A Comprehensive Project

Report on

“ORGANIZATION CULTURE”

Towards

“KRISHNA INDUSTRIAL SECURITY

& FIRE SERVICES PVT.LTD.”



For the partial Fulfillment of

“Bachelor of Business Administration”

Under the guidance of

“Dr. Jaydutt G Purohit”

Prepared by

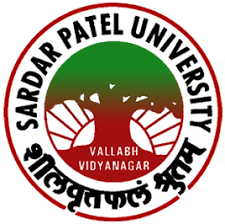
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BBA (GEN) 6th SEM

ROLL NO: 825

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Submitted to



Sardar Patel University Vallabh Vidyanagar

**Preface**

The project is a part of my exploration and analysis within the domain of business administration, conducted as a part of my BBA program. I begin this journey to gain practical insights and deeper understanding of the real world business operations.

The company visits increased the learning of the learner and cross the bridge from theoretical knowledge to practical knowledge. The reason to make a report is to develop a business quality in a student. This report focuses on HR department working style and strategies. While making this report we come to know about the different strategies to develop a good work culture in business.

The information gathered is a result of extensive research, including literature reviews, interviews, and data analysis. The project deals in both qualitative and quantitative aspect to present a comprehensive overview of the company.

**Acknowledgement**

I extend my gratitude to everyone who contributed to the successful completion of my B.B.A general project. First and foremost I would like to thank my teacher Dr. Jaydutt Purohit Sir for their support, valuable guidance and insightful feedback, which significantly improve this project.

I would also like to thank AIBS for giving me opportunity to work on this report. I would like to thanks our principal Dr. Sunil Trivedi Sir for giving me strength and knowledge to complete this report. I would also likely to thank Krishna Industry Limited for allowing me to complete my comprehensive report on their company. Their help has been instrument in shaping this project.

I owe debt of gratitude to my family and friends for their constant encouragement, understanding, and belief in my abilities. Their support has been my pillar of strength.

**Declaration**

I Prerna Bhatia declare that report has been composed by me. I have acknowledged all the material and sources used in preparation is from the company, books, and any other kind of documents.

I also certify that this project has not previously been submitted for assessment in any previous academic report, and that I have not copied the work of other persons.

Exam No: Student Name:

Date: Signature:

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**CHAPTER 1**

**THEORITICAL ASPECT OF ORGANIZATIONAL BEHAVIOUR**

**1.1 INTRODUCTION AND DEFINATION**

* **INTRODUCTION**

Organizational culture usually refers to the mutual outlook, assumptions, and standards of an organizational membership. Organizational culture determinants include an organization’s structure, leadership, mission, and strategy. Organizational culture can give employees a feeling of unity and purpose and can help a team cope with complex and purpose and can help a team cope with complex and dynamic changes.

A strong organizational culture can serve as an asset in helping team members accomplish goals and to experience fulfillment in their careers. In fact, an analysis of a company’s OC can serve as an asset in helping team members accomplish goals and to experience fulfillments in their careers. Culture can be framed through various lenses. For example, one framework is hofstede’s cultural dimensions, which contends that culture is based on the dimensions of masculinity, power distance index, uncertainty avoidance.

* **DEFINITION**

“The culture of the factory is customary and traditional way of thinking and doing of things, which is shared to a greater or lesser degree by all its members, and which new members must learn, and at least partially accept, in order to be accepted into service in the firm.”

**1.2 TYPES OF ORGANIZATIONAL CULTURE**

* **CLAN CULTURE**

A clan culture is people-focused in the sense that the company feels family-like. This is a highly collaborative work environment where every individual is valued and communication is a top priority. Clan culture is often paired with a horizontal structure, which helps to break down barriers “between” the C-suite and employees, and it encourages mentorship opportunities. These companies are action-oriented and embrace change, a testament to their highly flexible nature.

* **ADHOCRACY CULTURE**

Adhocracy cultures are rooted in innovation and adaptability. These are the companies that are the companies that are on the companies that are on the cutting-edge of their industry they’re looking to develop the next big thing before anyone else has even start asking the right questions. To do so, they need to take risks. Adhocracy cultures value individuality in the sense that employees are encouraged to think creatively and bring their ideas to the table. Because this type of organizational culture falls within the external focus and differentiation category, new ideas need to be tied to market growth and company success.

* **MARKET CULTURE**

Market culture prioritizes profitability. Everything is evaluated with the bottom line in mind; each position has an objective that aligns with the company’s larger goal, and there are often several degrees of separation between employees and leadership roles. These are results-oriented organizations that focus on external success rather than internal satisfaction. A market culture stresses the importance of meeting quotas, reaching targets and getting results.

* **HIERARCHY CULTURE**

Companies with hierarchy cultures adhere to the traditional corporate structure. These are companies focused on internal organization by way of a clear chain of command and multiple management tiers that separate employees and leadership. In addition to a rigid structure, there’s often a dress code for employees to follow. Hierarchy cultures have a set way of doing things, which makes them stable and risk-averse.

**1.3 ADVANTAGES OF ORGANIZATIONAL CULTURE**

* **EMPLOYEE ENGAGEMENT**

Cultures that prioritize transparency, open communication and employee involvement tend to have higher levels of engagement among staff. As the employee motivation level increases the labor turnover rate decreases, basically speaking it effect the development of employee at individual level which help to boost morale of an employee which lead to increase the employee engagement in the corporation.

* **TEAMWORK AND COLLABORATION**

Positive culture encourages teamwork, collaboration, and sense of belonging among employees, leading to better cooperation and collective goal achievement. The reason behind it is the culture or environment which is given by organization to their employees. This is the reason to improve the team work in the organization.

* **INCREASED PRODUCTIVITY**

A culture that values efficiency, innovation, and continuous improvement often leads to heightened productivity and better performance in an organization. Following work culture strategy in organization leads to overall benefit to all the employees as well as the corporation.

* **TALENT ATTRACTION AND RETENTION**

A culture that values efficiency, innovation and continuous improvement often leads to heightened productivity and better performance. Talent retention refers to an organization’s ability to keep its skilled and high-performing employees within the company for an extended period. It involves strategies and efforts to ensure that valuable talent remains engaged, motivated and committed to the organization.

* **ALIGNMENT WITH GOALS**

A well-defined culture ensures that employees understand and align with the company’s mission, vision and goals. It involves ensuring that every employee understands, embraces, works towards achieving the common goals set by organization. To achieve alignment with goals it needs clarity, focused efforts, consistency, measured outcomes, enhanced collaboration and adaptability.

* **POSITIVE WORK ENVIRONMENT**

A strong culture fosters a positive work environment, promoting employee satisfaction, and well-being and reducing stress levels. A positive work culture refers to an environment where employees feel valued, supported, and motivated, leading to increased productivity and satisfaction.

* **INNOVATION AND ADAPTABILITY**

Cultures that encourage experimentation, creativity and learning foster innovation and adaptability, crucial in dynamic business environments. Both innovative and adaptable are crucial for organization to stay competitive and successful in dynamic environments. Innovation drives progress by generating fresh ideas and solution, while adaptability allows organizations to effectively embrace and respond to changes, ensuring they remain relevant and sustainable over time.

* **CUSTOMER SATISFACTION**

Customer satisfaction refers to the extent to which customers are content with a company’s products, services and over all experiences. Employees in a positive culture tend to be more motivated to provide better service, leading to enhanced customer satisfaction and loyalty. It’s a crucial metric for businesses as it directly impacts customer loyalty, retention and advocacy.

* **ETHICAL BEHAVIOR**

Ethical behavior involves adhering to a set of principles and standards that guides one’s actions and decisions, considering what is right or morally acceptable in various situations. A strong culture often includes ethical principles and standards, guiding employees in making morally sound decisions, which contributes to the organizations reputation.

* **RESILIENCE AND CHANGE MANAGEMENT**

A robust culture helps organizations navigate change effectively, enabling resilience and smoother transitions during periods of disruption or transformation. By integrating resilience and effective change management practices, individuals and organizations can navigate uncertainties, adapt to new situations and successfully implement changes while minimizing disruptions and maximizing positive outcomes.

**1.4 IMPORTANCE OF ORGANIZATIONAL CULTURE**

* **TO DECREASE LABOUR TURN OVER RATE**

People who feel valued and respected at a company are less likely to leave it. That’s why it’s essential for brands to foster an essential for brands to a foster a winning organizational culture that’s support their core values and statements. Happy employees mean fewer turnovers, which saves companies time and money in hiring process. Companies that achieve a strong culture must take steps to maintain and improve it.

* **INNOVATION**

Innovation is important for organizational culture because it encourages adaptability, fosters, creativity gives a competitive edge boosts employee engagement, promotes continuous improvement, allows for risk-taking and learning from failure, ensures long term viability and fosters a customer-centric approach, leading to growth, success and resilience in a rapidly changing world.

* **TO CREATE AN IDEAL CULTURE**

Creating an ideal culture within an organization is crucial because it sets the tone for how employee interacts, collaborate and perform. An ideal culture promotes alignment with company values, enhances employee morale and satisfaction, improves productivity and innovation, attracts and retains top talent, fosters better decision-making, encourages a positive work environment, and ultimately contributes to the organization’s success and long-term sustainability.

* **STRONG BRAND IDENTITY**

A company’s organizational culture represents its public image and reputation. People make assumptions about businesses based on their interactions within and outside of the company. If it lacks organizational culture or has a weak image, customers may hesitate to do business with anyone who in associated with the brand. Business with strong brand identity tends to attract more business and job candidates with similar values who support their mission.

* **TOP PERFORMERS**

Companies that promote community in the work place are more likely to retain their best employees. People who are great at their jobs and know the value of their skills commonly leave negative work environments where they feel undermined and unappreciated. Organizational culture builds a high performance culture that strengthens the work of people within the company, resulting in the positive employee experience overall.

* **EFFECTIVE ON BOARDING**

More and more, businesses with an organizational culture are relying on effective onboarding practices that include orientation; training and a performance management program help new employees access the right resources and better transition longevity and loyalty and reduce the amount of frustration some employees experience when they don’t have the information needed to do their job well. Onboarding is a great way for companies to ensure new hires understands the core values of their business.

* **INCREASE COMMUNICATION**

Knowing how to communicate well is the best way to improve organizational culture. Miscommunication is the main reason people become unsatisfied with their jobs and start looking for other opportunities. Help your team have a better experience by doing your part to communicate well. When sending emails and contributing to meetings, try to share your ideas in the clearest possible way. Sometimes it helps to provide people with the background information of an issue or give specific examples. When people seem confused, look for ways to simplify your message.

* **CONSISTENCY INCREASES**

Being consistent in your leadership efforts helps people experience a sense of stability. Once a company’s organizational structure is in place, do your best to maintain processes and procedures. Treat everyone in the same professional manner and avoid giving preferential treatments.

**1.5 DISADVANTAGE OF ORGANIZATIONAL CULTURE**

* **RESISTANCE TO CHANGE**

Resistance to change refers to reluctance or opposition that individuals or groups within an organization exhibit when faced with alterations to established processes, practices, structures or strategies. Resistance in change within organizational culture can be a significant disadvantage. Strong cultures might resist change, hindering adaptability to new trends or market shifts.

* **TOXIC WORK ENVIRONMENT**

A toxic work environment refers to an unhealthy or negative atmosphere within an organization that can significantly impact employee’s well-being, productivity and overall success. A negative culture can lead to higher turnover, burnout and dissatisfaction among employees. Addressing a toxic work environment involves fostering open communication, established supportive leadership, promoting respect and inclusivity, and implementing policies that prioritize employee well-being

* **LIMITED DIVERSITY AND INNOVATION**

Limited diversity can restrict the variety of ideas, perspectives and approaches within an organization, which in turn can hinder innovation by limiting creativity, problem-solving abilities and adaptability to change. A strong culture may stifle diverse perspectives and innovative ideas that don’t align with established norms.

* **BARRIERS TO ADAPTABILITY**

Barriers to adaptability refer to various obstacles or challenges that hinder an organization’s ability to adjust, evolve, or respond effectively to changes in its internal or external environment. Rigidity in culture values can make it challenging to evolve and meet evolving industry demands or customer needs.

* **CONFLICT WITH EXTERNAL ENVIRONMENTS**

In some cases, an internal culture might clash with external partners, clients or global environments creating obstacles to collaboration or growth. Conflict with external environments refers to situations where an organization faces challenges or clashes with factors outside of its immediate control, such as market conditions, regulatory changes, and societal shifts or technological advancements.

**CHAPER-2**

**COMPANY PROFILE**

* 1. **INTRODUCTION OF COMPANY**
* **OVERVIEW**

Krishna Industrial Security and Fire Service were established in 15th August 2003.This Company is dedicated to service sector and retail sector. A basic of this company is safety measures and ensuring safety of individual. The business is of providing a man power and fire safety products.



* **MANPOWER SERVICES**

The service sector of KISFS provides skilled Man power in different industries like school, colleges, hospitals, residencies and other companies. The company provides 2 types of Man power Fire Man and Security guard. In service sector KISFS has command over fire man guards.

The company provides service in many cities of Gujarat like Anand, Vadodara, Surat and Ahmedabad. Beside Gujarat the company also has business in different states like Bharuch, Jharkhand and Udaipur.

Similarly, KISFS provide fully trained fire guards with guns and with rescue training. All the training to these guards is given by KISFS itself. This company follows the contract system in which a basic agreement is signed by both the parties and cannot disagree or leave the agreement in the middle.

* **RETAIL FIRE AND SAFTEY PRODUCTS**

In addition to providing man power, the company also is a trusted supplier of the fire and safety equipment’s. The products are high quality firefighting equipment. This diverse range of product include fire extinguisher, fire pumps, gas detectors, fire alarm, safety shoes and boots, eye and ear protection, helmets and coverall. The company aimed at preventing and managing emergencies.

* **FUTURE AIMS**

The company also wants expand the service and retail sector. As the world move faster the company also uplifting with the help of emerging trends and technologies including in their company. The main aim of company is to create safer world.

**2.2 HISTORY OF COMPANY**

* **OWNER REVIEW**

NISHITH JAGDISHCHANDRA BHATT who is owner of KISFS was born in Baroda. He did his schooling in small government school in Baroda. After wards, he did his graduate in BSC in Ahmedabad. But he also wants to do a fire course which he did in national fire academy.

* **SUFFER LOSS IN SHARE MARKET**

After his study first he first enters in share market and earns money through it. Unfortunately one time while trading he suffers a big loss in share market. After this loss he suffers a lot of financial issues, the main problem which is faced by him is to fulfill the basic necessities of family.

* **DID A SMALL JOB**

So to run his family he did a job as a fire man in GIPCL. Where he is only able to run the basic necessities of his family, but he is not satisfied with his current job and have dream to start a business.

* **START** **HIS** **BUSINESS**

Later on in 2003 he started his business as painting and selling the fire extinguisher in a small shop, the owner tried to expand his business, but do not able to expand his business because he did not have a license.

In 2006 he finally got his license of “shop act” and also get the opportunity to expand the business and he did the same, with fire extinguisher he started to sell other fire and safety equipment’s.

Later on in 2008 he expands his business in service sector too. This expansion in service sector leads to huge growth of the company. In some years the company becomes the no 1 in charotar region.

* 1. **COMPANY PROFILE**

|  |  |
| --- | --- |
| Company name | Krishna industrial security and fire services |
| Owner’s name | Nishith JagdishChandra Bhatt |
| Industry | Service provider and Retail seller |
| Type | Private limited |
| Email | [Kisfs1@gmail.com](mailto:Kisfs1@gmail.com) |
| Address | 118, maruti spand, jitodiya road, anand |
| Fax | +91 9825978709 |
| GST No. | 24AJRPBI904GIZL |
| Established on | 15th Aug. 2003 |
| Services | Man power services |
| Products | Fire and safety products |
| Profit margin | 10% |
| Bankers | Union, SBI, AXIS, BOB, Kalupur Bank |
| Company’s turnover | 12cr. |

* 1. **TYPES OF PRODUCTS AND SERVICES**
* **Services provided by KISFS**
* All type of men power supply agent
* Integrated fire fighter services
* Security services
* Dog squads
* Body guards and arm guard provider
* Fire NOC for all type of building
* Rescue training in corporate sector
* Fire man services provider
* **Products sell by KISFS**

The company do not manufacture the fire safety products it has retail selling business the company order the products from Ahmedabad with different dealers. Some of the dealers are Narayan enterprise and Fire stone industry.

Basic process of retail selling equipment’s of KISFS is followed by 3 steps:

# Chart No: 2.4.1

**1st step** include the order which is given by customer to KISFS. And when the order is taken by the employee and get conform by the boss, the second step started.

**2nd step** include the employee will give order to the dealer according to the previous order given by the customer.

**3rd step** is about to follow up the order taken by the employee of KISFS until the order reached to the customer.

* **FIRE EXTINGUISHERS**

A fire extinguisher is a fire protection tool. It helps to control the small fire. Fire extinguish used an agent that will cool burning heat or remove oxygen so the fire cannot continue to burn. A fire extinguisher is a hand held active fire protection device usually filled with dry or wet chemical used to extinguish or control small fires, often in emergencies. It is not intended for use on an out-of-control fire, such as one which has reached the ceiling, endangers the user, or otherwise requires the equipment, personnel, resources or expertise of a fire brigade.

* **FIRE PUMPS**

Fire pumps work by taking the water available from the water supply and increasing the pressure. This energy allowed water to be distributed along with sprinkler lines throughout the building. A fire pump usually refers to a pressure increasing components of the water supply for fixed-place fire suppression systems such as fire sprinklers, standpipes and foam systems. Fire pumps are also a critical component integrated into fire trucks and fire boats and serve a similar purpose boosting water supplies for firefighting hose operation.

* **GAS DETECTORS**

Gas detectors can be used to detect flammable and toxic gases. This type of device usually used in industry to get control over any kind of emerging problems related with gases. A gas detector can sound an alarm to operators in the area where the leak is occurring, giving them the opportunity to leave. This type of device is important because there are many gases that can be harmful to organic life, such as humans or animals. Gas detectors can be used to detect toxic gases and oxygen depletion.

* **FIRE ALARM**

It is a device that makes a noise if any fire occurs. Basically it is a warning bell for people to clear that area if the alarm starts. It is also used in company, so that the workers and employee will get an emergency alert. The Fire alarm control panel normally found in an electrical room or panel room. Fire alarm system generally uses visual and audio signalization to warn the occupants of the building.

* **SMOKE DETECTORS**

A smoke detector is a device that senses smoke; typically it is used as a indicator of fire. Smoke detectors are used in industrial area and have a large market. Not only in industrial area has the company also had market in other places like school, colleges and hospitals. Detectors may use one or both sensing methods

* **COVERALLS**

Coveralls are basically used to cover full body to safe it during workings with paint, during construction, mold removal, disaster cleanup and with other harmful substances. There are different types of coveralls that cater to specific job requirements, environment and level of protection required. It is designed to protect either the wearer’s body or other items of clothing’s from environmental hazards. Also, special coverall may protect the working environment from pollution and infection from the wearer.

* **SAFETY BOOTS**



A safety shoes offer protection from punctures, cuts, burns and other from impact safety shoes offers grip when walking on slippery or uneven surfaces, helping individual from slips and falls which can stop leading to many problems like breaking bones and head injuries. Safety at work should be a priority for any employer, especially in environments that pose a number of hazards to workers that can lead to foot injuries. Health and safety law requires employees to wear safety footwear where there is a real risk of injury, and employers need comply with this.

* **EYE AND EAR PROTECTION**

This eye and ear protection will help to protect the eyes and ears from protecting from flames. It will also help in preventing hearing loss and also helps in protecting eyes from losing during work in factory. This is actually used by worker for safety purpose. It is a standard practice followed by all the industries for the safety of their workers. Even this is the guideline of government which should be followed by companies.

* **HELMETS**

 Wearing a helmet is essential to protect the upper part of the head from possible shocks caused by fire, falling objects on construction sites during working this is also used as safety equipment in industrial area for the worker. Wearing a safety helmet is a mandatory requirement that should be followed by all employers who should provide their workers with hard hats fully ensure them they wear that.

**2.5 ORGANIZATIONAL STRUCTURE**

The owner and founder of the company is Nishith Bhatt who is sole proprietor of the company. Under Nishith Bhatt, Daxa Bhatt who is General Manager and Devendra Chauan who is Technical Director of the Company.

The KISFS has 3 departments Finance, HR, Marketing. The Finance Department was handling by Trupti Das, where HR Department was handling by Reshma Bhatia; the last Marketing Department was handling by Ghanshyam Shrimadi.

**ORGANIZATIONAL CHART**

# Chart No: 2.5.2

NISHITH BHATT (sole properitor)

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**2.6 VISION**

“To give the best service and become India’s Number 1 Fire Safety provider and also wants to help the nation to grow economically”

2.7 **MISSION**

* Become India’s Number 1 fire safety service provider.
* To be reliable and trust worthy for their customer.
* Save lives and protect properties.

**2.8 OBJECTIVE**

* To earn maximum profit and bear minimum loss.
* To grow the company in different state of India
* To increase the revenue.
* To expand the company

**2.9 CSR ACTIVITY AND ACHIEVMENTS**

* **ACHIEVMENTS**
* **ISO 9001:2015 QUALITY MANAGEMENT CERTIFICATE**



This is the certificate given to KISFS by ISO for the good quality management system given in the year 2016.

* **ISO 18001:2007 HEALTH AND SAFETY MANAGEMENT CERTIFICATE**

This is the certificate given to KISFS by ISO for maintaining good health and safety management given in the year 2017.

* **CSR ACTIVITY**
* The company organizes a local clean up drive and cleans the surrounding parks with employees.
* The company also supports the local government schools by providing stationery over there.
* The company encourages and involves employees in certain volunteer program like communicating with them about social responsibilities and charities for animals.
* The company implements eco-friendly practices in the office to save the environment.
* Also the company encourages mental health of employees by paid leaves, work life balance, time off etc.

**CHAPTER-3**

**REVIEW OF LITERATURE**

* **INTRODUCTION OF REVIEW OF LITERATURE**

A literature review is a description, summary and critical evaluation of scholarly works on a certain topic. A literature review combines both summary and synthesis. You may be asked to write a literature review on a certain topic for a class, or you may need to include a literature review as one part of a research paper, thesis or dissertation.

* **WHY ARE LITERATURE REVIEWS NECESSARY?**

A literature reviews demonstrate the author’s understanding of the existing research on a topic and the author’s ability to relate previous research to their own questions or ideas. Literature reviews provide solid background for a research paper’s investigation, allowing the author to situate their own question within the larger academic conversation on a given topic. A literature review with sufficient depth reflects the credibility of the author’s research.

* **REVIEW OF LITERATURE**
* **Weber and Tarba (2012)** in their study indicated that “business managers use the organizational culture to differentiate their organization from other organizations. By providing them different and positive organizational culture. For example Apple, International business machineries (IBM) and Hewlett-Packard Corporation (HP) have similar organizational culture.”
* **Flamholtz and Randle (2012)** the study indicate that “the founders of organization are the primary source of establishing a new culture for their organization. Founders can make a significant impact to the organization culture since they have an opportunity to introduce the strategy and direction at an early stage of the organization.”
* **King (2012)** the study indicate that “organizational culture is a system of values that subconsciously and silently drive people to make each choice and decision in the organization. Organizational culture includes the norms that the members of an organization experience and describe as their work setting.”
* **Bulach, Lunenburg and Potter (2012)** the study indicates that “we can summarize the effects of the organizational culture on employee behaviour and performance based on the culture of an organization allows employees to understand both the organizational history and current organizational culture.”
* **Ortega-Parra and Sastre-Castillo (2013)** the study indicate that “organizational culture is a system of values, beliefs and behaviour patterns which subconsciously drives members of the organization to make each choice and decision.”
* **Brown (2013)** the study indicate that “an effective organizational culture is a reflection of the organizational excellence. It is essential to maintain a healthy organizational culture to foster a vision of excellence.”
* **Schnedier et al.(2013)** the study indicate that “organizational culture as the norms that members of an organization perceive as their work environment, and these norms influence how members behave and adapt to achieve organizational goals”
* **Tom and marinescu (2013)** the study indicate that “the organizational culture involves the development of simple, innovation and elegancy. This leads to positive culture and highly committed employees.”

* **Simoneaux and stroud (2014)** the study indicates that “organizational culture as the norms that members of an organization perceive as their work environment, and these norms influence how members behave and adapt to achieve organizational goals. Organizational culture is the way that organizational members interact with each other.”
* **Yridaw (2016)** the study indicate that “organizational culture is glue which combines the non-human resources to the human resources in an organization to build team work and good performance.”
* **Conclusion:**

A literature review consists of an essential chapter, which include all the reviews of different authors and their context of its contribution to the understanding of the subject under review. Basically it describes the relationship of employees or employer working in the organization.

**CHAPTER-4**

**RESEARCH METHODOLOGY**

**4.1 INTRODUCTION**

Research methodology refers to the systematic process of gathering, organizing, analyzing and interpreting data in order to answer a research question or test a hypothesis. It encompasses the techniques, procedures and tools used in conducting research, guiding the researcher in their approach and ensuring the validity and reliability of the findings. Methodologies can be vary widely based on the nature of research, including quantitative, qualitative or mixed methods approaches, each employing distinct techniques to collect and analyze data. A well-designed methodology is essential for producing credible and meaningful research outcomes.

A well-designed research methodology ensures that the research is systematic, valid, and reliable related to the particular field.

* **MEANING OF RESEARCH**

Research is the systematic efforts of gathering, analyzing and interpreting the problems confronted by humanity. It is a thinking process and scientific method of studying a problem and finding solution.

* **MEANING OF RESEARCH METHODOLOGY**

Research Methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability.

**4.2 TITLE OF THE STUDY**

The title of the study which is taken into consideration for my HR report is **“Effect of Organization Culture on Employees”,** which I conducted on Krishna Industrial Security and Fire Services.

**4.3 OBJECTIVE OF THE STUDY**

* To investigate the impact of organization culture on their employee job satisfaction, engagement and retention by examining culture elements.
* Understanding leadership styles and workplace norms within the organization and analyzing their correlation with employee attitudes and behaviors over a period of time.
* To understand the working style and difference between theoretical study and practical study.
* This objective outlines a study that aims to investigate how various aspects of organizational culture influence the employee attitude and behaviour.

**4.4 SAMPLE SIZE**

Krishna Industrial Security and fire services are a service provider in Gujarat. It provides Man power services in different region of Gujarat as well as some of other cities. The Company is having 500+ workers and 30 employees including the branch OMS, Tripura.

For my report study, I take 20 Employees which include both the anand as well as OMS Tripura branch.

**4.5 DATA COLLECTION SOURCE**

* **Primary data**:

Primary data are those which are collected afresh and for the first time and thus happen to the original in character.

* **Secondary data**:

Secondary data are those that are already available, it refers to the data which have already been collected and analyzed by someone else.

* **INTERPRETATION:**

The data used in this report are both primary and secondary data. Most data that is used in this report is primary. The primary data were collected through personnel interviews using questionnaire from KISFS directly and secondary data was collected through different books and websites.

**4.6 TOOLS AND TECHNIQUE**

* **QUESTIONNAIRE:**

A questionnaire is a research instrument consisting series of questions for the purpose of gathering information from respondents. This question is for the respondent for their answer. These forms consist of 3 types of questions.

* Multiple choice question
* Short answers
* Check boxes
* **PERSONAL INTERVIEW:**

To collect the Primary based data the interview has been conducted with the manager of the company and by this the company data is collected.

**4.7 PERIOD OF STUDY**

The study period of this report is **12/12/23 to 12/1/24**. Which almost taken 1 month for studying the company and finishing the project.

**4.8 LIMITATION OF THE STUDY**

* **Time:** constraints in time resource may limit the depth or scope, affecting the research. Due to the time limit the more deep research of data isn’t possible.
* **Limited Scope and Generalization:** The study focus on specific context, limiting its applicability to broader scenarios or other settings.
* **Resource Constraint:** To conduct the study the Resource is limited, which might have limited the research study.
* **Ethical Consideration:** There were certain ethical Guidelines we had to follow, which might affected the overall result of this project.

**CHAPTER-5**

**DATA ANALYSIS AND INTERPRETATIONS**

* **Introduction**

Data analysis and interpretation are integral Components of the decision making process across various fields, providing valuable insights from raw information. In essence, data analysis involves examining, cleaning and transforming data to uncover patterns, trends and meaningful information.

It employs statistical methods, machine learning algorithms and other analytical tools to extract knowledge from datasets. Interpreting data involves making sense of the results generated through analysis, drawing meaningful conclusions, and translating them into actionable insights the step often requires domain expertise to contextualize findings and understand their implications. Effective data interpretation not only relies on statistical rigor but also demands a comprehensive understanding of the subject matter.

In today’s data-driven world, organizations leverage data analysis and interpretation to enhance decision-making, optimize processes and gain a complexity of data continue to grow, proficient in these skills becomes increasingly crucial for professionals across disciplines, from business and health care to science and technology. This introduction sets the stage for exploring the multifaceted realm of data analysis and interpretation showcasing their pivotal role in extracting meaning information from the vast sea of data.

* **Meaning:**

Data analysis and Interpretation is the process of assigning meaning to the collected information and determining the conclusion, significance of the findings. The steps involved in data analysis are a function of the type of information collected, however, returning to the purpose of the data and focus the analysis.

* **Part-1:Common Questionnaire**

1. **Gender of the Respondents.**

**Table No: 1**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO OF RESPONSE** | **PERCENTAGE (%)** |
| MALE | 16 | 80% |
| FEMALE | 4 | 20% |
| TOTAL | 20 | 100% |

**Chart No: 1**

**INTERPRETATION:** From the above table it is interpreted that the number of male respondent are 80% is around 16/20 and number of female are 20% is around 4/20. Majority of the respondents are males.

1. **Age of the respondents.**

**Table No: 2**

|  |  |  |
| --- | --- | --- |
| **AGE** | **NO OF RESPONSES** | **PERCENTAGE** |
| 20-30 Years | 4 | 20% |
| 30-40 Years | 6 | 30% |
| More Than 40 Years | 10 | 50% |
| TOTAL | 20 | 100% |

**Chart No: 5.2**

**INTERPRETATION:** From the above table it is interpreted that the number of respondents between 20 and 30 is 20%. The respondents between 30 and 40 are 30%. Whereas, there are respondents of more than 40 years is around 50%. Majority of the respondents are the age of more than 40 years.

1. **Role of the respondents.**

**Table No: 3**

|  |  |  |
| --- | --- | --- |
| **ROLE** | **NO OF RESPONSES** | **PERCENTAGE** |
| HRA DEPARTMENT | 2 | 10% |
| FINANCE DEPARTMENT | 2 | 10% |
| MARKETING DEPARTMENT | 4 | 20% |
| FIRE DEPARTMENT | 12 | 60% |
| TOTAL | 20 | 100% |

**Chart No: 5.3**

**INTERPRETATION:** From the above data it is interpreted that the number of employees working in fire department are around 60%. The no of employees working in marketing department are 20% and the no of employees working in HR and finance department are 10%. Majority of the respondents are working within fire department.

1. **Salary of the respondent.**

**Table No: 4**

|  |  |  |
| --- | --- | --- |
| **SALARY** | **NO OF RESPONSES** | **PERCENTAGE** |
| 10000-20000 | 7 | 35% |
| 20000-30000 | 10 | 50% |
| 30000-40000 | 2 | 10% |
| More than 40000 | 1 | 5% |
| TOTAL | 20 | 100% |

**Chart No: 5.4**

**INTERPRETATION:** From the above data it is interpreted that the salary of the no of respondents from 10000-20000 is 35%. The no of respondents from 20000-30000 is 50%. The no of respondents from 30000-40000 is 10%. The no of respondents from more than 40000 is 5%. Majority of the salary of the employees in this industry is around 20000-30000.

**Part-2: Research Questionnaire**

1. **Do you know about organization culture?**

**Table No: 5**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| YES | 20 | 100% |
| NO | 0 | 0% |
| TOTAL | 20 | 100% |

**Chart No: 5.5**

**INTERPRETATION:** from this table it is interpret that all the respondent in this organization know about organization culture. Majority of the respondent select yes which is 100% and non-respondent select no.

1. **How do you describe the work culture in your organization?**

**Table No: 6**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSE** | **PERCENTAGE** |
| Positive | 20 | 100% |
| negative | 0 | 0% |
| TOTAL | 20 | 100% |

**Chart No: 5.6**

**INTERPRETATION:** From the above table it is can interpret that all the employees support that their organization culture is positive.

1. **Is your manager supportive in nature?**

**Table No: 7**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| YES | 20 | 100% |
| NO | 0 | 0% |
| TOTAL | 20 | 100% |

**Chart No: 5.7**

**INTERPRETATION:** From the above table it is can interpret that the entire managers in the organization are supportive and helpful.

1. **What your Company do, when you feel stress?**

**Table No: 8**

|  |  |  |
| --- | --- | --- |
| **PARTICULAR** | **NO OF RESPONSES** | **PERCENTAGE** |
| Offer flexible hours | 2 | 10% |
| Encouraging open communication | 2 | 10% |
| Developing healthy response | 9 | 45% |
| All of the above | 7 | 35% |
| **TOTAL** | **20** | **100%** |

**Chart No: 5.8**

**INTERPRETATION:** From the above table it is can interpret that the 10% respondent said that the company provides offer flexible hours. Other 10% said that the company provides encouraging open communication. The second least 35% employee selects developing healthy response. Majority employees which is 45% select all of the above

1. **Do your company support personal / family problems?**

**Table No: 9**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| YES | 20 | 100% |
| NO | 0 | 0% |
| TOTAL | 20 | 100% |

**Chart No: 5.9**

**INTERPRETATION:** From the above table it is can interpret that all the employees support the statement that the company support their and their family problems.

1. **Do you likely to spent time in your organization?**

**Table No: 10**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| YES | 20 | 100% |
| NO | 0 | 0% |
| TOTAL | 20 | 100% |

**Chart No: 5.10**

**INTERPRETATION:** From the given data, the interpretation is given that all the employees agree to spent time in their organization due to positive culture.

1. **What are the basic benefits your company provide you to support work life balance?**

**Table No: 11**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| ENCOURAGE HOLIDAYS | 4 | 20% |
| BETTER TIME MANAGEMENT | 6 | 30% |
| PROVIDING TIME OFF | 2 | 10% |
| BOOSTING EMPLOYEE MORALE | 8 | 40% |
| TOTAL | 20 | 100% |

**Chart No: 5.11**

**INTERPRETATION:** From the following table it is interpreted that the respondent gives 10% for the providing time off, where as 20% for the encouraging holidays, other 30% response is for better time management and majority of responses is 40% for boosting employee morale.

1. **In what ways does the work culture affect your job satisfaction?**

**Table No: 12**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| POSTIVE WAY | 20 | 100% |
| NEGATIVE WAYS | 0 | 0% |
| TOTAL | 20 | 100% |

**Chart No: 5.12**

**INTERPRETATION:** From the given table the interpretation can be made that all the respondents agree the statement and give 100% of the responses for YES.

1. **Have you observe any changes in the work culture over time. If yes, then how this changes affect you?**

**Table No: 13**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| YES - IN POSITIVE WAY | 16 | 80% |
| YES - IN NEGATIVE WAY | 1 | 5% |
| NO | 3 | 15% |
| TOTAL | 20 | 100% |

**Chart No: 5.13**

**INTERPRETATION:** From the above table the interpretation of the above information is the respondents giving 80% responses are yes – in positive way. The respondents giving 15% responses yes – in negative way. The respondents giving 5% responses is No.

1. **What are the main areas for improvement in current work culture based on your opinion?**

**Table No: 14**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| COMMUNICATION | 11 | 15% |
| WORK LIFE BALANCE | 5 | 25% |
| LEADERSHIP DEVELOPMENT | 3 | 55% |
| CARRER GROWTH | 1 | 5% |
| OTHERS | 0 | 0% |
| TOTAL | 20 | 100% |

**Chart No: 5.14**

**INTERPRETATION:** From the above table it is interpreted that the no of respondents giving 5% of the responses of career growth and the 15% of the responses of communication and the other 25% of the responses of work life balance and the majority of the respondent responses 55% goes for leader ship development.

1. **How would you rate the overall work culture of your company?**

**Table No: 15**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONSES** | **PERCENTAGE** |
| COMPETITIVE CULTURE | 4 | 20% |
| STRONG LEADERSHIP CULTURE | 8 | 40% |
| CREATIVE CULTURE | 4 | 20% |
| COLLABORATIVE CULTURE | 4 | 20% |
| TOTAL | 20 | 100% |

**Chart No: 5.15**

**INTERPRETATION:** From the following table it is interpreted that the percentage of collaborative culture is 20% and the percentage of creative culture 20% and the competitive culture 20% at last majority is strong leadership culture is 40%.

**CHAPTER-6**

**FINDINGS, SUGGESTIONS**

**AND**

**CONCLUSION**

* **FINDINGS**

1. Majority (80%) of the respondent are Male. The company has more number of males in the company rather than females.
2. Majority (50%) of the respondent have age of more than 40 years. The company only has more aged people in organization.
3. Majority (60%) of the respondent are in fire department. The company has more staff in fire department.
4. Majority (50%) of the respondent have salary between 20000 and 30000. The company is giving less salary to the employees.
5. 5% of the respondents select “NO”. They are not satisfied with the changes in the organizational culture.
6. Majority (55%) of the respondent select leadership development. The respondents want the leadership area to be developed.
7. Majority (40%) of the respondent select the culture as strong leadership culture.

* **SUGGESTIONS**

1. On these respondents, it is clarify that the male employees are more in the company, so the company should hire female employees also to balance the ratio.
2. On this basis of responses the company have mostly aged person in the office. The company should hire fresher’s more it will benefit the company with the innovative ideas.
3. On these responses the company has more staff in fire department; the company should divide its manpower in proper departments, so all the sector of the company can grow equally.
4. As we see from many responses only few officer have more than 40000 salaries. The company should also increase the salary of the staff accordingly to their workload.
5. Even the company should work on that 5% of the respondent, who affected changes done within the organization.
6. Majority of the respondents are agreeing that the company should work on their leader of their company for their employees.
7. As the responses shows that company focus more only one type of culture. But to grow the company they should focus on all time of culture within in the company.

* **CONCLUSION**

KISFS Company is highly developing company. The Company is developing in fire department more than any other department or sector. The company always focuses to develop the company, which make it advance than any other company. The company covers almost the market area of Anand and Nadiad. With the respect to the above study and findings, the company needs to grow its market in other areas of Gujarat also widely, with few more concentrated efforts. The company also likely to work more on organizational culture strategies within the organization to improve its organizational culture.

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* **QUESTIONNAIRE**

1. NAME

\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Gender
2. Male
3. Female
4. Age
5. 20-30
6. 30-40
7. More than 40
8. Role

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Salary
2. 10000-20000
3. 20000-30000
4. 30000-40000
5. More than 40000
6. Do you know about organizational culture?
7. Yes
8. No
9. How do you describe work culture in the organization?
10. Positive
11. Negative
12. Is your manager supportive in nature?
13. Yes
14. No
15. What your Company do, when you feel stress?
16. Offer flexible hours
17. Encouraging open communication
18. Developing healthy response
19. All of the above
20. Does your company support your personal/family problems?
21. Yes
22. No
23. Do you like to spent time in the organization?
24. Yes
25. No
26. What are the basic benefits your company provide you to support work life balance?
27. Encourage holidays
28. Better time management
29. Providing time off
30. Boosting employee morale
31. In what ways does the work culture affect your job satisfaction?
32. Positive way
33. Negative way
34. Have you observe any changes in the work culture over time. If yes, then how this changes affect you?
35. Yes in positive way
36. Yes in negative way
37. No
38. What are the main areas for improvement in current work culture based on your opinion?
39. Communication
40. Work life
41. Leadership development
42. Career growth
43. other
44. How would you rate overall work culture of your company?
45. Competitive culture
46. Strong leadership culture
47. Creative culture
48. Collaborative culture