**CHAPTER - 1**

**INTRODUCTION**

Employee satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate. Thus, keeping employees’ satisfied with their careers should be a major priority for every employer.

While this is a well known fact in management practices, economic downturns like the current one seem to cause employers to ignore it. There are numerous reasons why employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth.

Management should actively seek to improve these factors if they hope to lower their turnover rate. Even in an economic downturn, turnover is an expense best avoided.

**1.1 Objectives of the Study:**

* To identify the values that support creativity and innovation in the organization.
* To focus on knowing trust relationship among the employees.
* To give feasible suggestion regarding improvement of the employee satisfaction Levels at NR & Son’s group.
* To know the welfare measures and living environment provided for the Employees.
* To identify the conditions in which the individuals are most likely to use intuition in decision making.

**1.2 Need of the study:**

The job occupies an important place in the life of an individual. It is the chief source of satisfaction of an individual’s satisfaction psychological, biological and social needs. Selection of ob therefore is a crucial importance to anyone.

* What are the positive points of the organization responsible for making the employees satisfaction level and
* What is the impact of those points on organizational and individual performance.
* To recommend the changes in present organization practices to increase the satisfaction level of employees and ultimately performance.

**1.3 Scope of the study:**

In the survey an attempt has been made to analyze the job satisfaction of employees of NR & son’s group, Bangalore

Job satisfaction of the employees has been analyzed on the basis of the following seventeen job related factors.

* Salary and monetary benefits
* Job security
* Promotion policy
* Working environment
* Employees participation in management
* Freedom of expressions
* Nature of job
* Interest taken by superiors
* Superiors and sub-ordinate relationship
* Medicare
* Loans
* Conveyance
* L.T.C.

**1.4 Limitations of the study:**

* This research study only considers the area of NR & Son’s group, Bangalore.
* The sample size is not representing the whole population due to limited time period and cost related aspect.
* Biasness of respondents can be other constraints for researcher.
* The sampling technique, Non probabilistic convenience sampling method has its own limitation

**CHAPTER – 2**

**REVIEW OF LITERATURE**

**INTRODUCTION**

**HUMAN RESOURCE MANAGEMENT**

**Human Resource Management** (HRM) is the strategic and coherent approach to the management of an organization's most valued assets – the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. Human Resource Management is evolving rapidly. Human Resource Management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

The Human Resources Management (HRM) function includes a variety of activities and key among them is deciding what staffing needs exist and whether to use independent contractors or hire employees to fulfill these needs; recruit and train the best employees, ensure they are high performers; dealing with performance issues; and ensuring the personnel and management practices conform to various regulations. Activities also include managing the approach to employee benefits and compensation, employee records and personnel policies. Usually, small businesses (for profit or non-profit) have to carry out these activities themselves because they cannot yet afford part or full-time help. However, they should always ensure that employees have and are aware of – personnel policies which conform to current regulations. These policies are often in the form of employee manuals which all employees must have.

HRM is seen by practitioners in the field as a more innovative view of workplace management than the traditional approach. Its techniques force the managers of an enterprise to express their goals with specificity – so that they can be understood and undertaken by the workforce – and to provide the resources needed for them to successfully accomplish their assignments. As such, HRM techniques, when properly practiced, are expressive of the goals and operating practices of the enterprise overall. HRM is also seen by many to have a key role in risk reduction within organizations.

There is a long-standing argument about where HR-related functions should be organized into large organizations, e.g., "Should HR be in the organization development department or the other way around?"

The HRM function and HRD profession have undergone tremendous change over the past 20 to 30 years. Many years ago, large organizations looked to the "Personnel Department" mostly to manage the paperwork around hiring and paying people. More recently, organizations have begun to consider the "HR Department" as playing a major role in staffing, training, and helping manage people so that the people and the organization are performing at maximum capability in a highly fulfilling manner.

**WHY STUDY ABOUT THE EMPLOYEE SATISFACTION**--in my point of view, study of "Employee satisfaction" helps the company to maintain a standards & increase productivity by motivating the employees.

This study tells us how much the employees are capable & their interest at wok place? What are the things still to be satisfy to the employees. Although "human resource" is the most important resources for any organization, so to study on employee’s satisfaction helps to know the working conditions & what are the things that affect them not to work properly. Always majority of done by the machines/equipments but without any manual moments nothing can be done. So to study on employee satisfaction is necessary.

Employee satisfaction and retention have always been important issues for physicians. After all, high levels of absenteeism and staff turnover can affect your bottom line, as temps, recruitment and retraining take their toll. But few practices (in fact, few organizations) have made job satisfaction a top priority, perhaps because they have failed to understand the significant opportunity that lies in front of them. Satisfied employees tend to be more productive, creative and committed to their employers, and recent studies have shown a direct correlation between staff satisfaction and patient satisfaction.

Family physicians who can create work environments that attract, motivate and retain hard-working individuals will be better positioned to succeed in a competitive health care environment that demands quality and cost-efficiency. What's more, physicians may even discover that by creating a positive workplace for their employees, they've increased their own job satisfaction as well.

**Employee’s satisfaction***:*

This is not an easy area to tackle. There are few organizations where most of the employees are satisfied. Human mind is not satisfied with what it has achieved and therefore to expect that employees will be satisfied with certain facilities is far from being true; however the organization must collect feedbacks through formal/informal assessment methods and relate these findings to identify improvement priorities. This will at least make the employees feel that management is sincere.

Research shows that satisfied, motivated employees facilitate higher customer satisfaction and, in turn, positively influence organizational performance. Organizations that invest in measuring employee opinions and attitudes, by incorporating Employee Satisfaction Surveys into their existing HR processes, can develop such a workforce.

Organization is nothing but a group of people whose activities have been planned & coordinated to meet organization objectives. An organization that exists to produce & services has a good chance to service & prosper it. It consists of right people.

The vast majority of people work to support themselves & their families. But people work for many other reasons other than economic security e.g. many also work to keep busy & feel useful, to create & achieve something. They want to gain recognition & achiever status or to test & stretch their capabilities. To meet these multifarious needs, people & organization join forces.

The biggest challenge to the manager is to make all employees contribute to the success of the organization in an ethical & socially responsible way. The society well-being, to a large extend depends on its organization particularly business organization. It is the business organization which makes goods & service available, provided job, generate wealth & land stability & security to the people.

To assist employees in achieving their personal goals, at least in so for as these goals enhance the individual’s contribution to the organization. Personal objective of employees must be met if workers leave the organization is to be maintained retained & motivated. Otherwise, employee performance & satisfaction may decline & employee may leave the organization.

Human resource is the important factor of the organization. If this factor is not satisfied or not work properly then organization cannot achieve their target.

Employees are the most valuable assets of an organization there should be a conscious effort to realize goals by satisfying needs and aspiration of employees.

Organization must meet their goals by which employees feel satisfied in their work lines due to the key strength of the company determined by the human power of the organization.

Basically two types of functions performed by HR Manager these are operative & managerial both functions are helpful to get the employee satisfaction working in the company.

**Operation Functions**

**Managerial Functions**

**EMPLOYEE**

**SATISFACTION**

* Wages
* Nature of work
* Promotion Chances
* Supervision
* Work Group
* Working Conditions

**FUNCTION OF HRM**

* High employee satisfaction levels can reduce employee turnover. Dissatisfied employees tend to perform below their capabilities, result in high turnover of staff and leave their jobs relatively quickly and are not very likely to recommend the company as an employer.
* Employee satisfaction research give employees ‘a voice’ and also allow the pinpointing of problematic areas leading to the raising of staff satisfaction levels, developing and reviewing of staff management and optimizing corporate communication.
* Issues covered include the current workplace situation, management styles/attitudes, internal communications, workplace atmosphere, corporate culture/vision and image.

Employee satisfaction research encompasses many different research techniques but the measurement of satisfaction is only the first step to improving employee satisfaction.

**Job Satisfaction is influenced by:**

Opportunity

Stress

Leadership

Work Standards

Fair Rewards

Adequate authority

Research done by various researcher shows that satisfied, motivated employees will create higher customer satisfaction and in turn positively influence organizational performance. Noticing this trend, many organizations are investing in measuring and quantifying employee’s opinions and attitudes by incorporating Employees Satisfaction Surveys into their existing HR and organizational processes.

Employee is one of the most important elements among various resources of production in an organisation. Hence their involvement with organisational processes and system is most important. And thus, while performing their task their wholesome dedication and commitment with their work is desirable.

Employee has to feel satisfied with the environment within which they work for it would result in high productivity. When administrative policies and all-important announcements are communicated to the employees, it boosts their morale. The methods chosen for communication also play an integral role. Some of the methods that could be used are intranet, monthly newsletters, weekly meetings etc.

**Benefits of Employee Satisfaction:**

**More Accurate Perspective:**

Organization achieve a more accurate view of current policies and a more clear perspective of issue that are of priority to employees than others, such as benefits versus career development, versus compensation.

**Increased Employee Loyalty:**

By quantifying and analyzing employee attitudes and opinions, enterprises can identify problem areas and solutions to create a supportive work environment encouraging a motivated and loyal workforce.

**Training Needs Assessment:**

Employees Satisfaction Surveys aid in developing individual goals and career potential. With more insight into their opinion and attitudes, management can establish professional development initiatives.

**Improved Customer Service:**

Because motivated employees are critical to improved organizational initiative, such as increasing customer satisfaction, enterprises that value had strive for greater employee satisfaction ultimately create higher customer satisfaction.

A comprehensive employee satisfaction process can be keys to a more a motivated and loyal workforce leading to increased customer satisfaction and overall profitability for an enterprise.

**Herzberg's theory**

In the late 1950s, Frederick Herzberg, considered by many to be a pioneer in motivation theory, interviewed a group of employees to find out what made them satisfied and dissatisfied on the job. He asked the employees essentially two sets of questions:

1. Think of a time when you felt especially good about your job. Why did you feel that way?
2. Think of a time when you felt especially bad about your job. Why did you feel that way?

From these interviews Herzberg went on to develop his theory that there are two dimensions to job satisfaction: motivation and "hygiene" ("[Two dimensions of employee satisfaction](http://www.aafp.org/fpm/991000fm/26.html#box1)"). Hygiene issues, according to Herzberg, cannot motivate employees but can minimize dissatisfaction, if handled properly. In other words, they can only dissatisfy if they are absent or mishandled. Hygiene topics include company policies, supervision, salary, interpersonal relations and working conditions. They are issues related to the employee's environment. Motivators, on the other hand, create satisfaction by fulfilling individuals' needs for meaning and personal growth. They are issues such as achievement, recognition, the work itself, responsibility and advancement. Once the hygiene areas are addressed, said Herzberg, the motivators will promote job satisfaction and encourage production.

**Applying the theory**

To apply Herzberg's theory to real-world practice, let's begin with the hygiene issues. Although hygiene issues are not the source of satisfaction, these issues must be dealt with first to create an environment in which employee satisfaction and motivation are even possible.

**Company and administrative policies.**

An organization's policies can be a great source of frustration for employees if the policies are unclear or unnecessary or if not everyone is required to follow them. Although employees will never feel a great sense of motivation or satisfaction due to your policies, you can decrease dissatisfaction in this area by making sure your policies are fair and apply equally to all. Also, make printed copies of your policies-and-procedures manual easily accessible to all members of your staff. If you do not have a written manual, create one, soliciting staff input along the way. If you already have a manual, consider updating it (again, with staff input). You might also compare your policies to those of similar practices and ask yourself whether particular policies are unreasonably strict or whether some penalties are too harsh.

**Supervision.**

To decrease dissatisfaction in this area, you must begin by making wise decisions when you appoint someone to the role of supervisor. Be aware that good employees do not always make good supervisors. The role of supervisor is extremely difficult. It requires leadership skills and the ability to treat all employees fairly. You should teach your supervisors to use positive feedback whenever possible and should establish a set means of employee evaluation and feedback so that no one feels singled out.

**Salary**

The old adage "you get what you pay for" tends to be true when it comes to staff members. Salary is not a motivator for employees, but they do want to be paid fairly. If individuals believe they are not compensated well, they will be unhappy working for you. Consult salary surveys or even your local help-wanted ads to see whether the salaries and benefits you're offering are comparable to those of other offices in your area. In addition, make sure you have clear policies related to salaries, raises and bonuses.

**Interpersonal relations.**

Remember that part of the satisfaction of being employed is the social contact it brings, so allow employees a reasonable amount of time for socialization (e.g., over lunch, during breaks, between patients). This will help them develop a sense of camaraderie and teamwork. At the same time, you should crack down on rudeness, inappropriate behavior and offensive comments. If an individual continues to be disruptive, take charge of the situation, perhaps by dismissing him or her from the practice.

**Working conditions.**

The environment in which people work has a tremendous effect on their level of pride for themselves and for the work they are doing. Do everything you can to keep your equipment and facilities up to date. Even a nice chair can make a world of difference to an individual's psyche. Also, if possible, avoid overcrowding and allow each employee his or her own personal space, whether it be a desk, a locker, or even just a drawer. If you've placed your employees in close quarters with little or no personal space, don't be surprised that there is tension among them.

Before you move on to the motivators, remember that you cannot neglect the hygiene factors discussed above. To do so would be asking for trouble in more than one way. First, your employees would be generally unhappy, and this would be apparent to your patients. Second, your hardworking employees, who can find jobs elsewhere, would leave, while your mediocre employees would stay and compromise your practice's success. So deal with hygiene issues first, then move on to the motivators:

**Work itself.**

Perhaps most important to employee motivation is helping individuals believe that the work they are doing is important and that their tasks are meaningful. Emphasize that their contributions to the practice result in positive outcomes and good health care for your patients. Share stories of success about how an employee's actions made a real difference in the life of a patient, or in making a process better. Make a big deal out of meaningful tasks that may have become ordinary, such as new-baby visits. Of course employees may not find all their tasks interesting or rewarding, but you should show the employee how those tasks are essential to the overall processes that make the practice succeed. You may find certain tasks that are truly unnecessary and can be eliminated or streamlined, resulting in greater efficiency and satisfaction.

**Achievement.** One premise inherent in Herzberg's theory is that most individuals sincerely want to do a good job. To help them, make sure you've placed them in positions that use their talents and are not set up for failure. Set clear, achievable goals and standards for each position, and make sure employees know what those goals and standards are. Individuals should also receive regular, timely feedback on how they are doing and should feel they are being adequately challenged in their jobs. Be careful, however, not to overload individuals with challenges that are too difficult or impossible, as that can be paralyzing.

|  |  |  |
| --- | --- | --- |
| **Two dimensions of employee satisfaction**  Frederick Herzberg theorized that employee satisfaction depends on two sets of issues: "hygiene" issues and motivators. Once the hygiene issues have been addressed, he said, the motivators create satisfaction among employees.   |  |  | | --- | --- | | **Hygiene issues (dissatisfiers)** Company and administrative policies Supervision Salary Interpersonal relations Working conditions | **Motivators (satisfiers)**  Work itself Achievement Recognition Responsibility Advancement | |

**Recognition.**

Individuals at all levels of the organization want to be recognized for their achievements on the job. Their successes don't have to be monumental before they deserve recognition, but your praise should be sincere. If you notice employees doing something well, take the time to acknowledge their good work immediately. Publicly thank them for handling a situation particularly well. Write them a kind note of praise. Or give them a bonus, if appropriate. You may even want to establish a formal recognition program, such as "employee of the month."

**Responsibility.**

Employees will be more motivated to do their jobs well if they have ownership of their work. This requires giving employees enough freedom and power to carry out their tasks so that they feel they "own" the result. As individuals mature in their jobs, provide opportunities for added responsibility. Be careful, however, that you do not simply add more work. Instead, find ways to add challenging and meaningful work, perhaps giving the employee greater freedom and authority as well.

|  |
| --- |
| Employees will be more motivated to do their jobs well if they have ownership of their work. |

**Advancement.**

Reward loyalty and performance with advancement. If you do not have an open position to which to promote a valuable employee, consider giving him or her a new title that reflects the level of work he or she has achieved. When feasible, support employees by allowing them to pursue further education, which will make them more valuable to your practice and more fulfilled professionally.

There are so many parameters of EMPLOYEE SATISFACTION are:-

* Salary , Incentive, Benefits
* Work condition and work life
* Welfare facilities
* Relation with Superior, Peers, Subordinates
* Opportunities for growth
* Opportunities for value addition or development
* Fairness in promotion policies

**3.1 INDUSTRY PROFILE**

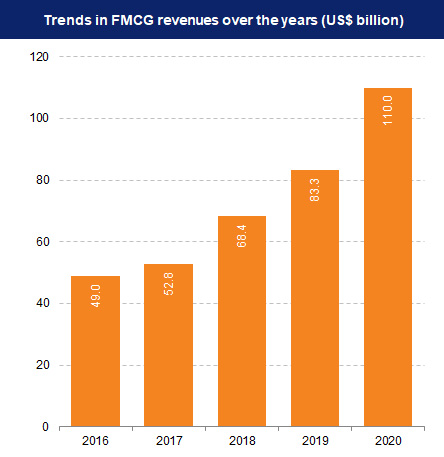
**INTRODUCTION**

Fast-moving consumer goods (FMCG) sector is India’s fourth-largest sector with household and personal care accounting for 50% of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55%) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared to urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50% of the total rural spending.



**MARKET SIZE**

* The retail market in India is estimated to reach US$ 1.1 trillion by 2020 from US$ 840 billion in 2017, with modern trade expected to grow at 20-25% per annum, which is likely to boost revenue of FMCG companies.
* The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US$ 220 billion by 2025, from US$ 110 billion in 2020. The Indian FMCG industry grew by 16% in CY21 a 9- year high, despite nationwide lockdowns, supported by consumption-led growth and value expansion from higher product prices, particularly for staples.
* The Indian processed food market is projected to expand to US$ 470 billion by 2025, up from US$ 263 billion in 2019-20.



In the third quarter of FY20 in rural India, FMCG witnessed a double-digit growth recovery of 10.6% due to various government initiatives (such as packaged staples and hygiene categories); high agricultural produce, reverse migration, and a lower unemployment rate. Rise in rural consumption will drive the FMCG market.

FMCG giants such as Johnson & Johnson, Himalaya, Hindustan Unilever, ITC, Lakmé and other companies (that have dominated the Indian market for decades) are now competing with D2C-focused start-ups such as Mamaearth, The Moms Co., Bey Bee, Azah, Nua and Pee Safe. Market giants such as Revlon and Lotus took ~20 years to reach the Rs. 100 crore (US$ 13.4 million) revenue mark, while new-age D2C brands such as Mamaearth and Sugar took four and eight years, respectively, to achieve that milestone.

Advertising volumes on television recorded healthy growth in the July-September quarter, registering 461 million seconds of advertising, which is the highest in 2021. FMCG continued to maintain its leadership position with 29% growth in ad volumes against the same period in 2019. Even the e-commerce sector showed a healthy 26% jump over 2020.

**INVESTMENTS**

* The Government has allowed 100% Foreign Direct Investment (FDI) in food processing and single-brand retail and 51% in multi-brand retail.
* This would bolster employment, supply chain and high visibility for FMCG brands across organised retail markets thereby bolstering consumer spending and encouraging more product launches.
* The sector witnessed healthy FDI inflows of US$ 20.11 billion from April 2000-March 2022.

Some of the recent developments in the FMCG sector are as follows:

* In June 2022, PepsiCo India announced its expansion plans for its largest greenfield foods manufacturing plant that produces the popular Lay’s potato chips in Kosi Kalan, Mathura in Uttar Pradesh with an investment of Rs. 186 crore (US$ 23.84 million).
* In April 2022, Dabur India announced plans to induct a fleet of 100 Electric Vehicles in its supply chain for last-mile product distribution.
* In March 2022, Emami acquired Dermicool from Reckitt for Rs. 432 crore (US$ 55.37 million)
* In February 2022, Dabur India, formed an exclusive partnership with energy provider Indian Oil, which will give Dabur's products direct access to around 140 million Indane LPG consumer households across India.
* In February 2022, Dabur India achieved its goal to collect, process, and recycle approximately 22,000MT of post-consumer plastic three months early.
* In February 2022, Marico Ltd has announced aims to achieve net-zero emissions by 2040 in its global operations.
* In November 2021, Tata Consumer Products (TCPL) signed definitive agreements to acquire 100% equity shares of Tata SmartFoodz Limited (TSFL) from Tata Industries Limited for a cash consideration of Rs. 395 crore (US$ 53.13 million). This move was in line with TCPL’s strategic intent to expand into the value-added categories.
* In November 2021, Unilever Plc agreed to sell its global tea business to CVC Capital Partners for EUR 4.5 billion (US$ 5.1 billion. The business being sold—Ekaterra—hosts a portfolio of 34 tea brands including Lipton, PG Tips, Pukka Herbs and TAZO.
* In November 2021, McDonald’s India partnered with an FMCG company ITC to add a differentiated fruit beverage, B Natural, to its Happy Meal, which will be available across all McDonald’s restaurants in South and West India, primarily catering to children aged 3–12 years.
* In October 2021, Procter & Gamble announced an investment of Rs. 500 crore (US$ 66.8 million) in rural India.
* In September 2021, Vahdam India, an Indian tea brand, raised Rs. 174 crore (US$ 24 million) as part of its Series D round led by IIFL AMC’s Private Equity Fund.
* In September 2021, RP-Sanjiv Goenka Group entered the personal-care segment by launching skin and haircare products, aiming at a revenue of Rs. 400-500 crore (US$ 53.84-67.30 million) in the next 4-5 years.
* In September 2021, Adani Wilmar announced the opening of physical stores under the name ‘Fortune Mart’ that will exclusively sell Fortune and other Adani Wilmar brand products.
* In August 2021, Apnaklub, a Bengaluru-based B2B wholesale marketplace for consumer goods, raised US$ 3.5 million in a seed round from Sequoia Capital India’s Surge, increasing the total funds to US$ 5 million.
* In the fourth quarter of FY21, e-commerce sales of Marico Ltd., Hindustan Unilever Ltd., Dabur India, ITC and Godrej Consumer Products Ltd. were 8%, 6%, 5%, 5%, and 4%, respectively, of the total FMCG sales.
* The rural market registered an increase of 14.6% in the same quarter and metro markets recorded positive growth after two quarters. Final consumption expenditure increased at a CAGR of 5.2% during 2015-20.
* According to Fitch Solutions, real household spending is projected to increase 9.1% YoY in 2021, after contracting >9.3% in 2020 due to economic impact of the pandemic.
* The FMCG sector's revenue growth will double from 5-6% in FY21 to 10-12% in FY22, according to CRISIL Ratings.

**GOVERNMENT INITIATIVES**

Some of the major initiatives taken by the Government to promote the FMCG sector in India are as follows:

* As per the Union Budget 2022-23:
  + Rs. 1,725 crore (US$ 222.19 million) has been allocated to the Department of Consumer Affairs
  + Rs. 215,960 crore (US$ 27.82 billion) has been allocated to the Department of Food and Public Distribution.
  + In FY 2021-22, the government approved Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) with an outlay of Rs. 10,900 crore (US$ 1.4 billion) to help Indian brands of food products in the international markets.
* The government’s production-linked incentive (PLI) scheme gives companies a major opportunity to boost exports with an outlay of US$ 1.42 billion.
* In November 2021, Flipkart signed an MoU with the Ministry of Rural Development of the Government of India (MoRD) for their ambitious Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) programme to empower local businesses and self-help groups (SHGs) by bringing them into the e-commerce fold.
* Companies are counting on recent budget announcements like direct transfer of 2.37 lakh crore (US$ 30.93 billion) in minimum support payment (MSP) to wheat and paddy farmers and the integration of 150,000 post offices into the core banking system to expand their reach in rural India.
* The Government of India has approved 100% FDI in the cash and carry segment and in single-brand retail along with 51% FDI in multi-brand retail.
* The Government has drafted a new Consumer Protection Bill with special emphasis on setting up an extensive mechanism to ensure simple, speedy, accessible, affordable and timely delivery of justice to consumers.
* The Goods and Services Tax (GST) is beneficial for the FMCG industry as many of the FMCG products such as soap, toothpaste and hair oil now come under the 18% tax bracket against the previous rate of 23-24%. Also, GST on food products and hygiene products has been reduced to 0-5% and 12-18% respectively.
* GST is expected to transform logistics in the FMCG sector into a modern and efficient model as all major corporations are remodelling their operations into larger logistics and warehousing.

**ROAD AHEAD**

Rural consumption has increased, led by a combination of increasing income and higher aspiration levels. There is an increased demand for branded products in rural India.

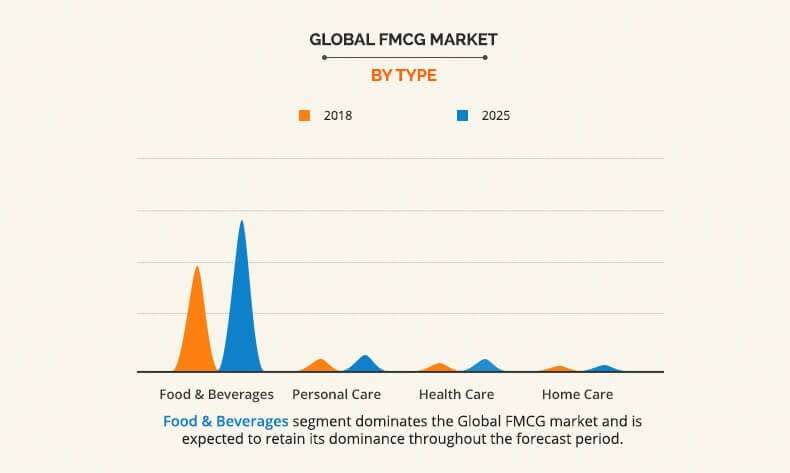
On the other hand, with the share of unorganised market in the FMCG sector falling, the organised sector growth is expected to rise with increased level of brand consciousness, augmented by the growth in modern retail.

Another major factor propelling the demand for food services in India is the growing youth population, primarily in urban regions. India has a large base of young consumers who form majority of the workforce, and due to time constraints, barely get time for cooking.

Online portals are expected to play a key role for companies trying to enter the hinterlands. Internet has contributed in a big way, facilitating a cheaper and more convenient mode to increase a company’s reach. The number of internet users in India is likely to reach 1 billion by 2025. It is estimated that 40% of all FMCG consumption in India will be made online by 2020. E-commerce share of total FMCG sales is expected to increase by 11% by 2030.

It is estimated that India will gain US$ 15 billion a year by implementing GST. GST and demonetisation are expected to drive demand, both in the rural and urban areas, and economic growth in a structured manner in the long term and improved performance of companies within the sector.

The global FMCG market is segmented based on product type, distribution channel, and region. Based on product type it is classified as food and beverages, personal care (skincare, cosmetics, hair care, others), healthcare care (over-the-counter drugs, vitamins & dietary supplements, oral care, feminine care, others), and home care. The distribution channel segment comprises of supermarkets and hypermarkets, grocery stores, specialty stores, specialty stores, e commerce and others. By region, it is analyzed through North America, Europe, Asia-Pacific, and LAMEA.



In 2018, the food & beverage segment held majority share in the FMCG market and is expected to hold a significant share in the global market throughout the forecast period. Consumers today have become more knowledgeable and open to food & beverages consumed by foreign cultures. They are driven by a sense of exploration and are in search for new experience. This search for novel experience has pushed the food & beverage operators to maintain the quality of their offerings. The trend of healthy eating has also been a top impacting factor affecting the growth of the food & beverage market. Consumers have become increasingly health conscious and a large number of people have begun to follow special diets and want to enjoy these healthier choices both at home and when they are eating.



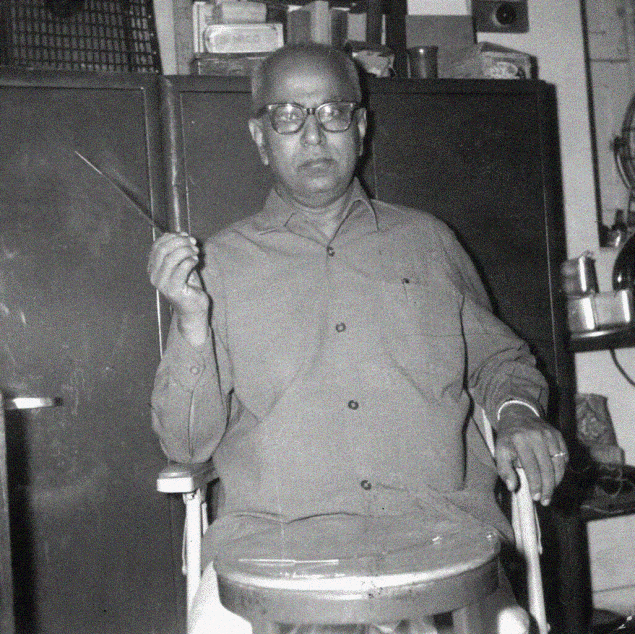
In 2018, the supermarkets and hypermarkets distribution channel segment dominated the **FMCG market**. The growth of this segment is driven by rise in disposable income and increase in demand for a one-stop solution for all shopping needs. Moreover, the augmented experience provided by these retail formats increases its attractiveness to customers. This in turn drives the growth of the supermarkets and hypermarkets distribution channel segment of the FMCG market.

**3.2 COMPANY PROFILE**

**A simple man with lofty ideals, a visionary in the truest sense of the word,** Shri. N. Ranga Rao, displayed exceptional entrepreneurial traits, since an early age.

He had his share of troubles and hurdles in his formative years, but used them to hone his business and life skills. Before long, he dreamed of founding an incense stick manufacturing company, and envisaged it as a leading company in the country.

The prolific businessman gave wings to his dream with the launch of Mysore Products and General Trading Company in 1948. His vision stemmed from the conviction that "Quality backed by services will pay".



Within months of its inception, the business grew satisfactorily. It was time for brand Cycle to be born. Committed to quality, Cycle had a series of firsts in the incense manufacturing history. Cycle was the first company to obtain design copyrights to make an exciting range of incense sticks, cones, and sambrani.

In order to create exquisite fragrances in the perfumery industry, the company set up its own in-house fragrance creation workshop.

Despite the heights of success that the Company went on to reach, Shri. Ranga Rao remained grounded. He stayed devoted to the wellbeing of those around him, and committed to doing the right thing.

He saw the relevance of his products and realised the sacred role they played in the hopes and aspirations of people. To uphold this great responsibility, he constantly strived to instill a strong sense of ethics in the business, and even took on the greater responsibility of the well-being of society at large.

Over the decades, Shri. N. Ranga Rao's dream has been taken forward by the successive generations, and today Cycle Pure Agarbathies is a world leader in puja-needs and home care, etc.,

Every success at N Ranga Rao & Sons is a result of the efforts made by every member of the “NR Parivaar”- our extended family. Thus, supporting and empowering every member of this family, naturally becomes the right thing to do.

For over seven decades, we have grown in an environment supportive of Equal Opportunity, Inclusion, and Fairness; thereby creating a healthy culture of compassion and respect for individuals and ideas.

Shri. N. Ranga Rao, the company founder, wholeheartedly believed that it was his duty to give back to a society that had given him so much. This innate sense of responsibility drove him to **dedicate a portion of all profits towards socially relevant causes.** This belief manifested itself as NR Foundation, the non-profit charitable trust of NR Group.

NR Foundation is known for its contribution in the areas of education, health, art, culture and services to the physically challenged. The foundation seeks to bring about a positive and lasting change in the society.

**Corporate Social Responsibility [CSR] Policy**

* **1.1.1.** This CSR policy, which encompasses the company's philosophy for delineating its responsibility as a corporate citizen and lays down the guidelines and mechanism for undertaking socially useful programmes for welfare & sustainable development of the community at large, is titled as the 'NRRS CSR Policy'.
* **1.1.2.** This policy shall apply to all CSR initiatives and activities taken up by the Company, for the benefit of the society - a key stakeholder of the company.
* **1.1.3.** This policy and the operational guidelines issued herein are subject to and pursuant to the provisions of the Companies Act, 2013 (Act) and the Schedules, rules and regulations made there under.

1.2. CSR objective, vision and mission statements

* **1.2.1.** NRRS believes in the philosophy of 'giving back' to society as a measure of its gratitude for what it gives to the Company. In view of this, the company's corporate social responsibility (CSR) aims to extend beyond charity and enhance social impact.
* **1.2.2.** The company's CSR vision:
  + To help people with various challenge including social and economic challenges and to integrate them into the mainstream society and
  + To participate in projects with business aligned innovation and social initiatives.
* **1.2.3. The company's CSR mission:**
  + Promoting a sustainable and equal society around us by being committed to creating and supporting programmes that bring about sustainable changes through education, skill development and health care systems.

**1.3. CSR committee**

* **1.3.1.** The board of directors of the company will constitute a CSR committee, the committee shall:
  + Compromise at least 3 directors. The CSR committee of the company is as per Annexure A
  + Adopt this CSR policy and monitor its implementation and the programmes there under
  + Meet at such intervals as may be required or expedient including once at the end of the financial year
  + Approve and adopt the CSR report for publication in the annual report of the company
  + Do such other things and acts as may be required for the implementation of the policy, matters connected there with or incidental there to
* **1.3.2.** The Chairman and Chairman Emeritus of the Company shall be a permanent invitee/s to the committee. The company secretary shall act as secretary to the committee.

**2. Resources**

2.1. Funding and allocation

* **2.1.1.** For achieving its CSR objectives through implementation of meaningful and sustainable CSR programmes, NRRS will allocate 2% of the average net profits of the company made during the three immediately preceding financial years computed in accordance with the provisions of the Act, as its annual CSR budget. Any surplus generated from CSR projects undertaken by the Company will be channelized into our GSR corpus. These funds will be further used in development of the CSR projects and will not be added to the normal business profits.
* **2.1.2.** Further, the contributions received from the associates of the company, its holding company and its subsidiaries, customers and their representatives and other stakeholders will be utilized for the CSR activities identified by the Company.

**3. Planning**

3.1. Identification of thrust areas and strategic initiatives

* **3.1.1.** The CSR Policy focuses on addressing critical social, environmental and economic needs of the marginalized/underprivileged sections of the society. For purposes of focusing its CSR efforts in a continued and effective manner, the following thrust areas have been identified:
  + Promoting education including special education to persons with disabilities;
  + Enhancing environmental and natural capital;
  + Supporting rural development;
  + Providing health care facilities and preventing healthcare;
  + Providing sanitation and drinking water;
  + Creating live hoods for people, especially those from disadvantaged section of society, in rural and urban India;
  + Preserving and promoting sports;
  + Empowerment of women;
  + Promotion and development of traditional arts and handicraft;
  + Contributing to prime minister Relief fund or any other fund set up by the Central Government or State Government for social economic development
  + Social business projects
* **3.1.2.** The committee may modify, restrict or enlarge the thrust areas from time to time within the parameters fixed by the Act.
* **3.1.3.** The actual distribution of expenditure among these thrust areas will depend upon he local needs as may be determined by the need identification studies or discussions with local government bodies, citizen's forums, NGOs.

**4. Implementation**

* **4.1.** CSR programmes will be undertaken to the optimum extent within the defined ambit of the identified 'thrust areas'
* **4.2.** The time period or duration over which a particular programme will be spread, will depend on its nature, extent of coverage and he intended impact of the programme,
* **4.3.** Programmes which involve considerable financial commitment and are undertaken on a timeframe of 2-5 years, will be considered as flagship programmer's and accorded enhanced significance
* **4.4.** By and large, it may be ensured that all of the CSR programmers are executed in India, preferably in and around the areas adjoining NRRS location.
* **4.5.** Initiatives of state governments, district administration, local administration as well as central government departments and agencies and self-help groups and NGOs would be dovetailed and synergized with the initiatives taken by NRRS.
* **4.6.** The process for implementation of CSR programmes will involve the following steps:
* **4.6.1.** Identification of programmes at corporate and location level will be done by means of the following:
  + Need identification studies by professional institution and agencies
  + Internal need assessment by cross-functional team at the local level
  + Receipt of proposals and requests from district administration, local government etc.
  + Discussions and request with local representatives, civic bodies, citizen's forums.
* **4.7.1.** NRRS will seek to identify suitable programmes for implementation in line with the CSR objectives of the company and also benefit the stakeholders and the community for which those programmes are intended. These works would be done through:
  + Charitable foundation established by the NR Group & others
  + Community based organizations whether formal or informal
  + Elected local bodies such as panchayats
  + Voluntary agencies (NGOs)
  + Institutes and academic organizations
  + Trusts and missions
  + Self-help groups
  + Government, semi-government and autonomous organizations
  + Standing conference of public enterprises (SCOPE)
  + Mahila mandals and samitis
  + Confected agencies for civil works
  + Professional consultancy organizations
  + Chambers of commerce and industry

4.8. Criterion for identifying executing agency

* **4.8.1.** While identifying programmes, the locations concerned wilt also identifies the external agency who would execute the said programme. In case of programme execution by NGOs or voluntary organizations the following minimum criteria need to be ensured:
  + The NGO or agency has a permanent office or address in India;
  + The NGO is a registered society under societies' registration act or other legislation;
  + Possesses a valid income-tax exemption certificate;
  + The antecedents of the NGO or 4ency are verifiable and subject to confirmation.

**5. Monitoring and feedback**

* **5.1.** To ensure effective implementation of fie CSR programmes undertaken, the progress of CSR programmes under implementation will be reported to CSR committee on a half-yearly basis.
* **5.2.** The CSR personnel/department at the corporate office will conduct impact studies on a periodic basis, through independent professional third parties or professional institutions, especially on the strategic and high value programmers.
* **5.3.** Appropriate documentation of the NRRS CSR policy, annual CSR activities, executing partners, and expenditure entailed will be undertaken on a regular basis and the same will be available in the public domain. These will also be subject to audit as required by law.
* **5.4.** CSR initiatives of the company will also be reported in the annual report of the company and filed with the relevant statutory authorities as required by law.

We follow the 10 Principles of WFTO and ensure conformity from our suppliers too.

* Create Opportunities for Economically Disadvantaged Producers
* Transparency and Accountability
* Fair Trading Practices
* Payment of a Fair Price
* Ensuring no Child Labour and Forced Labour
* Commitment to Non-Discrimination, Gender Equality and Women’s Economic Empowerment & Freedom of Association
* Ensuring Good Working Conditions
* Providing Capacity Building
* Promoting Fair Trade
* Respect for the Environment

**CHAPTER – 4**

**RESEARCH METHODOLOGY**

**What is Research?**

The advanced learner’s dictionary of current English as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”

**Research Methodology:**

The process used to collect information and data for the purpose of making decisions is called as Research Methodology.

**Types of Research Design:**

Research design have been classified by various authors in different types of research design have emerged on account of different perspective from which a research study can be viewed .In this project Descriptive Research design is used.

**Descriptive Research:**

Descriptive research provides data about population or universe being studied. But it can be only describe the “who, what, when, why, where, when and how” of a situation, not what caused. Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.

**Sources of data collection:**

**1. Primary data-**

A survey method is used to collect the data through Questionnaire.

* Questionnaire:

A questionnaire is a schedule consisting of a number of coherent and formulated series of question related to the various aspects of the under study. In this method of question arranged in sequence is used to elicit response from the important.

**2. Secondary data-**

Through official website of Company, Books of Marketing Research, Some Research Papers and some other Websites.

**Tools used for data analysis:**

Graphical Method is used for the data analysis

**CHAPTER – 5**

**DATA ANLYSIS AND INTERPRETATION**

1. **From how many time employee stay in the company**

**Table:-1**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Less than one year | 20% |
| Less than two year | 30% |
| More than three years | 50% |
| Total | 100% |

**Graph:-1**

**Interpretation**:-20% employees are working in the company less than one year, 30% employees are working in the company less than two years and 50% employees are attach with the company more than three years.

1. **Any employee fined any difficulty while joining the company**

**Table:-2**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Induction | 20% |
| Training | 50% |
| Behavior of staff member | 30% |
| Total | 100% |

**Graph:-2**

**Interpretation**:-20% employees said through the induction they find difficulty while joining the company, 50% employees said through the training they face difficulty when they join the company and 30% employees says through the behavior of the staff they find difficulty while joining the company.

1. **Is the induction programmed is necessary for the new employees**

**Table:-3**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Yes | 90% |
| No | 5% |
| Can’t say | 5% |
| Total | 100% |

**Graph:-3**

**Interpretation**:-90% employees say that the induction program me is necessary for the new employees and 5% of the employee says no and can’t say but from my side 90% employees are right for their decision.

**4. Satisfaction level of employees about salary**

**Table:-4**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 60% |
| No | 20% |
| Can’t say | 20% |
| Total | 100 |

**Graph-4**

**Interpretation:-**60% employees are very much satisfied with their salary.20% employees are not satisfied and 20% employees can’t say anything..

5. Satisfaction level of employees about workplace

**Table:-5**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 50% |
| No | 20% |
| Can’t say | 30% |
| Total | 100 |

**Graph:-5**

**Interpretation:-** 50% employees are very much satisfied with their work place. 20% employees are not satisfied with the working condition and 30% employees can’t say anything.

**6. Satisfaction of employees about holidays provided by company**

**Table:-6**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 30 |
| No | 40 |
| Can’t say | 30 |
| Total | 100 |

**Graph-6**

**Interpretation:-** 30% employees are very much satisfaction with holidays provided by organization and 40% employees are quite satisfied but 30% employees neutral with the statement.

**7. Satisfaction level of employees about working hour**

**Table:-7**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 40 |
| No | 40 |
| Can’t say | 20 |
| Total | 100 |

**Graph:-7**

**Interpretation:40**% employees are very satisfied with their working hour in the organization and 40% employees are not satisfied with working hour, and at last 20% can’t say anything about the working hours or they didn’t give any response.

**8. Satisfaction level of employees about training and development**

**Table:-8**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 60 |
| No | 20 |
| Can’t say | 20 |
| Total | 100 |

**Graph:-8**

**Interpretation:-** 60% employees are very much satisfied with training & development Program provided by company and 200% employees are not satisfied with training & development, at last 20% employees can’t give any response.

**9. Satisfaction level of employees about co-operation from co-workers**

**Table:-9**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 40 |
| No | 30 |
| Can’t say | 30 |
| Total | 100 |

**Graph:-9**

**Interpretation:-**40% employees are very much satisfied with co-operation from their co-workers and 30% employees are not satisfied and 30% employees are disagree with co-operation from their c-workers.

**10. Satisfaction level of employees about their communication with superior**

**Table:-10**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 35 |
| No | 35 |
| Can’t say | 30 |
| Total | 100 |

**Graph:-10**

**Interpretation:-**

35% employees strongly agree that superior communicate to them what they expect and 35% employees are not satisfied with the statement and at last 30% employees say nothing about this statement.

51%

8%

**11. Satisfaction level of employees about reward and recognition system**

**Table:-11**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 45 |
| No | 45 |
| Can’t say | 10 |
| Total | 100 |

**Graph:-11**

**Interpretation:-**45% employees are very much satisfied with rewards & recognition system of the company and 45% employees are not satisfied and 10% employees say nothing about reward and recognition.

**12. Satisfaction level of employees about promotion policy**

**Table:-12**

|  |  |
| --- | --- |
| **Respondents** | **Percentage** |
| Good | 20% |
| Excellent | 20% |
| Average | 30% |
| Worst | 20% |
| Poor | 10% |
| Total | 100% |

**Graph:-12**

**Interpretation:-**20% employees say that thecompany’s increment and promotion procedure are good and also 20% employees says excellent, but 50% employees says that the company’s increment and promotion procedure are on average, 20% employees say worst and 10% says the poor company’s increment and promotion procedure.

**13. Satisfaction level of employees about canteen facility provided by company**

**Table:-13**

|  |  |
| --- | --- |
| **Various Response** | **%age** |
| Yes | 30 |
| No | 35 |
| Can’t say | 35 |
| Total | 100 |

**Graph:-13**

**Interpretation:-**30% employees are very much satisfaction with canteen facility provided by company and 35% employees are not satisfied with the canteen facility and 35% can’t say anything about the canteen facility.

**14. Employees are satisfied with the first aid while any emergency**

**Table:-14**

|  |  |
| --- | --- |
| Respondents | Percentage |
| Yes | 70% |
| No | 20% |
| Can’t say | 10% |
| Total | 100% |

**Graph:-14**

**Interpretation**: - 70% of the employee say the company provide first aid at the time of emergency, 20% employees say no the company can’t provide any first aid while any emergency and at last 10% employee say nothing.

**15. Satisfaction of employee about their experience which they gain while working in the company**

**Table:-15**

|  |  |
| --- | --- |
| Respondents | Percentage |
| Good | 50% |
| Excellent | 30% |
| Average | 15% |
| Poor | 5% |
| Total | 100% |

**Graph:-15**

**Interpretation**:-50% employee show the good experience while working in the company,30% employees say excellent result,15% employee say average and 5%employee say poor result or experience while working in the company.

**CHAPTER – 6**

**6.1 FINDINGS**

* Company has earned good name in the area in which it deals leaving its competitors behind it to survive.
* Most of the employees in the company can’t find any difficulty while joining the company.
* Most of the employees said the induction programme is necessary for the new employees.
* Employees are satisfied with their salary, so that they stay in the company for so many times.
* The employees are also satisfied with the working condition of the company.
* Employees are satisfied with the working hours.
* Good and effective interaction is there between the middle level management and the workers.
* The company also provides compensation to the employee, if any damage or any health issue arises.
* Employees are happy with the increment and promotion procedure.
* Employees are satisfied with the cleanliness in the company and happy with the food given in the canteen.
* First – aid facility also provided to the employees at the time of any emergency.
* Due to the training and development program the employees are able to increase the working capability.
* Workers are not fully able to face the compliance and the buyers who are there to deal with the company.
* Workers follow the rules and regulations of the company resulting in healthy environment of the company.

**6.2 SUGGESTIONS**

* Promotion practices should be well defined & must be done in practices.
* Adequate rewards must be given to the employee either rewards may in the form of monitory & non-monitory.
* Employees must be recognized by their potential or efforts apply in their jobs.
* The food provided to the employees must be hygienic & of good quality in course of health of the employees.
* Salary must be provided to the employees according to their potential.
* Adequate welfare activities should be adopted by company in regular intervals.
* Conflicts should be handled efficiently & proper process should be adopted.
* Grievance should equally with the entire employee working in the organization.
* Plans made should be strictly implemented it should not be in papers.
* Company should start its own conveyance facility for the comfort of employees.
* Company should start medical claim & insurance scheme for each category of employees.
* Meditation or yoga classes should be started so as to reduce the stress of employee.
* There’s need to focus more on fulfilling social responsibility towards society.

**6.3 CONCLUSION**

In conclusion it can be said that employees are satisfied with the communication with their superiors. They are satisfied with their interest of job. They are satisfied with holidays provided to them. They are also satisfied with their working hour of their job. Employees are not so much satisfy with their training and development program provided to them. They are satisfied with the authority and responsibility given to them. Employees are satisfied with the safety measures used in the organization. They are also satisfied with the co-operation from co-workers. They are also satisfied with the action taken by their seniors for employee grievances. Employees are not satisfied with their reward and recognition system. Food provided in the canteen is not up to the mark. Employees are not so much satisfied with their salary. They are also not much satisfied with their workplace and promotion policy. They are not satisfied with the welfare activities.

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