether invoices are prepared.



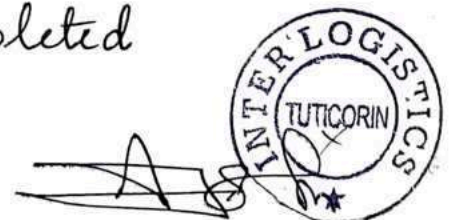
Day-14

- \* Despatching the necessary document by courier to customer.



Day-15.

- \* Work was totally completed on the final day.





**A REPORT ON THE INTERNSHIP PROJECT**

**AT**

**JEYA ENTERPRISES**

**Submitted to**

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**Affiliated to**

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI.**

**In partial fulfillment of the requirements for the award of the degree of**

**BACHELOR OF COMMERCE**

**By**

**BUVANESHWARI.M**

**(20AUCO16)**



**UNDER THE GUIDANCE OF**

**Dr .G.STELLA BEATRICE NIRMALA M.Com, M.Phil., Ph.D., MBA,  
DFA, PGDIT, DGT (HOD).**

**AND RESEARCH DEPARTMENT OF COMMERCE**

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

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

**2021 - 2022.**

## **Acknowledgement**

It is my profound privilege to thank our secretary **Rev.Sr.Floria Mary** and **Rev.Dr.Sr.A.S.J.Lucia Rose** for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge.

I express my sincere thanks to **Dr G. Stella Beatrice Nirmala**, head department of commerce and my internship guide **Dr G. STELLA BEATRICE NIRMALA M. Com, M.Phil., Ph.D., MBA, DFA, PGDIT, DGT (HOD)**.

Department of commerce for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for completion of this project.

Finally, I would like to take the opportunity to thank **Mr. Subramani** (manager) of "**Jeya Enterprises**" and staffs of the firm, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career.

*M. Buwaneshwari*

BUVANESHWARI.M

(20AUCO16)

### **Declaration**

I solemnly declare that this report of internship training done at "Jeya Enterprises" is an original work of mine and does not form part of any previous Certificate/Diploma/Degree and submitted to the department of commerce, St. Mary's college (Autonomous) in partial fulfillment of requirements for the award of the Degree of B.com under guidance of Dr G. STELLA BEATRICE NIRMALA M. Com, M.Phil., Ph.D., MBA, DFA, PGDIT, DGT (HOD). Department of Commerce St. Mary's college (Autonomous), Thoothukudi.

Place: Thoothukudi.

Date: 23/08/2022.

*M. Buvaneshwari.*

BUVANESHWARIM

(20AUCO16)

## CONTENT

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2.	2.	CONCEPTS, METHODS, PROCESS LEARNED AND SKILLS ACQUIRED	5 - 11
3.	3.	LIMITATIONS. SUGGESTION AND CONCLUSION	12



## **Chapter – 1**

### **Introduction**

#### **1.1 COMPANY INTRODUCTION:**

“Jeya Enterprises” as a partnership firm since 2009 we have been one of the leading manufacturers of limestone lumps, Lime Stine powder , Lime stone Grid , calcium stone powder , Dolomite powder , Hydrated lime powder , white washing powder and Quick lime powder.

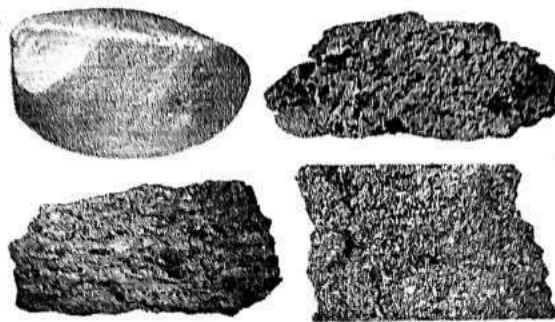
The company was founded in 2009 .over these years ,the company has earned a reputation that has a unique combination of quality value , trust and reliability. We have been an established and popular company with an Excellent track record for the best customer satisfaction. we have never compromised on the quality and the services provide to the customer. we believe in keeping the customers happy and providing them with products at a very competent price. **Jeya Enterprises** have an excellent staff's who will guide you with their best idea by keeping in constant touch with your company and informing about the market trends.

Our concern is a partnership firm since 2009 established by

- Mr.S.Antony Michael Nicholas
- Mr.Mr.S.Michaelrul Regan
- Mr.S.Chandrabos
- Mr.S.Selvaraj

We are one of the leading manufacturers and import , exporters of lime and lime stone powder manufacturers

### 1.1.1 LIMESTONE:



Limestone is a common type of carbonate sedimentary rock. It is composed mostly of the minerals calcite and aragonite, which are different crystal forms of calcium carbonate. Limestone forms when these minerals precipitate out of water containing dissolved calcium.

### 1.1.2 LIMESTONE POWDER :

Limestone powder is **crushed and ground from natural limestone**. ... Calcite, aragonite, vaterite and amorphous calcium carbonate are the available forms of mineral composition of limestone. Limestone can be formed from marine organisms, lacustrine [32] and evaporite depositional environment

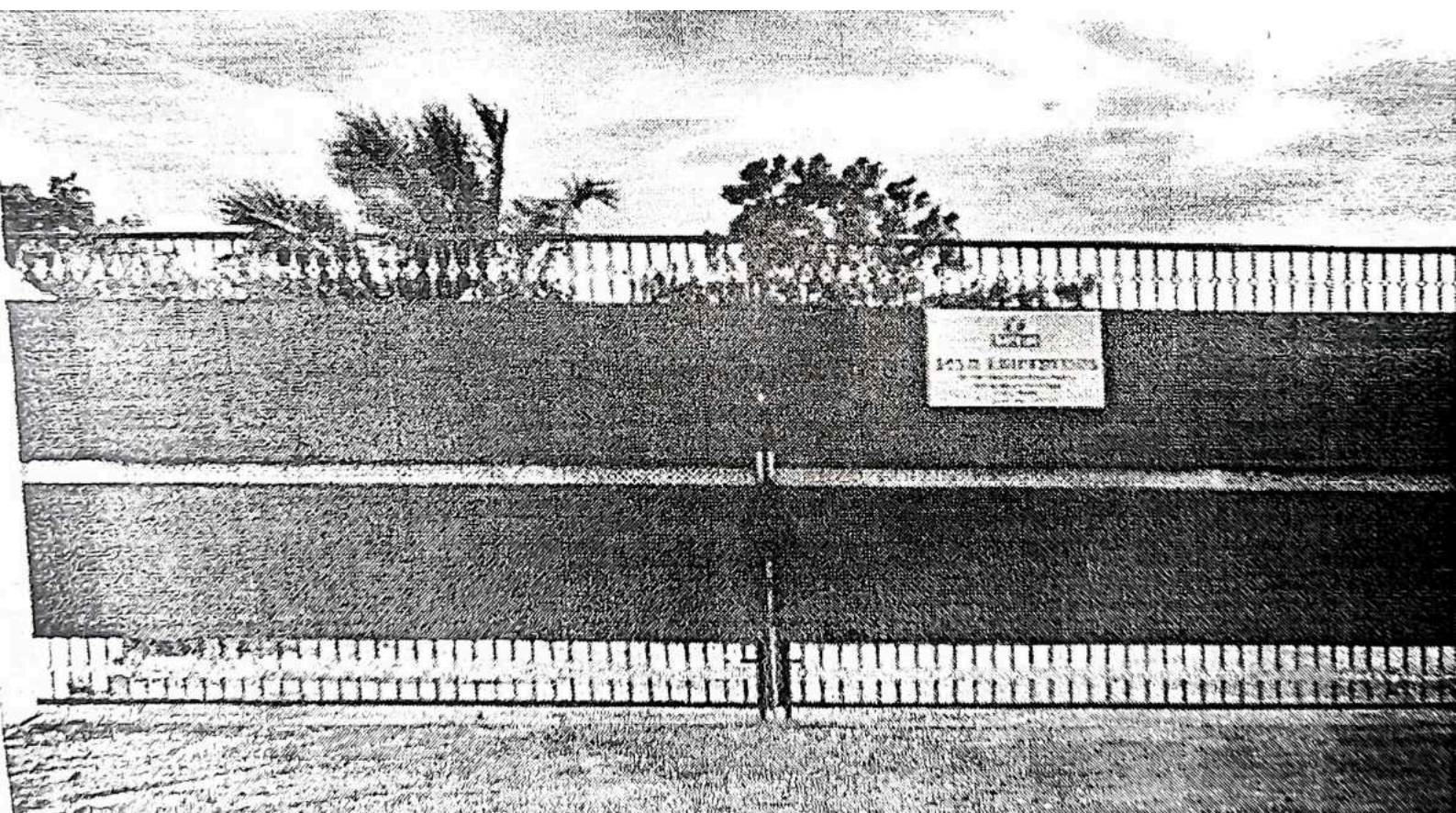
### 1.1.3 DOLOMITE POWDER:

Dolomite by Kal 470ml Powder Dolomite Powder vegetarian dietary supplement. Calcium and Magnesium provide nutritive support for normal healthy bones and teeth proper nerve impulse transmission and muscle contraction. Phosphorus-Free. Iron provides nutritive support for healthy oxygen utilisation. Size 470ml 200mcg Powder Directions As a dietary supplement take 1 teaspoon mixed into beverages or food.

### 1.1.4 CALCIUM STONE POWDER :

Calcium carbonate is a **chemical compound with the formula  $\text{CaCO}_3$** . ... The Calcium Carbonate Powder offered by us has been appreciated by the clients, due to their accurate formulation and high purity. Besides, customers can also be eased by the availability of this powder at the most economical price.





### **1.2.1 OVERVIEW:**

Established in 2004, Jeya enterprises has made a name for itself in the list of top supplier of in India the supplier company is located in Tuticorin, Tamil Nadu is one of the leading sellers of listed products.

Jeya enterprises is listed in trade India's list of verified sellers offering supreme quality of etc... Buy in bulk from us for the best quality products and service.

### **1.2.2 VISSION:**

Our creative vision is to be the best company in the manufacturing of industrial lime and limestone powder products. Being the best means providing outstanding quality , services , and values so that we naturally make every single customer in our organization to be happy.

### **1.2.3 MISSION:**

**“ Think with clarity and courage “**



## CHAPTER-2

### 2.1 CONCEPT:

The 'marketing concept' proposes that in order to satisfy the organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors. This concept originated from Adam Smith's book *The Wealth of Nations*, but would not become widely used until nearly 200 years later.

Marketing and Marketing Concepts are directly related.

Given the centrality of customer needs and wants in marketing, a rich understanding of these concepts is essential:

**2.1.1 NEEDS:** Something necessary for people to live a healthy, stable and safe life. When needs remain unfulfilled, there is a clear adverse outcome: a dysfunction or death. Needs can be objective and physical, such as the need for food, water, and shelter; or subjective and psychological, such as the need to belong to a family or social group and the need for self-esteem.

**2.1.2 WANTS:** Something that is desired, wished for or aspired to. Wants are not essential for basic survival and are often shaped by culture or peer-groups.

**2.1.3 DEMANDS:** When needs and wants are backed by the ability to pay, they have the potential to become economic demands.

Marketing research, conducted for the purpose of new product development or product improvement, is often concerned with identifying the consumer's unmet needs. Customer needs are central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviors who might require separate products or marketing mixes." Needs-based segmentation (also known as *benefit segmentation*) "places the customers' desires at the forefront of how a company designs and markets products or services." Although needs-based segmentation is difficult to do in practice, it has been proved to be one of the most effective ways to segment a market. In addition, a great deal of advertising and promotion is designed to show how a given product's benefits meet the customer's needs, wants or expectations in a unique way.

## **ORIENTATIONS**

---

A marketing orientation has been defined as a "philosophy of business management." or "a corporate state of mind" or as an "organization culture" Although scholars continue to debate the precise nature of specific orientations that inform marketing practice, the most commonly cited orientations are as follows:

### **2.1.4 PRODUCT:**

A firm employing a product orientation is mainly concerned with the quality of its own product. A product orientation is based on the assumption that, all things being equal, consumers will purchase products of a superior quality. The approach is most effective when the firm has deep insights into customers and their needs and desires derived from research and (or) intuition and understands consumers' quality expectations and price they are willing to pay. For example, Sony Walkman and Apple iPod were innovative product designs that addressed consumers' unmet needs.

Although the product orientation has largely been supplanted by the marketing orientation, firms practicing a product orientation can still be found in haute couture and in arts marketing

### **2.1.5 SALES:**

A firm using a sales orientation focuses primarily on the selling/promotion of the firm's existing products, rather than determining new or unmet consumer needs or desires. Consequently, this entails simply selling existing products, using promotion and direct sales techniques to attain the highest sales possible. The sales orientation "is typically practiced with unsought goods." One study found that industrial companies are more likely to hold a sales orientation than consumer goods companies. The approach may also suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes diminishing demand.

A 2011 meta analysis says the approach may also suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes diminishing demand.



A 2011 meta analyses has found that the factors with the greatest impact on sales performance are a salesperson's sales related knowledge (knowledge of market segments, sales presentation skills, conflict resolution, and products), degree of adaptiveness (changing behaviour based on the aforementioned knowledge), role clarity (salesperson's role is to expressly to sell), cognitive aptitude (intelligence) and work engagement (motivation and interest in a sales role).

#### **2.1.6 PRODUCTION:**

A firm focusing on a production orientation specializes in producing as much as possible of a given product or service in order to achieve economies of scale or economies of scope. A production orientation may be deployed when a high demand for a product or service exists, coupled with certainty that consumer tastes and preferences remain relatively constant (similar to the sales orientation). The so-called production era is thought to have dominated marketing practice from the 1860s to the 1930s, but other theorists argue that evidence of the production orientation can still be found in some companies or industries. Specifically Kotler and Armstrong note that the production philosophy is "one of the oldest philosophies that guides sellers... [and] is still useful in some situations."

#### **2.1.7 MARKETING:**

The marketing orientation is perhaps the most common orientation used in contemporary marketing. It is a customer-centric approach that involves a firm basing its marketing program around products that suit new consumer tastes. Firms adopting a marketing orientation typically engage in extensive market research to gauge consumer desires, use R&D to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure consumers are aware of the product's existence and the benefits it can deliver. Scales designed to measure a firm's overall market orientation have been developed and found to be relatively robust in a variety of contexts. The marketing orientation often has three prime facets, which are:

**2.1.8 CUSTOMER ORIENTATION:** A firm in the market economy can survive by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern.

**2.1.9 ORGANIZATIONAL ORIENTATION:** In this sense, a firm's marketing department is often seen as of prime importance within the functional level of an organization. Information from an organization's marketing department would be used to guide the actions of other departments within the firm. As an example, a marketing department could ascertain (via marketing research) that consumers desired a new type of product, or a new usage for an existing product. With this in mind, the marketing department would inform the R&D department to create a prototype of a product/service based on consumers' new desires.

The production department would then start to manufacture the product, while the marketing department would focus on the promotion, distribution, pricing, etc. of the product. Additionally, a firm's finance department would be consulted, with respect to securing appropriate funding for the development, production and promotion of the product. Inter-departmental conflicts may occur, should a firm adhere to the marketing orientation. Production may oppose the installation, support and servicing of new capital stock, which may be needed to manufacture a new product. Finance may oppose the required capital expenditure, since it could undermine a healthy cash flow for the organization.

**2.1.10 MUTUALLY BENEFICIAL EXCHANGE:** In a transaction in the market economy, a firm gains revenue, which thus leads to more profits/market share/sales. A consumer on the other hand gains the satisfaction of a need/want, utility, reliability and value for money from the purchase of a product or service. As no-one has to buy goods from any one supplier in the market economy, firms must entice consumers to buy goods with contemporary marketing ideals.

**2.1.11 SOCIETAL MARKETING:** A number of scholars and practitioners have argued that marketers have a greater social responsibility than simply satisfying customers and providing them with superior value. Instead, marketing activities should strive to benefit society's overall well-being. Marketing organizations that have embraced the societal marketing concept typically identify key stakeholder groups such as employees, customers, and local communities. They should consider the impact of their activities on all stakeholders. Companies that adopt a societal marketing perspective typically practice triple bottom line reporting whereby they publish social impact and environmental impact reports alongside financial performance reports. Sustainable marketing or green marketing is an extension of societal marketing.



## **2.2 METHODS:**

Limestone is a sedimentary rock composed mostly of the mineral calcite and comprising about 15% of the Earth's sedimentary crust. It is a basic building block of the construction industry (dimension stone) and a chief material from which aggregate, cement, lime and building stone are made. 71% of all crushed stone produced in the U.S. is either limestone or dolomite. As a source for lime, it is used to make paper, plastics, glass, paint, steel, cement, carpets, used in water treatment and purification plants and in the processing of various foods and household items (including medicines).

### **2.2.1 DESCRIPTION:**

Limestone is a sedimentary rock composed mostly of the mineral calcite and comprising about 15% of the Earth's sedimentary crust. It is a basic building block of the construction industry (dimension stone) and a chief material from which aggregate, cement, lime and building stone are made. 71% of all crushed stone produced in the U.S. is either limestone or dolomite. As a source for lime, it is used to make paper, plastics, glass, paint, steel, cement, carpets, used in water treatment and purification plants and in the processing of various foods and household items (including medicines).

### **2.2.2 RELATED TO MINING:**

Most limestone and dolomite are mined from open quarries, although in many areas economic and environmental considerations favor large-scale production by underground mining. The only carbonate materials not consistently recovered by surface or underground mining are shell products that are dredged from parts of U.S. coastal waterways.

### **2.2.3 SURFACE LIMESTONE MINING:**

The basic elements of surface mining are overburden removal, drilling, blasting and hauling ore to the crushing and processing plant. The selection of surface mining equipment varies with the particular requirements at each operation, including production capacity required, size and shape of the deposit, haul distances, estimated life of the operation, location relative to urban centers, and other social and economic factors. Other factors that must be considered in surface mining are the value of the products produced, location of competitive operations, and environmental and safety requirements associated with a particular deposit.

## **2.2.4 UNDERGROUND LIMESTONE MINING:**

The basic operations in underground mining are drilling, blasting, loading and hauling, scaling and roof bolting. Drilling equipment includes horizontal drills and down hole track drills. This equipment is generally quite different from that used for surface mining and results in much smaller blast holes and a lower volume of rock produced with each blast. Other equipment required in the underground mine includes powder loaders, which are used to blow ammonium nitrate-fuel oil mixtures into the blast holes. Scaling rigs, which are used to remove loose rocks from the ribs and roof of the mine, and roof-bolting equipment may also be required in an underground mine.

Most underground limestone and dolomite mines are room-and-pillar-type operations, and many recover rock from both headings and benches. It is not uncommon for an underground limestone mine to have several benches and an overall mine height up to 30 m. Whereas the thickness of the deposit being mined is directly controlled by the thickness of the rock and related roof conditions, it is not uncommon for an individual heading to be 7.5 to 10.5 m high, and in some instances to reach as high as 15 m. Rooms are generally 13.5 to 15 m wide, which, depending on the type of drilling jumbo used, normally can be mined with one- or two-drill setups.

A V-type drill pattern is commonly used to maximize the amount of rock produced with each shot to reduce the amount of unbroken rock in the shot face. Roof scaling is normally required as a safety measure; roof bolting may or may not be required, depending on roof conditions at the individual mine. Loading and hauling equipment may include standard 22 to 45 ton haul trucks and correspondingly sized front-end loaders. In some mines, the loading equipment may be more typical of underground hard-rock operations, and may include load-haul-dump units or other types of trimming equipment.

## **2.3 PROCESS LEARNED:**

- Setting goals
- Matching goals with the internship
- Exploring academic credit
- Locating opportunities
- Applying for jobs
- Communicating in an efficient way
- Gaining work experience
- Co-ordinating with the employers and manager



## **2.4 SKILLS ACQUIRED:**

During my internship, I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk about my interests, knowledge and skills with entrepreneurs and business owners, as well as how to ask questions and gain a better understanding of businesses not only in the co-working space, but also others in the market. This process overall helped me develop my professional network and emphasised the importance of creating these connections.

As an intern, I discovered it's essential to be enthusiastic and open to learning new skills, asking for more work and being curious to learn and ask questions. This attitude will show that you enjoy being part of the team and that you're keen to help. Having curiosity and enthusiasm also means that, as an intern, you get a lot out of what you're doing, which opens lots of opportunities.

During my internship, I had a journal and took notes every day about new things I learned, feedback I was given by my manager, strengths and weaknesses I noticed, and things I wanted to research and learn more about. This helped me understand myself more and identify the areas that I needed to improve in.

Asking for and receiving professional feedback is very important. It is essential to take note of both the positive and negative points for the future, so you can grow and excel in your career. I learned that sometimes asking for feedback or receiving feedback is difficult to hear, but it will have a significant impact on your future career and success.

## **CHAPTER-3**

### **3.1 LIMITATION:**

- Unable to gather more information as there was only limited time.
- Lack of collection of information as many of them were confidential.
- Some employers give mindless works that did not build any new skill

### **3.2 SUGGESTION:**

- To communicate more with the interns.
- Supervisors can conduct short motivation sessions for interns to become more competitive.
- To give transport allowances wholly or a part for the interns.

### **3.3 CONCLUSION:**

This internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Jeya Enterprises. The most important things I've learnt are the importance of time – management and being self – motivated. My sincere thanks to the organization.



## Day Report

1/1/2022

### \* Introduce to the Manager:-

S. Subramani. Sir is a manager of in "Jeya Enterprises."

### \* Introduction of the Company:- (Vision).

Our creative Vision is to be the best Company in the manufacturing of Industrial Lime and limestone powder products. Being the best means providing outstanding quality, services, and values so that we naturally make every single customer in our organization to be happy.



## \* Classification of Limestones :-

Limestone is a common type of "Carbonate sedimentary rock". It is composed mostly of the minerals calcite and aragonite, which are different crystal forms of Calcium Carbonate ( $\text{CaCO}_3$ ).

## \* About different types of Limestones :-

Chalk is the name of a limestone that forms from an accumulation of calcareous shell remains of microscopic marine organisms such as foraminifera, Coquina, Oolitic Limestone etc.



### \* Uses of Limestone :-

Limestone has numerous uses : as a "building material, an essential component of concrete (Portland cement), as aggregate for the base of roads, as white pigment or filler in products such as toothpaste or paints as a chemical feedstock for the production of lime, as a soil conditioner, as a popular decorative.





\* About What Raw materials Using

Limestone :-

Limestone is used as a Raw -  
material for the manufacture of  
"quicklime (Calcium oxide), Slaked lime  
(Calcium hydroxide), cement and mortar,  
Clay and shale are also used as Raw  
materials for the production of Cement.





## Day Report

6/1/2022

\* About present Manufacturers of the  
Company.

The present Manufacturing products  
are :-

- \* Limestone Lumps
- \* Limestone powder
- \* Limestone grit.
- \* White Washing powder
- \* Quick Lime powder etc.



## Day Report

7/1/2022

\* About packing process of limestone products.

The finish product Limestone powder will be packed in 1 ton and 50 kg Bag HD PE.



Day Report

8/1/2022

\* About how they are advertising  
their Limestone product.

\* Display Advertising

\* Video Advertising

\* Mobile Advertising.

**S. Nicholas**  
Managing Partner

87541 43303  
96004 72333



**Jeya Enterprises**  
(Lime & Limestone Powder Manufacturer)

Head Office:  
122, Shanmugapuram,  
North Street, Thoothukudi - 2.  
Tamilnadu. India.  
Phone: 0461 2331617  
[www.jeyaenterprises.in](http://www.jeyaenterprises.in)  
[www.jeyaenterprises.com](http://www.jeyaenterprises.com)

Factory Address:  
D.No. 356, S.No. 390/3, Keeriparai Road,  
Rastha, Madhavakuruchi Panchayat  
Manur Block, Tirunelveli Dist - 627 201  
Tamilnadu. India.  
[jeyaenterprises.nicholas2009@gmail.com](mailto:jeyaenterprises.nicholas2009@gmail.com)



## Day Report

10/1/2022

\* About exports from manufacturing

Company:-

- \* Paint company
- \* Soap company
- \* pipe company
- \* fertilizer companies.





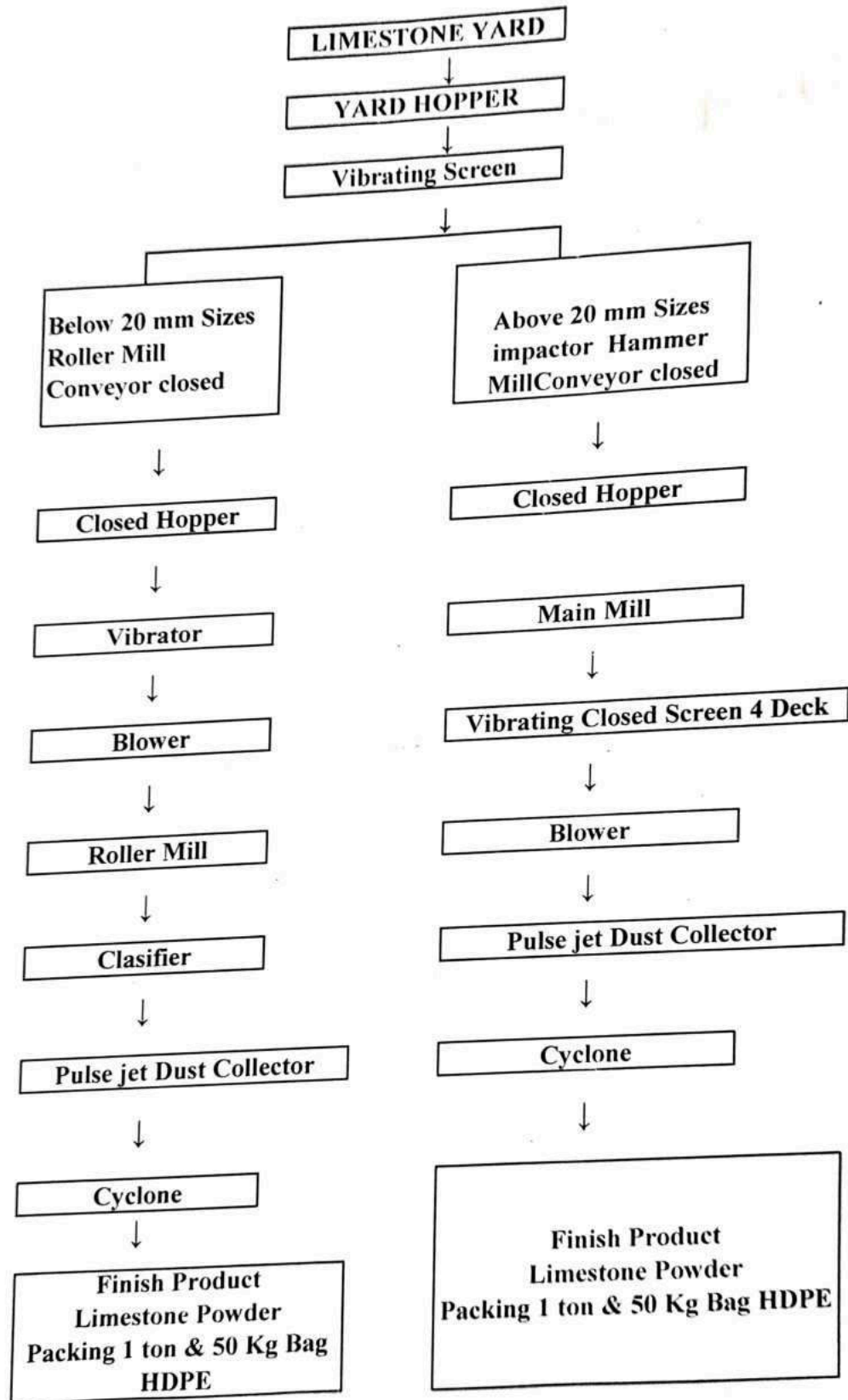
\* About benefit of the product :-

Limestone benefits are immeasurable. Among others it balances acidity in the soil, improves drainage and aeration to increase crop yields, & purifies sulphur emissions from power stations.



# Day Report.

## Lime Stone Powder Manufacturing Process Flow Chart



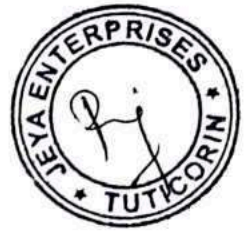
Note: Entire machine process is closed type machine.



## Day Reports.

Day 1 : 3/1/2022

Introduce to the Manager  
Introduction of the company.



Day 2 : 4/1/2022

Classification of Limestone  
About different types of Limestone

Day 3 : 5/1/2022

About what Rawmaterials  
Using Limestones.

Day 4 : 6/1/2022

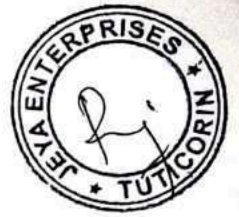
About present manufactures of  
the company.

Day 5 : 7/1/2022.

About packing process of limestone  
products.

Day 6 : 8/1/2022.

About how they are advertising their  
Limestone product.



Day 7 : 10/1/2022.

About exports from manufacturing company.

Day 8 : 11/1/2022.

About benefit of the product.

Day 9 : 12/1/2022

Limestone powder Manufacturing

Day 10 : 13/1/2022

Process of flow chart.

Day 11 : 14/1/2022

Transportation facilities.

Day 12 : 15/1/2022

Employee facilities.

Day 13 : 17/1/2022

Gst

Day 14 : 18/1/2022

Income tax

Day 15 : 19/1/2022 Daily reports & Accounts.





GSTIN : 33AAHFJ1320P1ZF

# Jeya Enterprises

(Lime and Limestone Powder Manufacturer)

Reg. Office: 122, Shanmugapuram, North Street, Thoothukudi - 628 002. Tamilnadu. India.

Date: 20.01.22.

This is to certify that Ms.Buvaishwari student of St.Mary's College (Autonomous) has successfully completed an internship in the Jeya Enterprises From 03.01.2022 to 19.01.2022 under the guidance of S.Subramabnian (Manager)

During her internship, she has demonstrated her skills with self-motivation to learn new skills. Her Performance exceeded our expectations and she was able to complete on time.

We wish her all the best for her upcoming career.

Regards



Factory  
Address }

Unit I : D.No. 356, Keeriparai Road, Rastha, Madhavakurichi Panchayat, Manur Block, Tirunelveli Dist.-627 201 Tamilnadu. India.  
Unit II : Survey No.29/2A, Perurani Village, Thoothukudi Taluk, Thoothukudi District-628 102 Tamilnadu. India.

Mobile: 96004 72333 / 87541 43303. Ph.: 0461 2331617 www.jeyaenterprises.com jeyaenterprises.ho@gmail.com

**A REPORT ON THE INTERSHIP PROJECT AT**

Inter Logistics

Submitted to

**ST.MARYS COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANOMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial Fulfillment of the requirements for award of the degree of

**BACHELOR OF COMMERCE**

by

Flavia Harran. J

(20AUCO20)



Under the guidance of

Dr .Mary Judith Reene Fernando

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST.MARYS COLLEGE (AUTONOMOUS), THOOTHUKUDI.**

(Re -accredited with A+ grade by NAAC)

**2021-2022**

## **Acknowledgement**

I acknowledge the abundant blessing and grace of God Almighty who has been the source of wisdom and knowledge. It is my profound privilege to thank our Principal Rev.Dr.Sr.A.S.J.Lucia Rose for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge .

I express my sincere thanks to the Head of the Department of Commerce, Dr.G.Stella Beatrice Nirmala and my guide Dr Mary Judith Reese Fernando for their valuable support and encouragement for the completion of this project.

My sincere thanks to the manager and the staff of Inter Logistics firm, for guiding me throughout my period of internship and helping me to acquire necessary skills during my training. I wish to record my heartfelt thanks to my parents and friends for their motivation during my training period.

## **Declaration**

I hereby declare that I have undergone internship training at Inter Logistics Thoothukudi, and the report is prepared based on the information gathered during the period of my internship (15 days - January 6<sup>th</sup> 2022 to January 26<sup>th</sup> 2022)

Flavia Harran .J

(20AUCO20)



## Contents

CHAPTER	TOPIC	PAGE NO.
1	Introduction and profile of the Organisation	1
2	Concepts, process Methods, Skills acquired	2-5
3	Limitation, Suggestion, Conclusion	6-7

# CHAPTER I

## INTRODUCTION AND PROFILE OF THE ORGANISATION

### Introduction :

Logistics companies plan, implement, and control the movement and storage of goods, services, or information within a supply chain and between the points of origin and consumption. Various logistics companies handle some or all of these supply chain functions, depending on a client's logistical needs. Logistics refers to the overall process of managing how resources are acquired, stored, and transported to their final destination. The term is now used widely in the business sector, particularly by companies in the manufacturing sectors, to refer to how resources are handled and moved along the supply chain.

### Profile of the company:

Inter Logistics is a well known company. Their head office is situated at Tirupur. They have branches at Chennai, Thoothukudi and Karur.

In Thoothukudi Inter Logistics is located at 4/3A Sakthi Vinayagar New Salt colony, Thoothukudi-628003. They export garments, steel containers and stoves.

**Mission:** It is their mission to surpass in their commitment towards providing services that match international standards.

**Vision:** It is their vision to have diversified and vertically growing logistics sector which is recognised globally and that meets each and every regional expectations without boundaries.

## **CHAPTER II**

### **CONCEPT ,METHODS,PROCESS AND SKILLS ACQUIRED**

#### **Concept:**

Logistics management is the part of supply chain management that plans, implements, and controls the efficient, effective forward, and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer's requirements. Logistics management is the planning, implementation and control of the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customer requirements.

#### **Process:**

Logistics processes facilitates the relationship between the production and movement of the products. Specifically logistical processes should address many aspects of production, including timing, costs and quality. Working operations of a logistics company are quite complex. The role of logistics is to streamline the organisation and implementation of the complicated shipping and transportation operations. The process of working of the logistics companies is as follows:

The product for a brand are stored at the warehouse of logistics companies. When the order is received from the brand's portal the information is passed directly into the logistics management portal.

The order is packed properly with consent of the brand, before it is send for shipping or transportation.

The order is then processed by the logistics team and dispatched from the origin to the destination. Before the order is processed the vehicles are inspected for faults damages that might hamper shipping products in long route.

Well established logistics companies will have different sized vehicles to handle shipping needs of all types of orders.

They establish a tracking ID upon the products to get it scanned at all intervals ,for giving tracking ability to end users

Technological implementation is also used for enhancing the efficiency and reliability of the service. The logistics companies include long range RFID tracking and other such solutions for streamlined working operations.

These are STEPS the logistics company follows and adapts for delivering safely and and on time. There is a lot of internal procedures for international order and long route. But with operational efficiency logistics companies offer quality service.



## **Methods:**

### **Order Processing:**

The Logistics activities start from the order processing which might be the work of the commercial department in an organization. The commercial department is the one who ensures that the payment terms and the delivery terms have been met and then processes the order from within the company.

### **Material handling:**

Material handling is the movement of goods within the warehouse. It involves handling the material in such a way that the warehouse is able to process orders efficiently. Although it may sound a mundane task, it is an important one and an ongoing activity in any warehouse.

### **Selection of the mode of transportation:**

A major element of logistics that most will recognise is transport. This includes all modes of transport including road vehicles, freight trains, cargo shipping and air transport. Without transport, goods would be unable to move from one stage to another within a supply chain. Some goods with short supply chains, such as foods, do not travel far. Other more complex products consist of many components that can be transported from all over the world.

### **Packaging:**

A key definition and one of the Rs of logistics is the care and condition of a product. Packaging is an essential part of that. Unitisation is also important as this assists storage and transportation. The easiest product to move and store is a cube, so packaging and unitisation attempts to take all different sizes and shapes of product and pack them as near as possible into a cuboid shape.

## **Inventory control:**

Inventory is a logistics element that is closely related to storage and warehousing. It is concerned with what stock to hold, where the stock is located and how much stock to hold. In effect, inventory is controlling the flows of goods going into and out of a warehouse.

## **Skills learned:**

Internship was a unique experience .It was nice to take part in the functioning of a business it was an excellent learning experience to see practical and day to day functioning of business. It inspired me to work hard and get a job or become a entrepreneur. It was a great opportunity for my improvement. It helped me realise the importance of career planning. I also learnt

- Dedication
  - Sincerity
  - Importance of hardwork
  - Team work
  - Communication skills
- 
- Experience in working in a professional environment

During my Internship I learnt how to communicate professionally with people I worked with .I gained self confidence .I wanted to research more and learn about my work .I also maintained a journal and took notes every day about new things. As an Intern, I discovered it is essential to be enthusiastic and open to learning new skills, asking for more work and being curious to learn and ask questions.This attitude will show that you enjoy being part of the team and that you're keen to help. Having curiosity and enthusiasm also means that as an intern, you get a lot out of what

## **CHAPTER III**

### **LIMITATIONS, SUGGESTIONS AND CONCLUSION**

#### **Limitations:**

- Due to covid many sectors are affected. Logistics companies are facing many challenges in export.transportation because of closure of borders.
- The increase in price of petrol is also a challenge.
- The company is dominated by larger companies. So it leads to higher marketing expense.

#### **Suggestions :**

- The company can concentrate more on advertising.
- They should adapt to the modern technology.
- A survey can be conducted to know the preference of people.
- Company can concentrate on advertising for increasing sales.

## **Conclusion:**

The internship program was a great way for me to learn about the stream more precisely. My internship program at just being perfumes taught me a great deal about many aspects, it helped me gain practical knowledge in the field of logistics and various other aspects of the industry. It helped me in enhancing team spirit and coordination. Apart from this, it also helped me to acquire new skills. Moreover it helped in developing communication, analytical, interpersonal and planning skills.





**INTER LOGISTICS**  
(Clearing & Forwarding Agent and Freight Forwarder)

Date : .....

**CERTIFICATE OF INTERNSHIP**

This is to certify that Ms.Flavia Harran.J of St.Mary's College (Autonomous) has  
successfully completed the internship programme from 6 Jan 2022 to 26 Jan 2022 in  
our organisation INTER LOGISTICS at tuticorin.

  
Signature of authorised. 

**H.O. : Tirupur, Branches : Chennai, Tuticorin & Karur**

**B.O.**

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# 10/26, 6th Street, Vinayagapuram,  
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Chennai - 600 001, Ph : 044 - 42621250.

Telefax : 044 - 42620250

e-mail : ielog@airtelmail.in, inlogistpr@gmail.com

# Daily report

Day 1 -

- \* Introduction of company
- \* Introducing myself.



Day 2 -

- \* Visiting trailer yard
- \* Visiting container yard
- \* Visiting freight station.



Day 3 -

- \* Visiting warehouse



Day 4 -

- \* Bill Filling
- \* Customer Clearance



Day 5 -

- \* Observe the nature of cargo
- \* Counting of cargo.



Day 6 -

- \* Visited shipping area



Day 7 -

- \* Bills verification
- \* Export bills verified





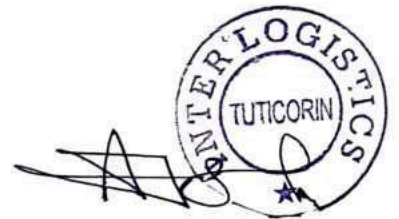
Day 8 -

\* Checking Invoice and packing list



Day 9.

\* Checking whether bills are with regard with cargo.



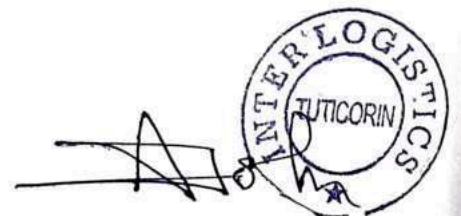
Day - 10

\* Observing loading of cargo in container



Day - 11 -

\* Observe process of container loading





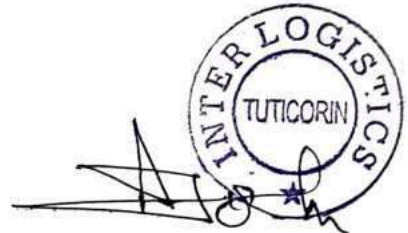
Day 12 -

- \* Documentation
- \* Collecting the documents.



Day 13 -

- \* Checking whether invoices are prepared



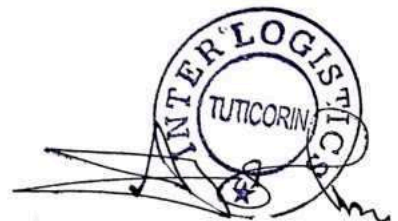
Day 14 -

- \* Despatching the necessary document by courier to customer.



Day 15 -

- Work was completed.



**A REPORT ON THE INTERNSHIP PROJECT AT**

**SONIYA DRY MARINE SEA FOODS**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

**A.HEBZIBA BEULA.A**

**20AUCO22**



Under the guidance of

**Ms.D.DAISYA BAI M.COM,M.PHIL**

**PG AND RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

(Re-accredited with A<sup>+</sup> grade by NAAC)

**2021-2022**

## **ACKNOWLEDGEMENT**

I Thank God, who showered his grace upon me and extended his helping hand in each step for the completion of my internship training programme. I would like to record my sincere thanks to Principal Rev.Sr.Dr.A.S.J.Lucia Rose, for giving me this opportunity to undergo internship training, which helped me to gain practical knowledge.

I express my sincere thanks to Dr.G. Stella Beatrice Nirmala, Head and the Associate professor of the Department of commerce for allowing me to undertake institutional training programme. It is my privilege to thank my guide Mrs.Daisy Bai M.com.,M.phil. Associate professor of commerce, for her inspiration, positive criticism, thoughtful guidance at every stage of my internship training programme.

I extend my sincere thanks to the owner of SONIYA DRY MARIEN SEA FOODS for Mrs.Soniya for permitting me to undergo my internship training, which helped me to get good experience. I express my deepest thanks to the supervisor of the company for giving necessary advices and guidance and arranged all facilities to complete my internship successfully.

I would like to thank my family memberce and friends for motivating me to complete my internship successfully.



Hebziba beula.A

Reg No: 20AUCO22.

II – B.com.

St.Mary's college (Autonomous)

Thoothukudi.-628001

## DECLARATION

I here by declare that this report of internship training done at SONIYA DRY MARINE SEA FOODS from 27 th December 2021 to 18 th January 2022 is my original work and no part of this report has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 18-02-2022.

A. Hebziba Beula

Students signature

  
Counter signed

(Guide)



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3	CHAPTER-3	LIMITATIONS, SUGGESSTIONS AND CONCLUSION	14-16
		ANNEXURE  1.Reference 2.Certificate of the completion 3.Work diary	

# **CHAPTER -1**

## **INTRODUCTION**

An export trading company is an independent company that provides support services for firms engaged in exporting. This may include warehousing, shipping, insuring, and billing on behalf of the client. The expanding economy and business opportunities have caused companies to export and import products to develop their business. Effective use of transportation equipment and modes reduces shipping and logistics costs. However, export and import planning entails all sorts of considerations, from inventory levels and manufacturing lead times to customers' preferences and transportation options. SONIYA DRY MARINE SEA FOODS is an export company that exports Masi fish as finished product to sea to local and other countries.

Trade plays an vital role in Economic development. Around 80% of the volume of international trade in goods is carried by sea, and the percentage is even higher for most developing countries. Seaports are affected by a wide range of economic, technological, and geopolitical developments. Shifts in global production and international trade are affecting port activity levels and operations. The demand for port traffic is derived from world trade. Trading over long distances remained slow and expensive, limiting its scale and scope. Global trade is impossible without transportation, making efficient transport a key trade facilitator.

Seafood is one of the highly traded food which provide essential local food and hold a major share in the economy of many countries. Sea foods are having high water content with neutral pH and these conditions make it a good harbour for the proliferation of micro organisms along with accelerated biochemical spoilage process. So there is a strict need of studying various innovative food processing techniques like high pressure processing, pulse electric field, ultrasound, irradiation, pulsed light technology, microwave processing, ohmic heating, high pressure freezing, high pressure thawing etc which can be employed for the processing and preservation of sea foods.



As the consumers of present era is highly concerned about nutritional value of the food along with minimal processing and additive-free food products these emerging innovative processing technologies can help to provide safe, nutritive, additive free foods with minimum levels of processing.

Maldives fish is cured tuna fish traditionally produced in Maldives. It is a staple of the Maldivian cuisine, Sri Lankan cuisine, as well as the cuisine of the Southern Indian states and territories of Lakshadweep, Kerala and Tamil Nadu, and in the past it was one of the main exports from Maldives to Sri Lanka, where it is known as Masikaruvadu.

My internship Program was at Soniya Dry Marine Sea Foods which was established in the year of 2017. They Purchase raw material as Tuna fish from near by countries and covert into Masi by doing various process. After completion of every process Masi is packed , labled and exported to various countries. It is really an intresting process to watch the transformation of Tuna fish into Masi. The observations during my internship program at Soniya dry marine sea foods are recorded in this report.

## **SCOPE OF THE AREA :**

Thoothukudi has been recognised as one of the highly sea food processing industrialised area among the districts of Tamil nadu . As there are many people employed in this sector, the internship programme has been confined to the Soniya Dry Marine Sea Foods Ltd.

## **OBJECTIVES OF THE STUDY:**

- To know the kinds different of fish products processed.
- To study the various techniques used in processing.
- To understand the practical difficulties faced by workers.
- To study the over all performance.



## PROFILE OF THE ORGANISATION :

Soniya Dry Marine Sea Foods is a consent for producing dry sea foods. Mostly production of Massi plays an vital role. It is a company which collects raw material as Tuna fish and exports Masi as a finished goods.



They acquire Tuna fish from the fish company's and do certain process to get Masi then it is exported to various localities through water ways. It is a major dried sea food shop in Thoothukudi. Soniya dry marine sea foods works on the basis of the quality system. Soniya dry marine sea foods purchase tuna fish from Bharat fish company, SR fish compay located at Tharuvaikulam. During fish ban period the Tuna fish is imported from Andhra Pradesh. The processed Masi is exported through Tuticorin Harbour through shipping to various countries.

## **CHAPTER-2**

### **CONCEPTS**

#### **Preservation :**

Preservation techniques are needed to prevent masi and lengthen shelf life. They are designed to inhibit the activity of spoilage bacteria and the metabolic changes that result in the loss of Masi quality. Spoiled bacteria are the specific bacteria that produce the unpleasant odours and flavours associated with spoiled Masi. It normally host many bacteria that are not spoilage bacteria, and most of the bacteria present on spoiled masi played no role in the spoilage. To flourish, bacteria need the right temperature, sufficient water and oxygen, and surroundings that are not too acidic.

#### **Curing :**

The traditional methods of processing Masi by salting, drying, smoking pickling etc. are collectively known as Curing. Curing is the oldest method of squid preservation. Though traditional it is still widely practiced in developed and developing countries. Though produced in coastal areas, cured squid is usually consumed in the interior markets and hilly areas. This is the cheapest method of preservation also, since no expensive method or technology is used.

About 20 % of the Masi caught annually is used for curing in India. It is also an important form of export.

#### **Storage :**

Drying is an effective way of reducing spoilage in Masi . if it is done quickly and if the masi are kept heated and handled carefully and hygienically. The objective of drying is to heat the squid as quickly as possible to as low a temperature as possible without spoilage. Drying cannot prevent the spoilage together but in general, the heaten the masi , the greater the reduction in bacterial and enzyme activity.

**Packaging :**

There are three "levels" of packaging that are commonly recognized. Not every shipment utilizes multiple levels of packaging and in some cases, one packaging level provides the function of multiple levels:

Primary Packaging contains the product. It provides protection and containment.

Secondary Packaging contains one or more primary packages for use during transport. Secondary packaging aids in containment, handling, unitization and damage prevention.

Tertiary Packaging is used to group secondary packaging together to aid handling, unitization, transportation and damage prevention to produce.

**Transportation :**

The exporter's options for transporting goods are dictated in large measure by their final destination. Consultants to companies who engage in exporting note that the merchandise they ship will generally be subject to more handling and potentially damaging forces during transport than will goods headed for domestic destinations. Exporting firms need to keep abreast of labeling and marking requirements on goods intended for international destinations as well.



## METHODS:

Purchasing Tuna fish from fish company's near by the locality. nearly 15 tones of fish is brought from the company. The price list of fishes are,

Taxon fish-1kg 65 rupees.

Gaga fish -1kg 25 rupees.

Carp fish -1 kg 80 rupees.

Rat fish -1 kg 20 rupees.



Tuna fish is cleaned and boiled with water and salt in a ovarian character. With 2000 litres of salt water and 10-15 kg salt. It takes nearly 2 hours to 3 hours to boil. The boiled Tuna fish is made to dry in a cart or under the sheads for 9 to 10 days to dry. Tuna fish is kept in a polythin shead and solar shead consists of 60 degree celsious. It takes three days to dry and polythin shead takes seven days to dry. compared to polythin solar shead takes less time to dry but it is expensive.





packed MASI is exported to Japan and Sri Lanka through Tuticorin shipping harbour. Wastage Masi is used as chicken feed for the cost of 40 rupees for 1 kg.

### **Skills acquired:**

- ✓ Gained early understanding and appreciation of the practical life real - life situation challenges associated with application of the theoretical knowledge acquired.
- ✓ Developed professional self - awareness, internalization of career job requirements and experience.
- ✓ Acquired critical skills needed to proactively observe and analyze problems or challenges encountered while executing career duties and responsibilities at work.
- ✓ Gained knowledge about performing specific tasks and developing problem identification of problem solving skills , finance management, accounting , etc
- ✓ Exposed to professional role models or mentors who supported me in early stages of the internship and provided examples of the behaviors expected in the intern's workplace.
- ✓ Improved the skills, confidence, competency in specific areas related to my academic major or our particular area of career interest.
- ✓ Was provided with a professional working environment that encourages and gives space to professional identity development and the development of professional competence.



## **My experience:**

In my internship, I learned to work as a team without focusing entirely on ourselves. We also developed patience in difficult situations. People we meet during an internship can later become mentors, source of job opportunities and references. They may help us to develop skills and offer moral support in your early career. Building a strong network of contacts is reason enough to do an internship. This internship program helped me in developing my communication skill to a larger extent with the employees and higher authorities. My self confident level increased was developed to work in a company. This was the good experience for me in my life to realize the practical difficulties of the workers

It is very intresting to watch the preparing process day by day. I have met different people and their characters during the time of internship. It will help me to behave with the people in future life also. Because of this I have learned some processes like grading, pricing, lableing and package. Thus I had a good experience for my future scope.

## **CHAPTER-3**

### **LIMITATIONS:**

In attempt to make this report authentic and reliable every possible aspects of the topic was kept in mind. The main limitations are,

- Time is one of the major constraints, which limits the effectiveness of the data collection.
- Some information cannot be accessed due to its confidential nature.
- Reliability and accuracy of the report depends on the openness and trueness of the intern.



## **Suggestions:**

- Companies should concentrate more on quality and advertising than on profit making and sales increase.
- Companies can exercise separate product mix, marketing mix and a different market campaign.
- Companies can adapt modern trends and technologies than the traditional method of marketing.
- The company can adapt modern technologies and inventories in their process
- Maintenance of all entries and records in digital manner will make accounting more easier and efficient.

## **Conclusion:**

My internship was really interesting and gave me a great idea about my future career. Thus I thank our college for providing me the great opportunity and Soniya Dry Marine Sea Foods for granting me permission to obtain knowledge about their company.

Working as an intern has a wonderful learning experience. I gained more knowledge in this internship. It helped me to get a chance and develop my skills and abilities. It helped me in enhancing team spirit and coordination. Moreover it helped me in developing communication, analytical, interpersonal and planning skills. Thus this experience of internship moulds my character as well as my communicative skills. In this internship, I learned a lot about different species of fishes. Overall, I really enjoyed this internship and the aspect of doing something different everyday.

I learned that this is just the beginning of the road and I have to travel a long distance to be a successful person in this field. But I must say that this experience will prove an objective in my career.

Production Process of Masi fish is done in a traditional method. The daily Progress of my internship Program are recorded below.

Day 1 :-

Tuna fish is Purchased from near by fish Company's located at Tharuwaikulam. Mostly the Tuna fish is brought from Bharath fish company and SR company. In a mini lorry Tuna fish is transported from the company to Soniya Marine Sea foods

A. Soniya  
Signature of Supervisor.

Day 2 :-

15 Tones of fish is brought from the Company. According to the company's Preference the fishes are brought. The Price list of fishes are,

Taxon fish  $\rightarrow$  1 kg 65 rupees

Grage fish  $\rightarrow$  1 kg 25 rupees

Carp fish  $\rightarrow$  1 kg 80 rupees

Rat fish  $\rightarrow$  1 kg 20 rupees

A. Soniya  
Signature of Supervisor

Day 3 :-

Tuna fish is cleaned by salt water and the head and tail is removed for boiling.

A. Soniya  
Signature of Supervisor.



Day 4 :-

Tuna fish is boiled in ovarian character with 2000 litres of salt water and 10-15 kg salt. It takes nearly 2 hours to 3 hours to boil.

A. Soniya  
Signature of Supervisor.

Day 5 :-

After boiling the Tuna fish is kept in court to dry. It takes 9 to 10 days to dry

A. Soniya  
Signature of Supervisor.

Day 6 :-

Procedure for drying fish the shead is being noted

A. Soniya  
Signature of Supervisor

Day 7 :-

Tuna fish is kept in Polythin shed and solar shed for drying during rainy season. Solar shed consists of  $60^{\circ}\text{C}$ . It takes three days to dry and Polythin shed takes seven days to dry. Compared to Polythin shed solar shed takes less time to dry but it is expensive.

A. Soniya  
Signature of ~~Candidate~~ Supervisor.

Day : 8

Tones of the fish are removed by the workers after it gets dried. One day salary for a man to remove tones is ₹370 and for women is ₹350.

A. Soniya  
Signature of Supervisor.

Day 9 :-

The Preparation of Masi is over and it is being categorized into 1<sup>st</sup> grade and 2<sup>nd</sup> grade

1<sup>st</sup> grade Masi → for ₹ 350 - 450

2<sup>nd</sup> grade Masi → for ₹ 270

Breakage Masi → for ₹ 100

A. Soniya  
Signature of Supervisor.

Day 10 :-

Masi affected by fungus are cleaned by using vinegar. due to cold weather Masi is affected by fungus. In 10 litres of water 250 millilitre of vinegar and 10 litre of water is used to clean.

A. Soniya  
Signature of Supervisor.

Day 11 :-

The Packing Process is done. Masi fish is Packed in 550 gram box. each box contains 10 kg of Masi.

A. Soniya  
Signature of Supervisor

Day 12 :-

The box with Masi are labeled with the Price rate and quantity of Masi

A. Soniya  
Signature of Supervisor

Day 13 :-

The Packed Masi fish is transported to Tuticorin Harbour through a lorry

A. Soniya  
Signature of Supervisor.



Day 14 :-

From Harbour the Packed Masi is exported to countries like Japan and Sri Lanka.

A. Soniya  
Signature of Supervisor

Day 15 :-

Wastage Masi is used as chicken feed for the cost of ₹40 for 1kg.

A. Soniya  
Signature of Supervisor.

## CERTIFICATE

Certified that Ms. HEBZIBA BEULA. A Student of B.com., St. Mary's College, Thoothukudi has Successfully Completed her Intership in SONIYA DRY MARINE SEA FOODS., Tharuvaikulam, during the Period from 27<sup>th</sup> December 2021 to 18<sup>th</sup> January 2022.

For Soniya Dry Marine . . .



Proprietor

**A REPORT ON INTERNSHIP PROJECT AT  
SRI DEIVAS KITCHEN PARK**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS),THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

**Ms.Josha.J**

**(20AUCO29)**



Under the guidance of

**Mrs. Mary Anugraga.A (M.com, M.Phil.)**

**PG AND RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

**(Re-accredited with A+ grade by NACC)**

**2021 - 2022**



## ACKNOWLEDGMENT

I acknowledge the abundant blessing and grace of God almighty who has been the source of wisdom and knowledge.

It is my profound privilege to thank our **Principal Rev.Dr.Sr.A.S.J.Lucia Rose M.Sc,M.Phil,Ph.D,PGDCA** and **Secretary Rev.Sr.Floria Mary**, for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge .

I would like to take the opportunity to thank my work guide **Mrs.Muthulakshmi** manager of **Sri Deivas Kitchen Park** and all the staffs of the firm, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career.

I express my sincere thanks to the Head and Associate Professor of the Department of Commerce, **Dr.G.Stella Beatrice Nirmala, M.com,M.Phil., Ph.D,MBA,DFA,PGDIT,DGT.** and my internship guide **Mrs.Mary Anugraga.A, M.com,M.Phil** for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this project.

Finally I record my sincere thanks to my parents and friends for their encouragement during the work.

JOSHA.J

(20AUCO29)

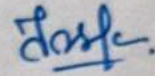


## DECLARATION

I solemnly declare that this report of internship training done at "Sri Deivas Kitchen Park" (December 27<sup>th</sup> 2021-January 25<sup>th</sup> 2022) under my work guide Mrs.Muthulakshmi is an original work of mine and does not form part of any previous certificate / Diploma / Degree /other similar titles and submitted to the Department of commerce, St. Mary's college (Autonomous) in partial fulfilment of requirements for the award of the Degree of B.com , under the guidance of Mrs.Mary Anugraga.A M.com, M.Phil. (Assistant professor of commerce). St. Mary's College (Autonomous).

PLACE: Tuticorin.

DATE: 28.02.2022



Signature of the candidate:

JOSHA.J

(20AUCO29)



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## CHAPTER – 1

### INTRODUCTION:

The increasing demand for premium appliances is one of the primary factors that will fuel the growth of the consumer electronics and home appliances market in India during the next few years. The growing importance of consumer electronics and home appliances is encouraging the demand for unique and premium consumer electronics. Premium appliances are equipped with smart features that match the societal status of upper-class households. With the increasing number of high-net-worth individuals, the demand for luxury consumer electronics and home appliances is growing in the developing economies and fuelling the market growth.

The compliance costs will be a major challenge for the consumer electronics and household appliances market in India. The consumer electronics and home appliances market has been witnessing an increase in cost burden due to the evolving nature of compliances prescribed by the Government in recent years. This cost burden is ultimately passed on to consumers, making products unaffordable and having a detrimental impact on their demand.

### Major Consumer Electronics and Home Appliances in India Companies:

- AB Electrolux
- Haier Smart Home Co. Ltd.
- Hitachi Ltd.
- Philips NV
- LG Electronics Inc.
- Robert Bosch GmbH
- Samsung Electronics Co. Ltd.
- Sony Corp.
- Toshiba Corp.
- Whirlpool Corp



## **MARKET STUDY:**

The consumer electronics and home appliances market share growth in India by the consumer electronics segment will be significant during the forecast period. In developing nations, including India, the increasing spending capability due to rising average dual-household incomes will play a crucial role in boosting the demand for consumer electronics. The adoption of technology will also drive the global sales of different consumer electronics. The devices embedded with advanced technologies and connected to the Internet will play a crucial role in the different applications of smart devices. This new market report presents an inclusive study of the entire Indian kitchen appliances market. The report offers the most up-to-date industry data on the actual market situation and future outlook for the Indian kitchen appliances market.

## **CONSUMER DEMAND FOR HOME APPLIANCES:**

As people are spending more time at home in the Covid world, home appliances are increasingly making their way to shopping carts. While the industry witnessed a slight turbulence owing to the lockdowns, the overall consumer sentiment has been positive. April saw business but June was subdued over last year, witnessing degrowth. The pent-up demand that surfaced in June last year was not felt this year with consumers showing a lot of reluctance in stepping in to the stores. However demand has picked up.

Large Appliances & Television sets are seeing a tremendous interest, with almost every category showing a positive bias. Some of the under-penetrated categories like Dishwasher show a rise of 60%, Microwave, a rise of 50%, followed by Television (27% Air Conditioners (22%), Refrigerators (10%) and Washing Machines (8%).

A recent report by Research and Markets based on the Indian Consumer Electronics and Home Appliances has shown that the appliances market in India will grow \$2.12 billion during 2021-2025, progressing at a CAGR of 1% in the forecast period.



## **INDUSTRY PROFILE:**

The Indian Home Appliances Market is segmented by Major Appliances (Refrigerators, Freezers, Dishwashing Machines, Washing Machines, Cookers, and Ovens), Small Appliances (Vacuum Cleaners, Small Kitchen Appliances, Hair Clippers, Irons, Toasters, Grills and Roasters, and Hair Dryers), and Distribution Channel (Multi-Branded Stores, Exclusive Stores, Online, and Other Distribution Channels)

### **Market Overview**

The home appliance segment is one of the fastest-growing industries in the Indian market. Home appliances in India have been increasing at a steady pace, driven by both large appliances and small appliances; in 2018, large appliances have slightly higher growth than small appliances. Most categories within home appliances saw both retail volume and current value growth in 2018. The sector has a vast untapped market for appliances, like air conditioners (AC), washing machines, and fridges. The air conditioner has a penetration of 4% in India as compared to the global average of 30%. The emerging economy and changing lifestyles of Indian consumers have been leading to growth in the number of working people, nuclear families, single-person households, and the migrating of the job population. Therefore, these developing households have an increasing need for accessibility and are looking for products that offer convenience and considerably reduce the time and effort spent on everyday chores. The main growth drivers for this industry are increased affordability, focus on energy-efficient products, increasing digital penetration, and the rise in aspiration. India has seen significant changes in its policies, especially those related to the regulatory and business environment. The appliances sector and the upcoming national policy for electronics (NPE) may bring about significant policy changes for the industry. The burgeoning middle class in urban areas and aspirational demand from rural India, coupled with government reforms in the form of GST, are making the appliances industry look positively toward the next phase of exponential growth. This growth in India's consumer market demand is driven primarily by rising disposable incomes in Indian households and easy access to credit, which induces growing purchasing power. Increasing the electrification of rural areas, along with the rising influence of social mass media and the popularity of online sales, is also likely to increase the demand. Two-thirds of the total revenue is generated from the urban inhabitants, and the rest is made from the rural inhabitants.



## **Scope of the Report:**

A complete background analysis of the Indian home appliances market, which includes an assessment of the National accounts, economy, and the emerging market trends by segments, significant changes in the market dynamics, and the market overview have been covered in the report.

## **Key Market Trends:**

The online channel registered significant growth in 2018 across the categories in-home appliance sector and is currently being viewed as one of the important channels to operate in the market. An increase in the sales for refrigerators, washing machines, and air conditioners is being witnessed through this channel. This is unique and new, as consumers may not buy without the touch-and-feel experience of the product in the store. Apart from changing lifestyles and working styles, urbanization has led to growth in this sector, which, in turn, has led to a change in consumers' buying behaviour. In particular, the decision-making process before buying something has been significantly affected. The rise in urbanization in India has also led to its people having more additional disposable income than before.



## **COMPANY PROFILE:**

Sri Deivas Kitchen Park, Melur, Tuticorin. Sri Deivas Kitchen Park in Thoothukudi is one of the leading businesses in home appliances and kitchenware.

## **Location and Overview:**

Established in the year 2018 Sri Deivas Kitchen Park in Melur Tuticorin, is a top player in the category of utensils in 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 field. Their belief that customer satisfaction is the most important as their products and services have helped this firm 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 Melur Tuticorin. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is located at Sivan Kovil Street, opposite to the municipal hall which makes it easy for first-time visitors in locating this establishment. It is known to provide top service and customer attention.

## **Products and Services offered:**

Sri Deivas Kitchen Park in Melur Tuticorin 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 queries or questions that you may have. You can pay for the product or service with ease by using any of the available payment modes.



## CHAPTER-2

### **CONCEPTS:**

The 'marketing concept' proposes that in order to satisfy the organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors. This concept originated from Adam Smith's book *The Wealth of Nations*, but would not become widely used until nearly 200 years later.

Marketing and Marketing Concepts are directly related.

Given the centrality of customer needs and wants in marketing, a rich understanding of these concepts is essential:

#### ***Needs:***

Something necessary for people to live a healthy, stable and safe life. When needs remain unfulfilled, there is a clear adverse outcome: a dysfunction or death. Needs can be objective and physical, such as the need for food, water, and shelter; or subjective and psychological, such as the need to belong to a family or social group and the need for self-esteem.

#### ***Wants:***

Something that is desired, wished for or aspired to. Wants are not essential for basic survival and are often shaped by culture or peer-groups.

#### ***Demands:***

When needs and wants are backed by the ability to pay, they have the potential to become economic demands. Marketing research, conducted for the purpose of new product development or product improvement, is often concerned with identifying the consumer's unmet needs. Customer needs are central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviours who might require separate products or marketing mixes." Needs-based segmentation "places the customers' desires at the forefront of how a company designs and markets products or services." Although needs-based segmentation is difficult to do in practice, it has been proved to be one of the most effective ways to segment a market.



## **Methods:**

### **MARKET RESEARCH FOR BUSINESS PLANNING & GROWTH**

Market research is for discovering what people want, need, or believe. It can also involve discovering how they act. Once that research is complete it can be used to determine how to market your specific product. For the growth and planning of a business there are a few things that are important:

#### **Market information**

Market information is making known the prices of the different commodities in the market, the supply and the demand. Information about the markets can be obtained in several different varieties and formats. Examples of market information questions are:

- Who are the customers?
- Where are they located and how can they be contacted?
- What quantity and quality do they want?
- When is the best time to sell?

#### **Market segmentation**

Market segmentation is the division of the market or population into subgroups with similar motivations. Widely used bases for segmenting include geographic differences, personality differences, demographic differences, use of product differences, and psychographic differences.

#### **Market trends**

The upward or downward movements of a market, during a period of time. The market size is more difficult to estimate if you are starting with something completely new. In this case, you will have to derive the figures from the number of potential customers or customer segments. But besides information about the target market you also need information about your competitor, your customers, products etc.



**A few techniques are:**

- Customer analysis
- Choice Modelling
- Competitor analysis
- Risk analysis
- Product research
- Advertising research

## **MARKETING RESEARCH:**

Marketing research is a systematic process of analyzing data which involves conducting research to support marketing activities, and the statistical interpretation of data into information. This information is then used by managers to plan marketing activities, gauge the nature of a firm's marketing environment and to attain information from suppliers.

A distinction should be made between marketing research and market research.

Market research pertains to research in a given market. As an example, a firm may conduct research in a target market, after selecting a suitable market segment. In contrast, marketing research relates to all research conducted within marketing. Market research is a subset of marketing research. Marketing researchers use statistical methods (such as quantitative research, qualitative research, hypothesis tests, Chi-square tests, linear regression, correlation coefficients, frequency distributions, Poisson and binomial distributions, etc.) to interpret their findings and convert data into information.

### **Research process:**

Marketing research spans a number of stages, including:

- Define the problem
- Develop a research plan
- Collect the data
- Interpret data into information



Market segmentation consists of taking the total heterogeneous market for a product and dividing it into several sub-markets or segments, each of which tends to be homogeneous in all significant aspects.

### **Purposes:**

Market segmentation is conducted for two main purposes, including:

- A better allocation of a firm's finite resources
- To better serve the more diversified tastes of contemporary consumers

A firm only possesses a certain amount of resources. Accordingly, it must make choices (and appreciate the related costs) in servicing specific groups of consumers.

Moreover, with more diversity in the tastes of modern consumers, firms are noting the benefit of servicing a multiplicity of new markets.

### **Overview:**

Market segmentation can be defined in terms of the STP acronym, meaning Segment, Target, and Position.

### **Segment:**

Segmentation involves the initial splitting up of consumers into persons of like needs/wants/tastes.

Four commonly used criteria are used for segmentation, which include:

- **Geographical** (a country, region, city, town, etc.)
- **Psychographic** (e.g. personality or lifestyle traits which influence consumer behaviour)
- **Demographic** (e.g. age, gender, socio-economic class, education, etc.)
- **Behavioral** (e.g. brand loyalty, usage rate, etc.)



### Target:

Once a segment has been identified, a firm must ascertain whether the segment is beneficial for them to service.

The DAMP acronym (meaning Discernable, Accessible, Measurable and Profitable) are used as criteria to gauge the viability of a target market. The elements of DAMP are:

- **Discernable** – how a segment can be differentiated from other segments.
- **Accessible** – how a segment can be accessed via Marketing Communications
- **Measurable** – can the segment be quantified and its size determined?
- **Profitable** – can a sufficient return on investment be attained from a segment's servicing?

### Sales promotion:

Short-term incentives to encourage buying of products:

- Instant appeal
- Anxiety to sell

An example is coupons or a sale. People are given an incentive to buy, but this does not build customer loyalty or encourage future repeat buys. A major drawback of sales promotion is that it is easily copied by competition. It cannot be used as a sustainable source of differentiation.

### Advertising:

Advertising occurs when a firm directly pays a media channel to publicize its product. Common examples of this include TV and radio adverts, billboards, branding, sponsorship, etc.



### **CUSTOMER FOCUS:**

Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Generally there are three ways of doing this: the customer-driven approach, the sense of identifying market changes and the product innovation approach.

### **SWOT ANALYSIS:**

It is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favourable and unfavourable to achieving those objectives. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. SWOT has been described as the tried-and-true tool of strategic analysis.

Strengths and weakness are frequently internally-related, while opportunities and threats commonly focus on the external environment. The name is an acronym for the four parameters the technique examines:

**Strengths:** characteristics of the business or project that give it an advantage over others.

**Weaknesses:** characteristics of the business that place the business or project at a disadvantage relative to others.

**Opportunities:** elements in the environment that the business or project could exploit to its advantage.

**Threats:** elements in the environment that could cause trouble for the business or project.

The degree to which the internal environment of the firm matches with the external environment is expressed by the concept of strategic fit. Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, decision-makers should consider whether the objective is attainable, given the SWOTs. If the objective is not attainable, they must select a different objective and repeat the process.



## **WEEKLY RECORD:**

### **Week: 1**

There was an orientation about my company and I introduced myself to the staffs and employees. My guide explained me about the variety of products sold by the company, various brands available from the same goods, categorization of various departments, quotation of prices and billing structure.

### **Week: 2**

Learnt more about the billing section, I studied more about analysing the value of stock and order processing in terms of ordering necessary appliances needed for the firm and analysing sales ratio. Learnt more about technological aspects of a business

### **Week: 3**

In the last week my internship, I learnt about evaluating the profit made or sales for the day. I was given opportunity to interact with the customers and know about their needs and preferences. Checked the bills of accounts and rectified the errors if any. Finally I was taught about closure of accounts for the day.



## **SKILLS ACQUIRED:**

Internship is an opportunity to test the skills that we have gained in college or previous work experience. The skills we acquire through internship acts as a greatest strength in forth coming job endeavours. Skill development is most required in this competitive world which functions more through practical aspect rather than theoretical knowledge.

### **1. Problem Solving Skills:**

An internship introduces you to real-life work problems and hence develops your problem-solving skills.

### **2. Work Ethics:**

You won't really learn about work ethics until you are in a tangible work environment. In college education, we used to making excuses for late submissions, short attendance and what not! But it is only when we are introduced to the actual environment that we learn work ethics and being prompt on time.

### **3. Adaptability Skills:**

Not everyone is adaptable from the beginning. In fact, some refuse to be so even during their internship experiences and it causes a major loss. Being adaptive to our surroundings easily is one of the most useful soft skills not only desirable to employers but also important to our self-growth. So, I made the most of my internship and learnt how to adapt and improved my adaptability skills during my internship training.

### **4. Communication Skills:**

It's one of the top listed skills that recruiters look for in a resume and something that can get the employees from bottom to top. Communicating well is a gem of a skill which developed during my internship training..



## **5. Responsibility:**

Often missed out in the list of soft skills, being responsible is an integral skill required in the job arena. My internship experience made me more responsible and accountable for what decisions I made and how I execute what's been allocated to me.

## **6. Time Management:**

Last on our list, but still as important as the others, is time management. Earlier, we could just miss a class because we had some personal commitments. During an internship which is almost the beginning of our work life, we can't mark our absence on a regular basis. Hence, it helps us learn to manage our time better by maintaining a balance between our work and personal life, without harming any of them.

## **My experience:**

In an internship, we learn to work as a team without focusing entirely on ourselves. We also develop patience in situations when we disagree with another member of the team. Team work is needed to some extent for the work done to be more effective and efficient. Working in a team always makes things easier. People we meet during an internship can later become mentors, sources of job opportunities and references. They may help us develop skills and offer moral support in your early career. Building a strong network of contacts is reason enough to do an internship. This internship program helped me in developing my communication skill to a larger extent with the employees and higher authorities. Self-confidence is more important for a person who wants to develop themselves. It is important for a guide to motivate the trainee and make him believe that he can do anything if he is confident enough in his work. My trainer was a great hope for me to make things possible.



## CHAPTER – 3

### LIMITATIONS:

- Most companies hire interns at low cost. This internship didn't pay much
- Too much of grunt work is given.
- Employers and managers take advantages of the interns and give them mindless work.
- Major limitations include lack of proper time management being a student.
- The skills learnt, analysis and results are restricted to a certain area of specialization.



## SUGGESTIONS:

The survey conducted has put forth many interesting findings in the market. On the basis of these findings we can recommend following suggestions.

- A special marketing campaign should be started in the unexplored regions where company does not has its reach.
- Company can exercise separate product mix, marketing mix and a differentiated marketing campaign.
- The company has the option of reducing the cost of production, so that the price sensitive consumer can also be covered by the effective marketing strategy.
- Company should concentrate more on advertisement and sales promotion through different media.
- There is enough demand in rural areas for home appliances. After liberalization, standard of living and purchasing power of rural people is on the rise.
- There is a great scope in rural market as compared to the urban market because major portion of the urban market is already saturated.
- By adopting an appropriate rural-marketing strategy, the enterprise can push up sales to a great extant.
- Company's advertisements are not very attractive. Company should make them more interesting and effective.



## CONCLUSION:

The internship program was a great way for students to learn about their stream more precisely. My internship program at just being perfumes taught me a great deal about many aspects, it helped me gain practical knowledge in the field of marketing and various other aspects of the industry. It helped me in enhancing team spirit and coordination. Apart from this, it also helped me to acquire new skills. Moreover it helped in developing communication, analytical, interpersonal and planning skills.

This project is based on the study of "customer perception and market potential" about "Sri Deivas Kitchen Park". The market of Sri Deivas Kitchen Park is prosperous and customer perception about it is good. Major findings include that company holds a very good reputation in the market and satisfies customer's needs. The company should improve the technology and designing process suitable to recent trend in the market. Company is facing stiff competition from various other enterprises. Apart from that company can indulge in promotional activities in rural areas where market potential is really good.

# CERTIFICATE OF COMPLETION

THIS IS TO CERTIFY THAT MS.J.JOSHA, B.COM(REG) 2<sup>ND</sup> YEAR,  
STUDYING IN ST.MARY'S COLLEGE (AUTONOMOUS), TUTICORIN HAS  
SUCCESSFULLY COMPLETED HER INTERNSHIP TRAINING FROM  
DECEMBER 27, 2021 - JANUARY 25, 2022 IN OUR STORE.

WE WISH MS.J.JOSHA GOOD LUCK AND ALL SUCCESS IN HER  
CAREER AND FUTURE ENDEAVOURS.

PLACE : TUTICORIN

DATE : 26-01-2022

FOR,

SRI DEIVAS KITCHEN PARK

M. Sankar *Sanya*  
GSTIN: 33010306710123  
SRI DEIVA'S KITCHEN PARK  
10/3, Sivan Kovil Street  
Nagalinghi Mandapam  
Tuticorin - 623 002  
Ph: 0461-4983818, 4983819

MANAGING DIRECTOR



**INTERNSHIP TRAINING**

**27<sup>th</sup> DECEMBER 2021 - 25<sup>th</sup> JANUARY 2022**

**INTERNSHIP WORK DIARY**

**NAME: JOSHA.J**

**(20AUCO29)**

Date	Work done	Signature of Intern	Signature of Manager
27.12.21	Introduction of the enterprise and products dealt with.	<u>Prof.</u>	S. Muthu
28.12.21	Products handled and similarity of products	<u>Prof.</u>	S. Muthu
29.12.21	Availability of brands for various goods	<u>Prof.</u>	S. Muthu
30.12.21	categorization of various sections and departments	<u>Prof.</u>	S. Muthu



Date	Work done	intern	manager
3.01.22	Quoting prices for the goods available	<u>Asif</u>	S. Muthu
4.01.22	Appliances available and various brands	<u>Asif</u>	S. Muthu
5.01.22	Quoting prices for the appliances available	<u>Asif</u>	S. Muthu
6.01.22	Billing of goods	<u>Asif</u>	S. Muthu



Date	Work done	Signature of Intern	Signature of Manager
7.01.22	Billing of goods bought by customers.	<u>Arslan</u>	S. Muthu
8.01.22	Billing of appliances bought by customers	<u>Arslan</u>	S. Muthu
10.01.22	Analysing the value of stock.	<u>Arslan</u>	S. Muthu
11.01.22	Analysing the value of stock	<u>Arslan</u>	S. Muthu



of  
Intern

of  
Manager

12.1.22

Ordering necessary  
stock needed for  
the enterprises

Task

S. Matha

13.1.22

Ordering necessary  
appliances needed  
for the enterprise

Task

S. Matha

17.1.22

Analysis of  
Sales ratio

Task

S. Matha

19.1.22

Analysis of  
Sales ratio

Task

S. Matha

Date	Work done	Signature of Intern	Signature of Manager
20.1.22	Evaluation of profit made.	<u>Indu</u>	S. muthu
21.1.22	Evaluating and identifying fast moving goods	<u>Indu</u>	S. muthu
24.1.22	customer Interaction	<u>Indu</u>	S. muthu
25.1.22	closure of accounts for the day	<u>Indu</u>	S. muthu

# **A REPORT ON THE INTERNSHIP PROJECT AT**

(Name of the organisation/Company **MARUTHISALT MANDI**

Submitted to

**ST. MARY'S COLLEGE ( AUTONOMOUS), THOOTHUKUDI**

Affiliated to

In partial fulfilment of the requirements for the award of the degree

**BACHELOR OF COMMERCE**

By

( NAME **Mariyam Rameesha .M**)

**REG.NO 20AUCO40**



Under the guidance of

(Name of Faculty **Ms. A. Amora M.Com.,M.Phil.,SET**)

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST.MARY'S COLLEGE (AUTONOMOUS),THOOTHUKUDI**

(Re – accredited with A+ grade by NAAC)

**NOVEMBER 2022**

## ACKNOWLEDGEMENT

I thank God, who showered his grace upon me and extended his helping hand in each step for the completion of my internship training programme.

I extend my thanks to Dr.Sr.A.S.J. Lusia Rose principle of St. Mary's college ( Autonomous) Thoothukudi, for having the golden opportunity to take up this esteemed institution.

I take this opportunity to extent my heartfelt to **Dr.G. Stella Beatrice Nirmala** M.Com., M.Phil.,Ph.d., MBA., DFA.,PGDIT.,DGT.,Head of theDepartment of Commerce, St.Mary's college (Autonomous) Thoothukudi , who has given this opportunity to do internship programme.

It is my privilege thanks to my guide **Ms.A. Amora**M.Com.,M.Phil.,SET. Department of commerce, St. Mary 's college (Autonomous), for her inspiration positive criticism , thoughtful guidance at every stage of my internship training programme

I extended my sincere thanks to owner of MARUTHI SALT MANDI for allowing me to get good experience.

And finally I thanks to my friends for their guidance and support.



## **DECLARATION**

I am **Mariyam Rameesha .M** Department of commerce here by declare that I have completed this internship project at **MARUTHI SALT MANDI**. It is uniquely prepared by me after the completion of 1 days in the **MARUTHI SALT MANDI**. I also confirm that the report is submitted in the partial full fillment of the requirements for the internship project for the award of the degree of Bachelor Commerce.

**PLACE: Thoothkudi**

**NAME: Mariyam Rameesha.M**

**DATE: 21.02.2022**

**(20ACO40)**

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# CHAPTER 1

## **1.1 INTRODUCTION :**

Salt is essential for life in general and saltiness is one of the basic human tastes

.Salt is one of the oldest and most ubiquitous food seasons, and salting is an important method of food preservation.

Some of the earliest evidence of salt processing dates to around 6000 BC, when people living in the area of present day Romania boiled spring water to extract salts a salt works in china dates to approximately the same period.

Salt is processed from salt mines, and by the evaporation of seawater and mineral rich spring water in shallow pools.



## 1.1 PROFILE OF THE ORGANISATION :

The company name is MARUTHI SALT MANDI. Is content for salt sales. .Salt can divided into two separate activities namely packaging and transport.And the company owner Mr.Saravanan talently to move the company activities.



# CHAPTER 2

## **2. Concepts :**

### **2.1 Important of salt:**

Salt plays a crucial role in maintaining human health. It is the main source of sodium and chloride ions in the human diet. Sodium is essential for nerve and muscle function and is involved in the regulation of fluids in the body. Sodium also plays a role in the body's control of blood pressure and volume.

### **2.2 Methods and process learning:**

- 1.Solar Evaporation Method
2. Rock Salt Mining Method
- 3.Vacuum Evaporation Method

#### **1.Solar Evaporation Method:**

This is the oldest method of salt production. It has been used since salt crystals were first noticed in trapped pools of sea water. Its use is practical only in warm climates where the evaporation rate exceeds the precipitation rate, either annually or for extended periods, and ideally, where there are steady prevailing winds. Solar salt production is, typically, the capturing of salt water in shallow ponds where the sun evaporates most of the water. The concentrated brine precipitates the salt which is then gathered by mechanical harvesting machines. Any impurities that may be present in the brine are drained off and discarded prior to harvesting.

Usually two types of ponds are used. First is the concentrating pond, where the salty water from the ocean or salt lake is concentrated. The second is called the crystallizing pond, where the salt is actually produced.

Crystallizing ponds range from 40 to 200 acres with a foot-thick floor of salt resulting from years of depositions. During the salt-making season of four to five months, brine continuously flows through these ponds. This is a saturated brine solution, containing as much salt as it

can hold, so pure salt crystallizes out of the solution as the water evaporates. Natural chemical impurities are returned to the salt water source.

### **Rock Salt Mining method :**

Morton also uses the second oldest method of producing salt – underground mining. This is probably the most dramatic method of gathering salt. Large machines travel through vast cave-like passageways performing various operations.

Salt mines are among the safest of mines. They are also the most comfortable to work in. While mine temperature varies with depth, the average temperature remains about 70° F year round.

Salt is mined by the room and pillar method. It is removed in a checkerboard pattern to leave permanent, solid salt pillars for mine roof support. Usually 45 to 65 percent of the salt is removed. The room height may average 18 feet in a bedded deposit to 100 feet in a dome mine.

Normally, the first operation is undercutting. Large machines cut a slot 10 or more feet in depth across the bottom of a solid salt wall. This leaves a smooth floor for picking up the salt after blasting.

### **Vacuum Evaporation Method:**

Another method of salt production used by Morton Salt is the evaporation of salt brine by steam heat in large commercial evaporators, called vacuum pans.

This method yields a very high purity salt, fine in texture, and principally used in those applications requiring the highest quality salt.

The first part of the operation is known as solution mining. Wells are drilled from several hundred to 1,000 feet apart into the salt deposit. These wells are connected via lateral drilling, a recently developed technology.

Once the wells are connected, the solution mining operation begins: water is pumped down one well, the salt below is dissolved, and the resulting brine is forced to the surface through the other well. It is then piped into large tanks for storage.



While the boiling operation could be done with just one pan, several pans in a row produce more salt per pound of steam, thus allowing greater energy efficiency.

### **2.3. PROCESS LEARNING:**

I learned many things in this internship project. I learned the way of salt production, manufacturing, packaging and sales.

### **2.4 DAY REPORT :**

#### **DAY 1**

The company exports 420 packets to kovalam , TN2AZO888.

#### **DAY 2**

The company exports 430 packets to sutha salt TN30PC3899.

#### **DAY 3**

The company exports 25kg 458 packets to TVS , TN30C8899

#### **DAY 4**

The company exports 70kg salt to Shaker salts , TN8868.

#### **DAY 5**

The company exports 520 packets to Kannan salt,MHO7PM6869

**DAY 6**

The company exports 50 Kg 430 packets to Raj salts, TN79K1575

**DAY 7**

The company exports 64kg 340 packets to kumarsalts, TN84K2

**DAY 8**

The company exports 290 packets kovalam , TN75U6152

**DAY 9**

The company exports 50 kg 340 packets to Man salts TN8442664

**DAY 10**

The company exports 450 packets to MVMS TN29BB9371

**DAY 11**

The company exports 30 packets to Thangaraj TN0AA5469

**DAY 12**

The company exports 340 packets to Mathakiri TN28P7734

**DAY 13**

The company exports 215 packets to Malliga TN585333

**DAY 14**

The company exports 50kg 350 packets to Murugan TN57158798

## **DAY 15**

The company exports 595 packets to Chinnasammy TN88P7042

### **2.5 ANALYSIE THE MARKET**

A market analysis is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.

### **3. SKILLS AUQUIRE**

#### **3.1. COMMUNICATION SKILLS:**

Communication skills are best abilities to use when giving and receiving different kinds of information. It also helpful to understand the differences in how to communicate through face to face interaction, phone conversation and digital communication like email and social media.

#### **3.2. STRESS MANAGEMENT :**

Stress management is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, especially chronic stress, usually for the purpose of and for the motive of improving everyday functioning

#### **3.3 SELF CONFIDENCE :**

Confidence is a state of being clear-headed either that a hypothesis or prediction is correct or that a chosen course of action is the best or most effective.

#### **3.4. ADAPTABILITY :**

adaptability in the workplace include being willing to adjust your plans in response to shifting strategic company priorities, new roles and responsibilities, new systems and technologies, process improvements and policy changes.

#### **3.5 PERSONAL SKILLS :**

From collaboration on project with colleagues to negotiating with stakeholders, require communication skills, confidence and apathy, among other things, to succeed.

Showing a desire to succeed and improve at tasks. showing confidence in one abilities and expects to complete all jobs to a high standard.

The ability to complete tasks with minimal assistance or hand holding.



# CHAPTER 3

## **LIMITATION :**

Too much sodium in the diet can lead to high blood pressure, heart disease, and stroke.

It can also cause calcium loss, some of which may be pulled from bone.

Most of Americans consume at least 1 Teaspoons of salt per day or about 3400mg of sodium, which contains far more than our bodies need.

## **SUGGESTION :**

1. Choose whole, unprocessed foods and eat plenty of vegetables and fruit.
2. Check food labels before you buy to help you choose less salty option.
3. Take salt and salty sauces off table so younger family members won't develop the habit of adding salt.
4. Use herbs, spices, garlic and citrus in place of salt to add flavour to your food during cooking and at the table.
5. Cut back on processed meats, smoked foods and salty takeaways.

## **CONCLUSION:**

This is the good experience for me in my life to realize the practical difficulties of the workers and the manufactures. It is very interesting to watch the manufacturing of the things day by day. I have met different people and their characters during the time of internship. It will help me to behave with the people in future life also. Because I learned many things like hoe to behave people, how to solve problems individually. I am very proud to say that I have know salts manufacturing, packaging, and sales. I have done it, n proper and perfect way for the use of the customers. And this internship was very helpful to me and my future life also.

## DAY REPORT SHEET.

Day	Date	Time In	Time Out	Work Assignment	Signature of Supervisor	Remarks
1.	7/1/22	10.00 AM	1.30 P.M	Icovalam, TN9FAZ 0888 420. packets	S. Sathava	
2.	8/1/22	10.00 AM	1.30 P.M	Sutha salt TN30PC3899 430 packets	S. Sathava	
3.	10/1/22	10.00 AM	1.30 P.M	TVS, TN30PC 8899 251kg 458 packets	S. Sathava	
4.	11/1/22	10.00 AM	1.30 P.M	Shaker salts TN8868 701kg	S. Sathava	
5.	12/1/22	10.00 AM	1.30 P.M	Icannan salt MH07PM 6869 520 packets	S. Sathava	
6.	17/1/22	10.00 AM	1.30 P.M	Raj salts TN79K1 575 501kg 430 packets	S. Sathava	
7.	18/1/22	10.00 AM	1.30 P.M	Icumar salts TN8412 664 501kg 340 packets	S. Sathava	
8.	19/1/22	10.00 AM	1.30 P.M	Icovalam, TN7506152 751kg 390 packets	S. Sathava	
9.	20/1/22	10.00 AM	1.30 P.M	Mani salts TN8442664 501kg 340 packets	S. Sathava	
10.	21/1/22	10.00 AM	1.30 P.M	MUMS, TN29BB 9371 450 packets	S. Sathava	
11.	22/1/22	10.00 AM	1.30 P.M	Thangaraj TN60AA 5469 360 packets	S. Sathava	
12.	24/1/22	10.00 AM	1.30 P.M	Matrakiri, TN88P 7734 340 packets	S. Sathava	
13.	25/1/22	10.00 AM	1.30 P.M	Malliga, TN52 5333 215 packets	S. Sathava	
14.	27/1/22	10.00 AM	1.30 P.M	Murugan, salts TN5715 8798 501kg 350 packets	S. Sathava	
15.	28/1/22	10.00 AM	1.30 P.M	Chinnarasamy salts TN 88P7042 251kg 595 packets	S. Sathava	




CERTIFICATE NO.

Date :

This is to Certify that MARIYAMPAMESHA.M a student of the  
Department of COMMERCE St Mary's COLLEGE(AUTONOMOUS)

THOOTHUKUDI has successfully Completed the 15 Days Virtual  
Internship Training Program in M/s. Maruthi Salt Mandi,  
Thoothukudi in the field of Salt Packing, Marketing and  
Distribution Provided by S. Saravanan.

  
\_\_\_\_\_  
Proprietor Signatory

**REPORT ON THE INTERNSHIP PROJECT AT  
SUN SHIPPING SERVICES**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

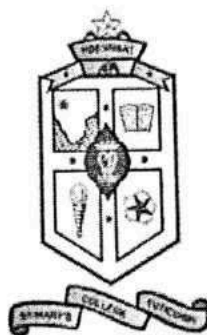
In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

**BY**

**MEKRIN.W**

**(20AUCO43)**



**UNDER THE GUIDANCE OF**

**Dr. P. JAYAMARY**

**PG AND RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

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

**February 2022**

## **ACKNOWLEDGEMENT**

It is my profound privilege to thank our Principal **Rev.Dr.Sr.A.S.J.Lucia Rose, M.SC., M.Phil., Ph.D., PGDCA** for giving me this opportunity to undergo internship training, Which helped me to acquire practical knowledge.

I express sincere thanks to **Dr.G. Stella Beatrice Nirmala , M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT., DGT, Head, Department of Commerce.** I also express my sincere thanks to my internship guide **Dr.P.Jeyamary, M.Com., M.Phil., B.Ed., SET., MBA., SET., Ph.D,** Assistant professor, Department of Commerce for allowing me to undertake the institutional training and for their valuable support and encouragement throughout this program and for the completion of this report.

Finally, I would like to take the opportunity to thank **Mr.Kingston,** manager of **Sun Shipping Services** and staffs of the firm, for guiding me throughout my period of my internship and helping me to acquire necessary skills for my productive career.

**MEKRIN.W**

**20AUCO43**

## DECLARATION

I Solemnly declare that this report of internship program done at Sun Shipping Services is an original work to mine and does not from part of any previous certificate / Diploma / Degree and submitted to the department of commerce, St.Mary's College (Autonomous) in partial fulfilment of requirements for the award of the degree Bachelor of Commerce.

PLACE: TUTICORIN

NAME : MEKRIN .W

DATE : 28.2.22

( 20AUCO43 )

P. G. J. T.



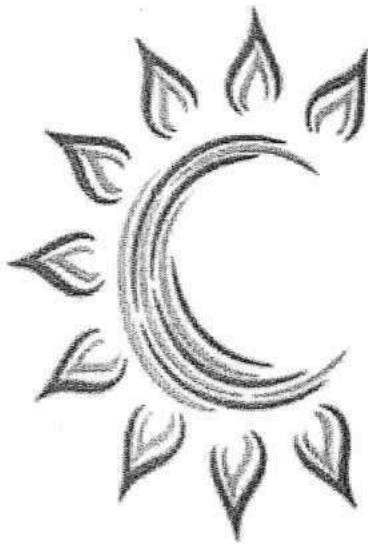
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## **CHAPTER 1**

### **INTRODUCTION AND PROFILE OF THE ORGANISATION**

The Company name is Sun Shipping Services. This business was running for 18 years. The company has been operating in new salt colony, Tuticorin. Thus the company was going with a good profit.



## **SUN SHIPPING SERVICES**

### **1.1 Shipping Services:**

Shipping services provide companies and consumers with products and services that they need in order to continue functioning in a prosperous manner. Consumer rely on shipping services for both exporting and receiving. The term shipping services generally refers to deliveries transported by land ,sea or air .these three categories are the main shipping services categories.

Shipping services also include local, regional, national and international transportation .Prices range for each service , with land and local transportation being the most in expensive of the services .Items that shipping services transport range from documents and house hold appliances cause and industrial machinery.

Shipping companies handle shipping and transportation, while also offering advanced warehouse management, inbound freight coordination, order fulfilment, and outbound shipping and delivery. Every function of supply chain management is available, and close collaboration is essential. Shipping helps ensure that the benefits of trade and commerce are more evenly spread no country is entirely self sufficient and every country relies on maritime trade to sell what it has and buy what it needs .maritime transport is the backbone of global trade and the global economy.

### **Import in Shipping :**

When a business based in one country purchases a product or service provided by a business based in another country, it is called import. Shipping by sea and by air are the most popular modes of transportation in international trade.

### **Export in Shipping :**

Export Documents not only gives detail about the product and its destination port but are also used for the purpose of taxation and quality control inspection certification. Shipping Bill / Bill of Export is the main document required by the Customs Authority for allowing shipment.

### **Shipping Container :**

A shipping container is a container with strength suitable to withstand shipment, storage, and handling. Shipping containers range from large reusable steel boxes used for intermodal shipments to the ubiquitous corrugated boxes. In the context of international shipping trade, “container” or “shipping container” is virtually synonymous with “intermodal freight container,” a container designed to be moved from one mode of transport to another without unloading and reload .

## **1.2 Shipping Industry :**

The shipping industry is an integral part of the transportation sector and the overall supply chain. Shipping moves goods across geolocations promptly, driving the economy toward a progressive path. Dry bulk, containers, and oil tankers are three markets the shipping industry caters to depending on the cargo.

### **Shipping options in the Industry :**

- Full Truckload (FTL) Shipping.
- Less Than Truckload (LTL) Shipping.
- Flat Bed Shipping.
- Intermodal.
- Rail Service Shipping.
- International air and ocean freight.

### **Purpose of Shipping Industry :**

Shipping is the most efficient and cost-effective method of international transportation for most goods; it provides a dependable, low-cost means of transporting goods globally, facilitating commerce and helping to create prosperity among nations and peoples.

### **Safety and Regulations :**

- ❖ Shipping is the safest and most environmentally benign form of commercial transport. Perhaps uniquely amongst industries involving physical risk, commitment to safety has long pervaded virtually all deep sea shipping operations. Shipping was amongst the very first industries to adopt widely implemented international safety standards.
- ❖ Because of its inherently international nature, the safety of shipping is regulated by various United Nations agencies. The International Maritime Organization (IMO) in particular has developed a comprehensive framework of global maritime safety regulations, which are enforced on a worldwide basis.



## **Transportation Shipping :**

The movement of goods can involve several modes of transport, for example pre-carriage to a seaport by a truck, main carriage to another continent by an ocean-going vessel, and on-carriage by rail. Shipping and Transport involves activities of the SHIP part of the BUY-SHIP-PAY model of UN/CEFACT.

## **Importance Of Shipping:**

Shipping is used to transport food, medicines, technology equipment and much more. For growth and sustainable development, cost efficient mechanisms of shipping are followed, especially in the developing world. There is no country in the world that is sufficient enough to live without maritime shipping.

## **Cargo Shipping:**

Cargo, also known as freight, refers to goods or produce being transported from one place to another – by water, air or land. Cargo transport is mainly for commercial purpose for which an air waybill, bill of lading or other receipt is issued by the carrier.

The main cargo and goods that will look at in this article include- Foodstuff, livestock, crude oil and derivative products, cars and other vehicles, machinery and equipment, dry bulk cargo, liquid bulk cargo, and chemical products.

## **Shipping of Food stuff:**

Foodstuff includes various categories such as fresh, packaged, frozen, partially processed, and other varieties. Foods present one of the most challenging goods to transport, due to their short life and high probability of spoilage . The factors to be considered while leasing or considering foodstuff shipment are- short lifespan, high chance of spoilage, and the probability of mid-journey shift

**Live stock :**

Livestock and animals are another commonly transported cargo between several countries. This may be for the purpose of breeding, for meat, or for animal bi-products. Ships that are commonly used to transport livestock include modified bulk carriers and specialized vessels intended to create space for different categories of animals.

**Shipping Cars and Vehicles :**

Shipping vehicles is a very common business adopted in and around the Middle East, Europe, some parts of Asia (China, Japan, Taiwan, Indonesia, Malaysia, Singapore etc.) and the Americas. It generally functions as a ferry service where cars are moved around the coastlines of a nation or neighbouring countries.

**Machinery , Equipment, and factory parts :**

Shipping machinery and parts is a very lucrative industry, especially when parts are moved in large numbers. This is because these goods do not have specific shipping requirements, can withstand most forms of sea motion on their own, and do not have the problems generally faced by other types of cargo.

**Shipping Dry bulk cargo:**

Dry bulk cargo refers to any cargo or good shipped in a loose quantity, that is stored within the cargo holds without packaging. Common examples of such goods include foodstuff and machinery parts . Also, goods transported through dry bulk carriers include ores and minerals. These are generally shipped in a loose condition in the holds.

**Liquid bulk cargo:**

Liquid bulk cargo specifically includes goods and cargoes that are liquid in nature and shipped in bulk. The majority of cargo in this category belongs to petroleum goods and its by products. This encompasses crude oil, various products obtained after the separation and processing of crude petroleum etc.

### **Chemical and Toxic products :**

A large portion of the worldwide freight industry handles the transportation of chemicals and various similar products. This takes place due to the expertise of certain countries in the synthesis of specific chemicals. Demand in other parts of the globe requires large scale transportation of such cargo.

Chemicals pose several challenges to transportation in any form and by any mode. This is because of the high risk of corrosion faced by the ship or container units, a chance of toxic leakage, a possibility of accidental poisoning, and a chance of contamination. In all these cases, the ship, crew members, and various handlers and operators suffer from inappropriately storing and shipping the cargo.

### **Freight Shipping :**

Freight shipping is the process of transporting commodities, goods and cargo by land, sea or air. Common types of freight shipping over the road include truckload, less than truckload (LTL). The means of transport commonly associated with freight shipping are trucks, railroad cars and large ships carrying containers.

### **Benefits of Freight Shipping:**

Freight shipping is key for getting goods to a destination on time, safely and in a cost-effective manner.

- Tap carriers
- Save on shipping costs
- On time freight

### **Shipping modes**

There are several modes of freight shipping including less than truckload, full truckload, intermodal, partial truckload and expedited.



**Less than truckload:**

Also referred to as LTL, less than truckload is designed for shipments larger than parcel but not large enough to require the space of a full truckload trailer. LTL is typically used for shipments between 150 and 15,000 pounds.

**Full truckload:**

Full truckload involves moving bulk or pallet loads that are large enough to justify the use of an entire semi-trailer, typically more than 15,000 pounds. Full truckload can be more cost effective and reduce the opportunity for freight damage with less handling than LTL.

**Intermodal:**

Intermodal shipping typically refers to shipping with a combination of rail and truck. However, it can involve a variety of transportation modes including rail, trucks or ships to streamline the shipping process.

**Expedited:**

Expedited freight refers to time-critical shipments in which freight has to be delivered quickly. Expedited freight is most often transported by truck or air.



## **CHAPTER 2**

### **CONCEPTS, METHODS , PROCESS LEARNED AND SKILLS ACQUIRED**

#### **2.1 CONCEPTS**

In the changing intention environment, maritime ports have undergone radical changes ,especially in terms of organisation and structure. Within this framework the port has passed mainly through four generation. It is important to define the shipping concept and to determine its classification.

In board sense, the shipping is a place of exchange between sea and land it is geographical area to receive ships and goods.

##### **E/S Orcelle :**

Built by the reputed shipping conglomerate Wallenius, the Orcelle green ship concept is truly a one-of-a-kind car carrier vessel. The car carrier utilizes three different propelling systems for its day-to-day operations. Electrical systems, wind and wave power and fuel panels incorporating hydrogen have been effectively integrated to provide the vessel with incomparable operational successes and the zero emission ship status.

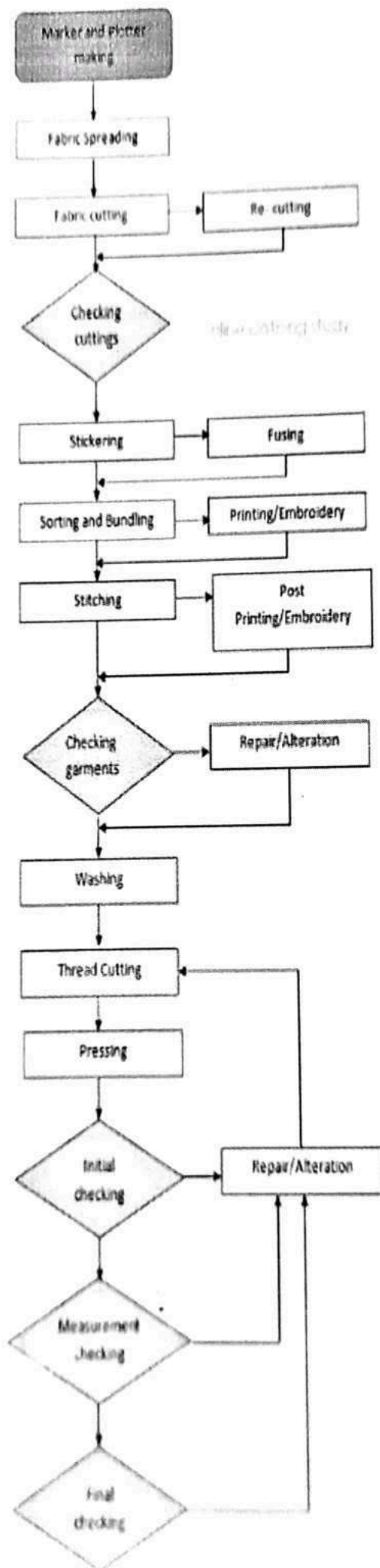
##### **Future ship zero Emission Furry Concept :**

Future ship's Zero-Emission Ferry Concept for the shipping company Scandilines is a totally emission-free ship of the future. The ship uses a variety of green energy technologies such as photovoltaic systems, fuel cells and Flettner rotors.

## **B9 Cargo Ship**

The fleet of B9 vessels constructed and operated by the B9 shipping company is yet another maritime engineering novelty. These vessels don't utilize any kind of conventional fueling systems but instead are operated through methane fuel (biogas) and energy derived from winds.

Their size is also quite smaller when compared to the conventional freight vessels and allows for greater operational effectualness. The main constructional component is a kind of steel alloy that is naturally derived. A zero-emission ship concept, the B9 green ship concept has received great accolades from the maritime world.



## 2.3 PROCESS LEARNED

- ✦ Receiving the order
- ✦ Processing the order
- ✦ Fulfilling the order

### Receiving the order:

Once receive an order, will need to make sure it have enough inventory in stock to the process the order.

### Processing the order :

Processing a customer order refers to the process of verifying order data and making sure it's accurate (e.g., verifying the shipping address) and that the items ordered are in stock. Much of this process is often done using automation and technology, which can help to speed up the order processing stage. From there, the order status is updated in real-time and customers can be notified that the order is being processed.

### Fulfilling the order :

Once the order has been processed, the order fulfilment stage can begin. This involves picking the right items for the order and preparing them to be shipped.

## 2.4 SKILLS ACQUIRED:

During my internship I learned how to introduce myself, talk about my interests and skills with entrepreneurs and business owners. I learned how to communicate and build relationships with the people.

During my internship, I had a journal and took notes every day about new things I learned. I noticed my strengths and weakness. This helped me understand myself more and identify the areas that I needed to improve in. I learned Teamwork, Problem solving skills, Time Management, Responsibility, Work ethics. There many skills that can acquire during my internship period. The importance thing is to have an open mind and be willing to learn.



## **CHAPTER 3**

### **LIMITATIONS, SUGGESTIONS AND CONCLUSION**

#### **3.1 Limitations :**

The company supervisor only shared common information with me. He allowed to visit some export and import products. He didn't allowed to speak all the employees only allow to speak my incharge person. He told me to follow many rules.

#### **3.2 Suggestions**

The prices and policies for shipping change every year, and although they tend to change at the beginning of the year. Always be prepared for changes from Shipping carriers. Don't overpay for shipping, Check that the address is correct, and Audit shipments.

#### **3.3 Conclusion :**

This the good experience for me in my life to realize the practical difficulties of a workers . I have met different people and their characters during the time of internship. It will help me to behave with a people in future life also. During internship programme I have improving my practical skills.

**ANNEXURE :**

A) Reference :

[www.tsishipping.com](http://www.tsishipping.com)




<https://freightcowboy.com>


[www.ircgroupglobal.com](http://www.ircgroupglobal.com)

B) Day Report

C) Completion Certificate

1. Handling day-to-day accounting activities.

Day	Date	Timing	Work assigned	Signature
1	10.01.2022	10.00 AM TO 5.00 PM	Managing invoices	
2	11.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
3	12.01.2022	10.00 AM TO 5.00 PM	Account in Tally	
4	13.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
5	17.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
6	18.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
7	19.01.2022	10.00 AM TO 5.00 PM	Preparing Balance sheet	
8	20.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
9	21.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
10	22.01.2022	10.00 AM TO 5.00 PM	Account in Tally	
11	24.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
12	25.01.2022	10.00 AM TO 5.00 PM	Preparing balance sheet	
13	27.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
14	28.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	
15	29.01.2022	10.00 AM TO 5.00 PM	Managing Invoices	



# Sun Shipping Services

CUSTOM HOUSE AGENT

4/6 B-1, New Salt Colony  
TUTICORIN - 628 003  
TAMILNADU  
INDIA

CBLR No : 03/2014  
GSTIN : 33ABCFS6554N1ZR  
Phone : (91-461) 2376656, 4001556  
E-mail : info@sunshippingservices.com  
: raja@sunshippingservices.com  
: narayanan@sunshippingservices.com

DATE:14.02.2022

## To Whom It May Concern

It is hereby certifying that Ms.MEKRIN. W worked as a Accountant in our company from [01/01/2022 to 29/01/2022.

During his tenure of work, we found him sincere and hard working. He/she has in-depth knowledge of accounting concepts and softwares.

His work responsibilities include:

1. Handling day-to-day accounting activities.
2. Managing invoices.
3. Maintaining books of account in Tally ERP.
4. Preparing balance sheets in Excel.

We wish him/her all the success in all his/her future endeavours.

For Sun Shipping Services

  
Authorised Signatory



**A REPORT ON THE INTERNSHIP PROJECT AT**

**ALM ENGINEERING & Co**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

**B.PADMA SANDHIYA**

**REG.No. 20AUCO49**



Under the guidance of

**Dr.S.BULOMINE REGI**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**  
**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**  
(Re-accredited with A<sup>+</sup> grade by NAAC)

**2021-2022**



## ACKNOWLEDGEMENT

First of all, we would like to thank god almighty for his abundant blessings showered upon us throughout this project. We would like to express our heartfelt thanks to our principal **Rev.Dr.Sr.A.S.J.LUSIA ROSE**, St.Mary's College (Autonomous), Thoothukudi and our Head of the Department of Commerce **Dr.G.STELLA BEATRICE NIRMALA**, St.Mary's College (Autonomous), Thoothukudi for their continuous encouragement.

I wish to express my deepest sense of gratitude to our guide **Dr.S.BULOMINE REGI** Assistant professor, department of commerce, St.Mary's College (Autonomous), Thoothukudi for their continuous encouragement throughout the research work.

I also express my Sincere Thanks to the **Proprietor of the ALM Engineering & Co, Mr.M.Gomathi Sankar** for his kind permission for the 15 days Internship Study in his company.

I wish to extend my heartfelt thanks to my beloved parents for their blessings, encouragement and advice that helped us to make our effort a success. I gratefully acknowledge all our friends and classmates for their valuable help and suggestions during the conduct of this study. It is humble to thank those who gave indulged in this project to make it a grand success.

- **B.Padma Sandhiya**  
**20AUCO49**

B.Padma Sandhiya  
20AUCO49  
II B.COM  
St.Mary's College(Autonomous)  
Thoothukudi

### DECLARATION

The Internship study on "ALM ENGINEERING & Co" submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of commerce by B.PADMA SANDHIYA (Reg.No. 20AUCO49) under the guidance of Dr.S.BULOMINE REGI . This Report has not previously formed the basis for the award of any other degree or other similar titles it represents entirely an independent work.

Place : Thoothukudi

Date : 28.02.2022

B. Padma Sandhiya  
Signature of the Student



## Contents

No.	Title	Page No.
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3	Limitations, Suggestions & Conclusion	8
4	Reference	9



## CHAPTER-I INTRODUCTION

Company Name:

ALM ENGINEERING & Co, Thoothukudi

Company Logo:



### COMPANY PROFILE:

ALM Company is one of the contract company. It was started in 2018. In ALM Company they will use to prepare all kinds of Mechanical Maintenance, Civil Maintenance, Scaffolding, Painting & Manpower Supply Service.

Mission & Vision :

To be a leading international construction & engineering company through our great people, providing our great service, and reaching to our great results.

Everyone in CEC is committed to consistently delivering superior service in the most efficient way, for the shared benefit of our clients, shareholders and employees.



Proprietor : Mr.Gomathi Sankar B.E  
Supervisor : Mr.Samsudeen

Total No. of employees – 20

No of Departments : 4

- ❖ Civil
- ❖ Mechanical
- ❖ ECE
- ❖ EEE

Nature of Business :

Being a Participant in Construction & Maintenance growth of contract companies.

Year of Foundation – 2018

Company Address:

No. 3/128, A1, Perinba Nagar 3<sup>rd</sup> Street,  
Muthiahpuram,  
Thoothukudi-628005.

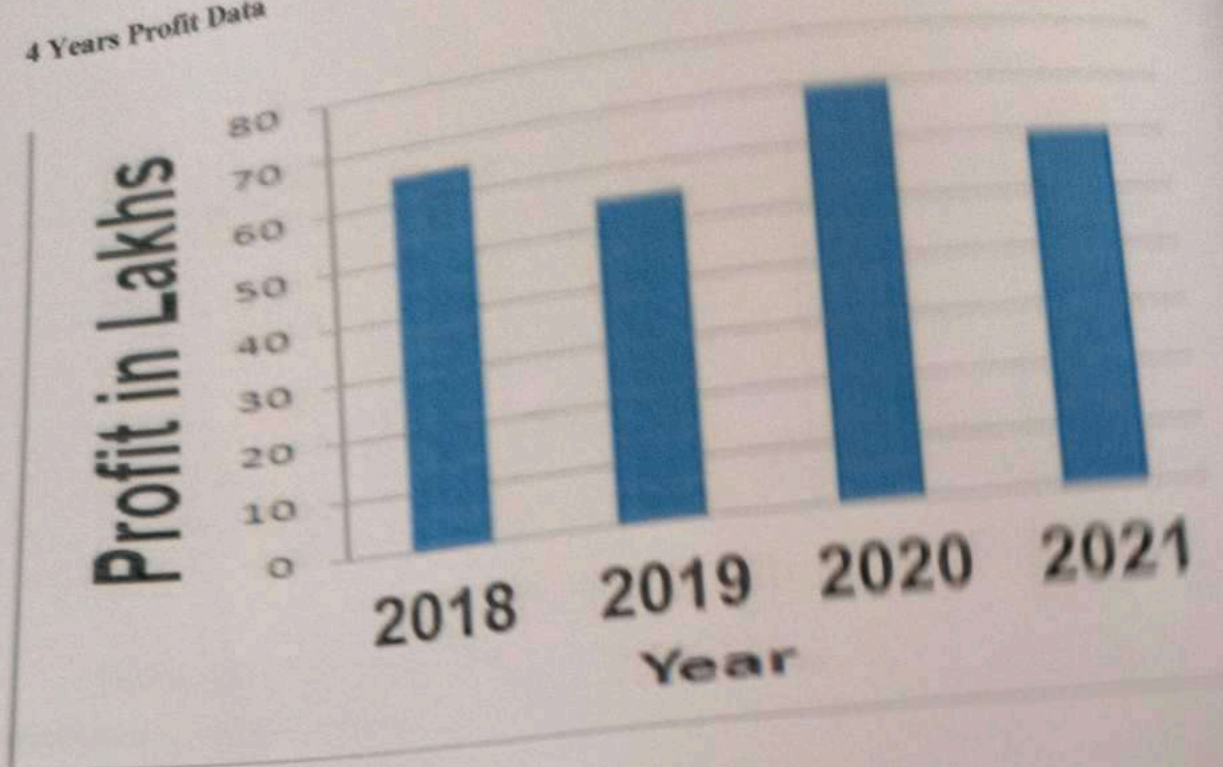
Company Email address : [almengineeringandco@gmail.com](mailto:almengineeringandco@gmail.com)

Organisation Structure:

ALM Engineering & Co runs with large number of branches across Tamilnadu under the management of Head office located in Chennai.

Head Office Address : Plot No. 15, Door No S2,  
Mahavir Nagar, Ponnammanmedu,  
Kolathur, Chennai-600110

4 Years Profit Data



#### About SPIC :

Southern Petrochemical Industrial Corporation (SPIC) Limited is one the leading fertilizer manufacturing companies in the country located at Tuticorin in the State of Tamil Nadu, having its registered office at Chennai and it is a public limited company, incorporated under the provision of the companies Act 1956, its shares are listed on National Exchange of India.

The company has been appointed as the handling agent by the government of India for handling, packing, transporting, and sale of imported urea at Karaikal and Tuticorin ports.





SPIC is one of the earliest units set up in the country with a vision to produce high quality fertilizers to improve the agricultural output of the country. SPIC's large fertilizer complex is capable of producing 6.2 lakh tons of Neem Coated Urea. SPIC is a household name within the farming community due to its ability to enrich the soil consistency throughout the agricultural cycle with maximum nutrient use efficiency. SPIC products not only help to sustain the health of the soil but act as environment-friendly catalysts to increase the productivity to meet the food demand of the nation. To attain a leadership in fertilizer, Petrochemical, Engineering, Biotechnology through business excellence while maintaining the highest standards of ethics and corporate social responsibility.

SPIC was basically an icon for industrial development in the Southern part of India. Notable amongst that was in the fertilizer industry. This is the most critical part of business-fertilizer vertical because it deals with the food security of India. SPIC was the first company in the group in 1969. And after this the petrochemical, semiconductors and logistics business came, SPIC is the lifeline of the group. Wherever today people who have had the touch point with SPIC recall the name of SPIC very high, they could be in India they could be anywhere in the world. But SPIC also became a bit of an affected party with depth. They had the most difficult time that was their assets were almost auctioned off. In 2007 they went for some expansion and projects and these projects haven't done well. It was a challenge and they overcame with the promoters' supports called AHIM. That was the time that they had the time to change this icon for something for the future.



AMIH was used a catalyst trying to readjust from the past to the future, they started to act quickly, and they stood by the company in the bad time and really supported it to the hilt. It was a smooth ride to manage the expectation of a list of stake holders. They had only one choice, do or die, they fixed it, and can see a sea change, today the generations; the young engineers are joining in droves. And this all in a result of how the promoters (AMIH) stood by the company, and this company risen again, back like a phoenix. The group has not only been in fertilizers but long ago they are also in the automotive industry, the two wheelers that are Lambretta scooters produced by one part of the family, the ships were owned by SPIC. SPIC are not new kids on the block, they had been around for quite some time and overcome all the blocks, its running good now.

## CHAPTER 1

### CONCEPTS, METHODS, PROCESS LEARNED AND SKILL OBTAINED

#### CONCEPTS:

Construction is the general term meaning the art and science to form objects, systems or organization. In its most widely used context construction covers the processes involved in following building infrastructure industrial facilities and associated activities through to the end of their life.

#### METHODS:

1. Build a great team.
2. Manage your business, not just your people.
3. Invest in your business.
4. Be proactive to be profitable.
5. Use the word no.
6. Play to your strengths.
7. Network to earn more work.
8. Quality is king.
9. Change is good.
10. Give great customer service.
11. Be proactive, not reactive.
12. Make smart decisions.

#### PROCESSES & SKILL OBTAINED:

From the period of 17 days of experience I have just observed how does the proper contract company leads to work with a construction sector. They work all with a co-operation law between master and construction activities. Whatever the situation may be they succeed to complete their day to day work targets without exceeding safety limits.

I have made my career in the company for the past 17 days and worked about here



of factor of success they follow.

- ❖ Just all done in time given
- ❖ Co-operation with good leadership
- ❖ Hard work with Safety

More-over than all other factors **consistency** is the key of this company, which shows how it grow as a leading contract company in just four years with a day to day hard work.

**CHAPTER-3**  
**LIMITATIONS, SUGGESTIONS**  
**AND**  
**CONCLUSION**

**LIMITATIONS**

This ALM Engineering is running more than 4 years without any hesitation and mistakes. But I heard from the administrator, the company have facing some problem in decision making in the time of fixing the contract amount for bidding. Because of this limitation it is difficult to compete with a competition companies by an efficient bid price.

**SUGGESTIONS**

I analyzed the administrator's problem on decision making for bidding. I found that the reason of the problem may be

- ❖ Price hike of fuel
- ❖ In-availability of Equipment
- ❖ And increase in base pay-scale of manpower

I requested them to take the above factors in mind to avoid their decision making problem.

**CONCLUSION**

For the growth of the agriculture based country like India, The Southern Petrochemical Industrial Corporation Fertilizers Ltd taking big part. The ALM Engineering & Co is consistently take the responsibility of construction, maintenance and fulfilling the needs and deeds of the factory to the way of growth.



## REFERENCE

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- [www.businessstudynotes.com](http://www.businessstudynotes.com)
- [www.indiamart.com/almengineering&co](http://www.indiamart.com/almengineering&co)
- [ALM \(company\) - Wikipedia](#)
- [www.emis.com/php/company-profile/IN/Alm\\_Engineering\\_and\\_Instrumentation\\_Private\\_Limited\\_en\\_3397385.htm](http://www.emis.com/php/company-profile/IN/Alm_Engineering_and_Instrumentation_Private_Limited_en_3397385.htm)

1



Deva Krubal

Mobile No. : 99447 09184, 8531063710,  
9360309811

## ALM ENGINEERING & CO

H.O. : Plot No. 15, D.No. S2, VJ Mercy, Mahavir Nagar, Ponnammanmedu, Kolathur, Chennai-600110.  
B.O. No : 3/128, A1 Perinba Nagar, 3rd Street, Muthiahpuram, THOOTHUKUDI - 628 005.

E-mail : almengineeringandco@gmail.com

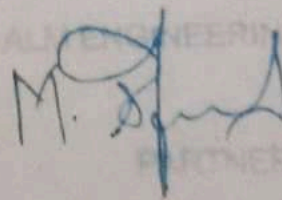
Date : \_\_\_\_\_

### CERTIFICATE

This is to certify that **Miss. B.Padma Sandhiya (Reg No: 20AUCO49)** D/o. **Mr.A.Balamurugan** Student of **St.Mary's College (Autonomous)** residing at **5/162 T7A, Bharathi Nagar 4<sup>th</sup> street, Muthiahpuram, SPIC Nagar, Thoothukudi Dist-628005**. She is under gone Training in our concern at SPIC site for the period from **27.12.2021 to 17.01.2022**. On this period, she is involving day to day maintenance activities and stocking monitoring.

During this tenure she was found good in work and character.

We wish her all the success in her future endeavors.

  
M. Sandhiya  
PARTNER



27.12.2021

Day Report

I was visited in ALM Engineering in spc company.  
To learn about civil maintains, painting,  
scaffolding civil works all about related civil  
Jobs. After completing the pass procedure to  
enter their Factory inside first up all we get into  
safety class. The safety class is organised by  
trained safety officer. It is very useful to  
me. Safety is the state of being "safe"  
the condition of being protected from harm or  
any danger.

For ALM ENGINEERING & C  
M. S. J.  
PARTNER

28.12.2021.

Continuation of safety class The factory is

fully chemical occupied. So the every place

has a Emergency wash bin. If any chemical

is applied in eye means suddenly we

should wash the eye within 2 minutes.

Inside the factory safety shoe is must. If we

worked in above 2 meter height should wear

the safety belt. If we hear any emergency

alarm, suddenly we want to get into emergency

safety places.

PRAN ENGINEERING & CO  
PARTNER



29.12.2021

## Scaffolding:

Scaffolding also called as climbing is a temporary structure used to work crew and materials to added in construction maintenance. Scaffolding works are used in building, bridges, tall structure to get acts to sides and areas that would be otherwise hard to get to unsafe. Scaffolding has the potential to result in death or serious enquiry.

M. S. J. A.  
PARTNER

Q. 1. 2. 3.

Answer:

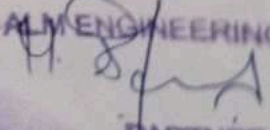
Inside the factory, they are using many types of industrial paints. Example:- Enamel paint, Epoxy paint, Emulsion paint. Enamel is a paint which includes a wide range of different types. It is used for wood and metal surfaces on contrary it can be used on any material. It is used for the surface that are outdoors subject to heat and cold in temperature.



8.12.2021.

## Epoxy paint:-

The Epoxy paints are used in highly  
corroded area and seashore area also. The  
Epoxy paints are covered 5 square meter per liter.  
It will be used in highly corroded inside factory  
also. It is a coating compound consisting of  
two distinct elements. It uses a chemical mix  
of two liquid components, Epoxy resin and  
hardener to create a tough, solvent resistant  
finish that can be applied to floors, decks  
and countertops.

For ALM ENGINEERING & CO.,  
  
PARTNER

2.11.2024

Emulsion paint is used for painting objects  
should not be confused with associated objects  
in exterior enamel where it applied with  
brushes and used with gun painting also.  
They are called as system painting. The  
system painting are 3 coted. first cleaning  
the surface and inspected by in charged getting  
clearance then we applied enamel primer.  
After a day they applied second cot and  
the next day after their surface they finish  
the 3rd

FOR ALL ENGINEERING & CO.  
PARTNER



4.01.2022

## Civil Construction:

As we learn about civil construction in factory premises. The civil construction is a professional Engineering discipline that deal with the construction design and maintenance of the petstol works services building, canal works, pipeline structures.

For ALM ENGINEERING & CO.

M. S. S.

PARTNER

5.01.2022

We learn the ~~method~~ work in site  
after measuring the existing concrete and drill  
the holes in existing concrete and insert  
the 12mm dia reinforced steel in these holes  
and apply the masticase and covered the  
shutter and make the concrete. After  
finishing the concrete 24 hours removed  
the shutter and apply the cooling  
Compound.



6. 10. 1995

Phys. Description

In 1995 the first night 1 night and

Everyone the full morning and night the

leave the in the morning in morning

There

10/10/95

7th Dec 2015

After this the same after some time  
after this some time after the last should  
be. (some) possibly in some of the  
interior some of the after in addition  
some of the after by  
some of the

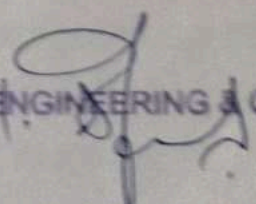
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8.01.2020

### Galvanneum sheet :-

Galvanneum sheet is fixing in highly godown roofing. The Galvanneum sheet fixing procedure is first taken measurement in purlin to purlin and take the whole measurement and order the sheet required to purchase then fixed the sheet manually by using the help of labour.

For ALK ENGINEERING & CO.  
  
PARTNER

10.01.2022

fixing procedure is shift the sheet  
roof top and ordered by required measurement  
line by line and drill the 1.5 mm  
screw in galvanneum sheet top to purlin  
bottom by drilled using drilling machine.

For ALM ENGINEERING & CO.,

M. S. A.

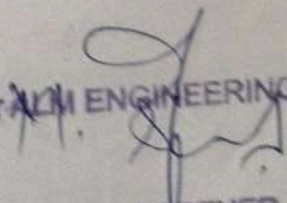
PARTNER



11. 01. 2022.

San blasting:-

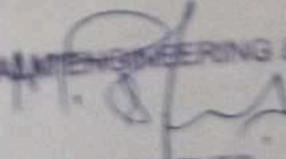
San blasting is before painting rusted area cleaning by using the pressure kg by using the air, sand to blast the rusted and the particulates are removed then we get the clean surface.

For  ENGINEERING & CO.  
PARTNER

18.01.2022

## Aluminium work:-

The Aluminium partitions is a  
Carpentry work. It is alternate for wood  
works. It will use for in between the  
single room. To divide in partition.

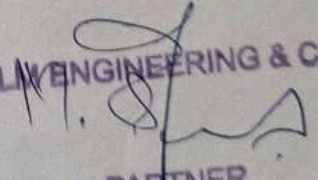
For ALUMINUM ENGINEERING & CO.  
  
PARTNER



17. 01. 2022.

Vinyl sheet :-

Vinyl sheet is the floor mat. It uses in office room, panel rooms to avoid the dust particles and also look like commercial looks.

For ALW ENGINEERING & CO.  
  
PARTNER

**A REPORT ON THE INTERNSHIP PROJECT AT  
DIAMOND SEA FOODS EXPORTS, TUTICORIN**

Submitted to

**ST,MARY'S COLLEGE (AUTONOMOUS)THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of  
**BACHELOR OF COMMERCE**

By

**MS.V.PARKAVI**

**20AUCO50**



Under the guidance

**DR.FERNANDO ALEXANDRIA.,M.Com.,Ph.D.**

**PG AND RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (AUTONOMOUS)THOOTHUKUDI  
(Re-accredited with A+grade by NAAC)**

**NOVEMBER 2021**

## ACKNOWLEDGEMENT

I thank God, who showered his grace upon me and extended his helping hand in each step for the completion of my internship training programme. I would like to record my sincere thanks to Principal **Rev.Dr.Sr.A.S.J.Lucia Rose** and Deputy Principal **Rev.Dr.Sr.S.Kulandai Therese**, for giving me this opportunity to undergo internship training, which helped me to gain practical knowledge.

I extend my sincere thanks to owner of "**Diamond Sea Foods Exports**" for allowing me to get good experience. I express my sincere thanks to **r.G.Stella Beatrice Nirmala M.Com.,M.Phil.,Ph.D.,MBA.,DFA.,PGDIT.,DGT.,** Head of the Department of Commerce for allowing me to undertake institutional training and for the completion of this project. It is my privilege to thank my guide **Dr.Fernando Alexandria M.Com.,Ph.D.,** Associate professor of Commerce, for her inspiration, positive criticism, thoughtful guidance at every stage of my internship training programme.

I express my deepest thanks to **Mr.Jehan** Manager of the company for taking part in useful decision and giving necessary advices and guidance and for having arranged all facilities to make my internship useful. I would like to thank my family members and friends for motivating me to complete my internship successfully.



## DECLARATION

I solemnly declare that this report of internship training done at **"Diamond Sea Foods exports"** ( 16 th January 2022 to 31 th January 2022)is an original work of mine and does not form part of any previous certificate/ Diploma/ Degree/ other similar titles and submitted to the Department of commerce, St.Mary's college(Autonomous) in partial fulfilment of requirements for the award of the Degree of B.com, under the guidance of **Dr. Fernando Alexandria.M.Com.,Ph.D.**, Associate Professor Department of Commerce St,Mary's college (Autonomous) Thoothukkudi.

PLACE :THOOTHUKKUDI

NAME:V.PARKAVI

DATE :

20AUC050



## CONTENT

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2	II	CONCEPTS,METHODS,PROCESS LEARNED AND SKILL ACQUIRED	8-23
3	III	LIMITATIONS,SUGGESTIONS AND CONCLUSION	24

## **CHAPTER:I**

### **INTRODUCTION**

#### **1.1 Introduction &Profile:**

Diamond Seafood Export established in the year 1976 is a International Standard unit exporting mainly Shrimps and Other Marine products.



Kanni Frozen Foods established in the year 1982 is International Standard unit exporting mainly Shrimps and other Marine Products. Kadalkanny Frozen Foods has been awarded with ISO 9001-2000 for its processing and export of fish and fishery products.



#### **1.2 The success story:**

Founder, Mr. Devanesam, a small line fishing vessels operator, hails from a fishing hamlet-Vembar near Tuticorin, the historic Pearl City in the south East Coast Peninsula of India fringed by the Gulf of Mannar of the Arabian Sea. His foresightedness in the world trade of seafood inspired him to put up a unit, to process and export seafood in 1976. His untiring and dedicated work with the ardent help of his cherished sons enabled the company to scale the new peaks in seafood business and the company has now attained phenomenal growth touching an annual turnover of Rs. 700 Crore.

### **1.3 Behind the success:**

Behind the success of DSF group of Companies, is the sincere and dedicated work of the executives. The team takes utmost care from procurement of raw material, processing, packing and export, ensuring the product quality at every stage to the international standards. The team works round the clock to make the company reach the highest place in seafood export.

### **1.4 Group of companies:**

- DIAMOND SEA FOOD EXPORTS.
- KADALKANNY FROZEN FOODS
- THEVA & CO
- EDHAYAM FROZEN FOODS PVT. LTD.
- THEVA ERUDHAYAM AQUA FARM
- HOTEL DSF GRAND PLAZA PVT. LTD.
- KING ICE PLANT
- EDHAYAM & CO.

### **1.5 Quality products:**

- Flower Shrimps (*Penaeus Semisulcatus*)
- White Shrimps (*Penaeus Indicus*)
- Vannamei Shrimps
- Head Less Flower Shrimps
- Head Less White Shrimps
- Head Less Sea Tiger Shrimps
- Head Less Black Tiger Shrimps
- Peeled Undeveined Flower Shrimps
- Head Less Vannamei.

### **1.6 Motto:**

To seek, to strive, to strike and not to yield is the motto of company. The company marches and aspires to capture the principal position in the export of Sea foods in India.

### **1.7 Vision &Mission:**

- “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”.
- “To serve our customer by providing quality seafood service in worldwide vendors and society at large.”

### **1.8 Logo of the company:**





## **CHAPTER:II**

### **CONCEPTS AND METHODS**

#### **2.1 Peeling:**

The shells of the shrimps are normally peeled by hand. Peeling machines are now available commercially which can handle deep water shrimp. The shrimps are beheaded the shell is split along the back and then pulled out from the meats. A small incision is done on the dorsal side to remove the digestive tract. Particular attention is to be paid to hygiene and sanitation. Regular bacteriological control is essential for this type of product. Care should be taken at the time of peeling process, particularly hand peeling. Workers should clean their hand frequently and all working surfaces must be kept clean. To keep down contamination, chlorinated water should be used and the shrimp should be kept cool throughout the process. Machine peeling, however, results in far less re-contamination.

#### **Peeling Section:**



## **2.2 Size Grading:**

Whole raw shrimp in the factory are first graded for size. The bigger sized shrimps are mechanically peeled. Small shrimps are uneconomical to peel and are discarded. All the raw materials are graded according to their size or denoted in numbers. Examples: U/5,6/8,8/15. As the number gets smaller the shrimps get bigger. All the graded prawns are washed again using graded machine. The processing machine itself drain automatically into different trays. Each tray contain 25 kgs. All the trays are taken into another sector. Then they are separated according to their size. These processed prawns are ice according to their need. All the prawns are taken to next process.

### **Grading Machine:**



### Grading Method :

GRADE	WEIGHT (GRAMS)
U/5	About 90 grams
6/8	56-89 grams
8/12	38-56 grams
13/15	30-37 grams
16/20	23-29 grams
21/25	18-22 grams
26/30	15-17 grams
31/40	11-14 grams
41/50	9-10 grams
51/60	7-8 grams
61/70	6-7 grams
71/90	5-6 grams

### 2.3 Setting:

One of the officer checks all the prawns are separated collected or not from checking table. Then the prawns are taken in a small size net and weighed using weight machine. The prawns are taken and again kept in a different trays and lable to according their company needs. Then all the prawns are arranged proper order with neet presentation. The standard pack is in a 2 kg box, 10 boxes into a cotton boxes. The remaining presentation are graded in units per pound, U/5, 6/8, 8/12, 13/15, 16/20, 21/25, 26/30, 31/40, 41/50. Then the arranged prawns filled with ice.

#### Setting Method:

GRADE	ROW	PIECES
6/8	4	7
8/12	5	9
13/15	6	10
16/20	7	11
21/25	8	12
26/30	Top and Bottom	13
31/40	Top and Bottom	14
41/50	Top and Bottom	15



### Setting Shrimps :





## 2.4 Freezing of Meat:

The peeled, boiled meat is then frozen individually or in blocks. Individually quick frozen (IQF) meat can be frozen in either an air blast freezer or a liquid nitrogen freezer. IQF meat requires a freezing time of about 10 minutes at  $-30^{\circ}\text{C}$ . Liquid nitrogen freezers are compact and can freeze shrimp meat quickly at a freezing time of  $3\frac{1}{2} - 5$  minutes. Blocks of shrimp meat are frozen in a horizontal plate freezer. The freezing time for a 25 mm block, operating at  $-35^{\circ}\text{C}$  is about 40 minutes. The frozen blocks are then packed in cartons and then moved to cold store.

## 2.5 Packing and Glazing:

QF meats for sale are weighed into flexible film bags which are sealed and packed in fibreboard outer cartons for storage and distribution. IQF meat are also glazed (dipped in cold water so as to coat them in a layer of ice) before packing them. However, packing in sealed film bags is sufficient to protect the unglazed product under good commercial conditions. Vacuum packing is also done to give them additional protection in case it is stored in poor commercial cold storage.









## 2.6 Cold Storage:

The packed and glazed, frozen shrimp meats should be stored in a cold storage at a temperature of  $-30^{\circ}\text{C}$ . This will keep-good for a period of 6 months, provided (hey are properly wrapped or glazed).

## PROCESS LEARNT

- I worked on the peeling section. First I counted 1 kg of Vannamei shrimps. As the shrimps size become smaller the count is larger. As the shrimps size is bigger the count is small I repeated the same process through out the day.
- If the shrimps is Vannamei then it should be 25 kgs. In this process a weight is calculated according to their shrimps in it. Net weight is subtracted. For example:  $25.000 - 2.000 = 23.000$  The net weight is 2.000. If the shrimp is Vannamei then the net weight is not measured approximately. Because the excess water will flow of. For example:  $25.600 - 2.000 = 23.600$ .
- If it is sea shrimp (Flower, white, sea tiger, poochi) then it is measured in a normal manner. Vannamei shrimp are kept in a box or labeled as Theva slip. Sea shrimps are kept in a box or labeled as count slip. Sea shrimps are taken as it is weighed the weight machine. Kilogram units are added with it. For example:  $*30.800 - 2.000 = 28.800$  kgs.  $*28.500 - 2.000 = 26.500$  kgs.  $*18.700 - 2.000 = 16.700$  kgs. I learned about this process.
- Head on weight are measured for by it's own company. After finishing all the produce then it is weighed. Again this process is call headless weight. At first the shrimps are with heads and finally it is removed and cleaned.
- Then the net weight is calculated and it is (head on) divided with new calculated weight. Some mathematical calculations are made to complete the whole process. This material finishing process is taken place to check the profit and loss of the company.
- In this process finishing (completion) note is calculated. In the Material making process the whole calculated net weight are, checked again and it is added all over. For example :

- Mmm(Kovil) : 108.000 kgs
- Npm :128.000 kgs
- Mpm :172.000 kgs
- Jpm :160.000 kgs
- Total :568.000 kgs.

- The shrimps that are taken in the net are weighed using weighing machine. The weighed shrimps are given token according to the weight.If it is less than the weight it will be minus.Each lot will be given different tokens.The imported raw materials from other companies are carried inside the bigger container boxes. All the raw materials are transferred into machine which has rapid water flow.
- This process involves complete cleaning. It the shrimps are with head on then it is cutt and headless. All the workers, have separated tokens the workers are given salary according to their completion of works. The shrimps are peeled and their her shell is removed and it is cleaned again.
- This process involves cutting and complete cleaning. This processed shrimps are weighed on the weighing machine. The shrimps are carried in different containers to the next processing unit.The shrimps are filled with ice cubes and the prawns are kept inside and again filled with ice.
- All the raw materials are graded according to their size or denoted in numbers.Examples:U/5,6/8,8/15. As the number gets smaller the shrimps get bigger. All the graded prawns are washed again using graded machine. The processing machine itself drain automatically into different trays. Each tray contain We will be definitely sensible to scale this practice up and to replicate it in other disciplines as well. kgs.All the trays are taken into another sector. Then they are separated according their size. These processed prawns are ice according to their need. All the prawns are taken to next process.

- One of the officer checks whether all the prawns are separated collected or not from checking table. Then the prawns are taken in a small size net and weighed using weighing machine. The prawns are taken and again kept in different trays and labled according their company needs. Then all the prawns are arranged proper in a order with neat presentation. The standard pack is in a 2 kg box, 10 boxes into a corton box. The remaining presentation are graded in units per pound, U/5, 6/8, 8/12, 13/15, 16/20, 21/25, 26/30, 31/40, 41/50. Then the arranged prawns are filled with ice. Then it is transferred to the next processing unit.
- The processed prawns are now ready to be loaded. In that first step the processed tray are sprinkled with ice water on top and then it is covered with plastic sheets. Again closed with lid. Then all the boxes are arranged perfectly and kept inside the freezer in about 2 hours.
- The cleaned and processed shrimps are taken and packed. This includes peeling grading, setting it in ice and finally it is packed in different boxes, labled and stored. The processed shrimp boxes are stored in a high temperature room.
- I also learnt about new varieties of shrimps and their types:

#### **Headless sea tiger shrimps:**





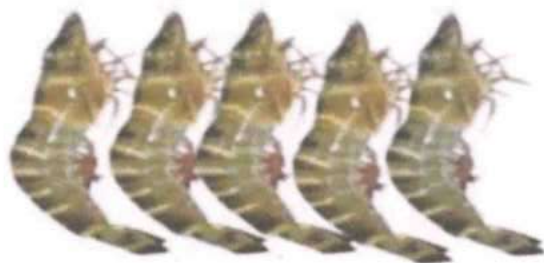
**Headless flower shrimps :**



**Headless black tiger shrimps:**



**Sea tiger shrimp ( *Penaeus monodon* ):**



**Vannamei shrimps:**



**Headless white shrimps:**



**Headless Vannamei shrimps:**



## **OBJECTIVES OF THE STUDY**

- To know the kinds of shrimps products.
- To study the techniques and types of processing.
- To study the over all performance.
- To understand the practical difficulties of the workers.

## **SKILLS ACQUIRED**

- Teamwork
- Communication Skills
- Responsibility
- Time Management
- Experience of Work
- Improving the knowledge of asking and listening.

## **EXPERIENCE**

- The internship gave me a very good experience in my life. From this I came to understand the practical difficulties of workers. I learnt many different process like, peeling, grading, setting etc. I hope this internship helps me in my future career.



## **CHAPTER:III**

### **3.1 LIMITATIONS:**

- In this company gloves are not given while setting.
- The time duration is very long.
- The excess ice cubes are floated on the floor that causes damage while working.

### **3.2 SUGGESTIONS:**

- The company should provide hand gloves for all workers.
- The packing process can be handled carefully and neatly, without any damage to products.
- Hire top talented people and provide work.
- Get aggressive with social media make customer satisfaction a priority.
- Excess ice cubes floating on the floor should be removed in order to avoid damages.

### **3.3 CONCLUSION:**

During internship program much knowledge is gained in terms of improving our practical skills. The various types of orientation programs, tasks and trainings that was undertaken during this past fifteen days on the site enhanced the knowledge in sea foods exports. This program played an important role to break the conventional thought that field works can be only implemented by students who hold a degree or people who have an experience in sea foods exports.

Date : 16 / 01 / 2022.

Day - 1

Time : 03 to 06.

On the first day I went to diamond sea foods company and I wished every officers and I started looking overview on the process going on there.

There are 5 steps in this process,

\* peeling , grading , setting , load , store.

Peeling :

\* Company imported all the raw materials from other companies.

\* It is simple enough to peel the shell of the shrimps.

Grading :-

\* All the shrimps are graded according to their size or denoted in numbers.

\* E.g : 4/5 , 6/8

\* AS the number gets smaller the Shrimp get bigger .

Setting :-

\* All the Shrimps are graded and separated in a tray and it is send to heat processing unit .

Load :-

\* All the processed tray are kept inside Freezer for about 2 hours .

Store :-

\* The Freezed Shrimps are taken out and Packed in separated boxes .

*scribble*



Date : 17/01/2022.

Day - 2

Time : 03 to 06

On second day First I started in peeling,

\* The imported raw materials from other companies. The raw materials are carried inside the bigger container boxes. All the raw materials are transferred into machine which has rapid water flow. This process involves complete cleaning

\* If the shrimps are with head on then it is cutted and headless. All the workers, have separated tokens that resembles full of raw materials the workers are given salary according to their completion of works.

\* The Shrimps are peeled their outer shell and it is cleaned again.

\* This process involves cutting and completed cleaning. this processed shrimps are weighed on the weight machine.

\* The Shrimps are carried in different containers to next processing unit.



\* The Shrimps are filled with ice cubes  
and the prawns are kept inside and again  
filled with ice.

22/12

Date : 18/01/2022

Day - 3

Time : 03 to 06

### Grading

\* All the raw materials are graded according to their size or denoted in numbers.

E.g : 0/5 , 6/8 , 8/12.

\* As the number gets smaller the shrimps get bigger.

\* All the graded prawns are washed again using graded machine. The processing machine itself drain automatically into different trays. Each tray contain 25 kgs. All the trays are taken into another unit sector.

\* Then they are separated according to their size. These processed prawns are ices according to their need.

\* ~~These~~ all the PHAtons are taken to rest process.

ZZZ



Date : 19/01/2022.

Day - 4

Time : 03 to 06.

Settling

\* on of the officer check all the prawns are separated collected are not from checking table. Then the prawns are taken in a small size net and weighed using weight machine.

\* E.g. 1.8, 1, kg.

\* The prawns are taken and again kept in a different trays and table to according to their company needs.

\* Then all the prawns are arranged properly order with neat presentation. Then the arranged prawns filled with ice.

\* Then it is transferred to next processing unit.





Day - 5

Date : 20/01/2022.

Time : 03 to 06

Load :-

\* The processed the Prawns are now ready to be loaded.

\* In that first step the processed tray are sprinkled with ice water on top of that then it is covered with plastic sheets.

\* Again closed with lid.

\* Then all the boxes are arrange perfectly and kept inside Freezer area about 2 hours. Next only freezing about 1 hour.

22/01

Date : 21/1/2022

Day - 6

Time : 03 to 06

Store :-

\* In this section overall completed and Processed shrimps are taken and packed.

\* This includes First peeled, graded then setting and iced and finally it is packed in different boxes and labeled and stored. The processed shrimp boxes are stored in high temperature room.

Learned Pending Stocks :-

\* If the shrimps are remaining pending stock materials are weighed and send to its own company.

\* Today I write pending stocks.

*Setoh*

Date : 22/01/2022

Time : 03 to 06

Day - 7

Grading :-

Grade	Weight (Grams)
✓ 15	Above 90 grams
6/8	56 - 89 grams
8/12	38 - 56 grams
13/15	30 - 37 grams
16/20	23 - 29 grams
21/25	18 - 22 grams
26/30	15 - 17 grams
31/40	11 - 14 grams



Date : 23/01/2022.

Day - 8

Time : 03 to 06.

Setting :-

Ornade	Row	Pieces
6/8	4	7
8/12	5	9
13/15	6	10
16/20	7	11
21/25	8	12
26/30	Top and Bottom	13
31/40	Top and Bottom	14
41/50	Top and Bottom	15

Today I work on the place where the selling takes place. I did all the process according to the following tables.

*Signature*



41/50	9 - 10 games
51/60	7 - 8 games
61/70	6 - 7 games
71/80	5 - 6 games

\* I did the process according to the following table on whole day.

22/23

Date : 24/01/2022

Day - 9

Time : 03 to 06

Peeling

count:

I worked on the Peeling section.

First I count 1 kg of vannamei shrimps. As the shrimps size become smaller the count is larger.

As the shrimps size become larger the count is small.

I repeat the same process three out the day.

Sometimes I may repeat the process again and again.

Estel

Date : 25/01/2022.

Time : 03 to 06

Day : 10

Head less weight :-

\* If the shrimps is vannaime then it should be 25 kgs. If other oralse then it can be net weight. In this process a weight is calculated according to their shrimps in it net weight is subtracted.

\* For Example :  $25,000 - 2,000 = 23,000$   
The net weight is 2,000.

\* If the shrimp is vannaime then the net weight is not measure approximately. Because the excess water will flow of.

\* For example  $25,600 - 2,600 = 23,000$ .

\* I learned about this process today.

*Esther*



Date : 27/01/2022.

Day - 11

Time : 03 to 06.

Headless weight :

\* IF it is sea shrimp (Flower, white, Sea Tiger, Poochi) then it is measured in a normal manner.

\* Vannamei shrimp keep box or labeled us there slip.

\* Sea shrimp keep box or labeled us count slip.

Because, its or manufacturing to our company.

\* Sea shrimps are taken as it is weighed the weight machine. Kilogram units are added with it.

\* For example :  $30,800 - 2,000 = 28,800$  Kgs.

\*  $28,500 - 2,000 = 26,500$  Kgs.

\*  $18,700 - 2,000 = 16,700$  Kgs.

\* I learned about this process today.

*Signature*



Date : 28/01/2022.

Day : 12

Time : 03 to 06.

### Material Finishing Process day

\* Head on weight are measured first by it's own company. After finishing all the procedure then it is weighted. again this is process is call headless weight.

\* In first process the shroups are with heads and family and finally it's removed and clean. Then the net weight is calculated and it is (head on) divided with new calculated weight.

\* Some mathematical calculations are made to complete the whole process.

\* This material finishing process is taken place to check the profit and loss of the company.

*Signature*

Date : 29/01/2022.

Day - 13

Time : 03 to 06

### Finishing completion process :-

\* In this process Finishing (completion) note is calculated,

\* Material making process the whole calculated net weight are,  
\* checked again and it is added all over.

For Example :-

	weight
Mmm (Kovil)	108.000 kgs.
Npm	128.000 kgs.
Npm	172.000 kgs.
Jpm	160.000 kgs.
<hr/>	
Total	568.000 kgs.
<hr/>	

*etch*

Date : 30/01/2022.

Time : 03 to 06.

Day - 14

On this day I see lot of new varieties of shrimps and their types :-

\* Headless Black tiger shrimps

\* Headless sea tiger shrimps

\* Flower shrimps *Penaeus semiculatus*

\* Head less Flower shrimps.

\* Sea tiger shrimp (*Penaeus monodon*)

\* Vannamei Shrimp.

\* Headless white shrimps.

52



Date : 31/01/2022.

Day - 15

Time : 03 to 06

token note readings :-

\* The shrimps that are taken in the net are weighed using weight machine. The weighed person should get tokens according to the weight. If it is less than the weight will be minus.

\* If  $\therefore$  each will be given different tokens.

zafar



# DIAMOND SEAFOOD EXPORTS

Exporters of : "KANNI" / "SUN" Brand Frozen Shrimps & Fish Products  
3/52, Krishnarajapuram, Tuticorin - 628 002. TAMIL NADU, SOUTH INDIA.

GSTIN : 33AABFD0519L1Z5  
IEC No : 0488019885

Phone : 0461 - 2360346 / 117,2362703,2362  
Fax : 0461 - 2361781 / 109  
E-Mail : ttn\_kanni@yahoo.com  
dsfkfflab@gmail.com  
Website : www.kanni.in

Ref :

Date : 31.01.2022 .

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **MISS.V.PARKAVI** (Reg. No.: 20AUCO50), **II year B.COM** student of **ST.MARY'S COLLEGE (AUTONOMOUS), Thoothukudi** has done intership programme at our organization for 15 days (from 16.01.2022 to 31.01.2022).

During this tenure , she gained knowledge on various activities. Her conduct and character was good.

"We wish her for better prosperous and bright future"

FOR DIAMOND SEAFOOD EXPORTS

  
E. JEHAN

(PRODUCTION MANAGER)

**A REPORT ON THE INTERNSHIP PROJECT AT  
ST. JOHN FREIGHT SYSTEMS LIMITED, TUTICORIN**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

**V. Preethi**

**20AUCO51**



Under the guidance of

**Dr. S. Bulomine Regi**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

(Re- accredited with A<sup>+</sup> grade by NAAC)

**2021-2022**



## ACKNOWLEDGEMENT

The internship opportunity I had with St. John Freight Systems Limited was a great chance for learning and professional development. I am also grateful for having got a chance to meet wonderful people and professionals who led me through this internship period.

I am using this opportunity to express my deepest gratitude and special thanks to Mr. G. Thomas, Senior Assistant General Manager-HR, of St. John Freight Systems Limited, who in spite of being busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my training program at their esteemed organization.

I express my sincere gratitude to Rev. Sr. Flora Mary, Secretary, Dr.Sr.A.S.J.Lucia Rose, Principal and Dr. G. Stella Beatrice Nirmala, Head of Department for providing me an opportunity to undergo Summer Internship Training and also for their constant inspiration and blessings.

I express my sincere thanks to Dr.S.Bulomine Regi for the valuable guidance and ideas to carry out this training programme in an effective manner.

It is my pleasure to be indebted to various people who directly or indirectly contributed in the development of this work and who influences my thinking, behaviour and acts during the course of study.

-V. Preethi  
(20AUCO51)

V. Preethi

20AUCO51

II B.COM

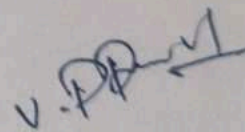
St. Mary's college (Autonomous)

Tuticorin

### DECLARATION

I hereby declare that the Internship project report is based on the training given in the company in offline mode, from 27Dec2021 to 17Jan2022 (excluding the exam days) and from 22Feb2022 to 26Feb2022. The entire compilation is done by me with the help of the Faculty Guide and I assure that it is not a replication of any contents except few references from secondary data.

Date: 28/2/22



Signature of the student



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# CHAPTER 1

## INTRODUCTION

### 1.1 Logistics

Logistics refers to the overall process of managing how resources are acquired, stored, and transported to their final destination. Logistics management involves identifying prospective distributors and suppliers and determining their effectiveness and accessibility. Logistics managers are referred to as logisticians.



"Logistics" was initially a military-based term used in reference to how military personnel obtained, stored, and moved equipment and supplies. The term is now used widely in the business sector, particularly by companies in the manufacturing sectors, to refer to how resources are handled and moved along the supply chain.

### 1.2 The Evolution of Logistics Industry in India

The Indian logistics industry has come a long way from being a labour intensive during 60's to the present technology oriented system that provides wide range of logistics services. The concept of 3PL is a recent past culture in India. Traditionally, manufacturing companies in India managed their own logistics requirements in-house. The country then gradually evolved from the stage where the Indian organizations outsourced their labour requirement in order to avoid labour related

problems. Subsequently, basic services such as transportation and warehousing were outsourced to different service providers known as the (Second-Party Logistics) 2PL service providers. With the increasing demand, the service providers started providing integrated services together with other value added services, while the organizations focus on the core competencies and streamline their supply chain. In terms of infrastructure, road is the dominant mode of transport which accounts for 68% of freight movement in India. Trucks are the most widely used mode of transportation in India.

At present, around 1.5 million trucks operate on the Indian roads and the number of trucks increases around 10% a year. Railways are considered a relatively cheaper mode of transport and are used mainly for transporting bulk materials over long distances. About 89% of its freight traffic is contributed by major commodities such as coal, fertilizers, cement, petroleum products, food grain, finished steel, iron ore and raw material to steel plants. The balance 11% is other commodities moving in bulk and containers.

The present form of logistics industry in India is still in its infancy and is highly fragmented. There are thousands of logistics companies, ranging from the international giants to the highly localised small players in the country. As the logistics industry in India is in nascent stage, there are a lot of logistics issues to be improved. For example, the Indian companies continued to perceive cost as the major consideration in selecting their service providers.

With increased competition and global trade, and greater thrust on customer-centricities, the companies are now realizing the value of high quality “customer-responsive” factor. Traditional transporters, freight forwarders and courier companies are rapidly transforming themselves into integrated logistics service providers by incorporating other activities like inventory management, order processing, collection of bills, sales and excise duty documentation in order to effectively utilize their existing assets and experience. The gradual deregulations over the 1990s, which includes the opening up of sectors to foreign MNC investments, full liberalization of current account transactions and the largely permissible of capital account transactions, have further boosted the logistics industry. However, when compared with developed countries, the Indian logistics



industry is still considered to be underdeveloped. The major restrictions hindering the growth of logistics industry in India include the poor conditions of infrastructures and transport vehicles, complex tax laws, complexity of international trade documentation process and lack of IT infrastructure, shortage of professionally competent logisticians and insufficient technological aids and the lack of industry readiness. Due to these restrictions, the logistics costs in India are still higher than in the developed markets. It is estimated to be around 13% of GDP, against 9% of GDP in the US. (This is however lower when compared to countries like China which accounts for 20% of GDP). It is also forecasted that the potential savings for India if logistics cost decreases by 1% is about a significant amount of \$4.8 billion per year. At the other end, the average inventory level of grocery stores is recorded to be 45 days of sales in India compared 11-22 days in developed countries. Such inefficiencies indicate that there is much to be done with the current situation in order to boost the Indian logistics industry.

### **1.3 Understanding Logistics in Management and Business**



In simple terms, the goal of logistics management is to have the right amount of a resource or input at the right time, getting it to the appropriate location in proper condition, and delivering it to the correct internal or external customer.

For example, in the natural gas industry, logistics involves managing the pipelines, trucks, storage facilities, and distribution centers that handle oil as it is transformed along the supply chain. An efficient supply chain and effective logistical procedures are essential to reduce costs and to maintain and increase efficiency. Poor logistics lead to untimely deliveries, failure to meet the needs of clientele, and ultimately causes the business to suffer.

The concept of business logistics has been transformed since the 1960s. The increasing intricacy of supplying companies with the materials and resources they need, along with the global expansion of supply chains, has led to a need for specialists known as supply chain logisticians. In the modern era, the technology boom and the complexity of logistics processes have spawned logistics management software and specialized logistics-focused firms that expedite the movement of resources along the supply chain. One reason large online retailers like Amazon have come to dominate the retail landscape is the overall innovation and efficiency of their logistics along every link of the supply chain.

Manufacturing companies may choose to outsource the management of their logistics to specialists or manage logistics internally if it is cost-effective to do so.

## **1.4 Special Considerations**

The tasks for which a logistician is responsible vary depending on the business. Primary responsibilities include overseeing and managing inventory by arranging for appropriate transportation and adequate storage for the inventory. A qualified logistician plans out the logistics process, coordinates the steps as inventory, and resources move along the supply chain.

Specialized training in supply chain management and logistics are often core or elective courses, or even discrete programs of study, in business education. A business degree that emphasizes these skills—or in some cases, a technical degree in systems analysis or database management—is usually necessary to begin an often well-paid career as a logistician.

## **CHAPTER 2**

### **COMPANY PROFILE**

St. John Freight Systems Ltd. is an Indian Logistic Company headquartered in Tuticorin and the largest private logistic operator in South India. It is considered as the largest container shipping company in South India by revenue and employs approximately 1400 people. It has offices in 18 countries. St. John Freight Systems Ltd in Tuticorin is one of the leading businesses in Freight Forwarding Agencies.

<b>St. John's Freight</b>	
Type	Private
Industry	Container shipping
Found	1979
Headquarters	Tuticorin, India
Area served	Worldwide
Key person	T Johnson (CEO)
Website	<a href="http://www.stjohnsgroup.net">www.stjohnsgroup.net</a>

#### **2.1 Location and Overview:**

Established in the year 2010, St. John Freight Systems Ltd. in Madathur, Tuticorin is a top player in the category Freight Forwarding Agency in Tuticorin. This well-known establishment acts as a one-step destination servicing customers both local and from other parts of Tuticorin. Over the course of the journey, this business has established a firm foot-hold in its industry. The belief that customer's satisfaction is as important as their product and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals who are

dedicated towards their respective roles and lot of put in a lot of effort to achieve the common vision and larger goals of the company. In near future, this business aims to expand its line of products and services and cater to a larger client base. In Tuticorin, this establishment occupies a prominent location in Madathur. It is an effortless task in computing to this establishment as there are various modes of transport readily available. It is known to provide top services in following categories: Freight Forwarding Agencies, Freight Forwarding Agencies for Sea.

## **2.2 Founder of the Organization**

St John Freight System Limited was established in 1979 and led by its Chairman & Managing Director Mr. T Johnson, who has been instrumental in scaling up the St. John Group from a five member team of Tuticorin based CHA and Freight Forwarder to 1300+ members of a global integrated logistics service provider today. Mr. Johnson's keen acumen and vision gained over three decades of experience have manifested excellence in taking the St. John Group to universally greater heights.

Mr. Johnson has added many more colours on his hat throughout his journey, in the form of various awards and certifications for the achievements that the Company had attained in the last three decades, which includes Niryat Shree Award from the Federation of Indian Export Organizations [FIEO] for excellent export performance, the winner of Outstanding Entrepreneur Award in Asia Pacific and the Best sea Freight Award on all India basis.

## **2.3 Products and services offered:**

St. John Freight Systems Ltd IN Madathur has a wide range of products and services to cater to varied requirements of their customers. The Staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries that you may have.

It provides the following services across the globe.

- 3PL / End-to-End Logistics Services
- Freight Forwarding (Air & Ocean)
- LCL Service
- NVOCC



- Feeder Operation
- Chartering & Agency Division
- Container Freight Station
- Clearing & Forwarding [Export & Import]
- Vessel Agency (Feeder / Break Bulk & Bulk)
- Ship Brokering / Chartering
- Heavy Equipment / Trucking
- Warehouse Management / Warehousing & Distribution

### 2.3.1 3PL / End-to-End Logistics Services

A 3PL provider is a specialist company that provides a range of distribution, storage, transport and fulfillment services to customers. These customers outsource these types of operations to the 3PL business and rely on the 3PL provider to offer end-to-end management of specific services.

### 2.3.2 Ocean Freight Division

Ocean logistics is the main core area of operations in the company. The company mainly focuses on establishing long term relationships with the carriers. The organization works closely with the carrier to ensure value is delivered to our customers - required equipment, competitive rates, and scheduled shipping departures. It has capacity to handle maximum possible volume of cargo. Irrespective of the volume, the service commitment remains the same. Direct carrier contract rates are available globally across all our offices especially to Europe and USA. Transparency is the most stressed virtue and customers are updated at every stage regarding their concerned cargo. Miscommunication or delayed communication is avoided at any cost. Regular transit updates and status are provided pro-actively by the customer service desk. Alternatively, the clients can also track the cargo through the website wherein information can be designed to suit the customer specific requirement.

### Air Freight Division

St. John is an IATA-approved, FIATA approved Air Freight services provider, offering services from all major Indian metro cities/hubs as well as minor airports. Along with the vast agent partner network across the globe, it connects India and the rest of the world, providing the clients with efficient consolidation services.

A team of committed and efficient professionals at St John have developed a worldwide network of associates and an effective system to cater to challenging customer requirements. Urgent shipments are given special attention. Excellent relations are entertained with the most reliable carriers.

### 2.3.3 LCL Service

LCL is today's main line of focus in the freight forwarding business as mass markets move to niche markets of customized fragmentation, LCL is gaining popularity worldwide. When the client's got a small load of cargo, but still wants the economies of scale obtained through large cargo movement, it is made possible. LCL gives a service which is the best solution for delivering economically sizable loads of cargoes. Extensive experience handling for both general and specialized shipments including both inbound and outbound shipments is available. Closing of the consol boxes to various destinations from major ports like Nhava Sheva, Tuticorin and Chennai is done as a part of the service. In overseas, such services are provided in Europe, UK, Africa, China and Hong Kong – consolidating cargoes to all parts of the world. Furthermore, if there are a large number of suppliers with small consignments destined for different locations, the management can consolidate them in FCL shipping containers, and coordinate the consignments, thus, saving the client of their time and money.

### 2.3.4 NVOCC (Non-Vessel Operating Common Carrier)

The NVOCC division is one of the fastest growing in the business. It was launched in 2008 and the division acts in true NVOCC tradition - like a carrier but without operating the vessels themselves. In other words, service contracts with vessel-operating carriers that enable offer the customers competitive freight rates is available. They own and lease around 3000TEUs, operating in India, Sri Lanka, Port Klang, Bangladesh and Singapore. There are plans to further increase the inventory and launch operations in several countries.

Global shipping is a tricky activity and the St. John NVOCC division helps its customers by de-complicating matters for them in an efficient and service-oriented manner, and has in the process earned itself a strong reputation.

### 2.3.5 Feeder Operation

St. John has chartered Feeder vessels operating bi-weekly sailings between Tuticorin and Colombo from January 2007 and weekly sailing between Chennai and Colombo from 2009. In the short period of operations so far, St. John is already a major market-share player in both these sectors, reflecting its long-standing customer and liner relationships which have rubbed off positively on its performance. It receives a lot of support from all the major Liners due to the confirmed Mother-Vessel connecting ability at Colombo. The Company is planning to expand feeder services from other Indian Ports to neighboring countries.

### 2.3.6 Chartering & Agency Division

The Chartering & Agency Division is professionally managed by skilled, efficient and experienced personnel controlling day-to-day activities from Corporate Office, Tuticorin and Logistics Office, Chennai. This Division works with the long time associates, Shippers, Charterers, and Owners. The Brokers are based in places including China, Korea, Thailand and India, Europe, USA, Romania, Turkey, Russia, Singapore, Dubai. The Division operates at various Ports viz. Cochin, Kandla, Kakinada, Mumbai, Kolkata, Vishakhapatnam, Paradip, Haldia and ICD's viz. Pune, Coimbatore, Delhi, Madurai, Bangalore and Guntur. The company handles over 150 vessels per year operating on vessel agencies in all Indian ports.

### 2.3.7 Container Freight Station

St. John owns a state-of-the-art CFS Park, built to International Standards at Tuticorin, situated on the Harbour Express Way, within 8 km from Tuticorin Port. It comprises over 250,000 sq. ft of Warehouse space including “bonding” facility, sprawling over 70 acres including “Open-Bonding” facility. It also a container stacking yard of has over 200,000 sq. ft area. It is currently handling over 80,000 TEUs per annum. A fully “automated” Electronic Data Interchange (EDI) facility, supported by adequate infrastructure facilities makes it one of the most efficient in the country. International Standard security arrangements ensure security of cargo. This was the first CFS in the country to get portside ICD status to provide all Export Import pre and post shipment services under one roof. Most

importantly, it was the first portside ICD / CFS facility in India to receive ISO 9002 standards from BVQI, ISO-9001-2000 standards from DNV & IKEA I-WAY certification for systems & Socio-environmental standards.

#### 2.3.8 Clearing & Forwarding [Export & Import]

St. John's core business started with Custom Broking (Clearing & Forwarding) and over years of fine-tuning, they have honed the skills and are highly efficient in this area. A dedicated and strong team, richly experienced, is available for handling all commodities. All the Branches in India hold License issued by the Customs Authorities for handling both exports and imports as Customs Broker. Wherever the client is looking to clear the cargo from, export or import, the St. John Custom Broking team can offer it all.

#### 2.3.9 Vessel Agency

Seaways satisfies all local and statutory regulations and formalities on behalf of charterers and owners for their vessels call in Indian ports. Our Vessel Agency Teams have good rapport with port authorities, Customs offices and all other relevant authorities. The teams are professional, experienced and knowledgeable to offer timely services ensuring quick turnaround time for vessels. We understand & provide all support to Ship Masters / Principles when their vessels call any port in India.

#### 2.3.10 Ship Brokering / Chartering

Shipbroking and chartering are an integral aspect of the shipping business. Shipbrokers serve as the middlemen or agents that enable companies to hire and lease ships from their owners. In maritime terms, the hiring and leasing process is known as ship chartering.

#### 2.3.11 Heavy Equipment / Trucking

Heavy equipment transport is the process of moving oversize equipment and machinery. This can be anything from construction equipment to industrial



boilers. **WIDE LOAD TRANSPORT.** Wide loads must be transported on an open trailer, such as a flatbed.

### 2.3.12 Warehousing

St. John owns General Warehouse space of its own plus ties up with a network of partners to offer space and services in any part of the world. Whether the client needs just storage or other services like packing/unpacking, inventory management, data, records, documentation, and so on – the organization can put it all together for them in one consolidated service package. If the client has their own warehouse, they can outsource its management to St. John, while the client can concentrate on their main business and they will bring the desired productivity and efficiency. If the client outsources warehousing space and services, they can help to build a custom-made solution that provides them with optimization and productivity benefits for carrying out business, anywhere in the world.

## 2.4 Aim / Vision / Mission

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 St. John Freight Systems Ltd. Accreditations ISO 9002 for St. John, Service Excellence Award by CIAe, "Niryat Shree" Award from FIEO (Ministry of Commerce) and Certificate of Excellence by Tuticorin Port Trust are but a few of the credentials St. John is legitimately proud of as these accreditations are not mere symbolic tokens but a seal of confidence reposed on St. John's professionalism.

To crown it all, St. John 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.

To turn into a multinational is the "success mantra" in the emerging global scenario and St. John has taken the right step in the right direction. The subsidiary companies of St. John are now rooted in foreign soils in Singapore and Antwerp, Belgium and find a place in the global trade map.

With a sharply focused view, with an untiring drive and backed by a committed team of people to scale new heights with a song in its lips St. John marches on.

At St. John, we 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 cargo for our esteemed customers.

Our Management is flexible & dynamic in its approach, adopting itself to the ever changing environment in the Globe with an Organized Structure. Our Philosophy is "To Provide Total Logistics Solutions with 'One-Stop' service with Single-Point Contact, across the Globe, aided by Total Commitment and Quality to ensure Total Customer Satisfaction."

Within a span of 29 years, the small steps have transformed into long strides and now St. John is a House hold name in the Logistics Segment and has carved out a "Niche" for itself in all the activities undertaken, across India, and also gaining momentum in International Arena as well. Today St. John is a "Trend-Setter" in many Core Areas of services in the Logistics Segment.

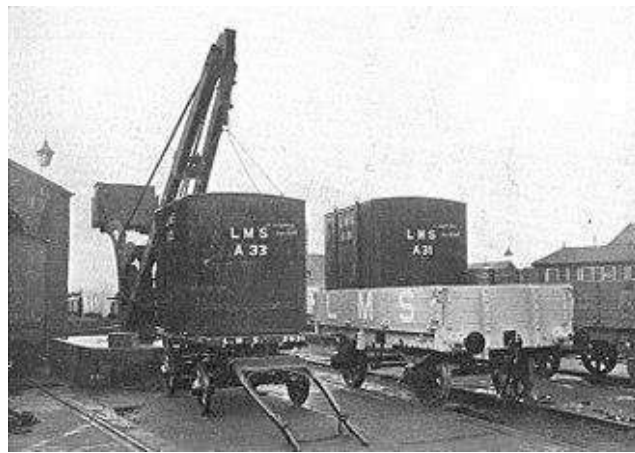
## **2.5 Industry**

### **2.5.1 Container Shipping**

#### **Origin**



Before containerization, goods were usually handled manually as break bulk cargo. Typically, goods would be loaded onto a vehicle from the factory and taken to a port warehouse where they would be offloaded and stored awaiting the next vessel. When the vessel arrived, they would be moved to the side of the ship along with other cargo to be lowered or carried into the hold and packed by dock workers. The ship might call at several other ports before off-loading a given consignment of cargo. Each port visit would delay the delivery of other cargo. Delivered cargo might then have been offloaded into another warehouse before being picked up and delivered to its destination. Multiple handling and delays made transport costly, time-consuming and unreliable.



Containerization has its origins in early coal mining regions in England beginning in the late 18th century. In 1766 James Brindley designed the box boat 'Starvationer' with ten wooden containers, to transport coal from Worsley Delph (quarry) to Manchester by Bridgewater Canal. In 1795, Benjamin Outram opened the Little Eaton Gangway, upon which coal was carried in wagons built at his Butterley Ironwork. The horse-drawn wheeled wagons on the gangway took the form of containers, which, loaded with coal, could be transshipped from canal barges on the Derby Canal, which Outram had also promoted.

By the 1830s, railroads on several continents were carrying containers that could be transferred to other modes of transport. The Liverpool and Manchester Railway in the UK was one of these. "Simple rectangular timber boxes, four to a wagon, they were used to convey coal from the Lancashire collieries to Liverpool, where they were transferred to horse-drawn carts by crane." [6] Originally used for moving coal on and off barges, "loose boxes" were

used to containerize coal from the late 1780s, at places like the Bridgewater Canal. By the 1840s, iron boxes were in use as well as wooden ones. The early 1900s saw the adoption of closed container boxes designed for movement between road and rail.

## **Containerization**

Containerization is a system of intermodal freight transport using intermodal containers (also called shipping containers and ISO containers). Containerization is also referred as "Container Stuffing" or "Container Loading", which is the process of unitization of cargoes in exports. Containerization is the predominant form of unitization of export cargoes unlike other systems viz the barge system or the palletization. The containers have standardized dimensions. They can be loaded and unloaded, stacked, transported efficiently over long distances, and transferred from one mode of transport to another—container ships, rail transport flatcars, and semi-trailer trucks—without being opened. The handling system is completely mechanized so that all handling is done with cranes and special forklift trucks. All containers are numbered and tracked using computerized systems.

Containerization originated several centuries ago but was not well developed or widely applied until after World War II, when it dramatically reduced the costs of transport, supported the post-war boom in international trade, and was a major element in globalization. Containerization eliminated manual sorting of most shipments and the need for dockfront warehouses. It displaced many thousands of dock workers who formerly handled break bulk cargo. Containerization reduced congestion in ports, significantly shortened shipping time and reduced losses from damage and theft. Containers can be made from a wide range of materials such as steel, fibre-reinforced polymer, aluminum or a combination. Containers made from weathering steel are used to minimize maintenance needs.



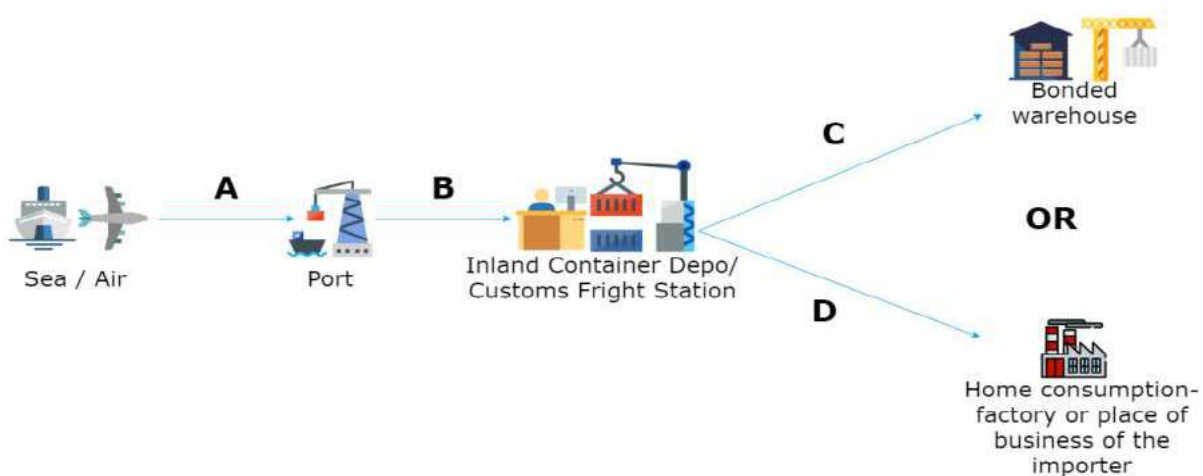
## CHAPTER 3

### OBSERVATION

In this chapter I am going to briefly explain the things what I have learnt in this Internship program.

The very first day I was about to explore the Import department. I have learnt the overview of import procedures trained by Mr. Edward.

### 3.1 Import Procedures



It begins when a buyer sends purchase order mentioning the requirements of products to a supplier. Then the supplier will accept or deny the order, in most the cases the supplier's motive is to attract the customers so they won't deny. Supplier accepts the order and mentions his terms and conditions in a performa invoice and sent it to the buyer. If the buyer thinks the terms and conditions are agreeable, he will proceed to the next step by paying 50% of advance amount and the bill is couriered to the bank.

#### Mandatory documents of Import

- ✓ Invoice
- ✓ Packing list
- ✓ Bill of lading
- ✓ Certificate of origin
- ✓ Insurance

All the necessary documents should be filed and the bill of entry number is obtained before two days of the arrival of vessel. We can track the vessel through website. The failure of filing the documents on time will be charged Rs.5000 per day. After the arrival of the vessel there are Assessments and Examinations at CFS. Along with CFS officers other officers will also do the assessments

- Assistant Drug Controller (ADC) is mandatory for the import of drugs/bulk drugs etc.

- Animal Quarantine Department (AQ), the main purpose of animal quarantine inspection certificate is to prevent the ingress of dangerous exotic diseases into the country through imported livestock and livestock products.

- Food Safety and Standards Authority of India (FSSAI) for the Food Import Clearance.

- Plant Quarantine (PQ) Officer for inspection/sampling of the consignment on the scheduled date & time at the prescribed place.

After the assessments No objection Certificate (NOC) is obtained. If any fraudulent activities have done, container must be sealed by CFS officers. Then the container can be transported from the port to warehouse. After receiving the Delivery order (DO), the goods are transferred from the container to Trailer or lorry as per their conveniences and the empty containers were sent to the container yard. If it takes time to shift the goods, the container will be available free for 14 days. More than fourteen days of using the container will be charged fine upto Rs.10000 from the buyer. Damage in container while using will be charged Rs.4000.

Secondly about

- Warehousing,

- High sea sales,

- Tax exemptions.

## 3.2 Warehousing



Warehousing is the process of storing physical inventory for sale or distribution. Warehouses are used by all different types of businesses that need to temporarily store products in bulk before either shipping them to other locations or individually to end consumers.

For instance, many ecommerce businesses will purchase products in bulk from their suppliers, who ship them to their warehouse for storage. When an end customer then places an order from the ecommerce site, the business — or its third-party fulfillment provider — picks and packs the product from the warehouse and ships it directly to the customer.

Ecommerce has driven rapid growth throughout the warehousing industry. In fact, the market has doubled in the last decade as businesses around the world invest heavily in their supply chains to get goods to consumers and businesses faster and more efficiently.

This isn't only limited to ecommerce businesses. Most physical retail businesses have limited space in their stores to hold inventory but still need to keep up with demand. Having additional inventory available in nearby warehouses helps ensure they are always able to restock their stores during high volume times like the holidays, even if their suppliers are in other countries and are slow to produce and ship new product.

### **3.2.1 Warehouse vs. distribution center**

While a warehouse is technically any building that stores physical products regardless of the purpose, a distribution center is more specifically a type of warehouse designed for fulfilling orders for the purpose of distribution to other businesses or consumers. Distribution centers, therefore, need to be designed for not only compact storage but also efficient picking, packing, and shipping.

### **3.2.2 Why is warehousing important?**

Warehousing is an essential part of the supply chain for most types of businesses that deal in physical goods. This could be consumer businesses holding a product that eventually makes its way to an end retail customer, or it could be business to business (B2B) companies storing products that eventually make it to business customers.

For retail and ecommerce businesses, warehousing allows the purchase of wholesale goods in bulk that may not fit in a physical retail store or yet be purchased by an end consumer online. Large bulk orders allow these businesses to negotiate lower prices with their suppliers, thus improving their margins when selling to customers. They can also keep inventory available as demand fluctuates to ensure products stay in stock.

In addition, warehousing allows businesses to store products in strategic geographic areas to reduce delivery times and shipping costs. For example, if a business is selling a product directly to consumers across the US, they may want to store inventory in multiple different regions of the country. Similarly, if they're selling to consumers around the globe, they'll want to strategically place warehouses in different countries to speed up deliveries and minimize shipments that have to go through customs.

With over 20,000 warehouses around the US and consumers now very accustomed to same-day delivery, this is becoming an ever more important aspect of businesses shipping directly to customers.



### **3.2.3 The elements of warehousing**

While warehousing may seem simple since it mainly involves leaving products in storage, there are a number of processes involved to ensure it's done efficiently and inventory can be moved in and out quickly, including:

#### **Capacity planning**

Space is the key resource. Therefore, when a shipment of products is expected, staff need to plan for where the products are going to be stored to make the most efficient use of the space.

#### **Receiving inbound shipments**

When products arrive at the warehouse, staff will need to receive the items and carefully move them to a staging area for processing.

#### **Tracking inventory**

As items flow in and out of the warehouse, they need to be registered in the warehouse inventory management system to ensure administrators can track what's currently in inventory and plan for future changes.

#### **Storing products**

After products have been received and processed, they need to be stored. This can involve putting the products in bins and pallets and then using moving equipment to transport them to their appropriate storage space.

#### **Controlling climate**

Depending on the nature of the products, factors like temperature, humidity, or pressure may need to be kept constant. For example, frozen goods will need to be stored in areas where the temperature is below freezing. These requirements will affect how and where products are stored within the facilities to ensure proper quality.

## **Reorganizing**

As new products are brought in, existing inventory may need to be moved to make sure the whole space is being most efficiently utilized. Any changes need to be tracked and updated in the inventory management systems.

## **Retrieving and outbound shipping**

Finally, when products need to go out of the warehouse for shipment, staff needs to retrieve, process, package, load them, and then release them from inventory to allow space for new inbound products.

### **3.3 High sea sales**

#### **3.3.1 What is High Sea Sales?**

High Sea Sales is a common sales practice carried out by the actual buyer and another buyer while the goods are on high seas or before the goods have crossed the customs frontiers of the specific country.

Let's try to understand the high sea sales procedure with an easy example. If a buyer from India purchases an item from a seller in the USA and makes a sale to another buyer in India while the item or product is still in transit, it is called high sea sales. There is no bar on the same goods being sold to more than one buyer while being on high seas.

#### **3.3.2 Why High Sea Sales?**

People opt for high sea sales because the end high sea sales' buyer will be termed or known as the importer and will be eligible for any exemptions on the products or items as they pass through customs. The importer (end high sea sales buyer) can claim exemptions or any concessional tax benefits when they present the bill of entry for home consumption at customs.

#### **3.3.3 What are the Documents Required When Considering High Sea Sales?**

- Commercial Invoice
- High Sale Agreement

- Bill of lading
- Certificate of Origin
- Import Invoice
- Insurance Certificate

### **3.4 Tax exemptions**

#### **Tax exemption on import**

Importing goods is generally subject to tax. There are separate regulations on tax-exempt importation in the Value Added Tax Act.

The aim of the so-called principle of neutrality is to ensure that the same provisions regarding tax exemption are implemented on importation and national taxation. The importation of certain goods is tax exempt by law, since selling the goods in the country is tax-free. Goods such as investment gold, mother's milk or dentures are examples defined in the Value Added Tax Act.

Importing natural gas distributed through networks for electricity and natural gas is tax-exempt by law, since the taxation of these products is based on the VAT regulations in the country of sale.

#### **Tax exemptions that correspond with exemptions from customs duties**

Goods that are exempt from customs duty by virtue of the Regulation on reliefs from customs duty (EC), the Customs Code or national legislation, can also quite often be imported free of tax. However, in some cases there are additional conditions in place for the tax exemption.

Removal goods of persons moving permanently from a non-EU country are tax-free, as well as goods imported on the occasions of a marriage; personal possessions acquired by inheritance and a student's household effects brought in for personal use for the duration of their studies; if the importation of these goods is duty-free based on the Regulation on reliefs from customs duty.

Tax exemption on import is also tied to the exemption from customs duties e.g., in the following cases:

- basic necessities imported by State organizations or other charitable or philanthropic organizations approved by Customs for distribution free of charge to needy persons
- cups and medals in fields such as the arts and sport as in recognition for merit at a particular event
- gifts to reigning monarchs and Heads of State
- articles for advertising purposes, of no intrinsic commercial value and products used at a trade fair.

There are certain conditions linked to the exemption of duties and therefore also of taxes for these goods

Thirdly, on Sea Freight Department

### **3.5 SFD**

#### **3.5.1 Freight Forwarding**



A freight forwarder, forwarder, or forwarding agent, 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. Forwarders contract with a carrier or often multiple carriers to move the goods from one country to another.

A forwarder does not move the goods but acts as an expert in the logistics network. The carriers can use a variety of shipping modes, including ships,

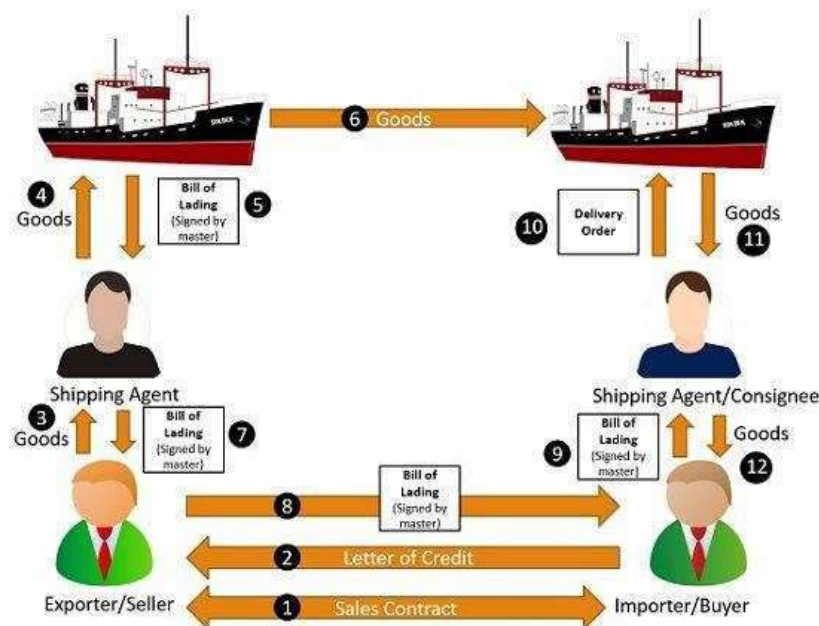


airplanes, trucks, and railroads, and often use multiple modes for a single shipment. For example, the freight forwarder may arrange to have cargo moved from a plant to an airport by truck, flown to the destination city and then moved from the airport to a customer's building by another truck.

International freight forwarders typically handle international shipments and have additional expertise in preparing and processing customs documentation and performing activities pertaining to international shipments.

Information typically reviewed by a freight forwarder includes the commercial invoice, shipper's export declaration, bill of lading and other documents required by the carrier or country of export, import, and/or transshipment.

### 3.6 Bill of Lading



A bill of lading is a legal document issued by a carrier to a shipper that details the type, quantity, and destination of the goods being carried. A bill of lading also serves as a shipment receipt when the carrier delivers the goods at a predetermined destination. This document must accompany the shipped products, no matter the form of transportation, and must be signed by an authorized representative from the carrier, shipper, and receiver.

### 3.6.1 What is the Purpose of a Bill of Lading?

A bill of lading has three main purposes. First, it is a document of title to the goods described in the bill of lading. Secondly, it is a receipt for the shipped products. Finally, the bill of lading represents the agreed terms and conditions for the transportation of the goods.

### 3.6.2 What is in a Bill of Lading?

BILL OF LADING										Page 1 of _____	
<b>SHIP FROM</b> Name: _____ Address: _____ City/State/Zip: _____ SID#: _____					<b>SHIP TO</b> Name: _____ Location #: _____ Address: _____ City/State/Zip: _____ CID#: _____					<b>THIRD PARTY FREIGHT CHARGES BILL TO:</b> Name: _____ Address: _____ City/State/Zip: _____	
<b>SPECIAL INSTRUCTIONS:</b>					<b>Freight Charge Terms:</b> (freight charges are prepaid unless marked otherwise) Prepaid _____ Collect _____ 3 <sup>rd</sup> Party _____ <input type="checkbox"/> Master Bill of Lading with attached underlying Bills of Lading					<b>Bill of Lading Number:</b> _____  BAR CODE SPACE	
<b>CUSTOMER ORDER INFORMATION</b>											
CUSTOMER ORDER NUMBER	# PKGS	WEIGHT	PALLETS/SLIP	ADDITIONAL SHIPPER INFO							
			Y N								
			Y N								
			Y N								
			Y N								
			Y N								
			Y N								
			Y N								
			Y N								
GRAND TOTAL											
<b>CARRIER INFORMATION</b>											
HANDLING UNIT		PACKAGE		COMMODITY DESCRIPTION				LTL ONLY			
QTY	TYPE	QTY	TYPE	WEIGHT	H.M. (X)	NMFC # CLASS					
GRAND TOTAL											
<small>When the rate is dependent on value, shippers are required to state specifically in writing the agreed or declared value of the property as follows: The agreed or declared value of the property is specifically stated by the shipper to be not exceeding _____</small>						<b>COD Amount:</b> \$ _____ <b>Fee Terms:</b> Collect: <input type="checkbox"/> Prepaid: <input type="checkbox"/> Customer check acceptable: <input type="checkbox"/>					
<b>NOTE: Liability Limitation for loss or damage in this shipment may be applicable. See 49 U.S.C. § 14706(c)(1)(A) and (B).</b>											
<small>RECEIVED subject to individually determined rules or contracts that have been agreed upon in writing between the carrier and shipper, if applicable, otherwise to the rules, classifications and rules that have been established by the carrier and are available to the shipper, on request, and to all applicable state and federal regulations.</small>											
<b>SHIPPER SIGNATURE / DATE</b> <small>This is to certify that the above named materials are properly classified, packaged, marked and labeled, and are in proper condition for transportation according to the applicable regulations of the DOT.</small>				<b>Trailer Loaded:</b> <input type="checkbox"/> By Shipper <input type="checkbox"/> By Driver		<b>Freight Counted:</b> <input type="checkbox"/> By Shipper <input type="checkbox"/> By Driver/pallets used to contain <input type="checkbox"/> By Driver/Pieces		<b>CARRIER SIGNATURE / PICKUP DATE</b> <small>Carrier acknowledges receipt of packages and required documents. Carrier certifies emergency response information was made available and/or carrier has the 2027 emergency response guidelines or equivalent documentation on the vehicle. Properly documented items to remain in good order, except as noted.</small>			

Typically, a bill of lading will include the names and addresses of the shipper (consigner) and receiver (consignee), shipment date, quantity, exact weight, value, and freight classification. Additionally, a complete description of the items including whether they're classified as hazardous, type of packaging used, any specific instructions for the carrier, and any special order tracking numbers are included.

### **3.6.3 Types of Bill of Lading**

#### **Original bill**

An original bill of lading (OBL) is a shipping document or a contract of carriage which serves as the title of the cargo and a shipment receipt. This document confirms the carrier's receipt of the cargo. When an original bill of lading is issued, two other identical original bills of lading are printed and issued together as one single contract of carriage.

In order for the consignee or the receiver to gain the release of the shipment upon reaching the destination, at least one of the original bills must be signed by the importer or their agent. This document must be surrendered to the carrier. As long as the shipper retains the original bills, they may receive payment prior to the release of the originals to the consignee or buyer. In these cases, most importers either prepay or fix credit terms with their suppliers, which allows them to enable shipments to be released on "express bills."

When your cargo is released, the original bills of lading must also be provided before the delivery of cargo to its final destination. There are two ways in which cargo can be released with an original bill of lading:

1. With an endorsed original bill of lading
2. With a telex release- a paperless system of communication

#### **Seaway bill**

A seaway bill is a receipt of goods issued by the ocean carrier to the customer (also called the consignor or shipper). It is a contract by which the ocean carrier undertakes to transport the customer's cargo in its vessel or vessels, from one point to the other. It is a non-negotiable contract between the ocean carrier and the customer to deliver the goods booked by the customer to a specific consignee. It is this non-negotiable nature of the bill that sets it apart from the regular bill of lading. The seaway bill is usually preferred by companies that deal directly with each other on a regular basis. There is no involvement of a third party in such dealings in which instruments such as bank letter of credit, etc. are not used.

A seaway bill will show a consignor and a single consignee who can receive the goods at the port of discharge. Both the seaway bill and bill of lading are issued by the carrier to acknowledge receipt of cargo and undertake to transport it from one place to another as per terms and conditions mentioned in the bill. However,

the main difference between a seaway bill and a bill of lading is that while the former is non-negotiable, the latter is negotiable.

When a bill of lading is made to the 'order of' a certain party, it means that the ownership of the goods shipped under the document is transferable to a different party. If the bill of lading is endorsed in the name of another party and the party is in possession of the original endorsed bill, then this party can claim receipt and ownership of the goods.

### **Surrender bill**

A surrender bill of lading is a document issued by exporters that allows importers to legally own the items the exporter shipped. When importers pay for a shipment, the exporters surrender their ownership rights to the items so they cannot claim title or power over them; this tends to be a cleaner method of transferring ownership than some other bill of lading documents provide. These documents are typically paired with a documentary collection, although even if this is not used, the entity charged with holding the bill of lading should not surrender it until the importer pays. The surrender bill of lading can present a problem for exporters, because importers who have it can go into a port and take the shipped items, even if they haven't yet paid for them, and the port may charge extra for this type of bill of lading.

### **Switch bill**

A switch Bill of Lading refers to a second set of Bill of Lading issued by the carrier (or its agent) to substitute the original bills of lading issued at the time of shipment. Even though it technically deals with the same cargo, the information on the switch B/Ls, for various reasons put forth below, is intentionally edited and is not meant to be identical to the original B/L it replaces. Just like the original, the switch B/L serves as:

- A receipt for goods (for the destination agent)
- Evidence of contract of carriage (contract between shipper and the carrier)
- Document of title to the goods (consignee will need at least one original to receive the goods)

In most cases, a switch B/L is used in order to edit the shipper information, i.e. replacing the actual factory details with the trading agent's. That said, there may be various other motives for requesting a switch B/L.



Fourthly, Export procedures

### 3.7 Overview of Export procedures



Step 1 Receipt of an Order

Step 2 Obtaining License and Quota

Step 3 Letter of Credit

Step 4 Fixing the Exchange Rate

Step 5 Foreign Exchange Formalities

Step 6 Preparation for Executing the Order

Step 7 Formalities by a Forwarding Agent

Step 8 Bill of Lading

Step 9 Shipment Advise to the Importer

Step 10 Presentation of Documents to the Bank

Step 11 The Realization of Export Proceeds

Fifthly, Filing of Shipping bill

### 3.8 Procedure for generation of shipping bill

- The exporter gets registered with the Customs with their IEC Code No. or Customs House Agents (CHA) license No. and Authorised Dealer Code No. of the bank through which the export proceeds will be realised.

- A declaration in a specific format signed by the exporter or his authorised CHA is to be submitted at the service centre along with a copy of the invoice and the packing list.
- After the data entry is completed, a checklist will be generated and the same is handed over to the exporter.
- The exporter verifies the data and intimates the service centre.
- Once the data is verified and corrected, it automatically gets processed.
- It will be assessed by the Assistant Commissioner (export) when the value of such goods is more than Rs.10 lakhs, or it contains free samples worth more than Rs.20,000 or if the drawback amount exceeds 1 lakh.
- After the processing is done, the exporter can check the status of the bill with the service centre.
- Sometimes, queries might be raised to an exporter, who will have to file his reply through the service centres.
- At the docks, all the original documents such as invoice, packing list etc. are to be submitted by the exporter/CHA along with a checklist.
- If everything is in order, 'Let Export Order' will be issued by the proper officer.
- Once the 'Let Export Order' is issued, the print out of the shipping bill gets generated.

Sixthly, I have visited the CFS

### **3.9 Field visit**



Visited the Container Freight Station and witnessed stuffing and destuffing activities

Seventhly, Key Account Management

### 3.10 Key Account Management



Key account management (KAM) is the process of planning and managing a mutually beneficial partnership between an organization and its most important customers. Key accounts are significant to an organization's sustainable, long-term growth and require a substantial investment of both time and resources. Salespeople must develop a clear strategy and program structure to serve and grow these strategic accounts.

Next, HR department



### 3.11 Key Roles and Responsibilities of HR Manager

#### 1. Human Resource Planning

HR managers are responsible for planning and achieving organizational objectives. They usually engage in identifying, preparing, and executing business goals with top-level executives.

## 2. Job Analysis and Design

As mentioned above, human resource planning requires assigning the right resources to the right project. And if the right person is not in the organization, HR managers are responsible for designing the job analysis to hire them.

## 3. Hiring Candidates

Finding and hiring the right talent is a very complex process. Modern HR managers do more than just post job requirements in portals to fill open positions. They develop strategic solutions to attract the right candidates to fulfill the demands of the business.

## 4. Training and Development

Hiring the best candidates is just half the job. HR managers need to train and upskill them to maximize their return on investment. The type of training and development new employees require depends on their experience. For example, if they are freshers, managers might need to arrange for skill-development training programs to ensure their work meets the industry standards.

## 5. Design Workplace Policies

It is essential for HR managers to design workplace policies to reduce conflicts, legal issues, and improve employee productivity. These policies are designed in a way that protects the interests of both the employees and employers alike.

## 6. Monitor Performance

Closely related to training, HR roles and responsibilities include examining employee performance records to identify the scopes of improvement and arranging training workshops to upskill them.

## 7. Maintaining Work Culture

Besides, a person's performance depends largely on the environment he is working in. Therefore, you need to instill a certain level of comfort to eliminate any stressful atmosphere that might affect employees' performance. It is also vital to have an open-door policy so that employees can communicate their problems freely. This helps improve employee job satisfaction and retain talent.



## 8. Resolve Conflict

In every organization, employees come from diverse backgrounds. And when people with opposite opinions meet, the chances of having a conflict rise significantly. Whether the issue is between two employees or an employee and the management, it's the HR manager who has to intervene and resolve it.

## 9. Ensure Health and Safety of Employee

Employees are the asset of the organization. Unless they are safe and healthy, they won't be able to give their best to the company. Thus, HR managers need to ensure the health and safety of employees.

## 10. Rewards and Incentives

Lastly, HR managers need to reward employees based on their performance and other factors like punctuality. The biggest benefit of rewarding workers is that it creates a desire for other employees to excel at their job in the hope of getting incentives.

Next about NVOCC



### 3.12 NVOCC

NVOCC stands for Non-Vessel Owning Common Carrier. NVOCC operation comprises sales, stuffing, and transport of the containers to gateway ports. The bill of lading issue and overseas distribution is taken care of by the agents of NVOCC.

### 3.12.1 Usage

- In ocean shipping, an NVOCC is a cargo consolidator who buys space from a carrier and sub-sells it to smaller shippers. The NVOCC performs all the functions of a carrier like - issuing bills of lading, publishing tariffs, except providing actual ocean or intermodal transportation. Forwarding agents are an example of non-vessel operating common carriers. An NVOCC can be described as a shipper to carriers and a carrier to shippers.
- While NVOCCs do not usually own their own warehouses, many own their own fleet of containers. In certain circumstances, an NVOCC may also operate as a freight forwarder.
- An NVOCC signs contracts with shipping lines to guarantee the shipment of a certain number of units each year. In return, the shipping line offers favorable rates to the NVOCC. Thus, NVOCC ends to be the largest trade maker for container shipment.

Finally, The IT department

### 3.13 Information Technology



‘.net’ is the software used in St. John Freight Systems Ltd. Their Official website was developed and managed by their own employees.

Most modern day businesses have IT departments. In the early years of information technology, an IT department would consist of one computer operator storing data on magnetic tape and then boxing it in a basement. Nowadays, IT departments have many employees with a variety of skills that include systems administration, database administration and information technology management. Instead of using magnetic tape, there are now sophisticated computers, servers, database systems and cryptography that help store data. Advanced IT systems have made businesses more competitive around the world, so businesses of all types are trying to stay ahead of one another with their information technology.

The learning and experience that I have gained throughout my internship training at St. John Freight Systems Limited is really excellent. I feel proud of that. One thing is very clear to me that experience makes a person perfect. I found that the experienced people are great assets to the Company. Because of their better relationship that they have with their customers and also by giving uninterrupted services to them for the last many years, they are able to continue to retain their businesses. The infrastructure set up at various locations, well experienced people on board and their net work services across the world ensure end-to-end services to their customers flawlessly. Throughout my internship training, I learned not only the operational activities of certain important divisions but also, certain business ethics and professional decorum one needs to adopt in a Multinational Company.

In addition to the training on operational activities, I was given a special task during the lockdown for creating a database with respect to certain details of the customers those who had left the Company in the last five years. As the details of the customers were considered confidential at the Company, I could not mention anything in this regard in my internship report.


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SJFSL/HR/INT/1701  
17<sup>th</sup> January 2022

**CERTIFICATE OF COMPLETION OF INTERNSHIP**

This is to certify that **Ms.Preethi V. (Reg. No.: 20AUC051)**, Second Year B.Com, St.Marys College (Autonomous) Thoothukudi, has successfully completed her Internship for a period of ten days in our Company from **27<sup>th</sup> December 2021 to 17<sup>th</sup> January 2022**.

During the tenure of her Internship, we found her studious, regular and inquisitive. We wish her all the best in all her future endeavors.

For St.John Freight Systems Ltd.

Thomas G  
Senior Assistant General Manager  
Group Corporate Head HR



**St. John Freight Systems Limited**  
**Logistics & Shipping**

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58 Offices 20 Countries

[www.stjohngroup.net](http://www.stjohngroup.net)

## DAILY REPORT

DAY - 1  
(27-12-21)

Overview of Import Procedures



*J. [Signature]*  
Signature of Trainer

DAY - 2  
(28-12-21)

Import

- (i) Warehousing
- (ii) Benefits and exemptions
- (iii) High Sea Sales



*[Signature]*  
Signature of Trainer

DAY - 3  
(29-12-21)

SFD : Freight Forwarding, Liner booking,  
Vessel tracking

Bill of lading : Types



*[Signature]*  
Signature of Trainer

DAY-4  
(30-12-21)

Overview of Export Procedures



*(Signature)*  
Signature of Trainer

DAY-5  
(31-12-21)

Filing of Shipping Bill



G. Jessy  
Signature of Trainer

DAY-6  
(3-1-22)

Visited the container Freight Station  
Witnessed Stuffing and Destuffing activities



*(Signature)*  
Signature of Trainer

DAY-7  
(5-1-22)

Overview of Key Account Management



*(Signature)*  
Signature of Trainer

DAY-8  
(7-1-22)

HR

HR Policies and manuals

Code of conduct

Recruitment methods

Methods of Training and Development

Performance Appraisal

Disciplinary proceedings

Exit procedures

Signature of Trainer

For ST. JOHN FREIGHT SYSTEMS LIMITED



Thomas G.  
Asst General Manager - HR

DAY-9  
(11-1-22)

Non Vessel Operating Common Carrier Overview



Signature of Trainer

DAY-10  
(17-1-22)

Overview of Information Technology system



Signature of Trainer



DAY -  
11 to 15

Restricted due to Covid-19

**A REPORT ON THE INTERNSHIP PROJECT AT  
DIAMOND SEA FOODS EXPORTS**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

By

**RENUGA DEVI . M  
20AUCO53**



Under the guidance of

**MS.DAISY BAI ,M.COM , M.PHIL**

**PG AND RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI  
(Re-accredited with A+ grade by NAAC)**

**2021 – 2022**

## ACKNOWLEDGEMENT

I , Thank God, who showered his grace upon me and extended his helping hand in each step for the completion of my internship training programme. It is my profound privilege to thank our Principal **Rev.Sr.Dr.A.S.J. Lucia Rose** for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge .

I express my sincere thanks to **Dr. G. Stella Beatrice Nirmala , Head and Associate professor of the Department of Commerce** , my guide **Mrs.Daisy Bai M.com.,M.phil. Associate professor of Commerce**, for her inspiration, positive criticism, thoughtful guidance at every stage of my internship training program.

Finally , I would like to take the opportunity to thank **Mr.Jehan**, manager of **DIAMOND SEA FOODS EXPORTS**, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career . I express my deepest thanks to the supervisor of the company for giving necessary advices and guidance and arranged all facilities to complete my internship successfully.

I would like to thank my family members and friends for motivating me to complete my internship successfully.

RENUGA DEVI . M  
(20AUCO53)

Renuga Devi . M

Reg No: 20AUCO53.

II – B.com.

St.Mary's college (Autonomous)

Thoothukudi.-628001

## **DECLARATION**

I , hereby declare that this report of internship training done at **DIAMOND SEA FOODS EXPORTS** from 09th February 2022 to 24th February 2022 is my original work and no part of this report has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date:

Counter signed

(Guide)

Students signature



## CONTENT

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2.	II	<b>CONCEPTS METHODS PROCESS LEARNED SKILLS ACQUIRED</b>	9-14
3.	III	<b>LIMITATION SUGGESTIONS CONCLUSION</b>	15-16
4.	IV	<b>ANNUEXURE DAY REPORT CERTIFICATE</b>	

## CHAPTER - I

### INTRODUCTION AND PROFILE OF THE ORGANISATION

Seafood is one of the highly traded food which provide essential local food and hold a major share in the economy of many countries. Sea foods are having high water content with neutral pH and these conditions make it a good harbour for the proliferation of micro organisms along with accelerated biochemical spoilage process. So there is a strict need of studying various innovative food processing techniques like high pressure processing, pulse electric field, ultrasound, irradiation, pulsed light technology, microwave processing, holmic heating, high pressure freezing, high pressure thawing etc which can be employed for the processing and preservation of sea foods.

Trade plays an vital role in Economic development. Around 80% of the volume of international trade in goods is carried by sea, and the percentage is even higher for most developing countries. Seaports are affected by a wide range of economic, technological, and geopolitical developments. Shifts in global production and international trade are affecting port activity levels and operations. The demand for port traffic is derived from world trade. Trading over long distances remained slow and expensive, limiting its scale and scope. Global trade is impossible without transportation, making efficient transport a key trade facilitator.

An export trading company is an independent company that provides support services for firms engaged in exporting. This may include warehousing, shipping, insuring, and billing on behalf of the client. The expanding economy and business opportunities have caused companies to export and import products to develop their business. Effective use of transportation equipment and modes reduces shipping and logistics costs. However, export and import planning entails all sorts of considerations, from inventory levels and manufacturing lead times to customers' preferences and transportation options. **DIAMOND SEA FOODS EXPORTS** is an export company that exports octopus , squid and other sea foods.

As the consumers of present era is highly concerned about nutritional value of the food along with minimal processing and additive-free food products these emerging innovative processing technologies can help to provide safe, nutritive, additive free foods with minimum levels of processing.

The company exports sea foods to various places inside and outside Tamil Nadu. It exports sea foods and shells after processing and packing them. The Company processes and supplies octopus, squid, cuttlefish ,etc as well as provides air, sea, and road freight and warehousing services .The sea foods after all process, preserved neatly & then exported to various places.

My internship Program was at DIAMOND SEA FOODS EXPORTS which was established in the year of 2015 . They Purchase raw material as squids from local fishing harbours and export them after doing various process. After completion of every process squids are packed , labeled and exported to various states . The observations during my internship program at DIAMOND SEA FOODS EXPORTS are recorded in this report.

### **SCOPE OF THE AREA :**

Thoothukudi has been recognized as one of the highly sea food processing industrialized area among the districts of Tamil nadu . As there are many people employed in this sector, the internship program has been confined to the DIAMOND SEA FOODS EXPORTSLtd.

## **OBJECTIVES OF THE STUDY:**

- ❖ To know the kinds different of fish products processed.
- ❖ To study the various techniques used in processing.
- ❖ To understand the practical difficulties faced by workers.
- ❖ To study the over all performance.
- ❖ To develop professional self awareness
- ❖ To acquire communication skills.

## **PROFILE OF THE ORGANISATION :**

Diamond Seafood Export was established in the year 1976 is a International Standard unit exporting mainly Shrimps and Other Marine products.

Kanni Frozen Foods was established in the year 1982 is International Standard unit exporting mainly Shrimps and other Marine Products. Kadalkanny Frozen Foods has been awarded with ISO 9001-2000 for its processing and export of fish and fishery products.



Their quality products:

- Flower Shrimps (*Penaeus Semisulcatus*)
- White Shrimps (*Penaeus Indicus*)
- Vannamei Shrimps
- Head Less Flower Shrimps



- Head Less Black Tiger Shrimps
- Peeled Undeveined Flower Shrimps
- Head Less Vannamei.

**Motto :**

To seek, to strive, to strike and not to yield is the motto of company. The company marches and aspires to capture the principal position in the export of Sea foods in India.

**Vision &Mission:**

- “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”.
- “To serve our customer by providing quality seafood service in worldwide vendors and society at large.”

**Logo of the company :**



## **CHAPTER II**

### **METHODS , CONCEPT & PROCESS LEARNED**

When squids are captured or harvested for commercial purposes, they need some preprocessing so they can be delivered to the next part of the marketing chain in a fresh and undamaged condition. Sea foods are a highly perishable food which needs proper handling and preservation if it is to have a long shelf life and retain a desirable quality and nutritional value.

#### **Preservation :**

Preservation techniques are needed to prevent squid spoilage and lengthen shelf life. They are designed to inhibit the activity of spoilage bacteria and the metabolic changes that result in the loss of squid quality. Spoilage bacteria are the specific bacteria that produce the unpleasant odours and flavours associated with spoiled squid. Squid normally host many bacteria that are not spoilage bacteria, and most of the bacteria present on spoiled squid played no role in the spoilage.<sup>[5]</sup> To flourish, bacteria need the right temperature, sufficient water and oxygen, and surroundings that are not too acidic.

#### **Curing :**

The traditional methods of processing squid by salting, drying, smoking pickling etc. are collectively known as Curing. Curing is the oldest method of squid preservation. Though traditional it is still widely practiced in developed and developing countries. Though produced in coastal areas, cured squid is usually consumed in the interior markets and hilly areas. This is the cheapest method of preservation also, since no expensive method or technology is used.

About 20 % of the squid caught annually is used for curing in India. It is also an important form of export.

### **Storage :**

Chilling is an effective way of reducing spoilage in squid if it is done quickly and if the squid are kept chilled and handled carefully and hygienically. The objective of chilling is to cool the squid as quickly as possible to as low a temperature as possible without freezing. Chilling cannot prevent the spoilage together but in general, the colder the squid, the greater the reduction in bacterial and enzyme activity.

### **Packaging :**

There are three “levels” of packaging that are commonly recognized. Not every shipment utilizes multiple levels of packaging and in some cases, one packaging level provides the function of multiple levels:

1. Primary Packaging contains the product. It provides protection and containment.
2. Secondary Packaging contains one or more primary packages for use during transport. Secondary packaging aids in containment, handling, unitization and damage prevention.
3. Tertiary Packaging is used to group secondary packaging together to aid handling, unitization, transportation and damage prevention to products.

## **Transportation :**

The exporter's options for transporting goods are dictated in large measure by their final destination. Consultants to companies who engage in exporting note that the merchandise they ship will generally be subject to more handling and potentially damaging forces during transport than will goods headed for domestic destinations. Exporting firms need to keep abreast of labeling and marking requirements on goods intended for international destinations as well.

My internship in DIAMOND SEA FOODS EXPORTS is a purposeful activity of the student set in a work environment in order to obtain learning outcomes within their curriculum. During the internship, the knowledge, skills, and attitudes learned in the programme can be applied.

The aim of the internship provides a direction to the activities, helps to focus on a result, and to assess the result achieved.

Before going on the internship, two important factors guiding our development should be taken into account when formulating the aim:

1. Connecting what you have learned (theoretical and practical knowledge on our subject field) with actual work experience, in order to complement our field specific skills and learn new ones.
2. Applying and analyzing the process.

There can be one or two aims, but both development of field specific skills as well as future skills have to be represented.

Proceeding from the established aims, you will set tasks.



The aim and tasks of the internship have to form a whole and be based on the SMART principle:

- specific; well-defined, focused for the learner as well as for supervisor(s)
- measurable;
- achievable;
- relevant;
- and time-based

An internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. An internship gives a student the opportunity for career exploration and development, and to learn new skills.

I learnt various new methods and was able to practice it. In my company I was able to learn about the sales and purchase accounting of the export goods. I was taught about the overview of exports , storage and warehousing and also about the accounting methods and book keeping. Accounting in both manual method and computerized methods had been taught to the interns.

Accounting of the exports purchases and sales were taught briefly and in an understandable way. The process were done first roughly and then faired in books and in a computerized way. This internship helped me to learn about the the accounting process in a more defined way.

## **SKILLS ACQUIRED :**

- ❖ Acquired critical skills needed to proactively observe and analyze problems or challenges encountered while executing career duties and responsibilities at work.
- ❖
- ❖ Gained early understanding and appreciation of the practical life real - life situation challenges associated with application of the theoretical knowledge acquired.
- ❖ Developed professional self - awareness, internalization of career job requirements and experience.
- ❖ Gained knowledge about performing specific tasks and developing problem identification of problem solving skills , finance management, accounting , etc
- ❖ Gained knowledge about practical aspects of functioning of an organization the domestic and foreign markets with a special emphasis on finance , accounting management in public administration, private sector, non - governmental organizations, self - employment and other.
- ❖ Improved the skills, confidence, competency in specific areas related to my academic major or our particular area of career interest.
- ❖ Exposed to professional role models or mentors who supported me in early stages of the internship and provided examples of the behaviors expected in the intern's workplace.
- ❖ Enhanced and expanded the knowledge of a particular areas of accounting.
- ❖ Was provided with a professional working environment that encourages and gives space to professional identity development and the development of professional competence.

## **EXPERIENCE & SKILLS ACCQUIRED :**

I was extremely honored to get the opportunity to work as an intern. This internship helped me to learn many things and also gave me a lots of experience. Though I faced various difficulties in accounting and book keeping , I was guided and was able to correct my mistakes . Though it was just a short period still the knowledge I gained and my working experiences are a lot. I was able to gain a lots of knowledge.

During my internship, I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk about my interests, knowledge and skills with entrepreneurs and business owners, as well as how to ask questions and gain a better understanding of businesses not only in the co-working space, but also others in the market. This process overall helped me develop my professional network and emphasized the importance of creating these connections.

It was different when working at a place rather than being at home or studying at college. Though it was hard adapting to a total different environment still I was able to learn to adjust in a working environment. I was able to develop self confidence and acquired various skills. I was able to increase on the efficiency and effectiveness in the execution of company work as well as meeting the required deadline in areas of making salary reports, making payroll and tax process. This internship helped me to improve my skills and knowledge and also gave me a lots of experience. I thank my institution and department for giving me this opportunity.

As an intern, I discovered it's essential to be enthusiastic and open to learning new skills, asking for more work and being curious to learn and ask questions. This attitude will show that you enjoy being part of the team and that you're keen to help. During my internship, I had a journal and took notes every day about new things I learned, feedback I was given by my manager, strengths and weaknesses I noticed, and things I wanted to research and learn more about. This helped me understand myself more and identify the areas that I needed to improve in.

## **CHAPTER II**

### **LIMITATIONS**

Even though this internship helped me gain lots of knowledge and skills , still I faced a lots of challenges during this internship :

- An internship that offers limited experience is a major disappointment.
- Some information cannot be accessed due to its confidential nature.
- Time is one of the major constraints, which limits the effectiveness of the data collection.
- Reliability and accuracy of the report depends on the openness and trueness of the intern.

### **SUGGESTIONS**

- Companies should concentrate more on quality and advertising that on profit making and sales increase.
- The company can adapt modern technologies and inventories in their process
- Maintenance of all entries and records in digital manner will make accounting more easier and efficient.
- Companies can exercise separate product mix, marketing mix and a different market campaign.
- Companies can adapt modern trends and technologies than the traditional method of marketing.



## CONCLUSION

From my internship done at DIAMOND SEA FOODS EXPORTS , it availed me with the tools, people, processes with which I was able to practically understand the link between what I learned in college within the scope of Accounting and finance specifically in the areas of Accounting. My internship was really interesting and gave me a great idea about my future career. Thus I thank our college for providing me the great opportunity to obtain and gain practical knowledge.

I can safely say that my understanding of the job environment has increased greatly. However, I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence in myself and the work I do.

The two main things that I learned after my experience in this firm are the importance of time management and being self-motivated. Working as an Intern has a wonderful learning experience . I gained more knowledge in this internship. It helped me get a chance and develop my skills and abilities.

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work. Being a small part of this prestigious company has enabled me to gain my first corporate exposure in a friendly environment which inspired me highly to acquire knowledge in the field of marketing more. This internship helped me in enhancing team spirit and coordination. I learned that this is just the beginning of the road and I have to travel a long distance to be a successful person in this field. But I must say that this experience will prove an objective in my career.



# DIAMOND SEAFOOD EXPORTS

Exporters of : "KANNI" / "SUN" Brand Frozen Shrimps & Fish Products  
3/52, Krishnarajapuram, Tuticorin - 628 002. TAMIL NADU, SOUTH INDIA.

GSTIN : 33AABFD0519L1ZS  
IEC No : 0488019885

Phone : 0461 - 2360346 / 117,2362703,2362289  
Fax : 0461 - 2361781 / 109  
E-Mail : ttn\_kanni@yahoo.com  
dsfkfflab@gmail.com  
Website : www.kanni.in

Ref :

Date :

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **MISS.M.RENUGA DEVI** (Reg. No.: 20AUCO53), **II year B.COM** student of **ST.MARY'S COLLEGE (AUTONOMOUS), Thoothukudi** has done intership programme at our organization for 15 days (from 09.02.2022 to 24.02.2022).

During this tenure, she gained knowledge on various activities. Her conduct and character was good.

"We wish her for better prosperous and bright future"

FOR DIAMOND SEAFOOD EXPORTS

  
E. JEHAN

(PRODUCTION MANAGER)





**A REPORT ON THE INTERNSHIP PROJECT**

**AT**

**MARUTHI SALT MANDI**

Submitted to

**ST.MARY'S COLLEGE(AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

By

**MS. M. SAMSUNISHA RISHWANA**

**(20AUCO58)**



Under the guidance of

**DR. P. JAYAMARY**

**PG AND RESEARCH DEPARTEMENT OF COMMERCE**  
**ST.MARY'SCOLLEGE(AUTONOMOUS),THOOTHUKUDI**

(Re-accredited with A+ grade by NAAC)

**February 2022**

## ACKNOWLEDGEMENT

It is my profound privilege to thank our Secretary **Rev. Sr. Flora Mary** and Principal **Rev. Dr. Sr. A.S.J. Lucia Rose** for giving me this opportunity to undergo internship training which helped me to acquire practical knowledge.

I express my sincere thanks to **Dr. G. Stella Beatrice Nirmala**, Head of Department of Commerce and my internship guide **Dr. P. Jayamary**, Assistant Professor, Department of Commerce for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this report.

Finally, I would like to take the opportunity to thank **Mr. Saravanan**, Manager of **Maruthi Salt Mandi** and staffs of the firm, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career.

SAMSUNISHA RISHWANA.M

(20AUCO58)



## **DECLARATION**

I Solemnly declare that this report of internship training done at '**MARUTHI SALT MANDI**' is an original work of mine and does not form part of any previous certificate/ Diploma/ Degree and submitted to the Department of Commerce, St. Mary's College (Autonomous) in partial fulfilment of requirements for the award of the Degree of Bachelor of Commerce.

PLACE: TUTICORIN

NAME: SAMSUNISHA RISHWANA.M

DATE:

(20AUCO58)

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## CHAPTER I

### INTRODUCTION AND PROFILE OF THE COMPANY

The company name is **MARUTHI SALT MANDI**. The company has been operating in Kamaraj college Opposite Thoothukudi. Is consent for salt sales. Thus the company was going with a good profit. And the company owner **Mr. Saravanan** talently to move the company activities.

In this company Salt can divided into two activities namely Packaging, and transport. And Salt can be sold to wholesaler.



Salt is essential for life in general and saltiness is one of the basic human tastes. Salt is one of the oldest and most ubiquitous food seasonings, and salting is an important method of food preservation.

Some of the earliest evidence of salt processing dates to around 6,000 BC, when people living in the area of present day. Romania boiled spring water to extract salts: a salt works in China dates to approximately the same period.

Salt is processed from salt mines, and by the evaporation of sea water and mineral rich spring water in shallow pools.



## **1.1 STORES:**

Salt should be stored in an airtight container in a cool, dry, dark location. Salt can be purchased in bulk and repackaged for long term storage in smaller containers. Oxygen absorbers are not recommended when packaging salt for long term storage.

## **1.2 SALT QUOTES:**

- There must be something strange about salt
- Salt, when dissolved in water, may disappear, but it does not cease to exist.
- Salt is born of the purest parents: the sun and the sea.
- The cure for anything is salt water: sweat, tears or the sea.

## **1.3 EXPIRATION DATE:**

While salt itself has no expiration date, salt products that contain iodine or seasonings that contain other ingredients such as spices, colors and flavours can deteriorate over time.

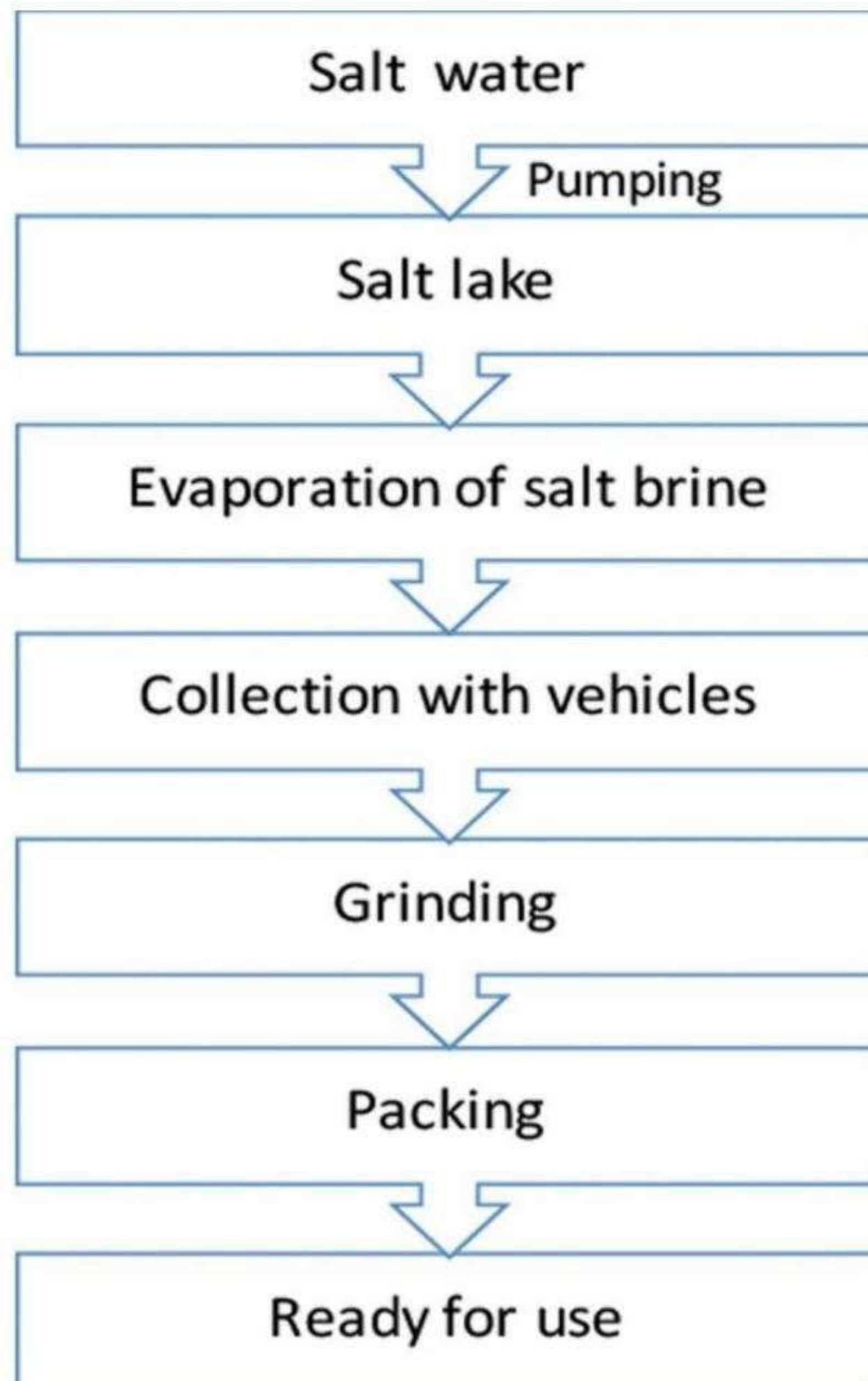
## **1.4 HEALTH BENEFITS:**

- Helps Thyroid Function Properly
- Keeps the body hydrated
- Prevents low blood pressure
- Improves symptoms of Cystic fibrosis



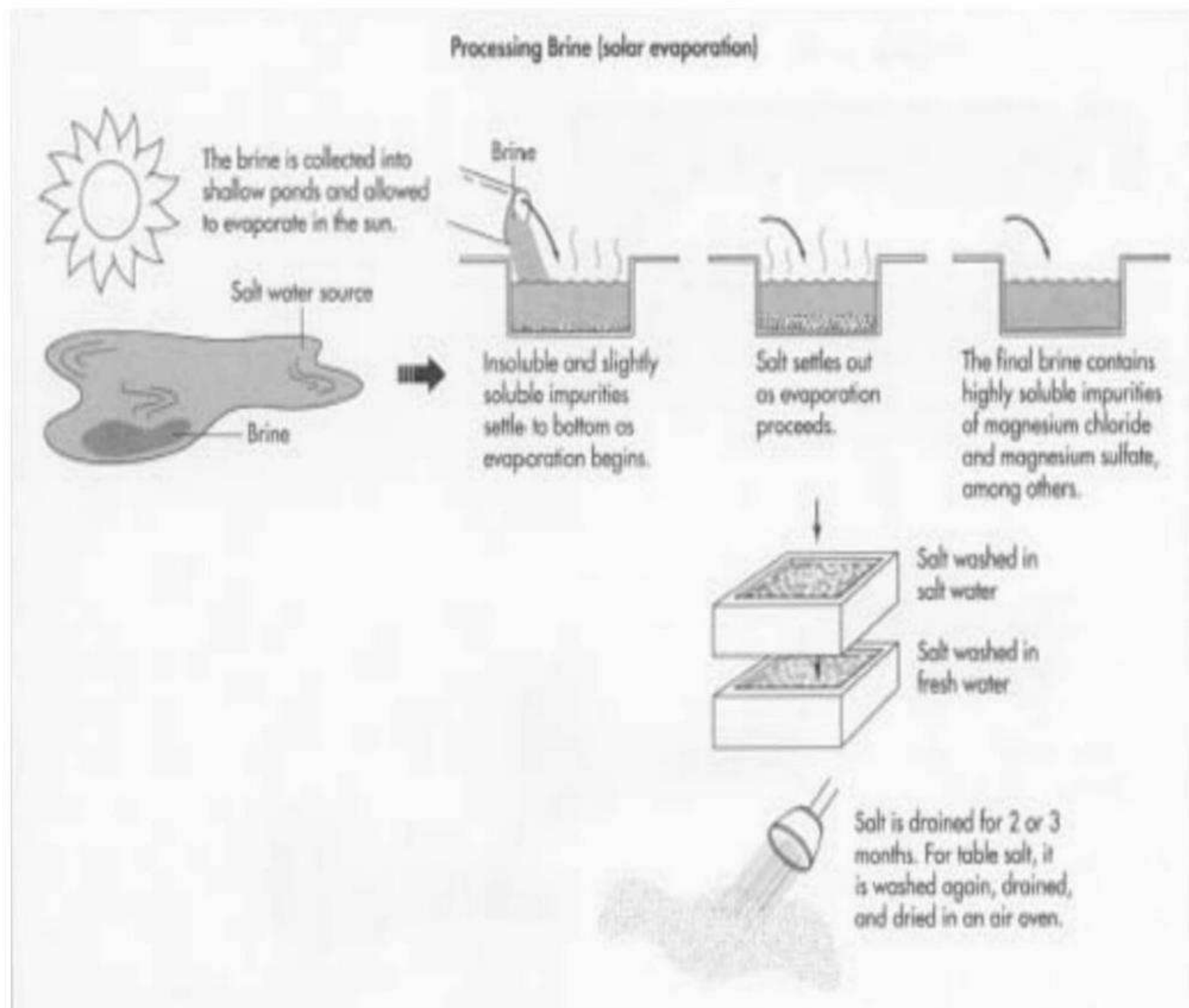
**CHAPTER II**  
**CONCEPTS, MATHODS, PROCESS LEARNED AND**  
**SKILLS ACQUIRED**

**2.1 CONCEPTS:**



## 2.2 METHODS:

1. Solar Evaporation Method
2. Rock Salt Mining Method
3. Vacuum Evaporation Method





## **1. SOLAR EVAPORATION METHOD:**



This is the oldest method salt production. It has been used since salt crystals were first noticed in trapped pools of sea water. Its used is practical only in warm climates where the evaporation rate exceeds the precipitation rate.

Usually two types of ponds are used first is the concentrating pond, where the salty water from the ocean or salt lake is concentrated. The second is called the crystalizing pond, where the salt is actually produced.

Crystallizing ponds range from to 40 to 200 acres with foot thick floor of salt resulting from years of depositions. During the salt making season of four to five months, bring flows continuously through these ponds. This is a saturated brine solutions, containing as much salt as it can hold, so pure salt crystallizes out of the solution as the water evaporation.

### **SOME OTHER POINTS OF SOLAR EVAPORATION METHOD:**

1. Solar evaporation is the process of placing sea water into enormous shallow ponds.
2. Sun evaporates the water and increases the concentration of sodium chloride.
3. This method of salt production is used in areas that receive little rainfall and have high evaporation rates.
4. Solar evaporation is used largely in developing countries and 30% of worlds salt comes in this method.



## **2. ROCK SALT MINING METHOD:**

Morton also uses the second oldest method of producing salt- underground mining.

This is the probably the most dramatic method of gathering salt large machines travel through vast cave-like passageway performing various operations.

Salt mines are among the safest of mines. They are also the most comfortable to work in. While mine temperature varies with depth, the average temperature remains about 70 degree F year round.

Salt may appear in veins, as does coal. Veins are the original bedded salt deposits. Salt also may be found in domes, which were formed when earth pressures forces salt up through cracks in the bedrock from depths as great as 30,000 or 40,000 feet. They resemble plugs of almost circular shape a few hundred yards to mile across.

Some domes occur close to the surface. Both domes and veins are mined in a similar way.

Most domes in North America are located in the south from Alabama to Texas with many out under water in the Gulf of Mexico.

The shafts also are used to deliver a constant supply of fresh air to the miners while they work hundreds to thousands of feet below the surface. Most mines are shafts are lined with a concrete wall called a shaft liner.

Normally, the first operation is undertaking large machines cut a slot 10 or more feet in depth across the bottom floor for picking up the salt after blasting.



### 3. VACCUM EVAPORATION METHOD:



Another method of salt production used by Morton Salt is the evaporation of salt brine by steam heat in large commercial evaporation evaporators, called vacuum pans.

This method yields a very high purity salt, fine in texture, and principally used in those applications requiring the highest quality salt.

The first part of the operation is known as solution mining wells are drilled from several hundred to 1000 feet apart into the salt deposit. These wells are connected via lateral drilling a recent developed technology.

Once the wells are connected the solution mining operation begins water is pumped down one well, the salt below is dissolved and the resulting brine is forced to the surface through the other well.it is then piped into large tanks for storage.



## **2.3 PROCESS LEARNED:**

- Packaging
- Transportation

### **PACKAGING**

Salt is transported as bulk cargo as well as in barrels and bags. The plastic lining prevents water vapour exchange between product and hold or container air. Smaller amounts may also be packaged in cartons or cans ready for retail sale.

### **TRANSPORTATION**

1. Salt is transport by Roads
2. Salt is transport by Sea
3. Salt is transport by Air

## **2.4 SKILLS ACQUIRED:**

During my internship I learned how to introduce myself, talk about my interests and skills with entrepreneurs and business owners. I learned how to communicate and build relationships with the people.

During my internship, I had a journal and took notes every day about new things I learned. I noticed my strengths and weakness. This helped me understand myself more and identify the areas that I needed to improve in.

I learned Teamwork, Problem solving skills, Time management, Responsibility, Work ethics. There many skills that can acquire during my internship period. The importance things is to have an open mind and be willing to learn.

## **CHAPTER III**

### **LIMITATIONS, SUGGESTIONS AND CONCLUSION**

#### **3.1 LIMITATIONS:**

The company manager did not allow me for all the places. He allowed me a limited places to visit. Only he shared common information with me. The management allow me a limited time to visit their company. There are different types of workers, and different kinds of works. Only the workers share some little information with me.

#### **3.2 SUGGESTIONS:**

- Reduced woman workers working time
- To increase salary to the workers
- To give the proper security for the workers
- To give a sufficient quantity for the customers

#### **3.3 CONCLUSION:**

This is the good experience for me in my life to realize the practical difficulties of the workers and the manufactures. It is very interesting to watch the manufacturing of the things day by day. I have met different people and their characters during the time of internship. It will help me to behave with the people in future life also. Because of this I have learned many things like how to behave people, how to solve problems individually. I am very proud to say that I have know salts manufacturing, packaging, and sales. I have done it in proper and perfect way for the use of the customers. And this internship was very helpful to me and my future life also.

## **ANNEXURE:**

### **A) REFERENCE**

1. <https://www.mortonsalt.com>
2. <https://theprovidentprepper.org.com>
3. <https://www.azquotes.com>
4. <https://www.everydayhealth.com>

### **B) DAY REPORT**

### **C) COMPLETION CERTIFICATE**



**DAY REPORT:**



## DAY REPORT SHEET.

Day	Date	Time in	Time out	Work Assignment	Signature of Supervisor	Remarks
1.	7/1/22	10.00.AM	1.30.P.M	Kovalam, TN2FAZ 0888 420 packets	S. Sarava	
2.	8/1/22	10.00.AM	1.30.P.M	Butha Salt, TN30PC 3899 430 packets	S. Sarava	
3.	10/1/22	10.00.AM	1.30.P.M	TUS, TN30PC 3899 251kg 458 packets	S. Sarava	
4.	11/1/22	10.00.AM	1.30.P.M	Shalcoy Salt TN8868 701kg	S. Sarava	
5.	12/1/22	10.00.AM	1.30.P.M	Kannan Salt, MH07PM 6869 530 packets	S. Sarava	
6.	17/1/22	10.00.AM	1.30.P.M	Raj Salt, TN79K1K7K 501kg 430 packets	S. Sarava	
7.	18/1/22	10.00.AM	1.30.P.M	Kumar Salt, TN8412664 501kg 340 packets	S. Sarava	
8.	19/1/22	10.00.AM	1.30.P.M	Kovalam, TN7K06152 75kg 290 packets	S. Sarava	
9.	20/1/22	10.00.AM	1.30.P.M	Mani Salt, TN8442664 501kg 340 packets	S. Sarava	
10.	21/1/22	10.00.AM	1.30.P.M	MVMS, TN29BB 9371 460 packets	S. Sarava	
11.	22/1/22	10.00.AM	1.30.P.M	Thangaraj TN60AA 7734 360 packets	S. Sarava	
12.	24/1/22	10.00.AM	1.30.P.M	Matheikiri, TN38P 4469 340 packets	S. Sarava	
13.	25/1/22	10.00.AM	1.30.P.M	Malliga, TN52 5333 215 packets	S. Sarava	
14.	27/1/22	10.00.AM	1.30.P.M	Muragan Salt, TN 5716 8798 501kg 350 packets	S. Sarava	
15.	28/1/22	10.00.AM	1.30.P.M	Chinnakerny Salt, TN88P7042 251kg 590 packets.	S. Sarava	

**COMPLETION CERTIFICATE:**





**A REPORT ON INTERNSHIP PROJECT AT ANNAI JEWELLERS**

Submitted to

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

**Ms. SANJANA.I**

**(20AUCO59)**



Under the guidance of

**DR.P. BANUMATHIM. Com., M.Phil., Ph.D.**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST. MARY'S COLLEGE(AUTONOMOUS), THOOTHUKUDI**

(Re-accredited with A+ grade by NACC)

**2021 -2022**



## **ACKNOWLEDGEMENT**

I acknowledge the abundant blessing and grace of God almighty who has been the source of wisdom and knowledge. It is my profound privilege to thank our Principal **Rev.Dr.Sr.A.S.J. Lucia Rose, M.Sc., M.Phil., Ph.D., PGDCA**, for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge.

I express my sincere thanks to the **Dr.G. Stella Beatrice Nirmala M. Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT., Head &Associate Professor of Commerce**, and my internship guide **Dr.P. Banumathi M. Com., M.Phil., Ph.D. Associate Professor of Commerce**, for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this internship.

I wish to express my sincere gratitude to Mr. Ilangovan, Sales Manager for providing me an opportunity to do my internship in “ANNAI JEWELLERS”. I sincerely wish to express my gratitude to the officials and other staff members of Annai jewellers who rendered their help during the period of my internship.

SANJANA.I  
(20AUCO59)

## **DECLARATION**

I solemnly declare that this report of internship training done at “ANNAL JEWELLERS” ‘is an original work of mine and does not form part of any previous certificate/Diploma / Degree and submitted to the Department of Commerce, St. Marys College (Autonomous) in partial fulfilment of requirements for the award of Degree of B. Com under the guidance of **Dr.P. Banumathi, St. Mary’s College (Autonomous) Thoothukudi.**

**PLACE: TUTICORIN**

**SIGNATURE OF THE CANDIDATE**

SANJANA.I

(20AUCO59)

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# **CHAPTER 1**

## **INTRODUCTION**

### **➤ *Introduction to Gems and Jewelers Industry in India:***

The Gems and jewelry sector plays a significant role in the Indian economy, contributing around 7 per cent of the country's GDP and 15 per cent to India's total merchandise exports. It also employs over 4.64 million workers and is expected to employ 8.23 million by 2022. One of the fastest growing sectors, it is extremely export oriented and labor intensive.

Based on its potential for growth and value addition, the Government of India has declared the Gems and jewelry sector as a focus area for export promotion. The Government has recently undertaken various measures to promote investments and to upgrade technology and skills to promote 'Brand India' in the international market.

India is deemed to be the hub of the global jeweler market because of its low costs and availability of high-skilled labor. India is the world's largest cutting and polishing Centre for diamonds, with the cutting and polishing industry being well supported by government policies. Moreover, India exports 75 per cent of the world's polished diamonds, as per statistics from the Gems and jewelry Export promotion Council (GJEPC). India's Gems and jewelry sector has been contributing in a big way to the country's foreign exchange earnings (FEEs). The Government of India has viewed the sector as a thrust area for export promotion. The Indian government presently allows 100 per cent Foreign Direct Investment (FDI) in the sector through the automatic route.

### **➤ *Market size***

Gold demand in India rose to 523.93 tons between January to September 2018. India's gems and jewelry exports stood at US\$ 20.73 billion between Apr-Nov\*. During the same period, exports of cut and polished diamonds stood at US\$ 16.55 billion, thereby contributing about 79.84 per cent of the total gems and jewelry exports in value terms. Exports of gold coins and medallions stood at US\$ 258.35 million and silver jewelry export stood at US\$ 503.17 million between Apr-Nov 2018\*.

The gems and jewelry market in India is home to more than 300,000 players, with the majority being small players. Its market size is about US\$ 75 billion as of 2017 and is expected to reach US\$ 100 billion by 2025. It contributes 29 per cent to the global jewelry consumption.



### ➤ *Investments/Developments*

The Gems and Jewellery sector is witnessing changes in consumer preferences due to adoption of western lifestyle. Consumers are demanding new designs and varieties in jewelry, and branded jewelers are able to fulfil their changing demands better than the local unorganized players. Moreover, increase in per capita income has led to an increase in sales of jewelry, as jewelry is a status symbol in India.

The cumulative Foreign Direct Investment (FDI) inflows in diamond and gold ornaments in the period April 2000 – June 2018 were US\$ 1.15 billion, according to Department of Industrial Policy and Promotion (DIPP).

Companies such as PC Jewelers, PNG Jewelers, Powley and Sons, are planning to introduce a virtual-reality (VR) experience for their customers. The customer will have to wear a VR headset, through which they can select any jewelry, see the jewelry from different angles and zoom on it to view intricate designs.

### ➤ *Government Initiatives*

The Bureau of Indian Standards (BIS) has revised the standard on gold hallmarking in India from January 2018. The gold jewelry hallmark will now carry a BIS mark, purity in carat and fineness as well as the unit's identification and the jeweler's identification mark. The move is aimed at ensuring a quality check on gold jewelry.

The Gems and Jewellery Export Promotion Council (GJEPC) signed a Memorandum of Understanding (MoU) with Maharashtra Industrial Development Corporation (MIDC) to build India's largest jewelry park in at Ghansoli in Navi-Mumbai on a 25 acres land with about more than 5000 jewelry units of various sizes ranging from 500-10,000 square feet. The overall investment of Rs 13,500 crore (US\$ 2.09 billion).

Gold Monetization Scheme enables individuals, trusts and mutual funds to deposit gold with banks and earn interest on the same in return.

## **PROFILE OF THE ORGANISATION**

Annai Jewelers is among the leading jewelers in South Tamilnadu specializing in the latest variation of fashionable ornaments ranging from gold, diamond, rubies, emeralds, silver and platinum jewelry.

Indian jewelry, its craftsmanship and variety are an amazing showcase of India's heritage, culture and diversity. With a deep understanding of local tastes and preferences, Annai Jewellers offers an array of traditional and contemporary jewelry designs in gold, diamonds, precious stones and other precious metals.

Annai Jewellers have always believed that the customer needs to be educated and aware, as this is the first step in preventing malpractices in business. As a part of this philosophy Annai Jewellers have conducted several campaigns over the years, to educate customers about purity, pricing and other aspects. These efforts of Annai jewelers have gone a long way in the industry, that is now becoming more transparent towards the customer's interests. We believe that this is our legacy to the industry.

### **Brief history of Annai Jewellers**

Pazharasam C. Paulraj Nadar was born in a middle-class family. He was born to Mr. Chellaiah Nadar and Mrs. C. Poomarathammal. He started a small fruit shop in front of the Centenary Municipality Building and worked hard. Then he started a fruit juice shop. His kind manner and his hard-work brought him customers from Tuticorin and the nearby places to his fruit juice shop and thereby increasing his income in business. So, he was lovingly called as "Pazharasam Paulraj Nadar" by everyone. He put his whole work into his business and through his honesty in his business; he provided fruit juices to all, thus leading to a great increase in his business income. Even though fruit juice business is a small one, he did it progressively and earned better. He spent the money earned in his fruit juice business in other speculation and became a great trader. Not only in speculation, he also invested in Gold Jewellery Pawn Brokers business and in 1982 he started "Annai Bankers" in Kaasu kadai bazaar, Tuticorin. At that time, his three sons P. Vinayagamurthy, P. Muruganantham and P. Selvaraj helped their father in his business. Pawn broking business gained popularity among people. Only then they did get a chance to know more about gold and gold jewellery business.

With this gathered experience, and after P. Muruganantham and P. Selvaraj completing their studies, they thought about to start jewellery business.

In 1991, they started a gold jewellery shop under the name “Annai Jewellers” With his sons’ support, he improved his business with great confidence. Annai Jewellers which was started as a small business progressed day by day. There by Honesty and Quality started growing.

Thiru Pazharasam C. Paulraj Nadar not only had interest in trading, but also involved himself in Voluntary Social Services. For example, he helped in education, medical assistance, marriage and services to the aged and physically challenged were also enhanced by him. He was known as “Father of Society” with respect because of his services to the society. He worked day and night in his life and business, knowing that only hard-work makes us to reach great heights.

Later, he died in the year 2004, but he lives in everyone’s heart as the “Father of Society”. Until today, his sons have been the preserved vestiges of him by respecting their mother and father. They are following their father’s advice in improving their business through honesty and hard-work.

The best example is, they not only brought a change in the gold jewellery industry but also brought awareness among the people, because they should not get deceived by the inferior quality gold jewels.

In Southern states, “Annai Jewellers” were the First to bring the Indian Government plan of “Hallmark” for gold jewels. Moreover, they introduced “Hallmark for Silver” plan in South Tamilnadu for the first time.

Due to their honesty in business, the small company was extended as a four storied grand building on 2nd November 2008, near Old Bus Stand, Tuticorin.

Annai Jewellers Opening Ceremony was held most significantly.

The people who came to the Opening Ceremony spoke proudly about their hard-work, their popularity among the people and their father’s blessing bestowed upon them. Above all, all the things were kept in order and well, and “Annai Jewellers” became the only company to be in the heart of the customers. Annai Jewellers concern concentrates not only in trading but also does services in the field of education, medicine and the work of God.

Their honesty hard work and above all the blessings of God Almighty their small business turned out to be a grand four storied building at the heart of the town. Annai Jewellers was opened with great pomp on 02.11.2008 near old bus stand at Tuticorin.

As plenty of customers from Kovilpatti flocked Annai Jewellers at Tuticorin. The support of the people urged Annai Jewellers to open a pompous Jewellery branch at Kovilpatti near the old bus stand on 02/03/2014. The support of the people was so huge which prompted them to open 10 Saving Centers in Pudukkottai,

Puthiamputhur, Vilathikulam, Sayalgudi, Sivakasi, Srivaigundam, Eral, Sivagiri, Tiruchendur and Keela Eral. These saving centers were a boon to the people and helped them save gold. The people made themselves one with Annai Jewellers.

A grand show room at Rajapalayam in Virudhunager District on 03.09.2017 was opened. Another feather added to their cap was the opening of their Corporate Office on 13.07.2018 to manage the three showrooms and Saving Centers. Hard work and Sincerity bestowed God's blessing on them and will continue to receive the same forever. Many downtrodden managed their daughter's marriage easily due to Gold Saving schemes introduced by Annai Jewellers. The motto of Annai Jewellers is the spirit of Honesty. They introduce a wide range of Never Ever Seen Models and have the best customer friendly service. They are Humble and Amiable to every sect of people and treat everyone with respect and love.

## **VISION AND MISSION**

### **➤ Vision**

Our Vision is our framework that guides our business and everything about it

To understand and delight the world, translating everyone's dream and personality into jewellery, and spread the happiness from it to all.

### **➤ Mission**

Our mission declares our purpose of existence as a company and our objectives.

To give every customer much more than what he asks for in terms of quality, selection, value for money and customer service, by understanding local tastes and preferences and innovating constantly to eventually provide an unmatched experience in jewellery shopping.

## **Objective of Annai Jewellers**

- ❖ To ensure that the method they use is the latest technology the world over.
- ❖ To follow the highest standards of honest workmanship in whatever they make.
- ❖ To walk the extra mile to ensure customer satisfaction worldwide.
- ❖ To remain a true cosmopolitan to the spirit.
- ❖ To remain a great corporation to associate with, to work for.
- ❖ To know that 'We are about people'.



### **QUALITY AT ANNAI JEWELLERS:**

It has always led maximum emphasis on quality. Its products are quality tested under the table guidance of quality analysis who knows the quality control process. Annai Jewellers produces the good quality product to its customers.

## **CHAPTER 2**

### **CONCEPTS**

## **Market strategies and program of Annai Jewellers:**

### **➤ Marketing Mix:**

- **Product:**

Annai Jewellers is one of the leading jewellery retail shops in Tuticorin. Annai Jewellers offers a variety of products for men, women and kids and different occasions. They offer gold and diamond products like necklace, bangles, bracelet, earrings, rings etc. as a part of their marketing mix product portfolio. Annai Jewellers also offers wedding rings and wedding necklace for traditional occasions. The brand also offers high fashion products to its customers.

- **Price:**

Annai Jewellers offers a wide range of products to its customers covering every age group and income category. The products are priced based on their type and come at different price levels. The brand also offers exchange mela on gold and diamonds during a sale and offers in which customers can get vouchers and discounts based on previous purchases. Some of the Annai Jewellers products like those based on high fashion are premium priced owing to the horde of famous designers who have designed it.

- **Place:**

Annai Jewellers was first located in Tuticorin. Then it started another two branches in Kovilpatti and Rajapalayam.

- **Promotion:**

Annai Jewellers uses the traditional method of promoting its products through digital media, print and TV advertisements. It also endorses lesser-known person to push some of its brand. It does so as to draw an emotional connect between the customers and the endorsees. To attract women's, Annai Jewellers brings out a range of jewels with famous movie television actress. Annai Jewellers is also engaged in CSR activities and contributes for poor children education etc. It is also known to give rewards to children who have done feats of bravery and courage. All these activities further help in promoting Annai Jewellers' brand image. Hence this completes the marketing mix of Annai Jewellers.

## **SAVINGS SCHEME**

### **➤ *MOTHER'S GOLDEN DREAM PLAN:***

- ❖ Customer's monthly advance against purchase of jewellery will be credited as a cash or as a metal as per market rate of date.
- ❖ On completion of 11 months from enrolment date customer can select and purchase their desired gold jewellery. Confirmation of OTP from customer registered mobile number and customer KYC details are mandatory.
- ❖ If the amount is exceeding Rs 1,70,000/- customer has to submit their PAN card as per Government regulations.
- ❖ No cash will be refunded for any reason as per Government rules.
- ❖ After completion of stipulated time, if the purchase of jewellery is not yet made customer amount will be credited along with accumulated bonus on their account.
- ❖ This will be treated as advanced paid for purchase of jewellery. No interest/Bonus will be calculated thereafter.
- ❖ G.S.T and other Government Taxes at the time of purchase will be borne by the customers.
- ❖ The company is right to amend, modify and add or delete any of the Terms and Conditions from time to time.
- ❖ All disputes are subject to the jurisdictions of Tuticorin Court only.

### **➤ *PRIME SCHEME***

- ❖ The monthly advance payment starts from Rs.500/- in multiples of Rs 500/- as regular monthly installments.
- ❖ This scheme is for 11 months and can't be extended beyond 11 months.
- ❖ On completion of 11 months continuously, customer can purchase Gold Jewellery with no wastage up to 18%. However, purchase of Diamond, Platinum, Silver Articles, Antique, Semi Antique Jewellery will be not be eligible.
- ❖ If the customer choose to pre closes it will not be eligible for any benefits.
- ❖ S.T and other Government Taxes at the time of purchase will be borne by the customers.
- ❖ The company has the right to amend, modify and add or delete any of the Terms and Conditions from time to time without prior notice.

- ❖ All disputes are subject to the jurisdictions of Tuticorin Court only.

### **Process and Skills Learned**

- ✓ Communicating directly
- ✓ Quick decision-making
- ✓ Problem-solving
- ✓ Being assertive
- ✓ Asking open-ended questions
- ✓ Framing my views
- ✓ Being open
- ✓ Observation
- ✓ Conveying a message
- ✓ Giving feedback
- ✓ Word choices

## **CHAPTER 3**

### **LIMITATIONS**

- ❖ The duration of internship was limited due to covid protocols.
- ❖ Internships may not be designed around normal business hours. This can create problems if we like a consistent schedule



- ❖ Being a student, the main limitation was lack of proper time management.

## **SUGGESTIONS**

- ❖ The company has the option of reducing the cost of production, so that the price sensitive consumer can also be covered by the effective marketing strategy.
- ❖ Company should concentrate more on advertisements and sales promotions through different media.
- ❖ There is enough demand in rural areas for gold products. After liberalization, standard of living and purchasing power of rural people is on the rise. There's a great scope in rural market as compared to the urban markets because major portion of urban market is already saturated. By adopting an appropriate rural-marketing strategy, the Annai Jewellers can push up sales up to a great extent.
- ❖ Company's advertisements are not very attractive. Company should make them more interesting and effective.

## **CONCLUSION**

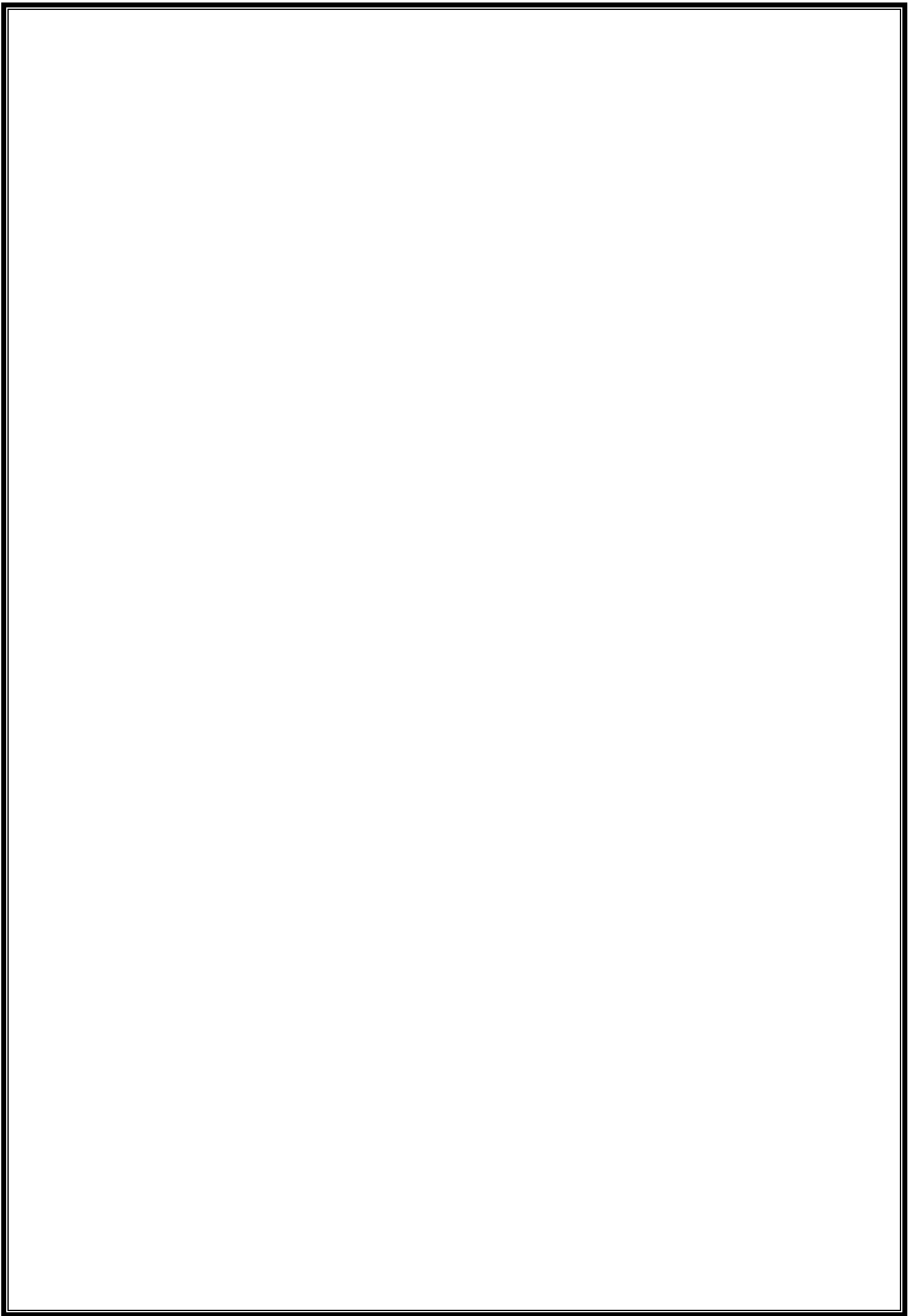
The market of Annai Jewellers is prosperous & customer perception about it is good. Major findings include that company holds a very good reputation in the market, and it satisfy customers. The company offers very good product quality but slightly on a higher price, and it offers attractive designs, customer preferences is high in comparison with Kalyan Jewellers and other jewellery shops, its effective presence only in Tuticorin are few problems with the Annai Jewellers. Good advertising & promotional Strategies has made Annai Jewellers as a trustable company. The company should improve the technology and designing process according to latest fashion and trends in the diamond market. Company is facing stiff competition from Kalyan Jewelers, Khazana. Apart from that company can indulge in promotional activities in rural areas where market potential is really good.

## **ANNEXURE**

- 1. REFERENCE*
- 2. CERTIFICATE OF COMPLETETION*
- 3. DAILY REPORT*

## 1. REFERENCE:

- [www.google.com](http://www.google.com)
- [www.annaijewellers.com](http://www.annaijewellers.com)



**CERTIFICATE OF COMPLETION**

This is to certify that Miss. I.Sanjana (20AVC059) B.Com 2<sup>nd</sup> Year,  
Department of Commerce, studying St.Mary's College, Thoothukudi,  
has successfully completed her internship training during the period  
starting from 27.12.2021 to 25.01.2022 at our Annai Jewellers Private  
Limited.

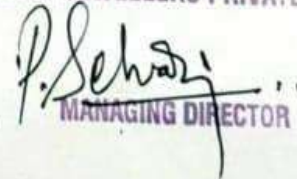
We wish her all success in her carrier and future endeavors.

Place: Thoothukudi

Yours

Date : 10.02.2022

For ANNAI JEWELLERS PRIVATE LIMITED

  
MANAGING DIRECTOR



0461-4003900  
+91 99528 13893



office@annaijewellers.com



www.annaijewellers.com



Thoothukudi, Kovilpatti, Rajapalayam.



GSTIN : 33AATCA6886E1Z8

CIN NO : U36995TN2020PTC136401






**INTERNSHIP TRAINING**






**27<sup>th</sup> DECEMBER 2021 – 25<sup>th</sup> JANUARY 2022**







**INTERNSHIP WORK DIARY**

**NAME: SANJANA.I**





**(20AUCO59)**



Date	Work Done	Signature of the Intern	Signature of the manager
December 2021	Introduction of various departments and sales representatives	I. Sanjana	
27			
28	Welcoming customers and enquiring their needs and preferences	I. Sanjana	
29	Was assigned to perform the work given by senior sales representative.	I. Sanjana	

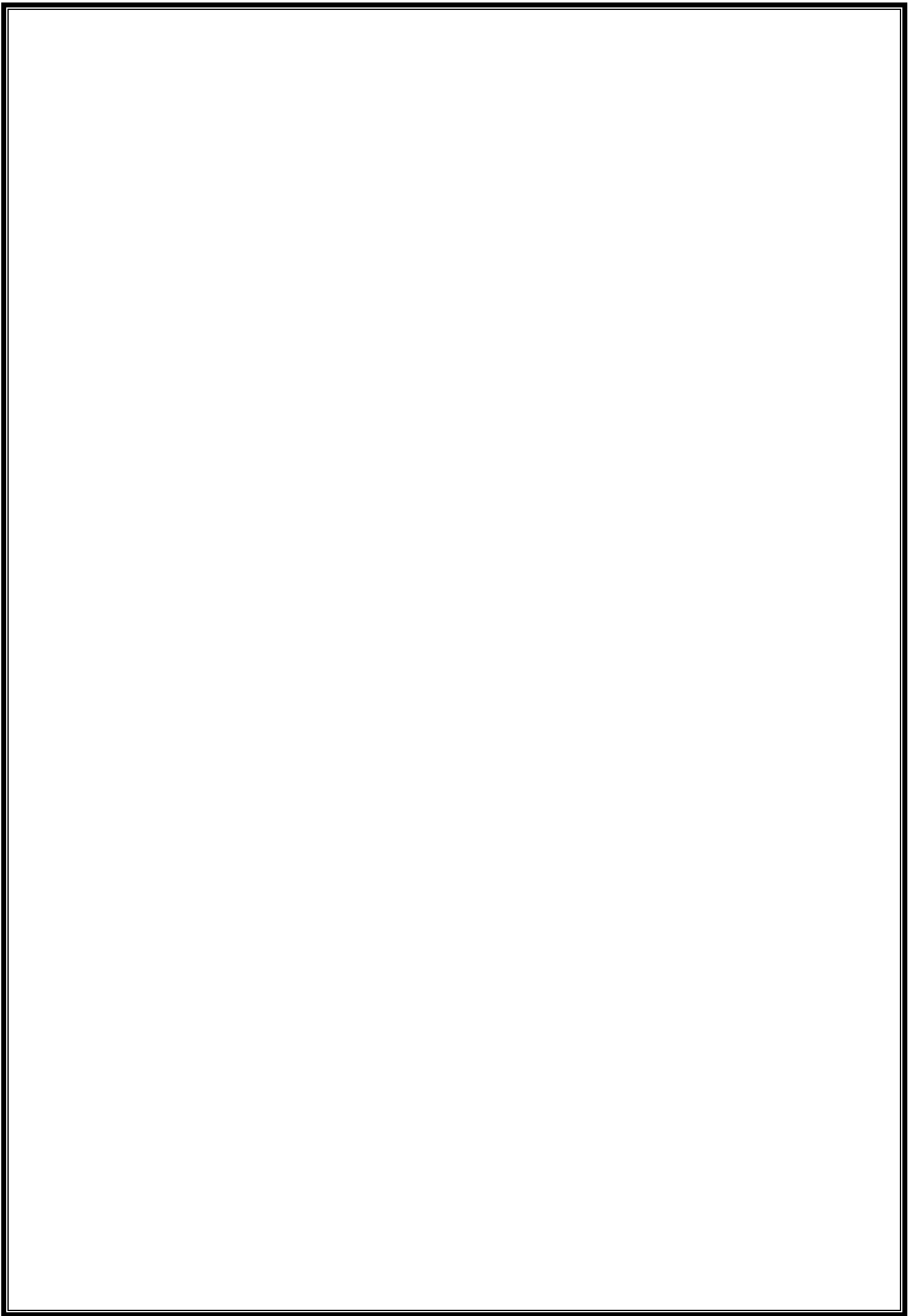
Date	Work Done	Signature of the Intern	Signature of the manager
30-12-21	Guided by my senior on various sales tactics	I Sanjana	
3-01-22	Guided by my senior on various sales tactics	I. Sanjana	
4-01-22	Attending customers	I. Sanjana	
5-01-22	Introduction about saving schemes	I. Sanjana	
6-01-22	Knowing more about the savings scheme and programmes.	I. Sanjana	

Date	Work Done	Signature of the Intern	Signature of the manager
7-01-22	Calculation of various schemes	I. Sanjana	
8-01-22	Calculation of various schemes	I. Sanjana	
10-01-22	Explaining customers about the schemes.	I. Sanjana	
11-01-22	Attending customers.	I. Sanjana	
12-01-22	Attending customers	I. Sanjana	
13-01-22	Overview of schemes of existing customers	I. Sanjana	



Date	Work Done	Signature of the Intern	Signature of the manager
17-01-22	Overview of schemes of the existing customers	I. Sanjana	
19-01-22	Guidance on the two existing schemes	I. Sanjana	
20-01-22	Billing of gold/jewel bought by customers.	I. Sanjana	
21-01-22	Opening new savings scheme for the customers.	I. Sanjana	

Date	Work Done	Signature of the Intern	Signature of the manager
24-01-22	Calculation of various schemes	I. Sanjana	
25-01-22	Evaluating the sales made for the day with my manger.	I. Sanjana	



**A REPORT ON THE INTERNSHIP PROJECT AT  
ARA SEA FOODS COMPANY**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

By

**SNOWLIN RAMANI . T  
20AUCO65**



Under the guidance of

**MS.DAISY BAI ,M.COM , M.PHIL**

**PG AND RESEARCH DEPARTMENT OF COMMERCE  
ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI  
(Re-accredited with A+ grade by NAAC)**

**FEBRUARY 2022**



## ACKNOWLEDGEMENT

It is my profound privilege to thank our Secretary **Rev. Sr. Flora Mary** and Principal **Rev.Dr.Sr.A.S.J. Lucia Rose** for giving me this opportunity to undergo internship training , which helped me to acquire practical knowledge .

I express my sincere thanks to **Dr. G. Stella Beatrice Nirmala , Head , Department of Commerce** and my Internship guide **Ms. Daisy Bai , Department of Commerce** for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this project .

Finally , I would like to take the opportunity to thank **Mr. Ashik Raj , manager of ARA SEA FOODS Company**, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career .

SNOWLIN RAMANI . T

( 20AUCO65)

## DECLARATION

I solemnly declare that this report of internship training done at " **ARA SEA FOODS Company** " is an original work of mine and does not form part of any previous certificate / Diploma / Degree and submitted to the Department of Commerce , St. Mary's college ( Autonomous ) in partial fulfillment of requirements for the award of the Degree of B.COM . under the guidance of **Ms. Daisy Bai**, Department of Commerce , St. Mary's College ( Autonomous ) , Thoothukudi .

PLACE : TUTICORIN

NAME : SNOWLIN RAMANI . T

DATE :

( 20AUCO65)

## CONTENT

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## INTRODUCTION AND PROFILE OF THE ORGANISATION

An internship is a period of work experience offered by an organization for a limited period of time . Once confined to medical graduates , the term is now used for a wide range of placements in businesses non - profit organisation and government agencies . They are typically undertaken by students and graduates looking to gain relevant skills and experience in a particular field . Employers benefit from these placements because they often recruit employees from their best interns , who have known capabilities , thus saving time and money in the long run . Internships are usually arranged by third - party organizations which recruit interns on behalf of industry groups . Rules vary from country to country about when interns should be regarded as employees . The system can be open to exploitation by unscrupulous employers . Internships for professional careers are similar in some ways , but not as rigorous as for professions , trade , and vocational jobs . The lack of standardization and oversight leaves the term " internship " open to broad interpretation . Interns may be high school students , college and university students , or post - graduate adults . These positions may be paid or unpaid and are temporary .

An export trading company is an independent company that provides support services for firms engaged in exporting. This may include warehousing, shipping, insuring, and billing on behalf of the client. The expanding economy and business opportunities have caused companies to export and import products to develop their business. Effective use of transportation equipment and modes reduces shipping and logistics costs. However, export and import planning entails all sorts of considerations, from inventory levels and manufacturing lead times to customers' preferences and transportation options. **ARA SEA FOODS COMPANY** is an export company that exports octopus , squid and other sea foods to local and other state agents.



## LOGO OF THE COMPANY :



The company exports sea foods to various places inside and outside. It exports sea foods and shells. Sea foods includes octopus , squids , cuttlefish etc.

## OCTOPUS



## CUTTLEFISH



## SQUID



The sea foods are processed and preserved neatly& then exported to various places



## **CHAPTER II**

### **METHODS**

When squids are captured or harvested for commercial purposes, they need some preprocessing so they can be delivered to the next part of the marketing chain in a fresh and undamaged condition. Sea foods are a highly perishable food which needs proper handling and preservation if it is to have a long shelf life and retain a desirable quality and nutritional value.

#### **Preservation :**

Preservation techniques are needed to prevent squid spoilage and lengthen shelf life. They are designed to inhibit the activity of spoilage bacteria and the metabolic changes that result in the loss of squid quality. Spoilage bacteria are the specific bacteria that produce the unpleasant odours and flavours associated with spoiled squid. Squid normally host many bacteria that are not spoilage bacteria, and most of the bacteria present on spoiled squid played no role in the spoilage.<sup>[5]</sup> To flourish, bacteria need the right temperature, sufficient water and oxygen, and surroundings that are not too acidic.

#### **Curing :**

The traditional methods of processing squid by salting, drying, smoking pickling etc. are collectively known as Curing. Curing is the oldest method of squid preservation. Though traditional it is still widely practiced in developed and developing countries. Though produced in coastal areas, cured squid is usually consumed in the interior markets and hilly areas. This is the cheapest method of preservation also, since no expensive method or technology is used.

About 20 % of the squid caught annually is used for curing in India. It is also an important form of export.

#### **Storage :**

Chilling is an effective way of reducing spoilage in squid if it is done quickly and if the squid are kept chilled and handled carefully and hygienically. The objective of chilling is to cool the squid as quickly as possible to as low a temperature as possible without freezing. Chilling cannot prevent the spoilage together but in general, the colder the squid, the greater the reduction in bacterial and enzyme activity.

### **Packaging :**

There are three “levels” of packaging that are commonly recognized. Not every shipment utilizes multiple levels of packaging and in some cases, one packaging level provides the function of multiple levels:

1. Primary Packaging contains the product. It provides protection and containment.
2. Secondary Packaging contains one or more primary packages for use during transport. Secondary packaging aids in containment, handling, unitization and damage prevention.
3. Tertiary Packaging is used to group secondary packaging together to aid handling, unitization, transportation and damage prevention to products.

### **Transportation :**

The exporter's options for transporting goods are dictated in large measure by their final destination. Consultants to companies who engage in exporting note that the merchandise they ship will generally be subject to more handling and potentially damaging forces during transport than will goods headed for domestic destinations. Exporting firms need to keep abreast of labeling and marking requirements on goods intended for international destinations as well.



## CONCEPTS

An internship is a purposeful activity of the student set in a work environment in order to obtain learning outcomes within their curriculum. During the internship, the knowledge, skills, and attitudes learned in the programme can be applied.

The aim of the internship provides a direction to the activities, helps to focus on a result, and to assess the result achieved.

Before going on the internship, two important factors guiding our development should be taken into account when formulating the aim:

1. Connecting what you have learned (theoretical and practical knowledge on our subject field) with actual work experience, in order to complement our field specific skills and learn new ones.
2. Apply and analyze at least one.

There can be one or two aims, but both development of field specific skills as well as future skills have to be represented.

Proceeding from the established aims, you will set tasks.

The aim and tasks of the internship have to form a whole and be based on the SMART principle:

- specific; well-defined, focused for the learner as well as for supervisor(s)
- measurable;
- achievable;
- relevant;
- and time-based

An internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. An internship gives a student the opportunity for career exploration and development, and to learn new skills.

## **PROCESS LEARNED**

I learnt various new methods and was able to practice it. In my company I was able to learn about the sales and purchase accounting of the export goods. I was taught about the overview of exports , storage and warehousing and also about the accounting methods and book keeping. Accounting in both manual method and computerized methods had been taught to the interns.

### **Purchase records :**

- ❖ Entry of all the purchases made.
- ❖ Billing of the purchases
- ❖ Maintaining records
- ❖ Sorting of purchases
- ❖ Final calculations of records
- ❖ Record keeping.
- ❖ Billing of the final documents.

### **Sales records :**

- ❖ Entry of the sales of each products and categorizing.
- ❖ Calculations of the exports.
- ❖ Calculation of commission n , labor charges , etc
- ❖ Deriving profits
- ❖ Records of all export products.
- ❖ Computerizing all the records
- ❖ Documentations of the exports.
- ❖ Categorizing the daily and weekly data of all ex ports.

Accounting of the exports purchases and sales were taught briefly and in an understandable way. The process were done first roughly and then faired in books and in a computerized way. This internship helped me to learn about the the accounting process in a more defines way.

## **OBJECTIVES OF THE INTERNSHIP :**

- ❖ Gain early understanding and appreciation of the practical life real - life situation challenges associated with application of the theoretical knowledge acquired.
- ❖ Develop expected professional self - awareness, internalization of career job requirements and experience.
- ❖ Develop and acquire critical skills needed to proactively observe and analyze problems / challenges encountered while executing career duties and responsibilities at work.
- ❖ Gain knowledge about practical aspects of function an organization the domestic and foreign markets with a special emphasis on finance , accounting management in public administration, private sector, non - governmental organizations, self - employment and other.
- ❖ Student knowledge about performing specific tasks and developing problem identification problem solving skills finance management / accounting.
- ❖ Expose us to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.
- ❖ Enhance and/or expand the student's knowledge of a particular areasof accounting.
- ❖ Improve skills, confidence, competency in specific areas related to our academic major or our particular area of career interest.
- ❖ Provide a professional working environment that encourages and gives space to professional identity development and the development of professional competence.

## **EXPERIENCE IN THIS INTERNSHIP :**

I was extremely honored to get the opportunity to work as an intern. This internship helped me to learn many things and also gave me a lots of experience. Though I faced various difficulties in accounting and book keeping , I was guided and was able to correct my mistakes . Though it was just a short period still the knowledge I gained and my working experiences are a lot. I was able to gain a lots of knowledge.

It was different when working at a place rather than being at home or studying at college. Though it was hard adapting to a total different environment still I was able to learn to adjust in a working environment. I was able to develop self confidence and acquired various skills. I was able to increase on the efficiency and effectiveness in the execution of company work as well as meeting the required deadline in areas of making salary reports, making payroll and tax process. This internship helped me to improve my skills and knowledge and also gave me a lots of experience. I thank my institution and department for giving me this opportunity.

During my internship, I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk about my interests, knowledge and skills with entrepreneurs and business owners, as well as how to ask questions and gain a better understanding of businesses not only in the co-working space, but also others in the market. This process overall helped me develop my professional network and emphasized the importance of creating these connections.

As an intern, I discovered it's essential to be enthusiastic and open to learning new skills, asking for more work and being curious to learn and ask questions. This attitude will show that you enjoy being part of the team and that you're keen to help. During my internship, I had a journal and took notes every day about new things I learned, feedback I was given by my manager, strengths and weaknesses I noticed, and things I wanted to research and learn more about. This helped me understand myself more and identify the areas that I needed to improve in.



## **SKILLS ACQUIRED**

I learnt the following skills during my internship:

- ❖ Computer skills on Microsoft packages of excel, word, internet skills the operations of the different applications within Microsoft ERP and in addition how to operate other office equipment like photocopying machines among others.
- ❖ Relationship-wise, I have gained interpersonal skills that have enhanced the completion of my practicum.
- ❖ In all the tasks I performed upon completion I had to report on the final report availing me with the platform of developing my Reporting skills.
- ❖ During the course of the exercise, I was able to take accurately ethical decisions.
- ❖ During my internship, I had a journal and took notes every day about new things I learned, feedback I was given by my manager, strengths and weaknesses I noticed, and things I wanted to research and learn more about. This helped me understand myself more and identify the areas that I needed to improve in.
- ❖ As an intern, I discovered it's essential to be enthusiastic and open to learning new skills, asking for more work and being curious to learn and ask questions. This attitude will show that you enjoy being part of the team and that you're keen to help.
- ❖ During my internship, I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk about my interests, knowledge and skills with entrepreneurs and business owners, as well as how to ask questions and gain a better understanding of businesses not only in the co-working space, but also others in the market.

## **CHAPTER II**

### **LIMITATIONS**

Even though this internship helped me gain lots of knowledge and skills , still I faced a lots of challenges during this internship :

- ❖ The COVID-19 pandemic has brought about a contingent shift to remote working and learning worldwide and it limited most of the activities
- ❖ Its was difficult to enroll myself into a new working environment.
- ❖ Time provided for the internship was not sufficient to learn many thing.
- ❖ The interns are not thought in brief about many in details.
- ❖ While internships are designed to support students with an opportunity to build on their education and secure future jobs, many conflicts still arise.
- ❖ An internship that offers less experience than promised is a major disappointment.
- ❖ Lack of collection of information as many of them were confidential
- ❖ The company can adapt modern technologies and inventories in their process
- ❖ Maintenance of all entries and records in digital manner will make accounting more easier and efficient.

## SUGGESTIONS

- ❖ More opportunities to students to do intern in their organization: The intern would also recommend the Organization to continue giving internship placements to as many students.
- ❖ Serious supervision to the workers and students : the organization should increase and ensure more supervision over the employees in order to work effectively
- ❖ We should be given opportunities with internship program, because it helps to prepare the students for their careers in future and also enable the students to practice the theoretical knowledge obtained during class be exercised practically.
- ❖ If more support is provided to carry out constant supervision and monitoring of students during the internship training so as to encourage us to perform the duties fully and also accurately.
- ❖ Companies should concentrate more on quality and advertising that on profit making and sales increase.
- ❖ Companies can exercise separate product mix, marketing mix and a different market campaign.
- ❖ Companies can adapt modern trends and technologies than the traditional method of marketing.

## CONCLUSION

From my internship done at ARA SEA FOODS COMPANY , it availed me with the tools, people, processes with which I was able to practically understand the link between what I learned in college within the scope of Accounting and finance specifically in the areas of Accounting. In conclusion, this internship has been a very useful experience for me.

I can safely say that my understanding of the job environment has increased greatly. However, I do think that there are some aspects of the job that I could have done better and that I need to work on. I need to build more confidence in myself and the work I do.

The two main things that I learned after my experience in this firm are the importance of time management and being self-motivated. Working as an Intern has a wonderful learning experience . I gained more knowledge in this internship. It helped me get a chance and develop my skills and abilities.

In a nutshell, this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work. Being a small part of this prestigious company has enabled me to gain my first corporate exposure in a friendly environment which inspired me highly to acquire knowledge in the field of marketing more. This internship helped me in enhancing team spirit and co ordination.





# ARA SEA FOODS

Mobile : 96002 27009  
ARA Son : 88707 7716

ASR (S. Anto)  
Proprietor

South Beach Road, (Opp Indiragandhi Statue)  
TUTICORIN - 628001.

Ref.

Date : 28/01/2022

## To whom it may concern

This is to certify that Ms. T. Snowlin Ramani, student of is St. Mary's college , Tuticorin , pursuing B.Com , second year, has successfully completed her internship training program at 'ARA Sea Foods' from 11/01/2022 to 28/01/2022

During the period of internship program with us , she had been exposed to different processes and was found delight , hardworking and inquisitive

We wish her every success in life and career.

ARA SEA FOODS  
South Beach Road  
(Opp.to Indiragandhi Statue)  
TUTICORIN - 1  
S. அந்தோனியஸ்

## ACKNOWLEDGEMENT

It is my profound privilege to thank our **Principal Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., M.Phil., Ph.D., PGDCA** for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge.

I express my sincere thanks to Dr. **G. Stella Beatrice Nirmala, M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT, Head & Associate Professor of Commerce** and my guide **Dr. P. Banumathi M.Com., M.Phil., Ph.D,** Associate Professor of Commerce for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this project.

Finally, I would like to take the opportunity to thank **Mr. A. Ruban**, Supervisor of **Anaan Sea Foods** and staff of the firm, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career.

THANGALAKSHMI. P

(20AUCO69)

## DECLARATION

I solemnly declare that this report of internship training done at “**ANNAN SEA FOODS**” is an original work of mine and does not form part of any previous certificate / Diploma / Degree and submitted to the Department of Commerce, St. Mary’s College (Autonomous) in partial fulfilment of requirements for the award of the Degree of B.Com, under the guidance of **Dr.P. Banumathi** Associate Professor of Commerce, St. Mary’s College (Autonomous), THOOTHUKUDI.

PLACE: TUTICORIN

NAME: THANGALAKSHMI. P

DATE:

(20AUCO69)

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	ANNYXURE: CRRTIFICATE DAY REPORT	



## CHAPTER 1

### INTRODUCTION:



The Company name is Anaan Sea Foods. The company owner's name is Mr. James. The owner has kept her daughter name as the company name. The company came into existence in 2010 and it was started by Mr. James. For first Nine years, it has operated in Threspuram, later on it has shifted to Inigo Nagar. The company has a good vehicle facility. Through this, they get the squids and prawns from the **DSF** Sea foods company. This company have a good relationship between the customers. The company made a good profit and a good reputation more than other company.

## **PROFILE OF THE ORGANISATION**

**ANAAN SEA FOODS** was established in December 2010. It aims to buy variety of fishes from sea food company and sell them to various states. They are well known in the field of variety of fishes. The company plays a vital role in promoting some variety of fishes for the welfare of the local community and the national level.



## **CHAPTER 2**

### **CONCEPTS:**

The basic concepts of Anaa sea foods producing fish oil from unnecessary sea foods waste products. Some unnecessary waste are also distributed to poultry feed.

### **METHODS**

#### **CRAB FISH:**



First we have to separate the crab legs and body and then we have to boil the body alone and after sometime we have to parcel it.

## **FROZEN BARRACUDA FISH:**



First we have to remove the shell of barracuda fishes and then we have to separate to the head and body alone and cleaned them separately, and then we have to take the body alone and cut into small pieces.

## **SQUID FISH**



First we get the Squid from DSF Sea Company and then we will clean it with a fresh water and then we kept in a refrigerator for some time and then we will parcel it.



### **ANCHOVIES FISH:**



Fish we have to take the anchovies fish and then separate permanently the head, tail and gut and after that ,we have to take the body of the fish and clean it and then parcel it.

### **PRAWN:**



First we have to clean the prawns with fresh water and then keep it in a boxes with ice cubes for 4 hours or 5 hours and then parcel it.

## **HALIBUT FISH:**



First when we get a halibut fish we have to separate a bone and the waste and then we have to take the pieces alone to clean it and then parcel it.

## **PROCESS LEARNED AND SKILL ACQUIRED:**

- Teamwork
- Problem solving skills
- Work ethics
- Adaptability skills
- Communication skills
- Responsibility
- Time management

## **CHAPTER 3**

### **LIMITATION:**

- The duration of internship was limited due to covid protocols.
- The information provided by the companies is not very specified and clear in order to analyse the statement.
- Most of the employees are not ready to share the information.
- Being a student, the main limitation was lack of proper time management

### **SUGGESTION:**

It was a very positive experience that gave me skills for my life. If I could sum it all up through this experience, I gained more than just knowledge, I gained hands on experience and learned that this is something that I not only good but as well as love it.

## CONCLUSION:



Through internship, I have learnt that how they are safeguarding and cleaning all types of fishes. The fishes of the waste didn't throw it dustbin instead of that, they have used in food for hotels as well as export to various places. I can honestly say that, my time spent interning with Anaan sea foods company resulted is one of the best in my career. I can conclude that, there have been a lot I have learnt from my work. This internship helped me in enhancing team spirit and coordination













**A REPORT ON THE INTERNSHIP PROJECT AT**

**St. John Freight System Limited**

Submitted to

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

By

**MS.VAISHNAVI T.N.**

**(20AUCO70)**



Under the guidance of

**Dr.P. Banumathi**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

(Re-accredited with A+ grade by NAAC)

**FEBRUARY 2022**

## ACKNOWLEDGEMENT

It is my privilege to thank our **Principal Rev.Dr. Sr.S.J. Lucia Rose, M.Sc., M.Phil., Ph.D., PGDCA**, for giving me this opportunity to undergo internship training which helped me to acquire knowledge.

I express my sincere thanks to **Dr.G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT Head &Associate Professor of Commerce**, and my guide **Dr.P. Banumathi M.Com., M.Phil., Ph.D.** for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this internship.

The internship opportunity I had with **St. John Freight Systems Limited** was a great chance for learning and professional development. I am also grateful for having got a chance to meet wonderful people and professionals who led me through this internship period.

I am using this opportunity to express my deepest gratitude and special thanks to **Mr. Thomas G Group Corporate Head HR, of St. John Freight Systems Limited**, who in spite of being busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my training programme at their esteemed organization.

VAISHNAVI T.N

20AUCO70

## DECLARATION

I hereby declare that the Internship project report done at **St. John Freight System Limited Tuticorin** is based on my working in the company off line mode, from December 2021 to February 2022. I assure that it is not a replication of any contents except few references from secondary data and submitted to the department of commerce, St. Mary's college (Autonomous) in partial fulfillment of requirements for the award of degree of B.COM under the guidance of **Dr.P. Banumathi**, Associate Professor of Commerce, St. Mary's College (Autonomous), THOOTHUKUDI.

PLACE: TUTICORIN

VAISHNAVI T.N

20AUCO70

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## Chapter 1

### Introduction and Profile of the Organization



- Tuticorin, India- Group Corporate Office
- Chennai, India - Logistics Headquarters
- Singapore, International Headquarters
- Controls about 50,000 TEUs per annum across the globe as a Logistics Service provider/  
Feeder, NVOCC, CFS operator

(TEU is an acronym used in logistics, which means '**Twenty Equipment Unit**' or in other terms a '20-foot container'. TEU is the smallest equipment used to transport goods with Twill.)

- Global workforce of 1,400 + Professionals

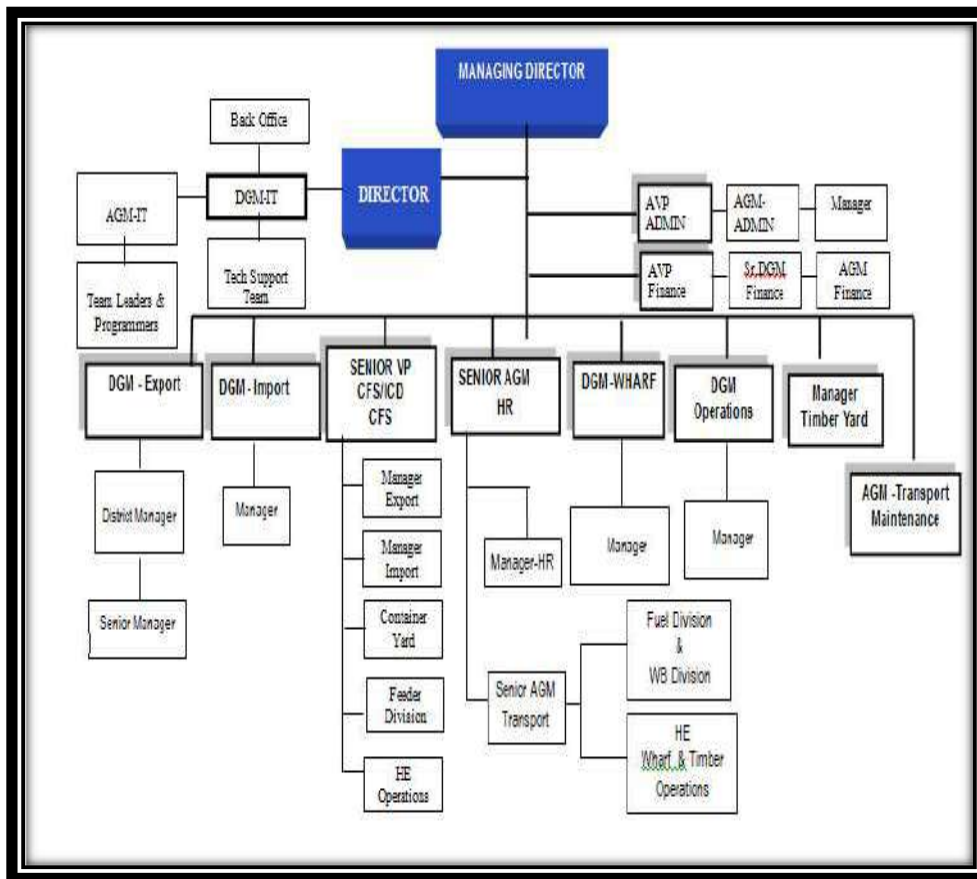
- St. John has **58 offices in 20 countries across 4 continents**
- The key person of St. John Freight System is **Mr. Johnson** in the year **1979**.
- The mission of the Company is to attain holistic perfection while absorbing evolutionary and technological innovation in the service industry to maintain winning pace. St. John Freight System Limited Accreditations such as ISO9002 for St. John, Service Excellence Award by CIAe (Confederation of Indian Apparel exporters), “Niryat Shree” Award from FIEO(Federation of Indian Exporters Organization’s – a Ministry of Commerce unit)

#### **Vision & Mission of the organization:**

**The Vision** of the Company is to become ‘a leading international service provider of innovative end-to-end logistics solutions and to be amongst the top 20 global logistics companies by 2025.’This vision of excellence is being reinforced by the ISO 9001:2018 QMS standards, AEO, TAPA & IKEA standards that are practiced in all areas of functioning.

**The Mission** of the Company is to attain holistic perfection and to absorb all evolutionary innovations and technological up-gradations in the service industry. To crown it all, St. John ranks are expected to be highly motivated, devoted and well disciplined. The skill based knowledge; competency and pragmatic expertise of the team with a top level leadership and business acumen are the winning formula.

## Organization Structure:



## Founder of organization:

**St John Freight System Limited** was established in **1979** and led by its **Chairman & Managing Director Mr. T Johnson**, who has been instrumental in scaling up the St. John Group from a five member team of Tuticorin based CHA and Freight Forwarder to 1300+ members of a global integrated logistics service provider to-day. Mr. Johnson's keen acumen and vision gained over three decades of experience have manifested excellence in taking the St. John Group to universally greater heights.

Mr. Johnson has added many more colours on his hat throughout his journey, in the form of various awards and certifications for the achievements that the Company had attained in the last three decades, which includes Niryat Shree Award from the Federation of Indian Export Organizations [FIEO] for excellent export performance, the winner of Outstanding Entrepreneur Award in Asia Pacific and the Best sea Freight Award on all India basis.

## **Chapter2**

### **Concepts, Methods learnt**

St. John Freight System has a well-diversified presence in the logistics industry.

St. John Freight System offers the following services across the globe.

- ✓ 3PL / End-to-End Logistics Services
- ✓ Freight Forwarding (Air & Ocean)
- ✓ Custom Broking (CHA)
- ✓ NVOCC
- ✓ Feeder Operator
- ✓ Container Freight Station
- ✓ Stevedoring and Terminal Operations
- ✓ Vessel Agency (Feeder / Break Bulk & Bulk)
- ✓ Ship Brokering / Chartering
- ✓ Fumigation
- ✓ Heavy Equipment / Trucking
- ✓ Warehouse Management / Warehousing & Distribution

#### **1. Supply Chain Management / Third-party Logistics (3PL):**

3PL Supply Chain





St. John is one of the leading providers of integrated logistics solutions. We manage and improve the orchestration of our customers' supply chains, from the time of planning and procurement through to the arrival and delivery of the products at their final destination. . At St. John we have the skills and experience necessary to manage your supply chain throughout its entire life cycle - from initial design to daily management. And when smooth day-to-day operations are achieved, we remain focused on constant supply chain development, necessary to maintain and further evolve the optimal setup and infrastructure to remain ahead of the curve. Based on a commitment to create sustainable value to our clients, our dedicated Supply Chain Development teams add innovation to everything we do.

## **2. Freight Forwarding - Sea Freight Division:**



Sea logistics has been our core area of operations. Our philosophy of cultivating long term relationships with the carriers has earned us respect amongst them. We work closely with the carrier to ensure we deliver value to our customers - required equipment, competitive rates, and scheduled shipping departures. These contribute to our ability to offer the perfect logistics

solutions tailor-made for each customer. We are well equipped to handle any volume of cargo. Irrespective of the volume, our service commitment remains the same. Shipments that do not fill one full container are handled as LCL or as consolidated shipments in our consol containers to Europe every week. Wherever the goods can be shipped as FCL that is done.

As a value added service we also handle consolidation for a specific buyer (multiple vendors / suppliers) whereby both cost and transit time are considerably saved for the customer. Our state-of-the-art CFS (Container Freight Station) comes in very useful here for such shipments. We are equipped with the latest infrastructure and facilities to execute the customer's requirement with utmost precision/accuracy.

Transparency has been our hallmark and customers are updated at every stage regarding their precious cargo. We realize what miscommunication or delayed communication could do to your business. Regular transit updates and status are provided pro-actively by our customer service desk. Alternatively you can also track your cargo through our website wherein information can be designed to suit customer specific requirement. St. John Group handles a volume in excess of 500,000 TEUs per Annum

### **3. Custom Broking**

St. John's core business started with Custom Broking and arguably therefore, we are very good at this! A dedicated and strong team, richly experienced, is available for handling all commodities. All the Branches in India hold License issued by the Customs Authorities for handling both exports and imports as Customs Broker. Wherever you are clearing the cargo from, export or import, you will be hard-pressed to find someone who can do it better than the St. John Custom Broking team.

#### **4. General Warehousing**

St. John owns General Warehouse space of over 200,000 Sq. Ft in Tuticorin for storing International and Domestic Cargo. And through various partners carefully chosen based on specific customer requirements, we arrange warehousing services anywhere in India.

#### **5. Consolidation / LCL service**

LCL is today the main line of focus for us in the freight forwarding business. Understandably, as mass markets move to niche markets of customized fragmentation. So you've got a small load of cargo, but you still want the economies of scale obtained through large cargo movement. LCL gives you that - this service is the best solution for delivering economically sizable loads of cargoes. We have extensive experience handling both general and specialized shipments including both inbound and outbound shipments.

We close own consol boxes to various European destinations ex-Tuticorin. In addition to the UK, we close regular direct consol boxes to Antwerp, Hamburg and Rotterdam. Our CFS at Tuticorin ensures that handling and process quality is maintained at the highest level of service to our customers.

- ✓ Both fast as well as economical options are available.
- ✓ Regular, direct weekly fixed day consol services.
- ✓ Competitive rates for both ports and inland points across Europe
- ✓ Nominal destination charges
- ✓ Quick delivery at destination
- ✓ DDU / DDP shipments can be accepted

Furthermore, if you have a large number of suppliers with small consignments destined for different locations, we can consolidate them in FCL shipping containers, and coordinate the consignments, thus, saving you time and money.

We will handle your sea freight shipments, no matter what size or shape your import or export consignments. You can rely on our comprehensive door to door service. In addition, we will

arrange the best shipping options such as multimodal combinations of land/sea/air to meet your specific needs for safety, schedule and location

#### **6. NVOCC(Non-Vessel Operating Common Carrier):**



St. John offers time definitive services enabling our clients to achieve their objectives in supply chain management.

- ✓ Fastest door to door transit times
- ✓ Annual contract rates with choice of carriers who meet our service criteria
- ✓ Largest NVOCC from India to Europe/USA with guaranteed space allocation
- ✓ Scheduled sailing to all major ports worldwide
- ✓ Modern warehousing offering maximum security and control
- ✓ Bonded facilities
- ✓ Expertise in worldwide documentation requirements
- ✓ Fast tracking of urgent consignments

#### **7. St. John CFS(Container Freight Station):**



St. John owns a state-of-the-art CFS Park, built to International Standards at Tuticorin, situated on the Harbour Express Way, within 8 km from Tuticorin Port. It comprises over 250,000 sq. ft. of Warehouse space including "bonding" facility, sprawling over 70 acres including "Open-Bonding" facility. And over 200,000 sq. ft area of container stacking yard. It is currently handling over 80,000 TEUs per annum. Fully "automated" Electronic Data Interchange (EDI) facility, supported by adequate infrastructure facilities makes it one of the most efficient in the country. International Standard security arrangements ensure security of cargo. This was the first CFS in the country to get portside ICD status to provide all Export Import pre and post shipment services under one roof. And it was the first portside ICD / CFS facility in India to receive ISO 9002 standards from BVQI, ISO-9001-2000 standards from DNV & IKEA I-WAY certification for systems & socio-environmental standards.

#### Other Features

- The container stacking yard is floored with interlocking blocks and hence, ample space for safe stacking and storage of Import
- Containers.
- 24x7x365 round-the-clock Operations.
- On site processing of documents using the Indian Customs EDI Scheme.
- A custom-built CFS Information System enables online tracking of cargo details.
- High quality International standard security arrangements ensure security of cargo.

- Administrative block of about 12000 Sq. ft which is exclusively marked for Customs, cafeteria, Business center, Bank, Insurance Counter, CFS Customers and administrative office.
- Experienced and reputed surveyors.
- Adequate Insurance coverage.
- Faster delivery and hence, better vehicle turnaround time.



[St. John CFS picture]

## 8. St. John Container Yard:

St. John owns a Container Yard located on the Harbour Express Road near St. John CFS Park, within 7 Km distance from the Tuticorin Port, covering 7.3 acres of stacking space, with a

capacity to stack over 6000 TEUs, including administrative office and supported by adequate infrastructure facilities such as cranes, Top Lifters, a fleet of Trailers, with a Genset to provide alternate source of power/ energy and operates 24x7 in a comprehensive secured compound with security for 24 hours/day.

The following liners' empty containers are stored in our container yard.

- EVERGREEN
- CONTSHIP
- APL
- HYUNDAI
- OOCL
- IPCL



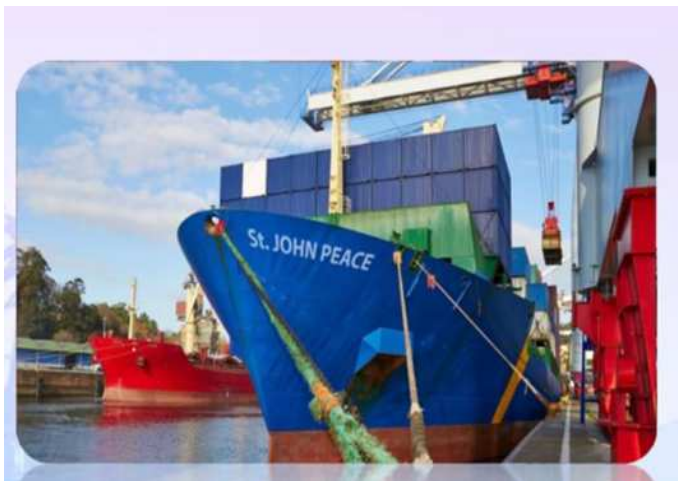
(St.John Container Yard)

## 9. Stevedoring



St. John, as Stevedores, handle Break Bulk and Bulk ships on an average of 250 ships per year in Tuticorin mostly, and other locations in India like Chennai, Kandla, Kochi, Mangalore, and Visakhapatnam. Specific commodities like sugar, rice, raw cashew, coal, coke, timber, garnet / limonite sand, alumina powder and so on, both exports and imports, are handled. A dedicated team with rich experience in stevedoring activities handles above commodities and also Project Cargo with high productivity.

## 10. Chartering & Agency Division



The Chartering & Agency Division is professionally managed by skilled, efficient and experienced personnel controlling day-to-day activities from Corporate Office, Tuticorin and Logistics Office, Chennai. This Division works with our long time associates, Shippers,



Charterers, Owners, Brokers based in Europe, U.S., Romania, Turkey, Russia, Singapore, Dubai, Hong Kong, China, Korea, Thailand and India.

The Division operates at various Ports viz. Cochin, Kandla, Kakinada, Mumbai, Kolkata, Visakhapatnam, Paradip, Haldia and ICD's viz. Pune, Coimbatore, Delhi, Madurai, Bangalore and Guntur and also handles on an average over 150 vessels per year operating on vessel agencies in all Indian ports.

### **11. Fumigation Division:**



As a part of diversification and with a view to provide all required services for our valued customers under a single window, St. John began Fumigation services in the year 1998. The Directorate of Plant Protection, Quarantine, Fumigation & Storage, Ministry of Agriculture & Co-operation, and Government of India have approved St. John Freight Systems Ltd., as a Pest Control Operator to carry out fumigation of import and export cargo. St. John has been accorded with accreditation under ISPM standards by the Ministry of Agriculture, Government of India. Fumigation is a process of exposing insects or material infested by insects to the fumes of a chemical at a lethal strength in an enclosed space for a given period of time. The fumes kill the insects prevalent and thus preserve the precious cargo of the customer.

#### **Treatment Services:**

- Fumigation of Godowns/Warehouses/Silos/Flour mills/Empty ship holds
- Fumigation of Stuffed & Empty containers of Export/Import at Port/ICD/CFS and at House stuffing Points.
- In-transit Fumigation of Commodities onboard Barges etc.,
- Termite Control Treatment during Pre & Post Construction Stage as per ISI standards with Guarantee.
- Rodent control & De-ratting of Ships.
- Dis-Infestation of Warehouses, Food plants and residential premises.
- General Pest control services.

## 12. Truck / Equipment Operators:



The Truck Operating / Equipment Division has at its command an impressive range of terminal and cargo handling equipment that perform vital functions and give St. John the competitive edge in terms of both performance and cost. The Company owns and operates a fleet in excess of 100 comprising chassis with prime-movers, cranes ranging in lifting capacity of 8 to 75 tons, fork-lift trucks, reach stackers and log loaders.

### 13. Feeder Operator:



St. John has chartered Feeder vessels operating bi-weekly sailings between Tuticorin and Colombo from January 2007. And weekly sailing between Chennai and Colombo from 2009. In the short period of operations so far, St. John is already a major market-share player in both these sectors, reflecting its long-standing customer and liner relationships which have rubbed off positively on its performance. We receive a lot of support from all the major Liners due to our confirmed Mother-Vessel connecting ability at Colombo. The Company is planning to expand feeder services from other Indian Ports to neighboring countries

## Chapter3

### Strength, Limitation and Conclusion



#### 1. **Job Security of Employees:**

The policy of the Company is that once a staff gets inducted into the Company, his job is guaranteed. There is no Firing Policy does exist in the Company. Unless an employee himself/herself resigns voluntarily, the Company won't be terminating the service of an employee [other than any reason associated with breach of trust (or) criminal offence]. No employee of the Company would be sent out due to his inefficacy (or) poor performance. A question may arise as to how the Company retains an employee who is inefficient or perform very poorly. Under such circumstances, the Company takes out the person from the particular division and places him in other division/operation/section where his exact caliber could be effectively utilized [may the job that is inferior to his actual job]. Therefore, the employees of St. John feel themselves secured and the job security of them is assured all the ways.

#### 2. **Reporting nature of the Employees & Team Work:**



The hierarchy of the Company is well-structured and the reporting of the employees is well regulated. There are five categories of employees working respected from top to bottom equally. Employees take the responsibilities and the accountabilities in accordance with the level of decision making. Employees do not by-pass the channel of reporting and their responsibilities. As most of the employees are cross trained, they are able to perform the duties of other employees if situation demanded. Their collective nature of works makes them agreeable in all aspects. In their operational works, every category of work is headed by a team leader and all the team leaders are reporting to one Head of the Department. Therefore, contribution from the HOD to the bottom level field executive is very much required in their supply chain management, order to give the best result to their customers

### **3. Safety and respect - Women employees:**

I observed in the Company that women employees are treated equally in all respects and particularly they are given equal opportunity in their careers. Women feel comfortable in their business environment. They are being respected very well. I therefore felt very comfortable and safe during my internship training. Women Complaints Committee is in place and it is very active in the Company. A very important thing I had noticed in this regard was that not even a single case was registered by any women in this Committee since its formation. Therefore, I have a high regard for the management for their efforts in maintaining discipline at work environment through their policies.

### **4. Time Management:**

As the salaries are inter connected with their attendance timings, people are habituated in reporting on time and leaving the Company not before the specified timings During my internship training, I followed exactly the attendance timings of the Company. The employees were systematically following their timings for performing their assigned roles and they ensure completion of their tasks before backup.

### **Weakness:**

#### **1. Orientation of Employees**



Most of the employees who have joined this Company get oriented themselves with the Work Culture, Operational Activities and the Management Philosophy and they themselves feel that this is the first and last company in their careers. Therefore, the employees lose lot opportunities that are available in the market to enhance their skill, knowledge and expertise There are more than 50 % of the employees of the Company have completed more than 20 years of service in the same Company and also noticed that this is the first and the last company for 75% of the employees who have retired from the Company very recently. Though it is considered strength by the Company, it is a

weakness of the employees who have put up a restriction themselves for their further professional exposure.

## 2. **Monotonous Works [Repetitive Works]:**



I noticed that the employees are put up in the same operational jobs continuously for more than 15 years. If an employee gets promoted, he shall continue to be on the same jobs. Therefore, some category of employees feels themselves bored in their day to day operations. They expect that they should be given cross-training and put up in different divisions of the Company

## 3. **Comfort zone of the Employees:**



I found that around 30% of the employees feel themselves in comfort zone and happy in doing the same jobs repeatedly for many years to come. They do not want to upgrade themselves. They feel that even if they get any better opportunities outside, they may not find this kind of comfort zone in the new work environment.

## **Conclusion**

The learning and experience that I have gained throughout my internship training at St. John Freight Systems Limited is really excellent. I feel proud of that. One thing is very clear to me that experience makes a person perfect. I found that the experienced people are great assets to the Company. Because of their better relationship that they have with their customers and also by giving uninterrupted services to them for the last many years, they are able to continue to retain their businesses. The infrastructure set up at various locations, well experienced people on board and their network services across the world ensure end-to-end services to their customers flawlessly. Throughout my internship training, I learned not only the operational activities of certain important divisions but also, certain business ethics and professional decorum one needs to adopt in a Multinational Company.





## **CERTIFICATE OF COMPLETION**



SJFSL/HR/INT/1701  
26<sup>th</sup> February 2022

**CERTIFICATE OF COMPLETION OF INTERNSHIP**

This is to certify that Ms.Vaishnavi (Reg. No.: 20AUC070), Second Year B.Com, St.Marys College (Autonomous) Thoothukudi, has successfully completed her Internship for a period of fifteen days in our Company from 27<sup>th</sup> December 2021 to 17<sup>th</sup> January 2022 (excluding the exam days) and from 22<sup>nd</sup> February 2022 to 26<sup>th</sup> February 2022.

During the tenure of her Internship, we found her studious, regular and inquisitive. We wish her all the best in all her future endeavors.

For St.John Freight Systems Ltd.

Thomas G  
Senior Assistant General Manager  
Group Corporate Head HR









## DAILY REPORT

Daily Report


DAY 1:- Overview of Import Procedures  
(27/12/21)

 J. Sankarishan  
Signature of Trainer

DAY 2:-  
(28/12/21) Import  
(i) Warehousing  
(ii) Benefits and exemptions  
(iii) High Seas Sale

 Signature of Trainer

DAY 3:-  
(29/12/21) SFD: Freight forwarding, liner booking, vessel tracking, Bill of lading and its types

 Signature of Trainer

DAY 4:-

(30/12/21)

Overview of Export Procedures



*[Signature]*  
Signature of

DAY 5:-

(31/12/21)

Filing of Shipping Bill



*[Signature]*  
Signature of

DAY 6:- 1) Visited the container freight station  
(03/1/22) 2) witnessed Stuffing and De-stuffing activities.



*[Signature]*  
Signature of

DAY 7:- Overview of Key Accounts Management  
(05/1/22)



*[Signature]*  
Signature of

DAY 8:-  
(08/11/22)

HR Policies and manuals (Reading)  
Code of Conduct  
Recruitment methods  
Methods of Training & Development  
Performance Appraisal  
Disciplinary Proceedings  
Exit methods

Signature of Trainer

For ST. JOHN FREIGHT SYSTEMS LIMITED

Thomas G.  
Sr. Asst. General Manager - HR

DAY 9:-  
(11/11/22)

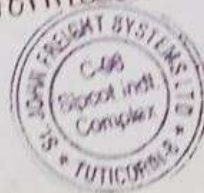
Overview of Non-vessel operating Common  
carrier



Signature of Trainer

DAY 10:-  
(17/11/22)

Overview of Information Technology system



Signature of Trainer

DAY 11 to 15:- Restricted due to Covid-19

DAY 11:- Fumigation and its Treatment Service  
(22/2/22)



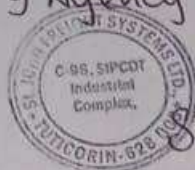
*M. Khan*  
Signature of Trainer

DAY 12:- Stevedoring Methods  
(23/2/22)



*M. Khan*  
Signature of Trainer

DAY 13:- Outlook of Chartering Agency  
(24/2/22)



*M. Khan*  
Signature of Trainer

DAY 14:- Analysis of Truck operating/ Equipment division  
(25/2/22)



*M. Khan*  
Signature of Trainer

DAY 15:- Methods of Transshipment  
(26/2/22)



*M. Khan*  
Signature of Trainer





**A REPORT ON THE INTERNSHIP PROJECT AT**

**Sri Somu Shipping Services**

Submitted to

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Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

Varsha.S.P

20AUCO71



Under the guidance of

Dr. Fernando Alexandria M.Com.,Ph.D.

**PG AND RESEARCH DEPARTMENT OF COMMERCE**  
**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**  
(Re-accredited with A<sup>+</sup> grade by NAAC)

**NOVEMBER 2021**

## **ACKNOWLEDGMENT**

It is my profound privilege to thank our Secretary **Rev. Sr. Flora Mary** and Principal **Rev.Dr.Sr.A.S.J. Lucia Rose** for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge. I express my sincere thanks to **Dr. G. Stella Beatrice Nirmala**, Head, Department of Commerce and my Internship guide **Dr. Fernando Alexandria M.Com.,Ph.D.** , Assistant Professor, Department of Commerce for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this project. Finally, I would like to take the opportunity to thank **Mr.Somu Sundar**, founder of **Sri Somu Shipping Services** and staffs of the firm, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career.

### **DECLARATION**

I am Varsha.S.P , studying II<sup>nd</sup> year B.com at St.Mary's College (Autonomous) Tuticorin, hereby declare that is my original work and the information was gathered during the period of interhereb from **Sri Somu Shipping Services** . I am also confirm that the report is prepared only for my academic and not for any other purpose. My internship period is from **17/01/2022** to **31/01/2022**.

Sincerely,

Varsha.S.P

20AUCO71.



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		PROCESS LEARNT	8
		SKILLS ACQUIRED	9
3	III	LIMITATION	10
		SUGGESTION	11
		CONCLUSION	12
4	IV	DAILY ATTENDANCE	
		CERTIFICATE	

## CHAPTER I

### INTRODUCTION

An internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. An internship gives a student the opportunity for *career exploration and development, and to learn new skills.*

An internship helps a person to train under experienced professionals and explore what a chosen career path would be like, and an internship with a company in a particular field can help a person to develop the skills needed to thrive within a professional setting. At the end of the training period, the company may ask to review the time with them and write a report *based on the experience. In this report explanation is given.*

## **PROFILE OF THE ORGANISATION**

Sri Somu Shipping Service was established in January 2008. Sri Somu Shipping Services is in the business of doing Shipping service throughout the India . They are well-Known in the field of shipping services. Their mission is to give their quality products to their customers . The company plays a vital role in promoting some social sequalisequal it for the welfare of the local community and the nation at large. I liked their mission, which is the reason why I applied for an internship position with them.



**Fact about company:**

- Name of the company: Sri Somu Shipping Services
- Nature of business: Shipping Services
- Established in : January 2008
- Founder : Mr. Somu Sundar
- Other groups: T.Somu Sundar Trader
- Shipping Products: Garments, Onions, Food products.
- Area covered for services: Colombo, Sri Lanka, Europe sectors, US Sector.
- No. Of. Employees : 20
- Annual income : Approximately 40 -50 lakhs



- Name board:



- Motto :

*"Delivery for your satisfaction"*

*"Quality service with best price"*

## CHAPTER II

### CONCEPTS

Sri Somu Shipping Services handle shipping and transportation and also offer services like advanced warehouse management, inbound freight coordination, order fulfillment and outbound shipping and delivery. Every function of supply chain management is available, and close collaboration is essential. They export their quality goods to their customers throughout the countries in current time.



## METHODS LEARNT

- Receiving the order
- Processing the order
- Fulfilling the order

### 1. Receiving the order

Once you receive an order, you will need to make sure you have enough inventory in stock to process the order. This begins by working closely with the manufacturer or supplier to purchase and receive inventory at a warehouse or sending inventory to a fulfillment center if one partner with a third-party logistics (3PL) company. Receiving customer orders can be easily streamlined by implementing an order management system or inventory management software to sync to the ecommerce platform. This can help to track inventory and orders all in one place.

### Processing the order

Processing a customer order refers to the process of verifying order data and making sure it's accurate (e.g., verifying the shipping address) and that the items ordered are in stock. Much of this process is often done using automation and technology, which can help to speed up the order processing stage. From there, the order status is updated in real-time and customers can be notified that the order is being processed.

### 3.Fulfilling the order

Once the order has been processed, the order fulfillment stage can begin. This involves picking the right items for the order and preparing them to be shipped. There are several different order filling options for ecommerce businesses, such as self-fulfilling orders or drop shipping, but the most popular option for ecommerce businesses is outsource fulfillment to a 3PL or third-party logistics partner.

A 3PL will take care of the entire ecommerce fulfillment process for you, including warehousing, generating picking lists, packing boxes, shipping orders, and more. Since there are many hidden costs to self-fulfillment and drop shipping comes with a list of challenges, partnering with a 3PL can help save time, automate shipping, and keep logistics costs down.

### OBJECTIVES

- To know the Shipping procedure and export Process
- To Study the Various techniques and types of Process use in Shipping Company.
- To Understand the practical difficulty faced by the workers.
- To Study the over all performance.



### **PROCESS LEARNED:**

- First ,I visited the tailor yard , container yard and fright station.
- Observed the stuffing procedure and overview of export procedure.
- I learnt bill filing ,customs clearance, stuffing gate into port.
- They taught me stock verification cargo loading in CFS, observed the nature of cargo and counting of cargo.
- Export bill verification and checking out the export bills.
- Bill clearance and checking invoice and packaging list.
- Checking the bill against the cargo. The cargo and the bill settlement must be equal.
- Observe the loading of cargo into the container(staffing procedure)
- Observe the process of container gate into port.
- Collecting the document after the container gate in( documentation)
- Preparing invoices- expenses which will rise to the customer claim.
- Dispatch of the document- necessary documents courier to customer.
- Accounting the bill and closing the bill.

## **SKILLS ACQUIRED**

I learnt the following skills during my internship

- Internship provided me self confidence and made me to survive in a new atmosphere which was is helpful for me and for my future career
- Computer skills on Microsoft packages of excel, word, internet skills, operation different applications within Microsoft ERP and some other accounting technique
- Relationship-wise, I have gained interpersonal skills that have enhanced the completion of my practicum.
- In all the tasks I performed upon completion I had to submit the final report which gave me the platform for of developing my reporting skills.
- During the course of the exercise, I was able to take accurate ethical decisions

## CHAPTER III

### LIMITATIONS

This is my first experience in internship , there are some limitations I have faced.

- I found it difficult to understand the concepts and new words they used.
- *Felt uncomfortable to work in a new place .*
- An internship that offers less experience than promised is a major disappointment.
- The interns are taught in brief and not in detail.
- Its was difficult to enroll myself into a new working environment.
- Time provided for the internship was not sufficient to learn many things.

## **SUGGESTIONS**

- If More support should be provided to carry out constant supervision and monitoring of students during the internship training so as to encourage us to perform the duties fully and also accurately.
- We should be given opportunities with internship program, because it helps to prepare the students for their careers in future and also enable the students to practice the theoretical knowledge obtained in the class.
- The organization should increase and ensure more supervision over the employees in order to work effectively
- The internship would also recommend the Organization to continue giving internship placements to as many students as possible.
- They can also improve the concepts and use some easy techniques to make the students understand clearly.



### **CONCLUSION:**

This internship has been an excellent and rewarding experience. I can conclude that there have been a lot I've learnt from my work at Sri Somu Shipping services. Needless to say, the technical aspects of the work I've done are not flawless and could be improved provided enough time is given. Whatever I believe, my time spent in research and discovering it was well worth it and contributed to finding an acceptable solution to build a fully functional web services. Two main things that I've learnt are the importance of time-management, skills and self-motivation. Thank you for this precious experience.

# Daily Report

Date : 17.01.2022

Day 1 :- Introduction about Myself

- Introduction of the company by the manager.

Signature

Date : 18.01.2022

## Day 2: Field Trip

- Visiting trailer yard
- Visiting container yard
- Visiting freight station

Signature

Date : 19.01.2022

Day 3 : Warehouse visit

- Visit St. John's CFS
- Observe Stuffing procedure.

  
Signature

Date : 20.01.2022

Day 4 : Overview of Export procedure

- Bill filing
- Customs clearance
- Stuffing gate into port

  
Signature

Date : 21.01.2022

Day 5 : Stock Verification

- Cargo loaded in CFS
- Observe the nature of cargo
- Counting of Cargo.

  
Signature

Date : 22.01.2022

Day 6 : Visited Shipping area

  
Signature

Date : 23.01.2022

Day 7 : Bill Verification

- Export bills verified

  
Signature



Date : 24.01.2022

Day 8 : Bill Clearance

- Checking invoice and packing list

  
Signature

Date : 25.01.2022

Day 9 : Customs Clearance

- Checking the bills against the Cargo

  
Signature

Date : 26.01.2022

Day 10 : Stuffing

- Observer loading of Cargo into the container

  
Signature

Date : 27.01.2022

Day 11 : Container gate in to port

- Observe the process of container gate in



R. Julent  
Signature

Date : 28.01.2022

Day 12 : Documentation

- Collecting the document after the container gate in



R. Julent  
Signature

Date : 29.01.2022

Day : 13 preparing invoices

- Expenses bills raise to the Customer <sup>as</sup> Claim.

 R. J. J. Signature

Date : 30.01.2022

Day 14 : Despatch the document

- ~~Nessa~~ Necessary document courier to customer.

 R. J. J. Signature

Date : 31.01.2022

Day 15 : Accounts

- Accounting the bill

 R. J. J. Signature



# Sri Somu Shipping Services

2F/1122 P&T Colony 7th Street, West, Tuticorin - 628 008.

Tele / Fax : +91-461-2312640

E-mail : somu@srisomushipping.com,

srisomushipping@gmail.com

Website : www.srisomushipping.com

Date: 09.02.22

## TO WHOM IT MAY CONCERN

This is to certify that (Ms/Mr/Mrs. S.P.Varsha, student of St.Mary's College, Tuticorin, has successfully completed a summer internship in the field of Documentation, from 17.01.2022 to 31.01.2022 .

During the period of her internship program with us, she had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish her every success in her life and career.

For SRI SOMU SHIPPING SERVICES

T.SOMASUNDAR  
(Proprietor)



**A REPORT ON THE INTERNSHIP PROJECT AT**

**Maharaj Traders**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

Varshaa.R.S

20AUCO72



Under the guidance of

Dr. G. Stella Beatrice Nirmala

**PG AND RESEARCH DEPARTMENT OF COMMERCE**  
**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**  
(Re-accredited with A<sup>+</sup> grade by NAAC)

**2021 - 2022**

## Acknowledgement

The internship opportunity I had with Maharaj Traders was a great chance for learning who provided a great platform to understand how our learnings could be incorporated in working place and which helped me to learn a lot of things, the ground reality when it comes to implementing any programmes and the challenges behind it. I am also grateful to Hamilton Sir for giving this opportunity of internship in this company. Finally, one cannot ignore the wonderful women who welcomed me and answered all my doubts regarding their venture despite their busy schedule.

Varshaa.R.S  
(NAME)

## Declaration

I hereby declare that the internship report is my own work and is prepared based upon the data and information gathered during the period of internship in Maharaj Masala Company for the period of 15 days.

Varshaa.R.S



*Dr. G. Stella Beatrice Nirmala*

**Dr. G. Stella Beatrice Nirmala,**  
M.Com, M.Phil, M.B.A, PGDIT, D.FA, D.G.T, Ph.D,  
Head and Associate Professor,  
Department of Commerce,  
St. Mary's College, (Autonomous)  
Thoothukudi - 628 001. Tamil Nadu

# **Contents**

## **Chapter 1 :**

- Introduction
- Profile of the Organization

## **Chapter 2 :**

- My Observation

## **Chapter 3 :**

- Limitation and Suggestions
- Conclusion



# **Chapter 1**

## **INTRODUCTION :**

An internship is a period of work experience offered by an organization for a limited period of time. The internship report was made after having internship with Maharaj Traders from 03/01/2022 to 21/01/2022.

This chapter contains the following profile of the organization; location; organization structure; and other main activities carried out by the organization.

## **Profile of the Organization :**

Established in the year 1996, Maharaj traders is an extremely recognized firm of the industry that has come into being with a vision to being the customer's most favourite choice. The ownership type of the company is a sole proprietorship. The head office of the corporation is situated in Thoothukudi, Tamil Nadu. Matching up with the ever increasing requirements of the customers, the company is engaged in manufacturing, trading and retailing a standard quality range of a Masala Powder, Chilli Powder, Sambar Powder and many more. The offered products are manufactured by the brilliant members using the first class quality basic material with the support of sophisticated techniques standards in observance to the set industry standards.

Maharaj Traders is a food processing company promoted by Mr. M.Baskar group who has nearly five decades of experience in spices. Maharaj has been promoted with the sole aim of manufacturing quality spices products and other food items which are of traditional South Indian tastes for the benefit of all segments of consumer in India and around the world.

Maharaj Traders products are the result of committed effort in research and quality control to give superior healthy foods that are natural and tasty. For

the processing of food items, various types of masala, powders, spices and other condiments are used and the company, Maharaj Traders has been specializing in such products. Since the year of 2003, they have been serving the food industry as a manufacturer, supplier, retailer and wholesaler of numerous varieties of edible products.

The food sector is essential since it supplies to consumers a wide range of items. Because of their glorious history in the industry and the excellent quality of items that they supply, that, Maharaj Traders have earned a great reputation. Their facility is located in Tuticorin, Tamil Nadu, India. And it is that they process the most nutritionally balanced products such as Adai Dosai flour, Fish fry masala, Chilli powder, Egg curry masala, Sambar Powder, Mutton masala, etc.

### **Company Logo :**



## **Slogan:**

1. MAHARAJ MASALA.....  
THIS IS THE MOTHER'S WOMB.....
2. HIGH IN QUALITY.....  
EXCELLENT IN TASTE.....

## **Location:**

Maharaj Traders,  
6/13, Krishnarajapuram,  
3<sup>rd</sup> Street, Main Road,  
Thoothukudi – 628002,  
Tamil Nadu.

## **Fact sheet**

- Natural of Business : Manufacturer
- Additional Business : Wholesaler, Trader,  
Retailer

## **Organization Structure:**

**Board of direction**



**Manager**



**Company Staff**



**Worker**



**Wholesaler**



**Retailer**



**Customer**



## Chapter 2

### My Observation:

Maharaj traders is the food processing company which has been promoted with the sole aim of manufacturing quality spices products and other food items which are of traditional South Indian taste for the benefit of all segments of consumers in India.

Forming the nucleus of a business, their infrastructure plays a momentous position. Keeping this in mind they have a reputable infrastructure facility for carrying out their big business operations. The whole range is manufactured utilizing a qualitative raw material and advanced techniques, which have made them most excellent in terms of reliability and cost effective. For having smooth conduct over business activities, this infrastructure unit is parted into several departments such as manufacturing, sales, warehousing, packing and the logistics. These departments are guided by their extremely knowledgeable professionals from the respective domain.

They manufacturing two types of masala. One is Veg Masala and other one is Non Veg Masala. Veg masala includes Kulambu Chilli Masala, Sambar Powder, Idly Chilli Powder, Adai Dosai Flour, Rasam Powder, Turmeric Powder, Chilli Powder, Coriander Powder, Cumin Powder and Pepper Powder. Non Veg Masala includes Fish Curry Masala, Chicken 65 Masala, Egg Curry Masala, Chicken Masala, Mutton Masala and Biryani Masala.

They also distributing the products in the following districts:

- Thoothukudi District – Vilathukulam, Kovilpatti
- Chennai District
- Madurai District

## Veg Masala :

	<p><b>Kulambu Chilli Masala</b></p> <p><b>Ingredients</b></p> <p>Red Chilli, Coriander, Black Pepper, Cumin seeds, Turmeric, Fennel and Gram Dhal.</p> <p><b>Available Size:</b> 20g, 50g, 200g and 500g</p>
	<p><b>Sambar Powder</b></p> <p><b>Ingredients</b></p> <p>Red Chilli, Coriander, Turmeric, Cumin seeds, Fenugreek, Asafoetida, Toor Dhal, Gram dhal, Garlic and Few Salt Added.</p> <p><b>Available Size:</b> 8g, 20g, 50g, 200g, 500g</p>
	<p><b>Turmeric powder</b></p> <p><b>Ingredients</b></p> <p>Turmeric</p> <p><b>Available Size:</b> 50g, 100g, 500g</p>
	<p><b>Idly Chilli Powder</b></p> <p><b>Ingredients</b></p> <p>Black Gram, Sesame, Chili, Cumin, Gram Dhal, Asafoetida, Rice, Salt.</p> <p><b>Available size:</b> 8g, 20g, 50g, 200g, 500g</p>



### **Adai Dosai Flour**

#### **Ingredients**

Gram Dhal, Rice, Green Gram, Urid Dhal, Toor Dhal, Red Chilli, Salt, Turmeric, Cumin Seeds and Asafoetida

**Available Size:** 200g, 500g



### **Rasam Powder**

#### **Ingredients**

Chilli, Salt, Pepper, Cumin, Coriander, Turmeric, Asafoetida, Toor Dhal and Garlic.

**Available Size:** 8g, 50g



### **Chilli Powder**

#### **Ingredients**

Chilli

**Available Size:** 50g, 100g, 500g



### **Coriander Powder**

#### **Ingredients**

Coriander

**Available Size:** 50g, 500g

## Non-Veg Masala

	<p><b>Fish Curry Masala</b>  <b>Ingredients</b>            Dry Chilli, Coriander, Rice, Turmeric Powder, Cumin Seeds, Black Pepper, Gram Dhal and Fennel.</p> <p><b>Available Size:</b> 20g, 50g</p>
	<p><b>Fish Fry Masala</b>  <b>Ingredients</b>            Red Chilli, Turmeric, Fennel, Salt, Gram Dhal, Pepper, Cumin Seeds, Cinnamon, Corn Flour, E-621, E-110 and E-112.</p> <p><b>Available Size:</b> 20g, 50g, 200g</p>
	<p><b>Chicken 65</b>  <b>Ingredients</b>            Red Chilli, Turmeric, Gram Dhal, Black Pepper, Cumin, Salt, Cinnamon, Corn Flour, E-621, E-110, E-122.</p> <p><b>Available Size:</b> 20g, 50g, 200g</p>
	<p><b>Egg Curry Masala</b>  <b>Ingredients</b>            Red Chilli, Coriander, Rice, Turmeric, Fennel, Pepper, Gram Dhal, Cinnamon, Anise, Clove, Cardamom and Salt.</p> <p><b>Available Size:</b> 20g, 50g</p>



	<p><b>Chicken Masala</b></p> <p><b>Ingredients</b></p> <p>Coriander, Chilli, Pepper, Gram Dhal, Rice, Cumin, Aniseed, Salt, Star Anise, Turmeric, Poppy Seed, Clove, Cassia, Cardamom, Mace.</p> <p><b>Available Size:</b> 20g, 50g, 200g</p>
	<p><b>Mutton Masala</b></p> <p><b>Ingredients</b></p> <p>Coriander, Chilli, Pepper, Gram Dhal, Rice, Cumin, Aniseed, Salt, Star Anise, Turmeric, Clove, Poppy Seed, Cassia, Cardamom, Mace.</p> <p><b>Available Size:</b> 20g, 50g, 200g</p>

## Manufacturing process of Masala:

**Cleaning:** It is a very initial process for a spice making in which the underground that spices are clean manually by removing impurities like stone, dust and dirt.

**Drying:** After cleaning and washing process display them in sunlight so that they dry, the quality of the spice powder will depend on the well dried spice. If proper cleaning and washing do not take place, it will lead to the growth of bacteria, which will poison food.

**Roasting:** Once spices are dried, they are going through the roasting process, the roasting of the spices is essential because it will help to give the aroma, colour and good taste to spice powder.

**Grinding:** Grinding machine is used for pulverizing to convert the spices into powder form.

**Grading:** The grading is a process which is the basis of the inclusion and the proportion of the spices mix with their raw material used, also depends on the type of spices that means flavour, size, shape, density and colour.

**Sieving:** They are checking that spice powder has a uniform mesh size.

**Packaging of Spice:** Protecting and preserving the spices and seasonings with packaging bags will give the flexibility to choose the best size, style and features of spices. Once the spice converted into powder form, then the spice powder weighted as per quantity that needs to pack. The spices are then wrapped and sealed with the help of sealing machine.

## **Products:**

### **Two Types of Masala**

- VEG MASALA
- NON-VEG MASALA

## **Appraisal of Employees:**

We believe that the real success of a company rests on the untiring efforts of its team. Our manpower possesses vast experience in the field of manufacturing spices and providing excellent client services.

### **Team comprises of:**

- Warehouse Managers
- Packaging Experts
- Skilled Workers
- Quality Analysts
- Sales and Marketing Executive

Their pool of seasoned professionals, work in close coordination to comprehend the requirements of their valued clients and bring together the various sources to offer them the exact product up to their expectation. It is due to their hard work and dedication that they have been able to expand their business network and establish a wide client base across the globe. Their professionals hold the vast knowledge and experience in the domain that helps them in meeting the specific requirements and expectation of our clients.

Many factors contribute to the widespread popularity of a business, but the most important is the confidence of the clients, which they earn by satisfying their specific needs. We make sure that the clients are totally happy from their end at all times, whether it is in terms of products or business practices. The following are some aspects that better reflect our approaches for ensuring client satisfaction:

- They pay close attention to the client needs and endeavour to provide the finest solutions.
- They use the most moralistic approaches when it comes to serving each client.
- They constantly aspire to maintain long term business relationships with their clients.
- They ensure that the pricing of the products is kept as nominal as possible.

Company has earned stamps like Jd verified substantiating and the credentials of the business. The business strives to make for a positive experience through its offerings. Customer centricity is at the core of Maharaj Traders in Krishnarajapuram, Thoothukudi and it is this belief that has led the business to build a long-term relationships. Ensuring a positive customer experience, making available goods or services that are of top-notch quality is given prime importance. India's leading B2B market place, Jd Mart ensures engaging in business activities is a seamless process for small and medium enterprises as well as large businesses.





# MAHARAJ TRADERS

Prop : M.BASKER

GSTIN : 33AIHPB6833F1ZM

Mfrs. Masala Products

*fssai* LICENCE No. : 12414029000267

12-02-2022  
Date : .....

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms.R.S.VARSHAA**  
(Reg no: 20AUCO72) Second year student of B.com ,“ **St.Mary's College, Autonomous**” Thoothukudi , have done her internship project work in our concern successfully ( From 3 Jan 2022 To 21 Jan 2022 ).During this period of her internship she was found punctual, Hardworking and inquisitive.

We wish her every success in life.

  
MANAGER







# Daily Activities of Internship

Varsha R.S  
20AUC072  
II B.Com

Day 1 - 03/01/2022

Introduce to the Manager  
Introduction of the Company

✓ R.S.

Day 2 - 04/01/2022

Classification of spices

About Different types of Masala

✓ R.S.

Day 3 - 05/01/2022

Uses of Masala

Uses of Application and  
Spice Blends.

✓ R.S.

Day 4 - 06/01/2022

About what raw materials  
using for masala.

About Present Manufacturers  
of the Company

✓ R.S.

Day 5 - 07/01/2022

Receipes of Various Masala Powder

\* Kulambu Chilli Masala

\* Sambhar Powder

\* Idly Chilli Powder.

\* Adai Dosai Flour.

✓  
R. S. F.

Day 6 - 08/01/2022

Continuation of receipies

\* Rasam Powder

\* Turmeric Powder

\* Chilli Powder

\* Coriander Powder

\* Cumin Powder

\* Pepper Powder

✓  
R. S. F.

Day 7 - 10/01/2022

Continuation of receipies

\* Fish Curry Masala

\* Fish Fry Masala

\* Chicken 65 Masala

\* Egg Curry Masala

\* Chicken Masala

✓  
R. S. F.

Day 8 - 11/01/22

Continuation of receipies

\* Mutton Masala

\* Briyani Masala

Manufacturing process of masala

\* Cleaning

\* About Drying

✓ R. S. S.

Day 9 - 12/01/22

Continuation of Manufacturing process

\* Roasting

\* About Grinding

\* About Grading

\* Sieving

✓ R. S. S.

Day 10 - 13/01/22

About Packaging Process of Masala

About Packaging Size of the Product

✓ R. S. S.

Day 11 - 17/01/22

About Machinery Usage

About quality of the product.

✓ R. S. S.

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**A REPORT ON THE INTERNSHIP PROJECT AT**

**ANAN SEA FOODS**

Submitted to

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

Affiliated to

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

by

**M.S.B.VIDHYA**

**20AUCO73**



Under the guidance of

**MS.O.SONY FERNANDO., M.Com., M.Phil., SET.,**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI**

(Re-accredited with A<sup>+</sup> grade by NAAC)

**2021 - 2022**

## ACKNOWLEDGEMENT

It is my profound privilege to thank our Principal Rev. Sr. Dr. A.S.J. Lucia Rose for giving me this opportunity to undergo internship training, which helped me to acquire practical knowledge.

I express my sincere thanks to Dr. G. Stella Beatrice Nirmala, Head & Associate Professor, Department of Commerce and my Internship guide Ms.O. Sony Fernando,M.Com.,M.Phil.,SET, Assistant Professor Department of Commerce for allowing me to undertake institutional training and for their valuable support and encouragement throughout this program and for the completion of this project.

Finally, I would like to take the opportunity to thank Mr. A. Ruban, Supervisor of Anaan Sea Foods and staffs of the firm, for guiding me throughout my period of internship and helping me to acquire necessary skills for my productive career.

VIDHYA.B

20AUCO73

## **DECLARATION**

I solemnly declare that this report of internship training done at “Anaan Sea Foods” is an original work of mine and does not form part of any previous certificate / Diploma / Degree and submitted to the Department of Commerce, St. Mary’s College (Autonomous) in partial fulfilment of requirements for the award of the Degree of B.Com, under the guidance of Ms. O.Sony Fernando, M.Com., M.Phil., SET, Assistant Professor Department of Commerce, St. Mary’s College (Autonomous), Thoothukudi.

**PLACE: TUTICORIN**

**NAME: VIDHYA.B**

**DATE:**

**20AUCO73**

# CHAPTER 1

## INTRODUCTION:



The Company name is Anaan Sea Foods. The company owner name is Mr. James. The owner has kept her daughter name as the company name. The company came into existence in 2010 and it was started by Mr. James. This company has its existence since 12 years. The company has been operating in Threspuram for 9 years but has been operating Inigo Nagar for 3 years.

The seafood processing involves preparing seafood for delivery to the consumer after it is harvested, including tasks such as freezing and packaging the product. The basic steps in processing. There are selection and preparation or raw material, pre-cooking, filling into containers, addition of liquid medium, exhausting, drying, warehousing, labelling and casing. This company have a vehiclesfor delivery. Thesedelivery have been done through districts and some states. In our company, we get the squids and prawns from the DSF sea foods company.



This company have a good relationship between the customers. The company made a good profit and a good reputation more than any other company. Thus the company maintains a good level of profit.

### **PROFILE OF THE ORGANISATION:**

Anaan Sea Foods was established in December 2010. Anaan Sea Foods is in the business of doing variety of fishes throughout some states. They are well known in the field of variety of fishes. The company plays a vital role in promoting some variety of fishes for the welfare of the local community and the nation at large.



## CHAPTER 2

### CONCEPTS:

The basic concepts of Anaan sea foods is producing fish oil from unnecessary sea food waste products .Some unnecessary waste are also distributed to Poultry Feed.

### METHODS

#### CRAB FISH:



First we have to separate the crab legs and body and then we have to boil the body alone and after sometimes we have to parcel it.

#### FROZEN BARRACUDA FISH:



First we have to remove the shell of barracuda fishes and then we have to separate the head and body and then we have to take the body alone and cut into small pieces.

### **SQUID FISH:**



First we get the squid from DSF sea foods company and then we will clean it in a fresh water and then we kept in a refrigerator for sometime and then we will parcel it.

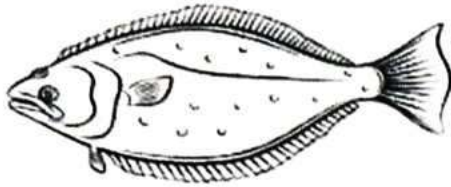
### **ANCHOVIES FISH:**



First we have to take the anchovies fish and then separate permanently the head, tail and gut and after that we have to take the body of the fish and clean it and then parcel it.



## HALIBUT FISH:



*Halibut*  
seafood product

shutterstock.com • 1075800170

First when we get a halibut fish we have to separate a bone and the waste and then we have to take the pieces alone to clean it and then parcel it.

## PRAWNS:



First we have to clean the prawns in a fresh water and then keep it in a boxes with ice cubes for 4 hours or 5 hours and then parcel it.



## **PROCESS LEARNED AND SKILL ACQUIRED:**

- Teamwork
- Problem solving skills
- Work ethics
- Adaptability skills
- Communication skills
- Responsibility
- Time management

## **MY EXPERIENCE:**

This was the good experience for me in my life to realize the practical difficulties of the workers. It is very interesting to watch the preparing process day by day. I have met different people and their characters during the time of internship. It will help me to behave with the people in future life also. Because of this I have learned some processes like grading, labelling and package. Thus I had a good experience for my future scope.

## CHAPTER 3

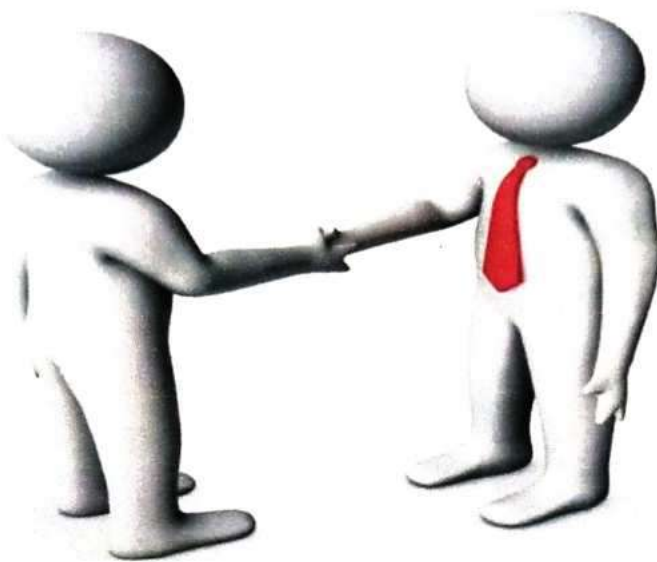
### LIMITATIONS:

- The time limit to complete the project was less
- All data collection is based on books, internet and employees of different – different companies.
- The information provided by the companies is not very specified and clear in order to analyse the statement
- Most of the employees are not ready to share the information.

### SUGGESTION:

It was a very positive experience that gave me skills for life. If I could sum it all up through this experience, I gained more than just knowledge, I gained hands on experience and learned that this is something that I am not only good at but as well as love it. There are five suggestions they are Be selective, Be supportive, Hold them accountable, Offer flexible work options and schedule regular check-ins.

## CONCLUSION:



When we went to internship we have learnt that how they are safeguarding and cleaning all types of fishes. The fishes of the waste didn't throw in dustbin instead of that they have used in food for hotels as well as outside the districts and some states for exports. I can honestly say that my time spent interning with Anaan sea foods company resulted in one of the best in my life. Not only did I gain practical skills but I also had the opportunity to meet many people. Overall, I felt that I have done my report successfully. I was able to gain practical skills, work in a company and make connections that will last a lifetime. I could not be more thankful.



# Anaan sea foods



Company address: Inigo Nagar,  
Thoothukudi – 1

Phone no : 9629260361

Email id : [annan@gmail.com](mailto:annan@gmail.com)

Date : 29.01.2022

This is to Certify that Ms.Vidhya.B, Student of St.Mary's College (Autonomous) has Successfully Completed a Internship in the Field of Anaan Sea Foods From 06.01.2022 to 29.01.2022 Under Guidance of Ruban.A (Supervisor)

During the Period of her Internship Program with us, She had been exposed to different Processes and was found diligent, hardworking and inadjustive. We wish her every Success in her life and career.

**For Anaan Sea Foods**

**Authorized Signature**

**For ANAAN SEA FOODS**

  
**Proprietor**



## Day Report

6.1.2022

This company wants anytype of fishes in Kerala, thoothukudi, kanyakumari, Rameswaram etc from coastal areas we can get it.

Fishes Names	kg	Rate	Amount
Anchovies	3000	200	600000
Barracuda	1000	900	900000
Crab	5000	300	1500000
Squid	4000	400	1600000
Halibut	2000	100	200000
Puffed fish	2000	150	300000

Those who are working in this company will wear a mask and hand - gloves to work for it



A. L.

## Day Report

7.01.2022

### Step-1 :

First when we get a anchovies fish we have to clean it in a fresh salt water.

### Step-2 :

After cleaning the anchovies fish we have to separate permanently the head, tail as well as gut.

### Step-3 :

After separately the fish parts we have to take the body of the fish and we have to clean it in a fresh water and then parcel it and keep it in a refrigerator.



A. R.

## Day Report

8.01.2022

Yesterday the parcel fish was kept in thermocal box and it was moved to chennai district through train. After that now I am going to write what we have learnt today.

### Step-1:

First when we get a halibut fish we have to clean it in a salt water and then we have to separate a bone and the waste and then we take a pieces alone.

### Step-2:

After cleaning the halibut fish we have to take the pieces and then parcel it and keep it in refrigerator.



A. Q.

# Day Report

10-10-22

Yesterday we cleaned the school bus  
and today we are going to clean the  
rest of the bus and the car. We are going to  
the company to get the bus and the car  
cleaned. We are going to the company to  
get the bus and the car cleaned. We are  
going to the company to get the bus and  
the car cleaned. We are going to the  
company to get the bus and the car  
cleaned. We are going to the company  
to get the bus and the car cleaned.



16



# Day Report

11.01.2022

Yesterday and they before yesterday the packing of boxes has been sent to Salem and coimbatore through bus. And more over we can purchase through DSP company

S.No	Names	kg	Rate	Amount
1.	squid	700	250	175000
2.	De first	300	300	90000
3.	DE second	800	280	224000
4.	De Third	950	230	218500



A. L.

12.01.2022

## Day Report

The separation things DC first, DC second, DC third like prawns of DSP company after getting.

### Step-1:

We have to clean the prawns in fresh water and after that in 1 box we have keep 1 kg and then parcel it. Then we have to keep it in refrigerator

### Step-2:

4 hours later we have to sent the prawns through train to coimbatore for the sales.



A. C.

The first water around the ground  
 the water was found in the hole and  
 then found in the ground and the  
 further digging the ground will be a lot more  
 for the water and the ground will be  
 for digging



# Day Report

18 in 2023

18 in 2023

## Day 1

18 in 2023

we are getting our first night of sleep  
in the tent and the temperature is just  
what we need.

## Day 2

18 in 2023

The temperature is just what we need  
in the tent and the temperature is just  
what we need.





## Day Report

### Step-1:

We have to clean the crab in fresh water and then we have to separate the leg and the body and keep it. Next they have to keep the crab legs in refrigerator

### Step-2:

Next, the crab body has been boiled and after sometime we have to cure their flesh alone and separate it.

### Step-3:

After that they kept 1kg in 1 box and they parcel it.



Ad. C

20.01.2022

## Day Report

Today, we have packed the barracuda fishes. Now I am going to explain how we have packed

### Step-1:

First we have to remove the shell of fishes and then clean with the salt water

### Step-2:

The barracuda fishes of the head should be separated and the body should be cut into small small pieces. after place the cut pieces in the refrigerator.



At 2.

## Day report

21.01.2022

### Step-3:

Barracuda took the fish pieces from the refrigerator yesterday and washed them in clean water and then put them in 100 plastic bags based on 5kg.

### Step-4:

So these 100 plastic bags should be kept in refrigerator.



A. C.

## Day Report:

22.01.2022

Yesterday the packing of barracuda pieces should be sent to chennai through train. The barracuda fishes of the head should be delivered within the local hotels for the food. What we have learnt in second day as well as the same method, we are going to do today for the anchovies fishes. The export of the fishes for the two days before we have got the money.



A. C.



# Day Report

27.01.2022

## Step-1 :

First when we get a peshe para fish we have to clean it with a salt water and we have to remove permanently the bone and the waste and then we have to take the pieces alone.

## Step-2 :

The pieces should be cut into small small pieces. The pieces of the fish should be cleaned in a fresh water and parcel it with 1 kg and then keep it in a refrigerator.



A. C.

## Day Report

29.01.2022

Yesterday the parcel of peshk parala fish has been sent to Chennai and Erichy through train. We have to purchase 5 don at barracuda fishes from Icerala, Iyangakumari and thoothukudi. How to pack the purchase of fishes should be said in the following step.

### Step :

First we have to remove the shell of barracuda fishes. The removing shell should be cut into small small pieces. We have to clean the pieces with a fresh water. After cleaning we have to take 2kg of barracuda fishes and keep it in a thermacol boxes with a ice cubes and sent to madurai through bus.



A. C.

# Summer Training Program in Physics (STPIP - 2021)

Organized by

**The Academy of Sciences, Chennai 600 025**

In association with

**Department of Physics and  
Department of Nanoscience and Technology  
Bharathiar University, Coimbatore 641 046**



UNV92Y-CE000009

This is to certify that

**Ms. SANGEETHA B**

**ST MARY'S COLLEGE ( AUTONOMOUS ), THOOTHUKUDI**

has completed the Summer Training Program in Physics (STPIP – 2021) conducted during  
20<sup>th</sup> July - 07<sup>th</sup> August, 2021 through online mode.

A gold seal with a scalloped edge, featuring the text "STPIP 2021" in black.

*Balasubramanian*

**Dr. M. Balasubramanian**  
Director – STPIP

*N. Ponpandian*

**Dr. N. Ponpandian**  
Secretary – STPIP

*J. Kumar*

**Dr. J. Kumar**  
Convenor – STP  
The Academy of Sciences

*A. Stephen*

**Dr. A. Stephen**  
Secretary  
The Academy of Sciences



## UNIVERSITY OF MADRAS

RASHTRIYA UCHCHATAR SHIKSHA ABHIYAN (RUSA) - 2.0  
ENTREPRENEURSHIP & CAREER HUB



### SKILL BASED INTERNSHIP PROGRAMME COURSE COMPLETION CERTIFICATE



This is to certify that **Sangeetha B (SBIP2-2K22-15-005)**, **St. Mary's College (Autonomous), Thoothukudi**, has completed and secured **"O-grade"** in the Skill Based Internship Programme **(NSQF-8)** on **"Advanced Nano-enabled Devices And Products"** organized by RUSA 2.0, Entrepreneurship & Career Hub, University of Madras, held from **18/12/2021 to 13/01/2022**.

  
**Dr. T. PRAKASH**  
Programme Coordinator

  
**Dr. P. PRABHU**  
Programme Convener

  
**Dr. A. STEPHEN**  
Coordinator, RUSA 2.0



## UNIVERSITY OF MADRAS

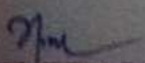
RASHTRIYA UCHCHATAR SHIKSHA ABHIYAN (RUSA) - 2.0  
ENTREPRENEURSHIP & CAREER HUB

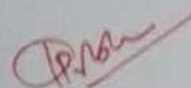


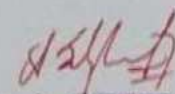
### SKILL BASED INTERNSHIP PROGRAMME COURSE COMPLETION CERTIFICATE



This is to certify that Sangeetha V (SBIP2-2K22-15-006), St. Mary's College (Autonomous), Thoothukudi, has completed and secured **"O-grade"** in the Skill Based Internship Programme (NSQF-8) on **"Advanced Nano-enabled Devices And Products"** organized by RUSA 2.0, Entrepreneurship & Career Hub, University of Madras, held from **18/12/2021 to 13/01/2022**.

  
Dr. T. PRAKASH  
Programme Coordinator

  
Dr. P. PRABHU  
Programme Convener

  
Dr. A. STEPHEN  
Coordinator, RUSA 2.0

Date: 22-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. MADHUMITHA S**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

For DIGISAILOR

Authorized Signature



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Teachers Colony, Tuticorin - 628008.

Date: 22-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. PHILO SAHAYA SHINY P**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship** at **DIGISAILOR**.

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

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For **DIGISAILOR**

  
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Date: 22-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. DHIVYA DHARSHINI D**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

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We wish all the very best for her future endeavors.

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Date: 22-12-2021

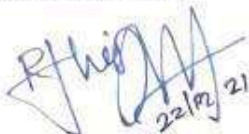
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. VIJAYALAKSHMI M**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

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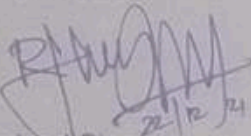
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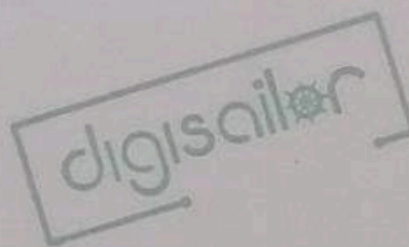
This is to certify that **Ms. JASMINE D J**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship** at **DIGISAILOR**.

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

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Teachers Colony, Tuticorin - 629008.

Date: 22-12-2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. JAFFRY T**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR**.

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

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Tear Jers Colony, Tuticorin - 626008.

Date: 22-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. SILVIYA M A**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

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We wish all the very best for her future endeavors.

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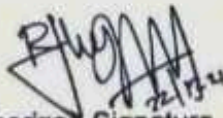
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. TRINISHA S**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

For DIGISAILOR



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Date: 22-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. MARIA JOCELIN SHELICIA M**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship** at **DIGISAILOR**.

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

For **DIGISAILOR**

  
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Teachers Colony, Tuticorin - 628008.



Date: 22-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. RACHEL ROSE MEGRA P**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

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We wish all the very best for her future endeavors.

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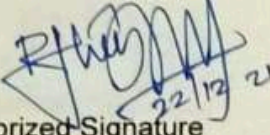
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. ROHINI S**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

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We wish all the very best for her future endeavors.

For **DIGISAILOR**

  
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Date: 22-12-2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. MICHAEL ANGEL J**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship** at **DIGISAILOR**.

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

For **DIGISAILOR**



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Date: 22-12-2021

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. HARISHMA S**, Department of Physics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu has successfully completed 10 days (from 13<sup>th</sup> December 2021 to 22<sup>nd</sup> December 2021) **Geographic Information System Internship at DIGISAILOR.**

During the above mentioned period she has worked on Cadastral Mapping Project and we found her cooperative, hardworking and diligent.

We wish all the very best for her future endeavors.

For **DIGISAILOR**

  
22/12/21

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## Certificate of Participation

This is certify that Mr./Ms. Selcia.E, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



Authorized Signature

**CORE**  
TECHNO SOLUTIONS

REF. No :WS14038

## Certificate of Participation

This is certify that Mr./Ms. Regeniya.A, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



Authorized Signature

**CORE**  
TECHNO SOLUTIONS

REF. No :WS14044



## Certificate of Participation

This is certify that Mr./Ms. Pradheepa.B, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



  
Authorized Signature

**CORE**  
TECHNO SOLUTIONS

REF. No :WS14043

## Certificate of Participation

This is certify that Mr./Ms. Muthu Lakshmi.A, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



  
Authorized Signature

**CORE**  
TECHNO SOLUTIONS

REF. No :WS14037



## Certificate of Participation

This is certify that Mr./Ms. Licknos Keba.V, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



Authorized Signature

**CORE**  
TECHNO SOLUTIONS

REF. No :WS14042.

## Certificate of Participation

This is certify that Mr./Ms. Kavya.V, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



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**CORE**  
TECHNO SOLUTIONS

REF. No :WS14041.

## Certificate of Participation

This is certify that Mr./Ms. Jeyanthi.S, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



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**CORE**  
TECHNO SOLUTIONS

REF No :WS14046.

## Certificate of Participation

This is certify that Mr./Ms. Jerisha.A, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



Authorized Signature

**CORE**  
TECHNO SOLUTIONS

REF No :WS14040.

## Certificate of Participation

This is certify that Mr./Ms. Delphine. B, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



  
Authorized Signature  
**CORE**  
TECHNO SOLUTIONS

REF. No :WS14039.

## Certificate of Participation

This is certify that Mr./Ms. Abinaya.M, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



  
Authorized Signature  
**CORE**  
TECHNO SOLUTIONS

REF. No :WS14033.



# Certificate of Participation

This is certify that Mr./Ms. **Muthu Valarmathi.M**, has participated in the internship on “*Solar Based Project*” on 13<sup>th</sup> December 2021.

Topics Covered:

1. Sun tracking solar panel
2. Solar powered auto irrigation system
3. Solar energy measurement system



  
Authorized Signature

**CORE**  
TECHNO SOLUTIONS

REF. No :WS14045.